

Phosphorus (P) Nutrition in Cranberry Still a Hot Topic

Phosphorus nutrition in cranberry remained a hot topic at this winter's regional cranberry meetings. Both Drs. Carolyn DeMoranville from the UMASS Amherst Cranberry Station and Teryl Roper from the Univ. of WI addressed the topic in regional and state cranberry meetings. Cranberry phosphorus nutrition remains an important topic for a number of reasons:

1) Purported phosphorus runoff from a Northern Wisconsin cranberry farm is involved in a lawsuit by (out of state) landowners contending discharge of phosphorus from the cranberry marsh has led to water quality degradation and excessive weed and algae growth, thereby creating a public nuisance. (The Wisconsin State Attorney General is also involved in this lawsuit)



2) Cranberry growers are required to have a nutrient management plan to qualify for EQIP (Environmental Quality Improvement Program) funds and as part of a general defense against persons who would accuse cranberry growers of environmental pollution.

3) Acceptable quantities of phosphorus in the soil and plant are required to be in compliance with a grower's whole farm plan to qualify for EQIP funds, yet soil levels of phosphorus are not well understood by growers or scientists. Proposed Wisconsin State rules are going to require all farmers to develop nutrient management plans.

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Clement Pappas and Apple and Eve Foster a Decades-Old Production Partnership

That is the title of a recent article in *Beverage Industry* magazine. The article accompanied another front-page article spotlighting the Apple and Eve Company. Apple and Eve just passed their 30th anniversary and their \$160 million sales mark. The company was founded in 1975 by CEO Gordon Crane and has grown from a small family-owned apple juice company to national business with more than 100 products. Apple and Eve's recent acquisition of Northland now makes Apple and Eve the leading provider of the 100-percent juice products and adds the Seneca brand license, TreeSweet and Awake brands to the mix.

Clement Pappas and Apple and Eve have been production partners nearly as long as Apple & Eve has been in business and Clement

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Upcoming Events:

March 9-10, 2006	Cape Cod Cranberry Growers' Association Annual Meeting, Plymouth, MA
March 7, 8, 28, 29, 2006	WSCGA Nutrient Management Training. Contact the WSCGA for training near your area in WI. (715) 423-2070
April 7-8, 2006	Wisconsin Cranberry Board/ Cranberry Institute meeting to consider cranberry research proposals and funding.
August 9, 2006	Wisconsin State Cranberry Growers' Summer Meeting & Trade Show, Pittsville, WI

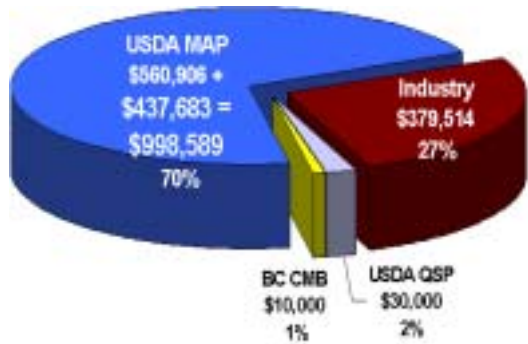
Aimez-vous les cranberries?

Do You Like Cranberries?


Brooke Peterson

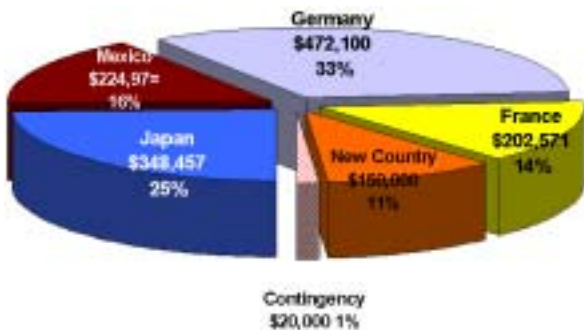


That's the question currently being asked in French and also in Spanish, Japanese and German by the Cranberry Marketing Committee (CMC). Nowadays, exports account for almost 25% of all cranberry sales and CMC Directors believe that export opportunities will provide the best future market growth potential for the industry. While the US is viewed as a "mature market" for cranberry juice products and cranberry sauce, the export market is considered hardly tapped. Cranberry exports will receive a big boost for the 2005/06 marketing year with additional USDA-MAP (Market Assistance Program) funds.



Export Market Development Fund Sources

The CMC's total budget for international market development activities during the 2005/06 marketing year is \$1.5 million, an increase of 105% from the previous year. Of this total, \$1.03 million is being provided by the UDSDA, \$479 thousand from the CMC and \$10 thousand from the British Columbia Marketing Board. Current target countries include France, Mexico, Japan and Germany. With MAP funds restored to their previous level, the amount available for cranberries is about double the amount available last year through this program. 



