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From The Chair

Fall is always a moment of perspective for me. As the first berries come off the bogs, I am reminded that our work at CI is about much more than one

harvest, it is about ensuring that cranberries remain relevant and valued for generations to come.

This issue of the newsletter highlights just how much has been accomplished this year. From expanding marketing efforts into Southeast Asia, to advancing research on gut health and false blossom disease, to strengthening the Berry Best Guidebook, the CI staff has worked with focus and dedication to turn board priorities into real progress.

What excites me most is not just what we have achieved, but the momentum we are building together. We are connecting research with marketing, growers with scientists, and industry priorities with policymakers. That kind of alignment is what will keep cranberries relevant and competitive for the next generation.

As we work through a busy harvest season, I hope you will join me in taking a few minutes to read the articles in this issue. They tell the story of an industry moving forward with purpose and reflect the commitment of everyone involved.

I am especially looking forward to the upcoming Annual Report. I hope you will read it, share it, and let it spark ideas and conversations that shape our work in 2026 and beyond.

Working alongside such a dedicated and talented group of people, board members, supporting members, researchers, and staff, is a privilege that inspires me every day. Together, we are laying the groundwork for long-term success.

Michael Dubur



Executive Director Update

In August we held our 2nd board meeting of the year in Plymouth. And while the outside world appears to be a bit chaotic at times, the board meeting was anything but

chaotic. The topics ranged from trade policy and tariffs to international marketing, including our new marketing initiatives into Southeast Asia. Two impressive new health research projects were presented to the board by the principal investigators, and both were approved. We continue to work on the horticulture front, such as IR-4 projects to get new tools approved for grower use, while monitoring policy challenges, such as Make America Healthy Again, that could impact the sales of the healthy cranberry products our supporting members manufacture, and which deserve world-wide consumption.

The meeting was perhaps the most well-attended in decades, and was a clear example of how the board, advisors and supporting members, and grower association executives, come together for the betterment of the whole industry.

In this newsletter you will read about the initiatives the Cranberry Institute has undertaken, from research and marketing, to advocating on your behalf. We value your support and welcome your thoughts and suggestions on how we can improve the Cranberry Institute for you.

Wishing you a safe and successful harvest season! And if some ideas come to mind during the harvest season that you think CI could implement to further benefit the industry from farm to table – let us know!

William Frantz



International Trade Update: Tariffs

The CI works with Bryant Christie Inc. to address international trade issues affecting North American cranberry exports. The following summarizes the latest tariff developments as of September 11, 2025.

U.S. Reciprocal Tariffs & Trade Deals

The Trump Administration has now enacted higher rate U.S. reciprocal tariffs on 69 trading partners. It has also been undertaking trade negotiations with some of the affected markets and finalized deals with several trading partners, including the EU, UK, Japan, Vietnam, Indonesia, and others. Where appropriate, the CI has weighed in with the Administration to seek the elimination of cranberry tariffs in these negotiations through communications to the U.S. Trade Representative's office and USDA.



European Union & United Kingdom

In July 2025, the U.S. announced a trade deal with the European Union. Under the terms of the deal, the EU has proposed to permanently eliminate tariffs on most U.S. cranberry products, including sweetened dried cranberries, cranberry concentrate, and fresh and frozen cranberries. Although not finalized, these EU tariff concessions represent a victory for the cranberry industry and, when finalized, would mean exports of U.S. sweetened dried cranberries and cranberry concentrate would no longer be reliant on EU duty suspensions to enter tariff-free.

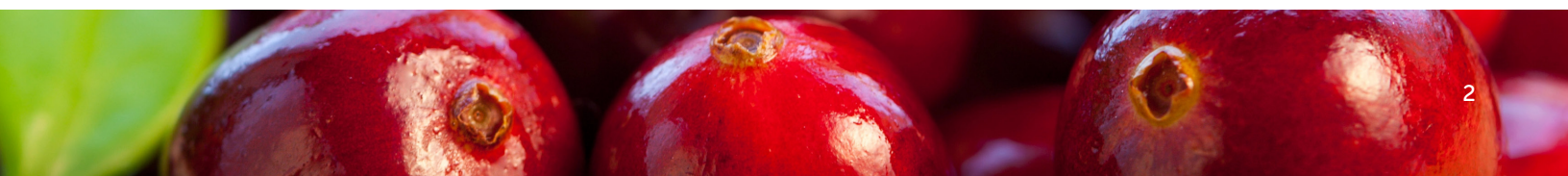
The CI and BCI continue to engage with USTR to ensure the successful implementation of these EU tariff concessions. Separately, the CI continues to push for similar permanent concessions in ongoing U.S. trade negotiations with the UK following a limited, preliminary agreement that was reached in May.

