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## News In Brief

### Fruit/vegetable juices

THE FaVe Juice Company has launched a blend of 100% fruit and vegetable juices, at all locations of The Fresh Market, a US grocery chain with locations across the Midwest, East Coast and California. FaVe comes in three flavours: strawberry/banana/kiwi, blueberry/pomegranate/goji and orange/tangerine/pineapple. The juices contain no artificial ingredients, preservatives nor added sweeteners. Compared with other juice brands, they are claimed to offer up to 50% more vegetable servings per 8oz glass than rival products. This reduces calorie intake by 60-110 calories per serving. The juices are sold in 48oz bottles.

### Juice drink franchise

FRUIT Magic, a Philippines-based fruit drink franchise operation, is seeking to double the number of outlets by next year, with provincial areas the main focus of expansion. The chain opened in 1993 and now has nearly 50 stores, mostly in Manila city. Alan Escalona, president and chief executive, is talking about adding another 50 outlets in the next few years, and to encourage newcomers to the chain, has lowered the franchise cost from PHP750 000(USD17 700) to PHP285 000.

### One pound a litre

AN ULTRA-cheap energy drink has just gone on sale in the UK. Supermarket chain Tesco is stocking the Polish N-Gine Blue brand, which costs just GBP0.25 (USD0.39) for a 250ml can – a price point of GBP1.00 per litre. Low-priced energy drinks are a key reason for the market's 10.1% volume growth, according to market analyst Symphony IRI. Rival chain Asda is selling Emerge at GBP0.30/250ml.

# Weak cranberry auction prices followed by bumper crop news

## US CRANBERRY HARVESTS BY STATE (BARRELS)

	2006	2007	2008	2009	2010	2011	2012
Massachusetts	1896000	15220000	1900000	1817000	1891000	2315000	2100000
New Jersey	485000	531000	500000	555000	562000	510000	542500
Oregon	465000	495000	490000	430000	287000	361000	400000
Washington	114000	176000	145000	161000	108200	115700	142000
Wisconsin	3940000	3830000	3850000	3950000	3960000	4410000	4500000
<b>Total US</b>	<b>6900000</b>	<b>6554000</b>	<b>6885000</b>	<b>6913000</b>	<b>6808200</b>	<b>7711700</b>	<b>7684500</b>

SOURCE: USDA/NAASS

### BY NEIL MURRAY

**THE US is heading for another bumper cranberry harvest, according to the latest forecast from the USDA.**

The forecast for the 2012 cranberry crop is 7.68 million (100lb) barrels, down less than 1% from 2011. That makes it the second successive bumper harvest, and the fifth large harvest in a row. This will do nothing to strengthen cranberry juice prices, which are still weak.

Growers in Wisconsin reported excellent pollination and limited impact by the summer's high temperatures and dry conditions. In Massachusetts, an early spring caused growth to progress ahead of normal and growers in some areas experienced frost damage. Growers reported good conditions for bloom and pollination in the state but suffered from heat stress due to recent high temperatures and dry conditions.

In New Jersey, growers reported an average crop that required more irrigation than normal due to hot, dry weather. In Oregon and

Washington, growers reported cool, wet growing conditions that delayed crop progress in some areas.

Cranberry concentrate prices are still hovering around USD28.00-32.00 per gallon, little changed from a year ago. The lower end of the price scale is for product from new suppliers to the market (see below) or simply for average product: the higher prices are for top quality product from known and trusted suppliers.

At the most recent Ocean Spray auction, held in late July, about 98 000 gallons were traded. This is a very small quantity, and Ocean Spray is able to use the price as a tool to put pressure on independent growers, but it still serves as a guideline.

"Of the 200 000 gallons available for sale, less than 100 000 gallons were sold at prices considerably lower than three months ago," said one *FOODNEWS* contact. "This is indeed rather disappointing and strange, because everyone is talking about higher prices for the new crop."

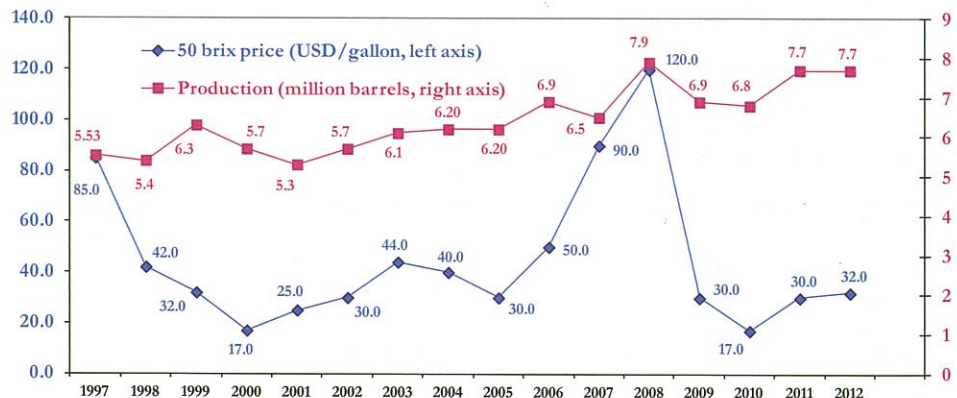
Another source gave his view of the lack of interest. "Buyers

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historically liked to buy coincident with the North American harvest in the fourth quarter for their coming year's needs," he said. "Having four auctions with three contracts per auction (effectively 12 auctions per year) is cranberry overload for relatively small amounts of concentrate. Major buyers don't like to be part of an auction on the buy side. Major buyers prefer not to buy from a competitor."

One fundamental change in the market is the emergence of concentrate supplies from sweetened dried cranberry (SDC) makers. Concentrate is a by-product of SDC manufacture, and there are now companies offering concentrate who previously never sold it. The quantity and quality of this 'un-traditional' product varies, *FOODNEWS* has been informed.

## CRANBERRY CONCENTRATE USD/GALLON FOB US 50 BRIX



Source: USDA, FOODNEWS