Export Market Development Fund Expenditures

2005

1st Quarter Results

9/1-12/31

BEGINNING INVENTORY

Barrels in Freezers	1,608,916
Barrels in Processed Form	1,626,772
Sub-Total	3,235,688
Adj from prev report:	2,729
Barrels On Hand	3,238,417

ACQUISITIONS

Massachusetts	1,416,461
New Jersey	528,302
Oregon	421,780
Washington	199,010
Wisconsin	3,676,433
Other States	45,921
U.S. Acquired	6,287,907
Foreign Barrels Acquired	906,908
Total Barrels Acquired	7,194,815

Interhandler Transfers	-171,557
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SALES & SHRINKAGE

Fresh Domestic Sales	219,731
Processed & Sold By Handler	1,682,314
Sold to Processors	164,222
Sold to the Government	22,433
Total Domestic Sales	2,088,700
Foreign Sales-Fresh	55,615
Foreign Sales-Processed	549,257
Total Sales	2,693,572
Shrinkage	142,442
Total Sales & Shrinkage	2,836,014

ENDING INVENTORY

Barrels in Freezers	5,288,898
Barrels in Processed Form	2,136,763
Barrels In Inventory	7,425,661



2006 Crop Year Cranberry Marketing Policy
Estimated Carry-In, Supply, Sales/Usage & Carryout
Inventory
(9/01/2006 - 8/31/2007)
13-Feb-06

	Estimate	CMC Feb
		1,000 Barrels
1 Estimated Carry-In as of 09/01/05		3,523
<i>Production & Acquired</i>		
2 Estimated Domestic Production		6,463
3 Estimated Foreign Acquired		1,025
4 Total Production & Acquisitions (2+3)		7,488
5 Available Supply (1+4)		11,011
<i>Estimated Shrinkage</i>		
6 2% of Carryin (1)		70
7 4% Estimated Production/Acquisitions (4)		300
8 Estimated Shrinkage (6+7)		370
9 Adjusted Supply (5-8)		10,641
<i>Sales & Usage</i>		
10 Fresh Fruit Sales		295
11 Processing Fruit Usage		6,750
12 Total Sales/Usage (10+11)		7,045
13 Difference Between Adj. Supply/Sales (9-12)		3,596
14 Industry Inventory Est.(Pipeline) Needs		2,500
15 Est Adjusted Carryout as of 08/31/07		1,096

Phosphorus (P)


Nutrition in Cranberry

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- 4) Applying a nutrient in excess of plant needs is not only bad for the environment, it is money poorly spent.

Even though phosphorus is a recognized macro-nutrient, there is often very little to no positive correlation between phosphorus applications on cranberries (as long as the tissue test is at least 0.1%). DeMoranville, in speaking with MA growers suggested that some P is better than no P (based on previous research), but results showed few differences among P treatments. Neither the yield, tissue P nor soil P consistently increased with increasing P rates.

Roper and DeMoranville both stressed the importance of tissue testing (as opposed to soil testing) when determining P needs. Dr. Roper suggested that there will not be P deficiencies if either the "Bray" or "Mehlich" P soil test shows 25-50 ppm in P in the soil. He did add that it is possible for the plant to test low in P, while the soil tests high. Tissue testing is a more direct measurement of P availability because it shows what the plant is actually assimilating. Forty-five pounds of P₂O₅ per year should easily yield the desirable foliage level of .1 to .2 % P.

Recommended reading for cranberry growers is the Extension publication: *Phosphorus for Bearing Cranberries in North America* by Roper, Davenport, DeMoranville, Marchand, Poole, Hart and Patten. 

Grower Profile: Jim Fazio

The following profile features Jim Fazio from Nekoosa, Wisconsin. It is the profile of a “kid from Milwaukee” who has been “hustling” most of his life and a person who enjoys fresh challenges. ~Brooke Peterson

Jim Fazio is a person who has a hard time sitting still, not just in a chair, but in general. His energetic nature led him from businesses in Milwaukee to Central Wisconsin where he started growing cranberries. Today, Jim farms “The Cranberry Company” a 26-acre partnership marsh which he began building with neighbors in 1990 and “Fazio Cranberry Company” another 24-acre marsh that he built, on his own, beginning in 1995. New to the cranberry business, he learned quickly and established marshes that today are well-maintained and productive properties. As evidence of the marshes’ productivity, when the Cranberry Marketing Committee imposed a volume regulation in 2000 and 2001, Jim was able to use a near 340 barrel/ acre average in calculating the amount of fruit that he was able to deliver. This amount is over 60% of Wisconsin state’s already high average cranberry production.

