Aug 30th, 9:30 AM - 9:50 AM

Cranberry Institute Update

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Cl Update- 2017

Terry Humfeld, Executive Director
John Wilson, Horticultural Advisor
Mission

Improve the short and long term viability of the Cranberry Industry through research and communication

- Pesticide & Regulatory Interface
- Health Care Provider Education
- Health Benefit and Production Research
- Public Affairs
## CI Members – Cranberry Handlers

<table>
<thead>
<tr>
<th>United States</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lassonde Pappas &amp; Co. Inc.</td>
<td>ATOKA</td>
</tr>
<tr>
<td>Cott Beverages Inc.</td>
<td>Bezanson &amp; Chase Cranberry Co., Ltd.</td>
</tr>
<tr>
<td>Cranberry Partners</td>
<td>Citadelle</td>
</tr>
<tr>
<td>Gardner Cranberry LLC.</td>
<td>Fruit d’OR, Inc.</td>
</tr>
<tr>
<td>Habelman Bros. Co.</td>
<td>Perfect Berries, LTD</td>
</tr>
<tr>
<td>Mariani Packing Company</td>
<td></td>
</tr>
<tr>
<td>Naturipe Farms</td>
<td></td>
</tr>
<tr>
<td>Ocean Spray Cranberries, Inc.</td>
<td></td>
</tr>
<tr>
<td>Pine Barrens Native Fruits</td>
<td></td>
</tr>
</tbody>
</table>

*Membership represents 82.5% of annual harvest in the US, Canada, & Chile*

*Members pay 8 cents per barrel as dues; minimum of $500*
Agenda

- Production statistics
- Research funding history
- Pesticide registration and MRLs
- Health Research
Cranberry Production

Total Global Production - 2016
13,675,000 Barrels

USA – 67%
Canada – 29%
Chile – 4%

USA
Canada
Cranberry Yield – 2000 - 2016
Oversupply of cranberries
Research Funding 2013 to 2017

Dollars

2013 2014 2015 2016 2017

Grower Organizations  Handlers/Cl
Research Funding 2014 to 2017 by Region
Participation - IR-4 and PMRA

• Goal – secure 1 or more cranberry projects each year to keep new products in the registration pipeline
Regulatory Update
New chemicals for 2018

**Aim EC**
INTENDED FOR AGRICULTURAL OR COMMERCIAL USE

EPA Reg. No. 278-3241   EPA Est. 279-IL-1
Active Ingredient: Cartefenazon-ethyl 25.3%  
Other Ingredients 77.7%  
Total 100.0%
This product contains 2 pounds active ingredient per gallon.  
Contains Petroleum Distillates

**Fanfare 2EC**
INSECTICIDE/MITICIDE

ACTIVE INGREDIENT: Bitertanol 25.3%  
PRECAUTIONARY HAZARDS TO HUMANS AND ANIMALS: May be local and temporary eye injury. Wear protective eyewear safety glasses. Harmful if inhaled.  
TOTAL: 100.0%
*Contains petroleum distillates.
This product contains 2 pounds active ingredient per gallon.

**Kerb SC**
HERBICIDE

Active Ingredient: Propanil 33.3%  
Other Ingredients 66.7%  
Total 100.0%
Contains 3.3 lbs of active ingredient per gallon.
Cranberry Water Model

Tasks
• Develop a White paper – provide sources, rationale and justification for inputs to a cranberry model
• Based on white paper – develop model scenarios
• Propose reductions in drinking water concentrations.
• Compare scenarios with EPA’s Tier Approach
• Meet with OPP
Water Model Example

Cranberry Bog Estimated Concentrations vs. Time - Cyazypyr

- EPA
- Kennedy

Days After Flood

Micrograms per liter

0 14 28 42 56 70 84 98 112 126 140 154 168 182 196 210 224 238 252 266 280 294 308 322 336 350 364 378 392
## High Priority Chemicals

### Proposed MRL approval dates

<table>
<thead>
<tr>
<th>Priority</th>
<th>US MRL</th>
<th>Can MRL</th>
<th>Codex</th>
<th>EU</th>
<th>Japan</th>
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<tbody>
<tr>
<td>Quinclorac</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>May 2019</td>
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<tr>
<td>Spirotetramat (Movento)</td>
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<tr>
<td>Prothioconazole (Proline)</td>
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*July 2017*
Health Benefit Research

• Increased Focus on Gut Health Microbiome
• Whole Berry Powder & Placebo now available
The impact of cranberries on the gut-brain axis in healthy ageing: a feasibility intervention

2017 Health Research Partners

Wisconsin Cranberry Board
Cranberry Marketing Committee
Cranberry Institute
Cranberry Research Foundation (MA)
Canadian Cranberry Growers Coalition
American Cranberry Growers Association
Mariani Packing
Cape Cod Cranberry Growers Assoc.
<table>
<thead>
<tr>
<th>Time Period</th>
<th>Total Investment</th>
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<tbody>
<tr>
<td>2000 – 2005</td>
<td>$868,623</td>
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<td>2006 – 2010</td>
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<td>2016 – 2017</td>
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<td><strong>Total</strong></td>
<td><strong>$2,968,322</strong></td>
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<tr>
<td>Time Period</td>
<td>Articles Published</td>
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<td>1967 – 2000</td>
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<tr>
<td>2001 – 2005</td>
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<tr>
<td>2011 – 2015</td>
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<tr>
<td>2016 – 2017</td>
<td>82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>546</strong></td>
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</tbody>
</table>
For more information contact
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thumfeld@cranberryinstitute.org
302-355-5970