

Market Report for week of: 12/15/2014

Apples	Steady supplies. Moderate pricing.	Moderate
Avocados	Steady Pricing	Moderate
Bananas	Steady and moderate	Moderate
Grapes	Higher prices for better quality	High
Strawberries	Steady but still high.	High
Blue/Black	Blue very High, Black Moderate	High
Raspberry	Steady but still tight.	Moderate
Orange	New Navel crop is providing better pricing.	Good
Lemon	Looking better and better as Fall and Winter fruit begins	Moderate
Honeydew	Continued higher pricing this week.	Moderate
Cantaloupe	Short supplies, higher prices.	High
Mango	Good pricing Good Quality	Good
Pineapple	Good pricing and quality from Costa Rica	Good
Round Tomato	Better supplies from Mexico and Florida	Moderate
Roma Tomato	Much better pricing this week.	Moderate
Cherry Tomato	The market is dropping.	Moderate
Heirloom Tomato	Somewhat easier	Moderate
Asparagus	Higher prices.	High
Bell, Green	Moderate	Moderate
Bell, Red/Yellow	Very Tight with High Prices	High
Beans, Green	Looking a little better but still on the high side.	High
Broccoli	Good Supply	Good
Cabbage	Steady Supply	Moderate
Carrots	Continued high pricing	High
Cauliflower	Continued very short	High
Celery	Shorter here too	High
Corn	Tight supplies but better in the coming week.	Moderate
Cucumber	A good buy for this week.	Good
Eggplant	A good buy	Good
Leaf, Green	Moderate supplies.	Moderate
Leaf, Red	Fair quality	Moderate
Iceberg	Good supplies and quality this week.	Moderate
Romaine	Looking good for the week	Moderate
Onions	A good buy for the coming week.	Moderate
Potatoes	Slightly higher	Moderate
Zucchini	Better supplies but still short	Moderate
Yellow Squash	Steady and moderate	Moderate
Eggs	Continued Higher Pricing in the face of new laws	High

History of Cranberries

The cranberry, along with the blueberry and Concord grape, is one of North America's three native fruits that are commercially grown. Cranberries were first used by Native Americans, who discovered the wild berry's versatility as a food, fabric dye and healing agent. Today, cranberries are commercially grown throughout the northern part of the United States and are available in both fresh and processed forms.

The name "cranberry" derives from the Pilgrim name for the fruit, "craneberry", so called because the small, pink blossoms that appear in the spring resemble the head and bill of a Sandhill crane. European settlers adopted the Native American uses for the fruit and found the berry a valuable bartering tool.

American whalers and mariners carried cranberries on their voyages to prevent scurvy. In 1816, Captain Henry Hall became the first to successfully cultivate cranberries. By 1871, the first association of cranberry growers in the United States had formed, and now, U.S. farmers harvest approximately 40,000 acres of cranberries each year.

The History of Cranberry Production

In 1910 the more efficient, but still labor intensive, rocker scoop replaced earlier scoops used to harvest cranberries.

Of all fruits, only three - the blueberry, the Concord grape and the cranberry can trace their roots to North American soil.



The cranberry helped sustain Americans for hundreds of years. Native Americans used cranberries in a variety of foods, the most popular was pemmican - a high protein combination of crushed cranberries, dried deer meat and melted fat - they also used it as a medicine to treat arrow wounds and as a dye for rugs and blankets.

Cultivation of the cranberry began around 1816, shortly after Captain Henry Hall, of Dennis, Massachusetts, noticed that the wild cranberries in his bogs grew better when sand blew over them. Captain Hall began transplanting his cranberry vines, fencing them in, and spreading sand on them himself. When others heard of Hall's technique, it was quickly copied. Continuing throughout the 19th century, the number of growers increased steadily.

Cranberries are a unique fruit. They can only grow and survive under a very special combination of factors: they require an acid peat soil, an adequate fresh water supply, sand and a growing season that stretches from April to November, including a dormancy period in the winter months that provides an extended chilling period, necessary to mature fruiting buds.

Contrary to popular belief, cranberries do not grow in water. Instead, they grow on vines in impermeable beds layered with sand, peat, gravel and clay. These beds, commonly known as "bogs," were originally made by glacial deposits.

Normally, growers do not have to replant since an undamaged cranberry vine will survive indefinitely. Some vines in Massachusetts are more than 150 years old.

In addition to Massachusetts, the major growing areas for cranberries are New Jersey, Oregon, Washington, Wisconsin, and in the Canadian provinces of British Columbia and Quebec. Additional regions with cranberry production include Delaware, Maine, Michigan, New York, Rhode Island, as well as the Canadian provinces of New Brunswick, Nova Scotia, Ontario and Prince Edward Island. Altogether the entire cranberry industry is supported by approximately 47,000 acres, of which 14,000 are in Massachusetts.

