

## Stressline Notes – October 2004

**I wonder if the Birds will sing!** Posted by Deep Bog on October 3, 2004, 10:50 pm Time is getting closer/ the judge will order everyone to sing in tune. Good night Mr. Rosbe

**Re: I wonder if the Birds will sing!** Posted by D.J. on October 4, 2004, 11:30 am Yes and just a reminder to Rosbe and all/ Don't try to spin the truth to make it fit. 1. The criminal offense of making false statements under oath. In common law, only a willful and corrupt sworn statement made without sincere belief in its truth, and made in a judicial proceeding regarding a material matter, was perjury. Today, statutes have broadened the offense so that in some jurisdictions any false swearing in a legal instrument or legal setting is perjury.

**Re: I wonder if the Birds will sing!** Posted by grower on October 4, 2004, 4:33 pm I'm sure they're shakin in their boots.

**Re: I wonder if the Birds will sing!** Posted by D.J. on October 4, 2004, 8:25 pm To Grower, You're absolutely Right! But how did you know this? Are you one of the defendants?

**Re: I wonder if the Birds will sing!** Posted by huh on October 4, 2004, 4:57 pm Ummmmm, what are y'all talking about??

**Re: I wonder if the Birds will sing!** Posted by DJ on October 4, 2004, 8:30 pm Oh nothing much has been happening! Just some allegations involving violations of anti-trust laws, fraud, defamation, cover-ups, behavior violating all the rules of ethics and civility including bad business practices etc. Other than that nothing is going on! Maybe you should just, "Go Back To Bed."

**Lovely, but** Posted by Realist on October 5, 2004, 10:36 am Awfully hard to read.

**Lovely, but** Posted by Realist on October 5, 2004, 10:42 am Awfully hard to read. And what kind of crap is this: "We're sorry, in order to prevent spamming, the administrator of this message board has implemented a message frequency cap. This only allows a message to be posted from a single visitor once every two minutes. Please press your back button and wait for this limit to expire in order to complete your post." I only tried to post once.

**2 minutes** Posted by Hal on October 5, 2004, 12:04 pm This is one of the best ways to stop the Forum from getting filled with spam. It's just a price I ask posters to pay so I'm not constantly removing spam. I have to wait the two minutes just like everybody else.

**Re: 2 minutes** Posted by Realist on October 5, 2004, 3:05 pm Hal, I got the message the 1st time I tried to post after previewing. When I waited and composed a further message and again posted the original was posted. Not important. It's much easier to read.

**(no subject)** Posted by Crannberry Man on October 5, 2004, 11:32 am Hal This is not good for my old eyes!!!!!!!!!!!!!!

**How's this?** Posted by Hal on October 5, 2004, 11:59 am I made the letters larger. Betty said the same thing. Hey, it's only an experiment.

**Re: How's this?** Posted by Hal on October 5, 2004, 2:48 pm By popular demand, I took the background picture off.

**Hal,** Posted by The Yank on October 5, 2004, 6:36 pm It is very obvious to the world that you have too much time on your hands!!!! What's the matter, no frost watch this year so ya gotta play here! I think you should go find a grower that's not getting enough sleep and help them out... Ha!

**If you are feeling a cold breeze?** Posted by Inside out on October 5, 2004, 11:09 pm Management, if you're feeling a cold breeze and getting a sense of being distanced since the new V.P. Romanzi has come on board. Your inner psyche is right on target. Your marching papers are in the works. If you are noticing that you are in a corner with little to do and responsibilities you once had are gone, you might want to get your resume updated ASAP. Remember the Nolan case is going down next and someone needs to be scapegoated in public to save the fat cats. Good night Mr. Rosbe. Oh and remember "It is "Never Over until the Fat Lady Sings"!

**Re: If you are feeling a cold breeze?** Posted by True Red White and Blue on October 9, 2004, 1:21 am There is no company in America with a better management team. Pappadellis and Chan are great. Chan takes home about \$1,000,000 per year, but he is worth every dime. He knows how to cut costs by putting the screws to employees. Katie Morey (HR) takes good orders from Tim. A great team.

