



INTERESTING CRANBERRY FACTS

STATISTICS –

- According to the U.S. Cranberry Marketing Committee, Wisconsin will produce 5.9 million barrels of cranberries in 2018, representing more than 60 percent of the nation's crop and securing Wisconsin as the No. 1 cranberry producer in the United States for the 24th consecutive year.
- More than 250 growers produce cranberries on approximately 21,000 acres of land throughout 20 counties in central and northern Wisconsin.
- Cranberries are Wisconsin's largest fruit industry in both value and size.
- The cranberry was declared Wisconsin's official state fruit in 2004.
- Cranberries are ingredients in more than 1,000 food and beverage products on the market.
- Only 5 percent of Wisconsin's cranberry crop is sold as fresh berries, and the other 95 percent is made into sauce, juice, dried fruit and other food.
- Roughly 20 percent of cranberries will be consumed during the holiday season.
- A recent study conducted by the University of California-Davis found Wisconsin's cranberry industry has a value just shy of a \$1 billion and is responsible for nearly 4,000 jobs.

HEALTH –

- Cranberries score among the highest of all fruits in antioxidants. Diets including fruits and vegetables with high antioxidant values, like cranberries, may help support memory function and coordination.
- Cranberries are a cholesterol free, fat free and low sodium food, and help maintain a healthy heart.
- Cranberries are part of a healthy diet and contain antioxidants that may help maintain a healthy immune system.
- As part of a healthy diet, cranberries can be added to low-fat vinaigrettes, whole grain pancakes and yogurt.

FUN –

- Contrary to popular belief, cranberries do not grow in water. A perennial plant, cranberries grow on low running vines in sandy bogs and marshes. Because cranberries float, Wisconsin marshes are flooded when the fruit is ready for harvesting.
- Cranberries were originally stored and shipped in wooden barrels weighing 100 pounds each. They aren't shipped in wood barrels anymore, but the 100 pound "barrel" standard is still used today.
- Europeans named the fruit "crane berry" because they thought the cranberry blossom looked like the head of a sandhill crane.

For more cranberry information, please visit www.wiscran.org, or follow Wisconsin Cranberries on Facebook, Instagram and Twitter.