Jim came to Central Wisconsin from Milwaukee, where he owned several businesses. He was in the automotive business in downtown Milwaukee until 1981. That year, he turned his automotive business over to his son and began restoring several historic buildings that he owned in downtown Milwaukee. The downtown revitalization project lasted from 1981 to 1987. His rebuilding efforts resulted not only in several revitalized buildings but several different business enterprises located within the properties. Two of the buildings

were eventually sold. Jim’s admitted passion is starting and building up a new business. And lately, his energetic nature isn’t slowing up. Now that his cranberry marshes are established, Jim’s latest business venture is “Trade Show Logistics”. This business



Jim Fazio takes advantage of a warm sunny day during harvest to rake in some cranberries.

supplies warehousing and set-up for automotive trade shows for a major US truck builder. Jim feels his latest business venture compliments his cranberry growing enterprise because 90% of the shows occur in December through February. The trade-show warehousing and setup business is

coordinated with an on-site trade show management company owned and operated for many years by his sister (a successful businesswoman in her own right). Trade show setups can be very elaborate with semi-loads of supplies for major shows in large cities or “pop-ups” sent by common carrier and used in smaller shows. There are a lot of trade shows. This time of year, the warehouse operation assembles and ships out “pop-ups” for 6 shows a day to locations all over the country in addition to handling the logistics for major shows.

Meanwhile, back at the cranberry marsh, Fazio has built beds for an additional 10-acres of cranberries. Among his recent challenges on the marsh, Jim identifies pollination and fertility management (for improved fruit color) as two areas that demand his attention. He believes that there are certain “windows” in cranberry production when it is critical to do certain things. Jim is especially diligent during the pollination and fruit set period. He commented that he spends a lot of time during this phase of plant growth, down in the beds observing the health of the bed, ascertaining fruit set and most particularly fertilizer requirements. Confounding all the observations are other factors such as weather (92 degrees after a fertilizer application). He said that he doesn’t have it figured out yet, but he is sure going to continue paying attention and trying to respond appropriately. ☞

Clement Pappas and Apple and Eve Foster a Decades-Old Production Partnership

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Pappas has been bottling juices. Through a co-packing arrangement, Clement Pappas bottles nearly all of Apple & Eve's multi-serve bottle juice products. Apple & Eve does its own product development work and Clement Pappas ensures the products that it bottles for Apple & Eve meet their standards. Coincidentally, Clement Pappas was a co-packer for Northland Cranberries prior to the acquisition by Apple & Eve. When Pappas bought Northland's North Carolina production facility we became a co-packer for the Northland label. Currently, Clement Pappas bottles all of Northland's multi-serve products. The *Beverage Industry* article noted that production scheduling can be complex, since Pappas serves hundreds of customers and




Bottles being filled with cranberry juice cocktail at the Seabrook, NJ plant.



A "Batcher" insures the right combination of ingredients in a juice blend.

produces about 2,700 SKU's. In the article, Dean Pappas noted that "We're running to order. As our orders come in, they're scheduled and we try to turn our inventory about 24 times per year. We're giving customers 10 days of lead time."

The *Beverage Industry* article highlighted two innovative companies who have had a mutually beneficial partnership and who have changed and grown to meet the challenges of the marketplace. The article is also about two family-owned businesses that value long term relationships. Clement Pappas' relationship with its cranberry suppliers is another example of the company's emphasis on continuity and investing in win-win relationships. 

2006 Pesticide Use Updates:

Information from Jere Downing, Executive Director of the Cranberry Institute

Guthion- use will be terminated at the end of 2006. Any remaining supplies should be used up by then.

Diazinon- currently has a 24-C label for the 14G label for girdler control in Wisconsin, Massachusetts and New Jersey. Diazinon use will be cancelled in 2008 (except possibly in the states of Washington and Oregon)

Orbit- Patty McManus has applied for a Section 18 for 2006 for Orbit use in Cotton Ball control in Wisconsin. Full registration is pending (and has been).

Orthene- Only the "97" product is available on cranberries. One application per season is allowed with a 75 day PHI.

Intrepid- Efforts are underway to reduce the 1-mile buffer zone from lupin plants, the food source for the Blue Karner butterfly. EPA is currently reviewing commonly used application methodology to be certain that there is no risk from drift. The CI is hopeful that the buffer zone issue will be resolved by the 2006 season.



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