**Re: If you are feeling a cold breeze?** Posted by True Red White and Blue on October 9, 2004, 4:00 pm Give me just one example of a better management team for any company? The Ocean Spray family has never had it so good. Despite distractions (e.g., meritless lawsuits), they have continued to cut costs relentlessly. They have cut out at least one third of the employees at the White House, and have cut pay and benefits to the remaining employees. They apparently are having problems growing the top line, but what difference does that make as long as they can take it out on the hides of their workforce? Growers have never had it so good.

**Re: If you are feeling a cold breeze?** Posted by D.J. on October 9, 2004, 7:14 pm You have the best sense of humor!

## Stressline Notes – October 2004

**why?** Posted by industry observer on October 6, 2004, 10:37 am OSC can no longer blame Northland for cutting prices in the industrial concentrate market. OSC says they have no surplus. We all know that that dog does not hunt. Concentrate prices are falling dramatically for only one reason which is there is surplus and OSC/Northland has the lion's share. Now OSC will have to blame someone other than Northland for a market they control with over 80% of the world's supply. The blame the other guy list is getting very short. No other supplier has more than 3% of the market.

What happens when OSC gives its concentrate away to its competitors? Tropicana, the Minute Maid Company, Langers, private label, et al will lower retail prices which will negatively impact osc's gross and net sales which will really lower grower returns.

OSC is predicting fruit returns above \$40/barrel for the 2004 crop. With what it appears that OSC is going to do in the concentrate market, there is no way the cash OSC grower returns for the 2004 crop will start with anything but a 2 versus a 4. If I were an OSC grower I would not be very happy. This is a classic lose lose scenario. Management will say they are only matching the competition. Management would say the same thing if they controlled 100% of the world's supply. That dog doesn't hunt either. Why?

**They get away with it** Posted by cranbag on October 6, 2004, 11:35 am They have the deck stacked in their favor and they're still losing their shirts. What does that tell you?

**Re: why?** Posted by Groaner on October 6, 2004, 11:27 am Don't worry this is only temporary. We have to keep the price down so that we don't lose anymore growers to the independent handlers! Wait until the last berry is harvested and, as usual, we will happily jump the price back to where it should be. You wouldn't want a high concentrate price because we would lose another 300,000 barrels and that would be the end of it. I really hope you understand. Buyers I would sure fill your orders while it's on sale. Don't even think of buying into any other propaganda. Just wait and see. Remember it's all a game.

**Re: why?** Posted by industry observer on October 6, 2004, 1:42 pm That is a very interesting response and an effective strategy if they were to raise industrial prices post harvest. I hope you are right. My guess, however, is that the cost of this strategy may be far greater than osc has contemplated.

**Re: why?** Posted by industry observer on October 6, 2004, 11:43 am What do you think will happen in 2006 when the cash pool price for the 2004 crop ends up being under \$30 per barrel? If that happens and I am very confident it will because osc is giving concentrate away to its competitors, losing 300,000 barrels is going to look like a good year, the real number will be north of 600,000 barrels.

**Re: why?** Posted by True Blue on October 6, 2004, 12:43 pm The only thing we can be confident about is that you are blatantly wrong. Your predictions, or rather, hopes, that Ocean Spray's grower returns are going down don't match with the returns or sales reports that are made up of the real numbers and reality of our market experience. Didn't you mean to say we are buying concentrate from our competitors? Are you afraid that some of your independent growers may decide they would be better off with Ocean Spray? Throwing out lies and propaganda won't stop that from happening. The reality is this; it is becoming very apparent that Ocean Spray is expanding and becoming more profitable for its growers-owners. We have suburb management, dedicated and talented employees, great products and the most determined group of growers you will find anywhere. Add that all together and it equals this: we're going to need every last berry we have! If YOU need to dump your berries because you don't have a market for them, that is always your option but don't try and enforce it on others.