Canada & Mexico

Trade between the U.S., Canada, and Mexico remains largely tariff-free for goods that are compliant with the U.S.-Canada-Mexico free trade agreement (USMCA). This should apply to U.S. and Canadian cranberry products. Non-USMCA compliant imports from Canada and Mexico face higher U.S. tariffs. Prior 25% retaliatory tariffs imposed by Canada on select U.S. products, including cranberry juice drinks (HS 2202.10), now no longer apply if the product is USMCA compliant. Talks with Canada and Mexico continue.

China

The U.S. and China continue to implement a "tariff pause" through November 10, 2025. During this pause, China has reduced its retaliatory tariffs on U.S. products. China's tariff on U.S. sweetened dried cranberries is reduced from 180% to 65%, and the tariff on cranberry concentrate is reduced from 142.5% to 27.5%. The U.S. and China continue to negotiate on trade issues. CI has weighed in with USTR to seek the lifting of China's retaliatory tariffs on U.S. cranberries as part of these negotiations.



India

The U.S. now imposes an additional 50% tariff on Indian imports in response to India's continued purchases of Russian oil. Following a breakdown in relations, President Trump recently announced the resumption of trade talks. The CI has weighed in with the administration to seek the elimination of India's tariffs on U.S. cranberries. India currently imposes a 5% tariff on SDCs and a 50% tariff on cranberry concentrate. To date, India has not imposed retaliatory tariffs on U.S. products.

Brazil

President Trump has imposed an additional 50% tariff on Brazil, citing Brazil's alleged unfair treatment of former President Jair Bolsonaro as a trigger. Brazil has not responded to this U.S. tariff action. Brazil currently imposes a 12.6% tariff on U.S. SDCs and on U.S. cranberry concentrate.

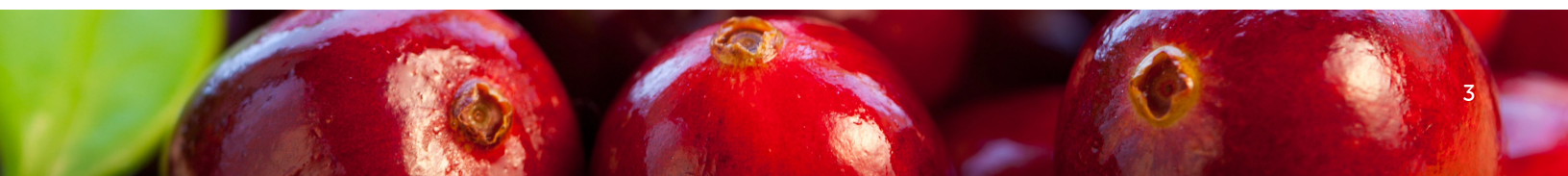
Horticulture Update

The CI strives to support horticultural research that improves the economic viability for North American cranberry growers. Every year we bring the cranberry research and extension community together with the goal of sharing information between all regions, fostering collaborations, and keeping the groups up to date on horticultural challenges facing the industry. We host annual virtual "Working Group" meetings for each research discipline (Entomology, Pathology, and Weed Science).

This year we also held a special meeting on Cranberry False Blossom Disease. On April 28, CI hosted a lengthy interdisciplinary discussion on CFBD for the cranberry research community. The discussion was led by the scientists in NJ who are spearheading the research front on this topic. Their group has taken a truly multifaceted approach combining pathology, genetics, entomology, weed science, and more to advance understanding of the issue from every angle possible. The meeting began with short presentations from each lab on their work and complimentary work happening in WI, and was followed by a very engaging discussion. The meeting was attended by a wide range of people across both the US and Canada representing a variety of research disciplines.

Another important aspect of the horticultural work CI does is to support efforts towards new pest management tools. One of the main ways that chemicals get registered for cranberry use in the US is through the IR-4 project. The IR-4 Project has been around since 1963 and "operates as a unique partnership between the U.S. Department of Agriculture (USDA), the State Agricultural Experiment Stations (SAES), the U.S. Environmental Protection Agency (EPA), the agrochemical industry, commodity groups, and growers". Some recent successes of our work with [IR-4](#) include the newly registered fruit rot fungicide Switch that contains two novel active ingredients with novel FRAC groups, as well as ongoing projects with three other fungicide active ingredients that will eventually be valuable tools in the hands of US growers.

