

# E6

## Cranberry & Blueberry Production

U.S.D.A. National Ag. Statistics Service/N.J. Ag. Statistics Service 1980 - 2017

Updated for 2018 LTEM with 2017 data

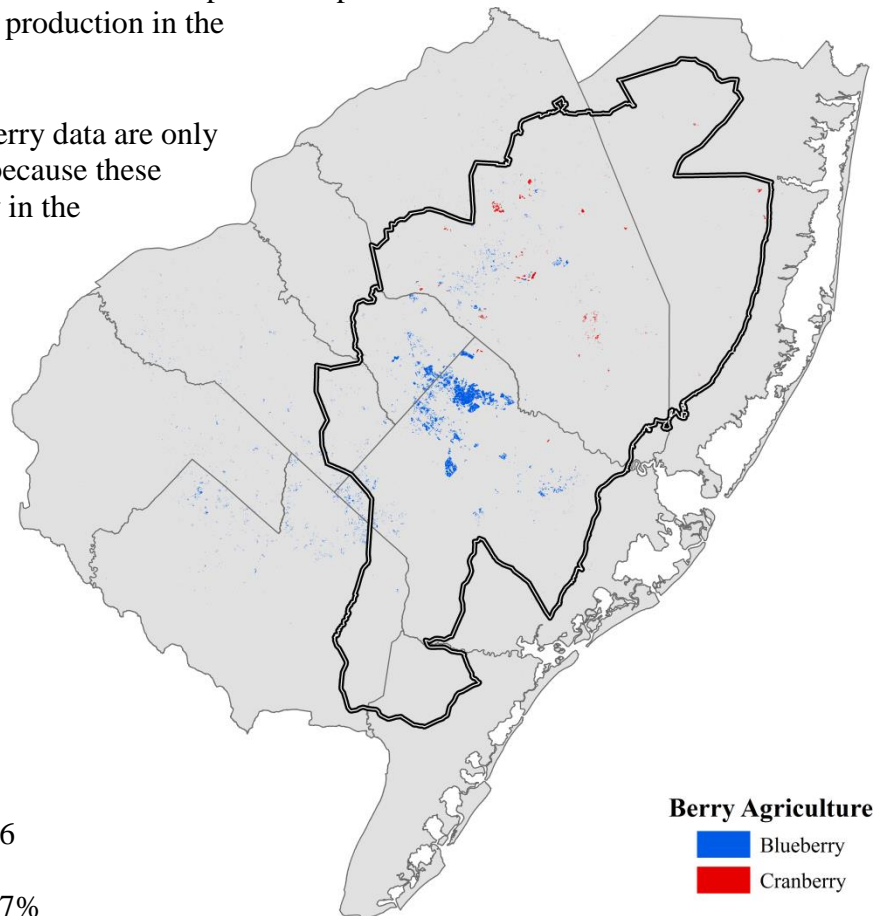
### Highlight

Cranberry production and value decreased significantly in 2017, marking the lowest yield and price since the mid-2000s. The total used production was 196,000 barrels, with a value of \$16,451,000. Blueberry production and value increased for the year, with blueberry prices reaching near highs of the mid-2000s and late 1980s. Growth in value outpaced increased production for the year. The blueberry harvest was estimated at 443,860,000 pounds, with a value of \$83,788,000.

**Description:** Cranberries and blueberries are staples of the Pinelands for their economic and cultural significance. These crops make up a significant amount of the agricultural production in the Pinelands.

**Unit of Analysis:** Cranberry and blueberry data are only available at the state level. However, because these two crops are found almost exclusively in the Pinelands, statewide figures provide sufficient information for the purposes of this analysis. Unless otherwise noted, the dollar amounts below are adjusted for inflation to 2017 dollars.

**Findings:** The cranberry crop statistics all decreased in 2017. Along with all other cranberry crop statistics, yield per acre was down by more than 13%. The volume of the cranberry crop used was the lowest since 2004. Total volume of the used portion from the cranberry crop fell by 196,000 barrels. It decreased by about 30% below the volume used of the 2016 cranberry crop. Cranberry prices per pound also dropped in 2017 by about 17% compared to 2016. Cranberries were priced at 37cents per pound, which was the lowest price in fifteen years. The total value of the crop was estimated to be \$16,451,000. The acreage in

