

“How MRLs are Impacting the Cranberry Industry and How the Industry is Responding”



Outline of “How MRLs are Impacting the Cranberry Industry and How the Industry is Responding”

- I. Cranberries – Horticulture and the Industry**
- II. History of Cranberries and MRLs**
- III. How does the Cranberry Industry Address MRLs?**
- IV. Lessons Learned the Hard Way**
 - I. Chlorothalonil**
 - II. Mancozeb**
 - III. Quinclorac**
- V. Final Major Issue: Channels of Trade**
- VI. Questions**

Cranberry Industry - Background



**63,000 acres (25k ha) of cranberries farmed by
1,300 small family farmers
with median farm size <50 acres**

U.S.

MA – 14k

NJ – 3K

OR – 3k

WA – 2k

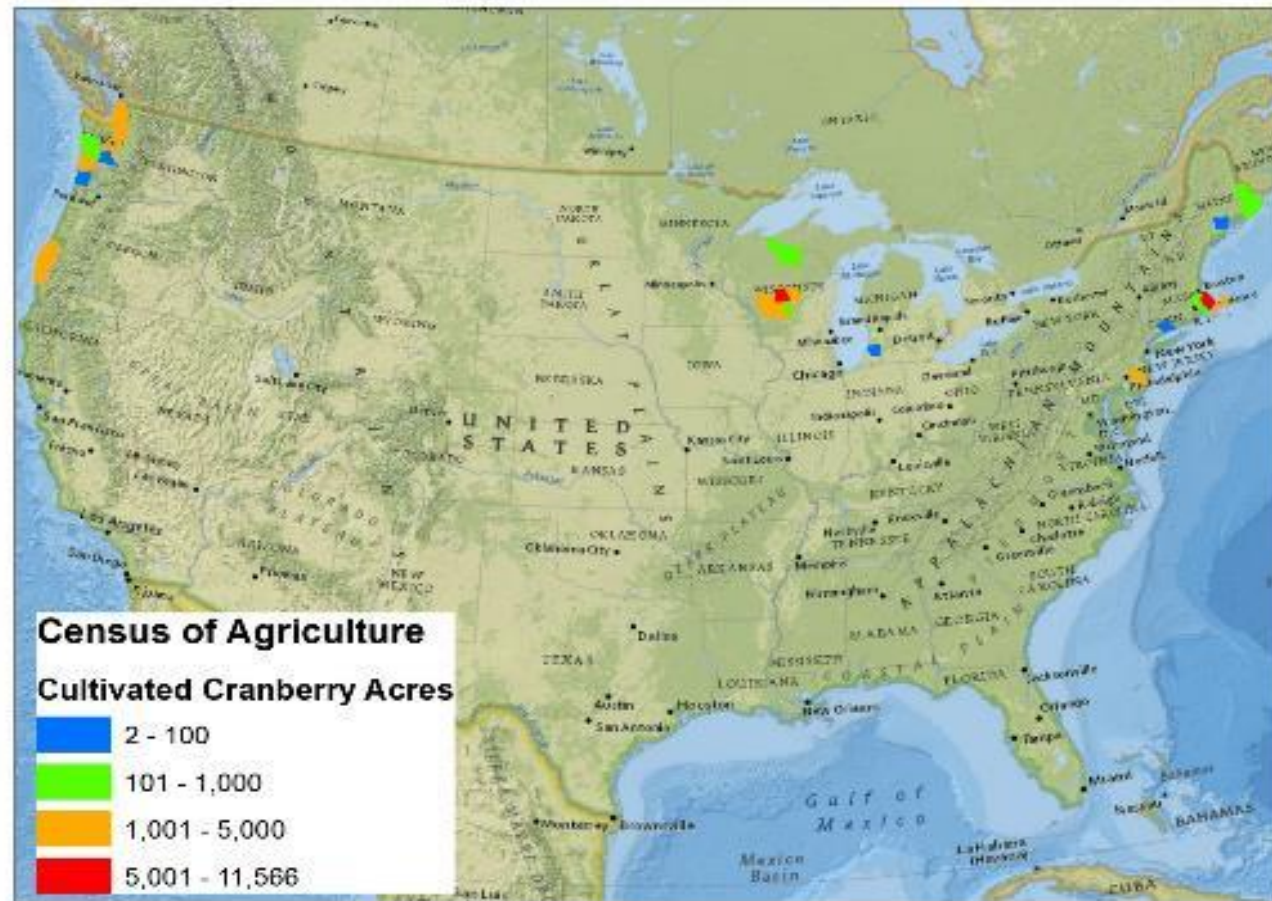
WI – 22K

Canada

BC - 7k

QU - 9k

Chile - 3k





WI cranberry harvest





Cranberry history and economy

- Native to North America
- Range: Canada to NJ
(further south at high altitudes)
- Southern limit due to chilling requirement
(cold period to ‘reset’)
- “crane berry”
- Farm-gate value >\$US 500M
\$50k/ac to build a new bed
- Sales in over 100 countries



Cranberry bud needs protecting



Solid set cranberry sprinklers



Oregon

The freezing of the water releases heat, Heat of Fusion, warming the plant and berries.



Bloom Stage: June - July



CRANBERRY
INSTITUTE™

Without pollination, no harvest



Conserving native pollinators critical!





History of Cranberries and MRLs

- a. Challenge for cranberries is we are a relatively small industry, and we are not grown in many markets (US, Canada, Chile). But exported to >100 countries. Therefore, needed to make MRLs a priority.
- b. First Engaged with Japan MRL transition in 2004-05. Obtained scores of Japanese MRLs
- c. Also focused on Canada and EU MRLs at the time.
- d. Implemented a Codex strategy to get as many cranberry MRLs as possible at Codex through US Codex delegation
- e. Wide use of Australian import tolerance system.
- f. Heavily engaged with Korean MRLs right now.
- g. Watching and hoping for China MRLs in the future. Codex MRLs have been hugely beneficial in China, as China will sometimes adopt them.

How does the Cranberry Industry Address MRLs?

- a. CMC has a MRL Subcommittee: members include growers, crop researchers, handlers. Provide feedback and priorities.
- b. Dedicates resources to the effort. Both manpower and hire consultants
- c. Engaged with IR-4 to seek new compounds and work to make sure those compounds have MRLs established.
- d. Engagement with pesticide registrants.
- e. Continually monitoring any cranberry MRL change around the world using USDA and other announcements.
- f. Provide resources to entire industry with MRL information, such as monthly Excel sheet of cranberry MRLs.

I. Chlorothalonil



II. Mancozeb



III. Quinclorac



**Lessons
Learned the
Hard Way**

Final Major Issue: Channels of Trade

We export mostly processed product. Dried Cranberries/juice products

A crop can be held in storage for up to a year and product can be sold up to a year after that, so two years.

Our growers are very aware of MRL issues. They comply, but if they apply something in good faith that is legal in the US and also legal at the time in the EU or elsewhere, it should remain legal until it is consumed. Like our chlorothalonil experience in 2014.

Growers cannot be responsible if a MRL changes after a product has been treated and harvested and is sitting in storage waiting to be sold.

Major concern. Not just for dried fruit, but for nuts, wine, hops, juices.

Needs to be addressed.



QUESTIONS?