We also work to support the Canadian cranberry research team with their efforts to get new products registered through the sister agency PMC, which can occasionally result in joint projects that lead to registrations on both sides of the border. This was the case with the new Switch fungicide and also with an herbicide project that will hopefully be completed soon!



MRLs

In order for cranberries to be sold abroad, handlers must ensure that the fruit they are exporting meets the standards for the specific foreign markets they are exporting to. This can be a complex and challenging task since there is no universally accepted standard for which levels of which crop protection product are allowed in food. As such, MRLs (maximum residue limits) in each market the industry exports to are very important.

The Cranberry Institute works closely with BCI, a world leader in global access, to track MRL issues and continually seek new MRLs that are harmonized with our North American one.

The European Union remains an important export market for the cranberry industry. Their Standing Committee on Plants, Animals, Food and Feed (SCoPAFF) continues to conduct impact assessments on "non-approved substances" - which are products that are not allowed to be used within the EU and their findings may impact the import MRLs we have for products such as quinclorac and mancozeb.

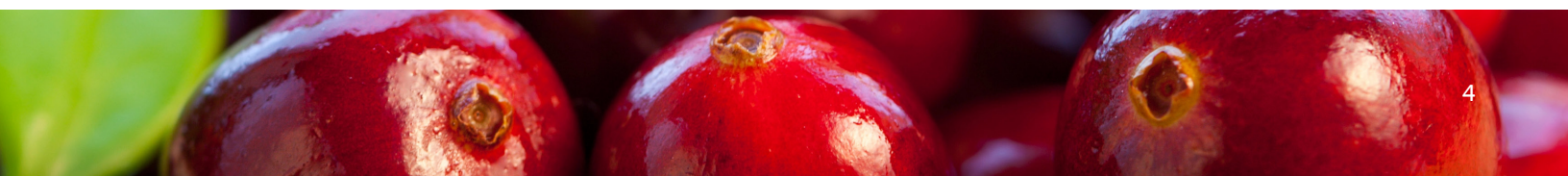
The current EU MRL for difenoconazole is 0.1 ppm, which is lower than the US and Canada tolerance established at 0.6 ppm. In June the European Commission published a draft proposal on difenoconazole which found that the residue of 0.6 ppm posed no risk to consumers and proposed raising the tolerance to be harmonized with the US/CA tolerance of 0.6 ppm. The proposal is currently under consideration in SCoPAFF.

The USDA Foreign Agricultural Service (FAS) works to enhance market access for US specialty crops. The cranberry industry is participating in a FAS initiative "Assisting Specialty Crop Exports" (ASCE) and is working to establish MRLs in Southeast Asia. The goal is to have MRLs adopted by all ASEAN nations (Association of Southeast Asian Nations), but some countries do not yet have systems in place to adopt import tolerances.

International Marketing

USDA Grant Funding

To date, the Cranberry Institute has secured more than \$3.8 million on behalf of the cranberry industry for promotion in international markets. CI has a total of \$2 million in USDA grant funding allocated to support its international marketing activities in 2025. Throughout the first half of the year, funding was used across targeted markets to support a range of activities.



India – Key Activities:

Brand ambassador:

Initiated partnership with Chef Vikas Khanna; 2 videos, 4 reels, and 10 photos developed for use across CI channels.

Retail & e-commerce:

Partnered with Amazon India, Lulu Hypermarket, Benzer Foods, 7 Bazaari, and ZeptoNow, generating a 57% sales increase and nearly 1.4 million impressions.

Social media:

Grew U.S. Cranberries India channels by 48,000+ new followers. Reached 5 million consumers through influencer partnerships.

Health influencer partnerships:

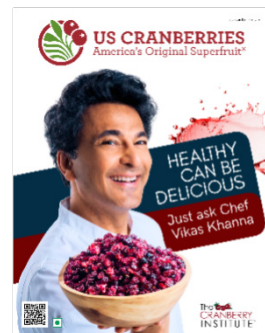
Partnered with 9 leading doctors and nutritionists to post about cranberries, receiving 1.2 million views and an engagement rate of 1%.

Trade promotion:

Exhibited at 2 major trade shows, met with 30 food importers and processors, and generated 3 trade leads.

Looking ahead:

Activities are ramping up through the end of the year, especially around major holidays including Diwali. Online and offline retail promotions, nutrition seminars, foodservice promotions, social media campaigns featuring Chef Vikas, and more are planned.