**Re: why?** Posted by industry observer on October 6, 2004, 1:25 pm You obviously have a bias. Believe it not I do not. It would please me much if osc returns were higher and osc's concentrate prices were higher. Let's stipulate a fact. While having no surplus, over the past month osc has dropped its lits industrial concentrate price 12%. Anyone in the concentrate market knows that the real price that osc is willing to sell at is 20% off last month's osc list price. Those are the facts. osc is not buying concentrate, they are trying to give it away. At least the groaner's response made sense albeit in my opinion the longer term negative result will far outweigh the potential near term benefit of keeping some growers for one more year.

What do you think your competitors are going to do with cheap concentrate? What impact will that have on retail pricing of osc products in 2005?

I would be pleased to make you a side bet. I would even like to lose it, but I know I will not unless some things change. I will bet you a great dinner with Hal. If the cash osc grower return is closer to \$30 I win and if it closer to \$40 per barrel you win.

## Stressline Notes – October 2004

**Re: why?** Posted by True Blue on October 6, 2004, 1:59 pm Ocean Spray has always had a piece of the concentrate pie market and we have competition there the same as we do on the shelf. Our competitors don't produce an Ocean Spray product that tastes the same or holds the same loyalty that our quality, our reputation and Brand name brings to the consumer. If our competition is able to sell for less, there will be some consumers who shop only on price, but most will also consider the quality of what they are buying. The costs to produce our products has been reduced from four years of efforts in trimming down wastes, thus, not only can we compete better on concentrate, we can compete better on the shelf. You are an observer without the ability to see the whole picture. Thanks for your offer of lunch, but you see, I have a farm and I'm betting on Ocean Spray. There is no way you can match that bet, you're not in the same league, or even in the same sport, if you are truly just an observer.

**Re: why?** Posted by PROFESSIONAL ADVOCATE on October 6, 2004, 5:57 pm Dear "True Blue": I am amused at your attempts to deny your status as a professional flack for OSC. However, that said, I congratulate you on your professional representation of the board's and managment's respective points of view.

**Re: why?** Posted by Deep Bog on October 6, 2004, 9:20 pm I wonder how the "pow wow" is going to go in Chicago. You guys really need to put your heads together to figure out how you are going to get out of your woes. As far as the law is concerned everyone is responsible and you can't pretend you didn't know you were breaking the law and anti trust laws.

**Re: why?** Posted by Inside out on October 6, 2004, 9:05 pm Excuse Me for not pointing this out sooner, but I just assumed everyone already knew it. True Blue is most likely "Ocean Spray's Flack For All Seasons", Chris Phillips. But go easy on him. Chris just says what ever he is told to say by senior management, whether he personally believes it or not!

**Re: why?** Posted by True Blue on October 8, 2004, 1:15 pm I take it as a compliment that you would think I was Chris, and you're wrong, but that's not unusual in your case. You don't seem to understand that there is something called communication and the growers are informed and able to speak about their company, too. Does the term grower-owners even register with you?

**Re: why?** Posted by MaineMan on October 7, 2004, 9:14 pm Chris is one of classiest guys at the White House. He does a great job for the cooperative. I tip my cap to him.

**Re: why?** Posted by Cranberry Man on October 6, 2004, 4:34 pm True blue. Ocean Sprays concentrate qaulity is not the best. There are many competitors that produce better qaulity. Spray does not maufacture all there concentrate they have it processed all around the country by other juice concentraters. There concentrate works, but it is far from the best.

**Re: why?** Posted by Groaner on October 6, 2004, 2:58 pm Ind Obs, give up. True blue has been taught to respect the blue team. Of course you can sell your competition cheap ingredients and help them lower their price on the shelf. I am very sure that Joe consumer will pay double for the old reliable blue label. We won't even talk about the decrease in sales that all companies are seeing do to the high fructose corn syrup "the sky is falling craze". We will forget that childhood obesity is approaching epidemic proportions. Let's certainly avoid if at all possible (reality). You all seem to think the government is going to go away, Let's just say "Fat Chance". Wait until the Glycemic index requirements have to be published on our bottles. It will be required soon. Just keep playing the games.

