

# Q&A: New Way to Market Cranberries?

---



**Q:** After viewing the program about cranberry growers, I wonder, is there a new way to market cranberries?

**A:** An answer might be to create an original product or figure out new ways to package and distribute the existing product.

Inspiration might come from interviews with members of the food or farming industry.

**Another way might involve heading into a kitchen or lab to create a recipe or formula.**

The berry was introduced in the 1800s, notes the Cape Cod Association.

For starters, I would explore newspaper and magazine archives for historical ads and articles to answer a number of questions. For example...

**What** are the nutritional elements?

Could the product be transferred to another industry where it would solve a problem?

Did Native American use them and in what ways?

How is the cranberry seed in other parts of the world historically?

#### References

Cranberries.org

<https://www.cranberries.org/>

Cornell.edu

<http://usda.mannlib.cornell.edu/usda/current/Cran/Cran-08-10-2017.pdf>

Cranberry Growers Video/PBS

<http://www.pbs.org/video/cranberry-growers-are-facing-an-overproduction-crisis-1511481870/>

Dee Adams is the author of  
*Finding Your Niche: Discover...*