Photos attached: Trade meeting at the MEWA U.S. Cranberries booth, and content created with CI's spokesperson, Chef Vikas Khanna.

South America (Brazil and Colombia) – Key Activities:

Consumer advertising:

A 15-second TV commercial aired during the popular MasterChef Colombia show, with an estimated viewership of over 10 million.

Social media:

Facebook and Instagram ads led to an increase of 32,000 followers, 8% engagement, and 11.9+ million impressions. Influencer partner posts reached 2,536 consumers on Instagram.

Trade promotion:

Participated in 2 major trade shows, engaged with over 200 trade stakeholders and generated over potential trade leads. Held 25 trade meetings and distributed 660 marketing kits and giveaway items to 700 trade stakeholders.

Technical training seminars:

Held 2 technical training events for 28 industrial ingredient users, manufacturers, and food processors. 98% reported that they plan to use cranberries in new product formulations.

Looking ahead:

An increasing number of activities will be implemented through the end of the year including health advertising, retail and e-commerce promotions, and continued social media campaigns. Additionally, CI is hosting a group of buyers from Brazil and Colombia in October, who will visit cranberry bogs and processing facilities in Massachusetts, New Jersey, and Wisconsin.



Photos attached: In-store promotions for U.S. cranberries, and food manufacturer technical trainings in South America.

Southeast Asia (NEW!):

CI is expanding its international marketing program to include Southeast Asia, a promising region for U.S. cranberry exports. After a competitive RFP process, Orissa International was selected to represent the industry and initiate programming in Malaysia, Singapore, Thailand, and Vietnam. Activities through the end of the year will include:

- Trade servicing and workshops.
- Digital marketing and social media outreach to raise awareness for U.S. cranberries among consumers.
- In-store promotions to highlight the availability of U.S. cranberries at retail.
- **Looking ahead:** Orissa and CI will evaluate the results of these activities in 2025 to refine the geographic scope and tactics of the program.

Cranberry Health Research and Nutrition Communications

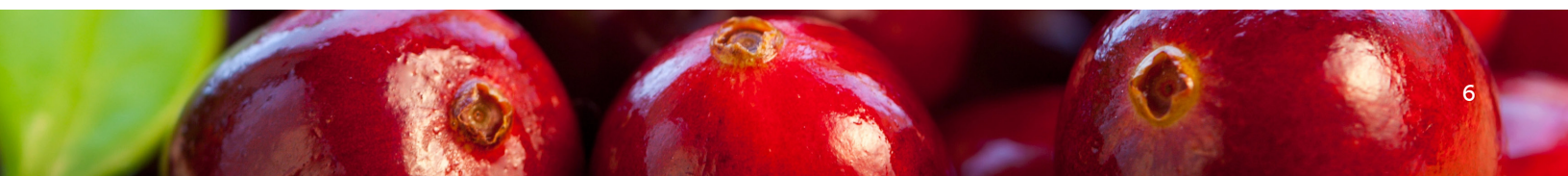


Cranberry Institute is a Gold Sponsor of this year's [Berry Health Benefits Symposium](#). A special activity of this year's symposium is a:

Historic Blueberry and Cranberry Tour at Whitesbog Village

"Discover the roots of New Jersey's cranberry industry with a tour at Whitesbog Village — the birthplace of the cultivated blueberry and a hub of agricultural innovation! Explore the preserved village, original cranberry bogs, and learn how generations of workers shaped the land and legacy. Enjoy tastings of cranberry treats and seasonal specialties, made with fruit grown right here in the bogs!"

Researchers from around the globe will speak on how berries benefit gut health, which in turn can improve cognition and cardiometabolic health.



Cranberry Research

The board met in August and voted to fund two new cranberry research projects:

(1) Deciphering the impact of the human gut microbiome on the health benefits of cranberries. Emily P. Balskus, PhD – Harvard University and Marco Jost, PhD – Harvard Medical School.

(2) Prebiotic strategies to enhance GLP-1 secretion. Principal Investigator: Peter J. Turnbaugh, Department of Microbiology & Immunology, University of California, San Francisco.



University of California San Francisco



Sharing the Good News of Cranberries Far and Wide

The 2025 [Berry Best Guidebook](#) is available on the Cranberry Institute website. Since launching the guidebook in September 2024, it has been viewed and interacted with more than 10,000 times! The guidebook has been helpful for media, healthcare professionals, and in communications with USDA procurement and international marketing programs.