**Re: why?** Posted by True Blue on October 7, 2004, 1:14 am Fat chance Ocean Spray isn't already part of this trend. You must not have noticed all our light juices and their record highs in sales this past year (again). Not ALL companies have a decrease in juice sales, we don't. Light is right for some folks, and not for others. We have products to suit both sets. Ocean Spray is right on track and setting the pace for consumers stepping to the lifestyle of low-carb living. With our light refreshing taste, we are providing them with the low-carb products they crave supported by all the health benefits unique to the cranberry. Still, there are a lot of markets and product possibilities out there that are a perfect match for cranberries. Wonder what we will come out with next? Hate to brag but it's just so hard not to when you leave me so many opportunities.

**Re: why?** Posted by TRUE RED on October 8, 2004, 12:32 am True blue, why so angry at the growers? The industry needs to bond and promote all cranberry products. If this fruit and its products are going to succeed everyone has to stop the name calling and unite. Lighten up! The consumer could care less about problems in upper management at OS. Grow up and promote the cranberry as a product of the USA. It really does not matter who produces the cranberry, but who promotes it best.

**Re: why?** Posted by True Red on October 8, 2004, 12:17 pm I'm glad you can be light-hearted but you are not in the same position of coming to the defense of a company you own. We don't have problems in upper management of Ocean Spray. Your perceptions that Ocean Spray has problems with upper level

## Stressline Notes – October 2004

management have been altered by thinking some of the posts and lies on this forum are actually true, when they are far removed from the truth, THAT DOES MATTER and is precisely the reason I am posting on this forum.

We have a great management team, probably the best we've ever had, and the working environment between growers, the board, and management is more positive and productive as it has ever been since we have put a sell of our company behind us. There is no indication in my posts that I am angry with any grower. I am angry with those that are attacking my company with defamatory posts. The growers are all in this industry together despite the boundaries of cooperatives or companies, and an attack on one, is an attack on all, THAT MATTERS.

Why don't you chastise those who are trying to stir up trouble and make defamatory remarks against one company, instead of telling me not to defend myself against such attacks. It is you that needs to grow up and look around without the glasses of bias before making such shallow remarks.

Ocean Spray is doing its best to promote cranberries. We are the biggest and carry a larger weight in that regard, but believe me, the growers DO MATTER. Ocean Spray is not a corporation, it is a cooperative of growers-owners. If those that produce can't make a profit, before long you won't have anything to promote. If Ocean Spray can't make a profit for the growers that own it, IT MATTERS. After years of trying to recover in down market, our management team is seeing that grower returns return to a level we can live on by promoting cranberries.

Outside of that effort, both growers and management will stand up and defend ourselves against lies and accusations that pose a threat to our company. Why, because lies do damage to our reputation which does effect sales within the industry and in defense of lawsuits that does take money out of the growers pockets and IT MATTERS.

**Re: why?** Posted by TRUE RED on October 8, 2004, 5:43 pm I realize that Ocean Spray is not a corporation and owned by the growers. All growers/owners should unite and promote the product. You waste so much time, money, and energy protecting YOUR company while the complete industry needs protecting and promoting. Do you really believe people buy juice because it is a certain brand? People purchase products that are promoted. Go to the grocery store and watch. I also realize growers must make a profit EVEN if they do not grow for Ocean Spray. Open up your eyes and look at the industry as a whole. Last but not least, I know lawsuits and accusations pose a threat to YOUR company, but if OS is as innocent as you so proudly state, your troubles will be over.

**Re: why?** Posted by Schambuy on October 8, 2004, 4:45 pm Wonderful post. It is impossible to imagine a better management team than is in place at Spray. The future is very bright for this management team. Yes, they are paid magnificently, but this team deserves it. The grower-owners have never had it so good. This team is better than anything Thorkilsen could have done. Growers, please stop complaining.

**Re: why?** Posted by DJ on October 8, 2004, 2:53 pm First of all, if your not "True Blue" trying to sound like "True Red", I'm the Easter Bunny! All I can say is management is really getting the message or they wouldn't feel so attacked. You know the truth will set you free. Have a good day Mr. Rosbe.

**Re: why?** Posted by True Blue on October 8, 2004, 12:23 pm That post was made by True Blue in response to True Red, not by True Red. My apologies to True Red for the mistake.