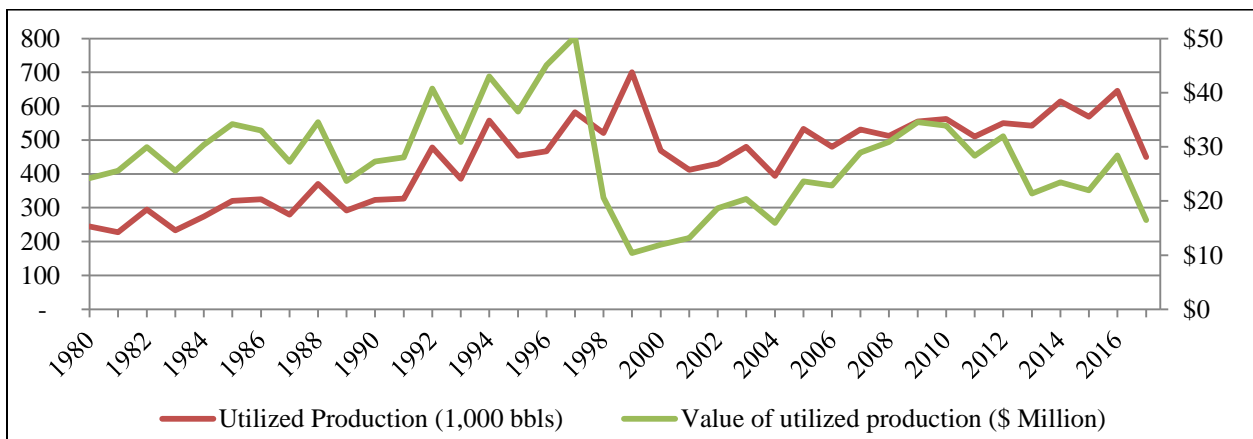


cranberry production decreased from 3,000 acres in 2016 down to 2,500 in 2017. New Jersey ranked third among the states in total cranberry production.

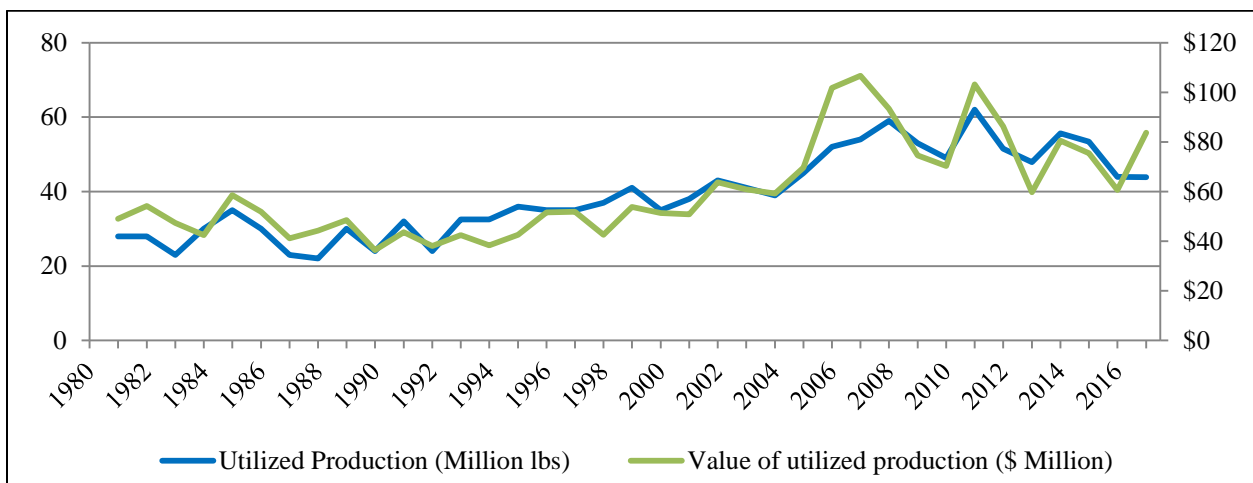
Conversely, the blueberry metrics mostly went up in 2017. The State ranked fifth among the states for blueberry production. The used portion of the harvest stayed very even, with volume at a total of 443,860,000 pounds. Stable production was coupled with a jump of 39% in prices. Blueberry prices went from \$1.38 per pound in 2016 to \$1.91 per pound in 2017. The blueberry harvest was valued overall at \$83,788,000. For 2017, the acreage increased by 700 acres over the 2016 crop for a total of 10,000 acres in blueberry production.

Graphs below display historic trends in value and volume of blueberry and cranberry crops going back to 1980. The third graph presents annual average prices for the crops between 1980 and 2017. No data are available for blueberry production in 1980.