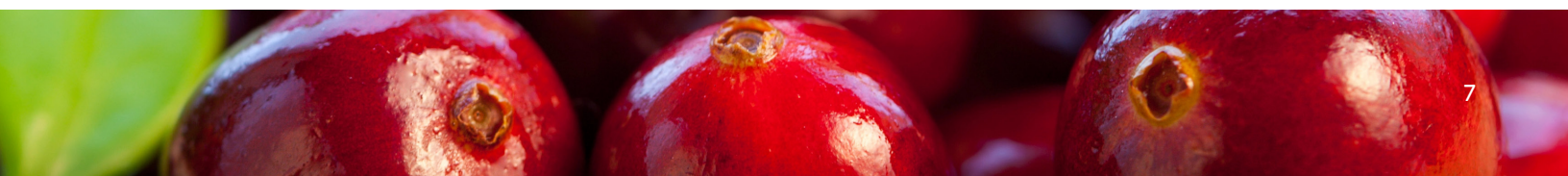
New research has been added to support the well-established benefits of cranberries for urinary tract, stomach, gut, and cardiovascular health. With this update, the guidebook features new categories including:

- Exercise Performance and Muscle Function
- Anti-Aging and Cellular Health
- Rheumatoid Arthritis Support
- Endocrine Health
- Management of Liver Disease
- Digestive Support including Constipation and Inflammatory Bowel Disease
- Anti-Cancer now includes Lung Cancer and Oral Cancer

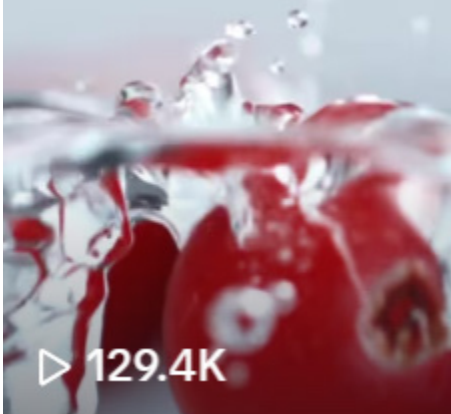


Dr. Amy Howell added details on how to choose cranberry supplements for bioactivity, which is especially helpful for people looking to prevent recurrent UTIs.

Pollock Communications pitched the good news of cranberries to media earning placements in prominent publications including *Prevention* [What Are Superfoods? A Dietitian Shares 15 Nutrient-Dense Options](#) and *Eating Well* [6 Foods You Should Eat More of After 60, According to Dietitians](#).



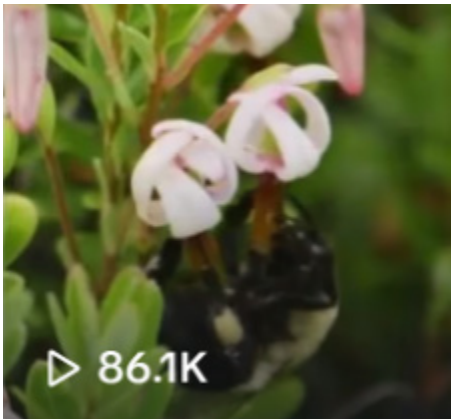
The Cranberry Institute is active on Instagram and TikTok. The posts promote and encourage consumer awareness and trust in the **health benefits** of cranberries, details about the growing process, and interesting facts about cranberries. The social posts garnered engagement well above industry averages. Here are two popular posts from earlier this summer!



According to @mindbodygreen, there is robust evidence that berries, including cranberries, can help support brain health and may even help ward off Alzheimer's.

Cranberries are rich in polyphenols, plant compounds that fight inflammation and oxidative stress, and are packed with fiber that supports a healthy gut and heart, both essential for brain function.

Tip: Choose cranberries every day! Whether fresh, dried or juiced, cranberries are a smart and delicious addition to your brain-healthy routine.



Bees and bogs are better together. 🐝

Cranberries rely on hardworking pollinators like honeybees to thrive, and in return, cranberry growers implement practices that help protect and support pollinator health.

Advocacy

USDA AMS Purchases

At Cranberry Institute, we've been working with the Procurement division of AMS to secure cranberry purchases. We were successful in the AMS issuing, at the end of August, a very large bid for dried cranberries. When the USDA AMS canceled the bid due to lack of competitive bids and pricing, we immediately worked with them and our supporting members to create an opportunity for a revised and re-issued bid. Fortunately, the USDA did re-issue the bid, albeit with a very tight window to respond. We'll continue to work with AMS, and supporting members, to create a future for successful procurement.



