

## College of Business + Economics

# MARKETING BOARDS: PROS, CONS AND THE QUEST FOR THE PERFECT MODEL FOR CRANBERRIES

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#### **History of Countervailing Power**





### Not All Marketing Boards are Equal





#### **Classic Cases**

Canadian Wheat

Board

SupplyManagement





#### **Strategic Factors**

- ExchangeFunctions
- Physical Functions
- FacilitatingFunctions





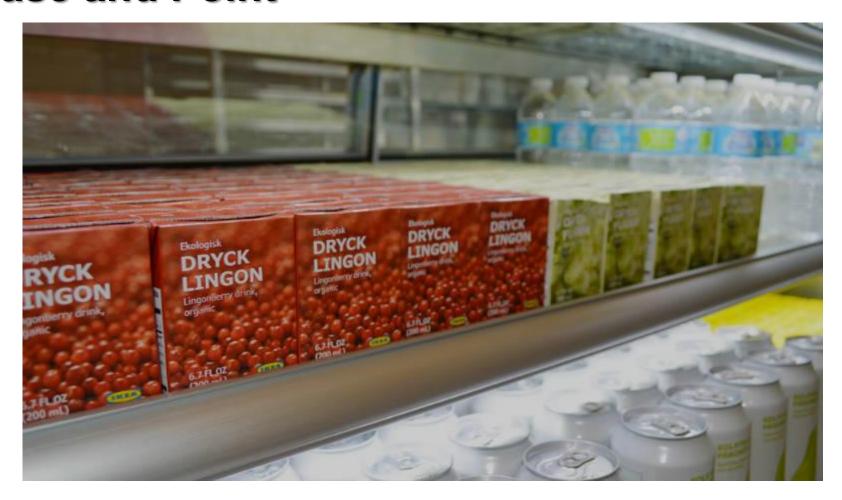
#### **Cranberry Marketing Committee**

- Repurposed or Replaced
- America's
   Original
   Superfruit™?
- Market Confusion





#### **Case and Point**





#### Selling the Cranberry to the World

- Creation of Councils
- Value Chain approach
- Objectives
  - Reliable, Sustainable Supplies
  - Differentiated Market-based Values (R&D, Innovation for Ingredient and Consumer markets)
  - Global Trades for Cranberries







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