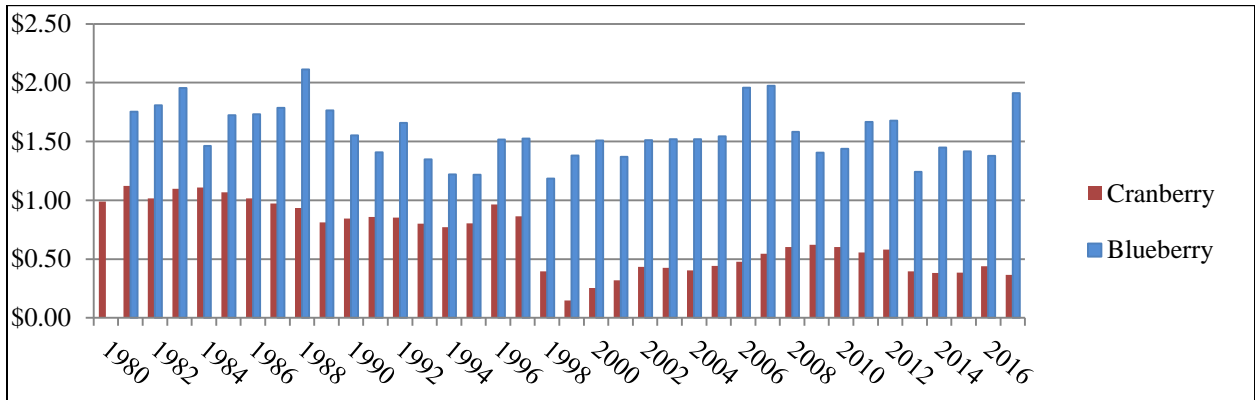
**Graph 1. New Jersey Cranberry Production, Value and Volume**



**Graph 2. New Jersey Blueberry Production, Value and Volume**



**Graph 3. Cranberry and Blueberry Prices per Pound**



**Table 1. Sales of New Jersey Cranberries and Blueberries**

Year	Cranberry		Blueberry	
	Value of Production	Annual % Change	Value of Production	Annual % Change
1980	\$24,196,676	-	-	-
1981	\$25,577,153	6%	\$49,080,628	-
1982	\$29,973,223	17%	\$54,256,613	11%
1983	\$25,575,171	-15%	\$47,399,711	-13%
1984	\$30,381,669	19%	\$42,418,264	-11%
1985	\$34,189,228	13%	\$58,518,983	38%
1986	\$32,999,504	-3%	\$51,922,499	-11%
1987	\$27,248,023	-17%	\$41,111,544	-21%
1988	\$34,575,803	27%	\$44,237,633	8%
1989	\$23,665,941	-32%	\$48,549,574	10%
1990	\$27,259,520	15%	\$36,458,552	-25%
1991	\$28,071,819	3%	\$43,615,883	20%
1992	\$40,753,166	45%	\$38,122,013	-13%
1993	\$30,905,476	-24%	\$42,416,786	11%
1994	\$43,008,471	39%	\$38,380,632	-10%
1995	\$36,510,656	-15%	\$42,622,572	11%
1996	\$45,088,644	23%	\$51,570,498	21%
1997	\$50,308,398	12%	\$51,895,188	1%
1998	\$20,605,118	-59%	\$42,647,872	-18%
1999	\$10,402,151	-50%	\$53,835,179	26%
2000	\$11,949,956	15%	\$51,386,945	-5%
2001	\$13,172,259	10%	\$50,837,141	-1%
2002	\$18,689,889	42%	\$63,753,001	25%
2003	\$20,398,247	9%	\$60,867,026	-5%
2004	\$15,951,615	-22%	\$59,210,300	-3%
2005	\$23,614,607	48%	\$69,620,104	18%
2006	\$22,877,867	-3%	\$101,792,889	46%
2007	\$28,939,108	26%	\$106,681,853	5%
2008	\$30,894,025	7%	\$93,344,676	-13%
2009	\$34,559,958	12%	\$74,563,041	-20%
2010	\$33,924,664	-2%	\$70,268,423	-6%
2011	\$28,343,556	-16%	\$103,196,262	47%
2012	\$31,943,302	13%	\$86,269,335	-16%
2013	\$21,397,770	-33%	\$59,765,605	-31%
2014	\$23,459,397	10%	\$80,548,037	35%
2015	\$21,949,594	-6%	\$75,514,297	-6%
2016	\$28,427,984	30%	\$60,655,218	-20%
2017	\$16,451,000	-42%	\$83,788,000	38%