MAHA Report

The 2nd Make America Healthy Again report has been published. It was more “farmer friendly” than the first report that was published in the spring. We, with colleagues such as the Minor Crop Farmer Alliance and others, are monitoring and digesting the contents of the report as major concerns still abound, such as sugar restrictions and future pesticide restrictions, that could hurt the industry.



Government Request For Information

The FDA And USDA have issued a RFI to help define what ultra-processed are, and are not. We’re working with others in the industry to provide comments to the agencies. Hopefully the agencies will recognize the health benefits of cranberry products, despite the modest addition of sugar to make the products palatable.

Board Workshops

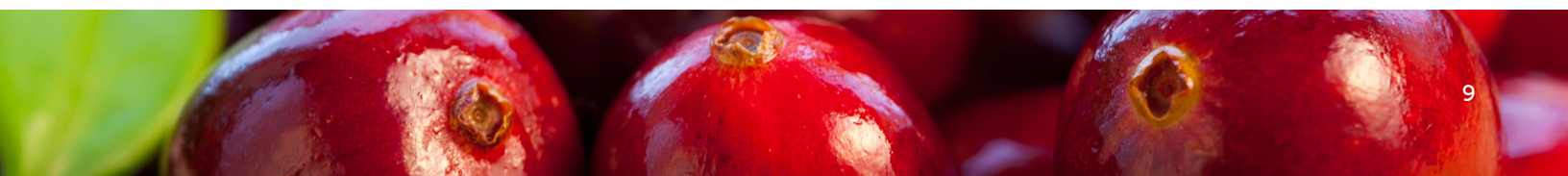
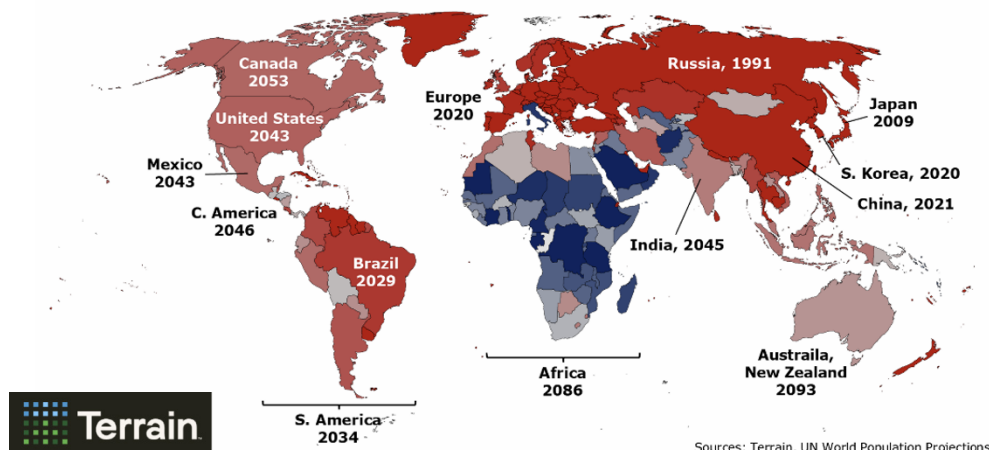
At the CI we’re committed to bringing new, valuable business skills to our members, board and advisors who attend our meetings. Last December, we had two Vanderbilt computer professors join our board meeting and present the basics of “artificial intelligence and the use of ChatGPT”. It was a very useful session. This past board meeting in Plymouth we brought in Six Seeds Consulting to re-create the terrific presentation the founder, Andreas Duess, created and presented at this summer’s United States Ag Export Development Council meeting in D.C., entitled “From Guesswork to Clarity- AI-Powered Consumer Research”.



Additionally, we’re lining up another outside expert firm on world and domestic demographics to speak at our International Marketing Committee and board on the rapidly changing world population and purchasing power dynamics and what it means for agriculture’s international marketing programs. Terrain has interesting ag materials on their website [Terrain | Homepage](#). One small example is provided here:

From Baby Boom To Baby Bust

Estimated Year of Peak Population, Low Variant Prediction Interval





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Cranberry Institute Board of Directors Meetings

August 2025 – Plymouth, MA
December 2025 – Las Vegas, NV
March 2026 – Minneapolis, MN
Summer 2026 – British Columbia

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