

2025 YEAR-END CROP REPORT



CRANBERRY CROP UPDATE

Overall

According to Ocean Spray farmer data and industry insights, the 2025 harvest season has concluded and expectations for a return to a more moderate, average crop size have been met.

The industry finished about 5% below last year's record-setting volume, yet strong results in British Columbia and Quebec helped balance softer outcomes in Wisconsin and New Jersey.



WISCONSIN: Growers anticipated a modest reduction this year, and the season began with impressive yields from newer hybrid varieties.

While later-maturing varieties brought yields down, the 2025 crop still stands well above the unusually weak levels of 2019 to 2022. Hybrid performance continues to shine, helping offset some of the challenges with Stevens varieties and ensuring Wisconsin remains on solid footing.



EASTERN CANADA: Despite significant drought conditions in Quebec and the Atlantic Provinces, growers delivered a resilient harvest. The dry summer supported excellent fruit quality and produced historically low rot levels, underscoring the adaptability and strength of the region's growers.



MASSACHUSETTS: Massachusetts maintained its steady trend of stable yields. Although winter injury from last year's prolonged cold snap lowered expectations, unaffected beds performed strongly, resulting in another average crop. Early color development allowed harvest to begin a full week ahead of schedule, and the combination of early harvest and dry summer conditions produced fruit of exceptional quality with the lowest rot levels seen in years.



BRITISH COLUMBIA: Five years of renovation are now bearing fruit in British Columbia—literally. After a slight dip last year, the region delivered a near-record crop in 2025, matching the strong performance of 2023. While fruit quality is still developing as growers adapt to newer varieties and maturing beds, the region's long-term potential is becoming increasingly evident.

OTHER REGIONS

- **New Jersey:** Volumes were down year over year, reflecting lingering effects of last year's drought.
- **Oregon:** Region posted a modest decline compared to its record 2024 crop.
- **Washington:** Crop ended below average.
- **Chile:** Wrapped up in June; the region achieved a strong 2025 crop, with volumes surpassing the previous year.

Organic

According to industry insights and Ocean Spray farmer data, organic acreage has stabilized in 2025, after several years of contraction. However, with limited carry-in inventory, robust demand, and expectations of further decline in 2026, organic fruit availability remains tight, highlighting the premium value of organic supply in today's market.

Strong Global Demand + Evolving Industry Capacity Landscape

While the 2025 crop reflects average fruit availability, demand for dried cranberries has continued to climb steadily over the past decade. Growth has been fueled by rising consumer interest in health-oriented snacks and increasing awareness of the nutritional benefits cranberries provide.

According to the International Nut and Dried Fruit Council's Global Statistical Review 2025, global dried cranberry exports have expanded at a robust 7% CAGR, underscoring the category's strong momentum in international markets.



International Nut and Dried Fruit Council's Global Statistical Review 2025

As global demand for Sweetened Dried Cranberries continues to accelerate and usage occasions become increasingly mainstream, the category's growth has shifted from cyclical to structural. With the industry approaching near full drying capacity, strategic solutions to support and sustain future demand are being evaluated.

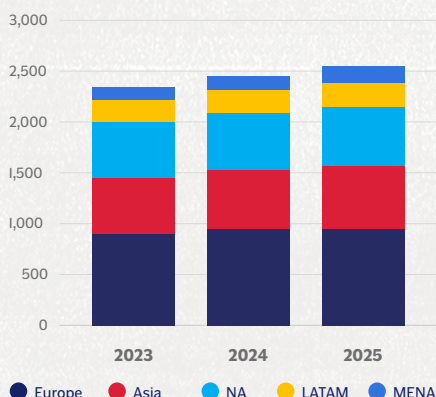
Cranberries Driving Global Innovation

Aggregated information from multiple industry sources as well as internal Ocean Spray data show that over the past three years, global new product launches featuring cranberries have grown at a +4% CAGR. This has been fueled by rising consumer focus on health and wellness.

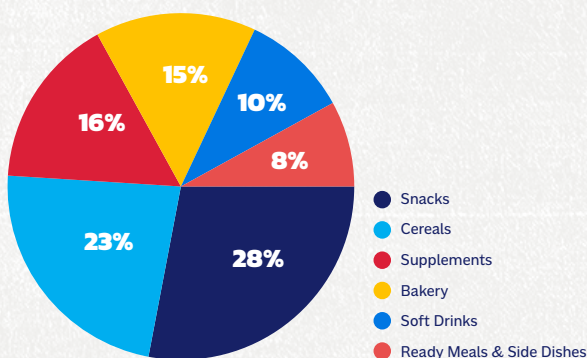
According to this market research, Europe and Asia have led the way in cranberry innovation, with most launches coming from categories such as Snacks, Cereals, Supplements and Bakery.

Ingredient choice plays a powerful role in shaping perceptions of freshness, health, and authenticity. By spotlighting cranberries, brands can elevate their offerings and highlight the unique nutritional and functional benefits this versatile fruit brings to any application.

Global Innovation with Cranberry Continues to Grow



Strong Demand of Innovation with Cranberry in Key Segments



Tommy Quinby and his son, Nolan, on their family farm

MEET GROWER-OWNER TOMMY QUINBY!

The Quinby family's legacy began in 1948 when Tommy's grandparents purchased a 2-acre cranberry bog in Grayland, Washington. Today, the Quinby family owns about 200 acres of cranberries. Tommy, his parents, and his two brothers each have their own farm, but they all work together during the harvest season. Tommy's three children represent the fourth generation to grow up on the farm.

The Quinby family harvests fresh cranberries using a unique dry-picking method. They use walk-behind machines to gently comb the berries off the vines, collecting them into wooden boxes or burlap bags.

Off the farm, Tommy serves as a Board Member for the Cranberry Institute and works as a CPA.