**Re: why?** Posted by Groaner on October 8, 2004, 10:30 am True ! What percent of sales by Ocean Spray is light ? Your growth is light sales is equal to the industries increase in light products. Why is your company "who leads the way" out pacing all the other? If I sell one bottle of product X and sell three bottles of product X next year, my sales can be bragged to be up 300% in the product X category. Tell me what sets your company apart?

**Re: why?** Posted by True Blue on October 8, 2004, 1:02 pm The light product line in Ocean Spray experienced the most growth over our other product lines last year. It is still a relatively new market trend, and true, those that are players in the light market in general, experienced growth, too. What sets us apart from others in this market, is CRANBERRIES. You attacked Ocean Spray's acknowledgement of this market and the needs of the consumers who desire less sugar (corn syrup) in their juice. You brought up a prediction that the government would soon require labels with glycine levels on our products. We're already prepared for that with our light lines and have always been about educating the consumer on the health

## Stressline Notes – October 2004

benefits of cranberry products. The glycine levels will be important for some folks, and not an issue for others. We have products for both. Another point was that while juice consumption overall experienced a downward trend, we did not. Some say this downward trend was because of the low-carb movement or awareness in the market, but even in our non-light lines, we experienced growth or at least stayed the same while other companies experienced decreases. We are also preparing to come out with new products, that will of course, be based on what the consumer wants. All of that together, my good sir, sets us apart.

**"Glycine ?"** Posted by Groaner on October 10, 2004, 11:53 Pm What in the hell are you talking about. Glycine? Why don't you learn about the glycemic index.

**Re: why?** Posted by DJ on October 8, 2004, 2:56 pm Now we are getting P.R. from the management. Nice, but it's not about your berries it's about your business practices remember?

**Some one is making big money** Posted by Inside out on October 6, 2004, 10:29 pm Hear that Decas is making the big money for his crop. Far more than Ocean Spray growers. What do you think that's all about. Is Ocean Spray trying to play poor because of their up coming law suits? ( Naught)!

**Re: Some one is making big money** Posted by Berrygood on October 6, 2004, 11:33 pm Funny but I heard the same thing about the Spray, making big money.

**Re: Some one is making big money** Posted by Just Curious on October 6, 2004, 11:10 pm Big money compared to what? Who knows what Decas's supply contracts say? I think that the Independents are fortunate that O/S took Northland berries off their market.

**Missing Berries/2003 crop** Posted by Just Curious on October 6, 2004, 10:41 pm Some berries from the 2003 O/S crop was shipped, illegally, to independents, there was a letter from O/S to its growers regarding this. Did anyone ever get reprimanded? All the ones I know didn't.

**Re: Missing Berries/2003 crop** Posted by Cranberry Man on October 7, 2004, 7:33 pm Missing Berries? How about the missing money that OS owes the growers? Was that ever found?

**Re: Missing Berries/2003 crop** Posted by grower on October 6, 2004, 11:29 pm That was all straightened out

**Re: Missing Berries/2003 crop** Posted by Just Curious on October 6, 2004, 11:42 pm What does that mean 'all straightened out'. I know growers who weren't 'straightened out'.

**Re: Missing Berries/2003 crop** Posted by grower on October 8, 2004, 11:00 am Well a lot of times " straighten out " actually means look the other way. You know like the military " don't ask don't tell.

**Re: Missing Berries/2003 crop** Posted by grower on October 8, 2004, 6:50 pm grower, you don't have to answer for me or pretend you are the "grower" who made the above comment. YOU'RE NOT. I did not write the last "grower" comment.

**Re: Missing Berries/2003 crop** Posted by Just Curious on October 8, 2004, 9:39 pm From where I sit though, he may just be right.

**Re: Missing Berries/2003 crop** Posted by grower on October 8, 2004, 10:08 pm OR not

**Re: Missing Berries/2003 crop** Posted by Just Curious on October 9, 2004, 1:30 am I know 'for sure' that they couldn't have look very hard. A grower I know just finished shipping his entire 2004 crop to OS yet, last year he sold nearly half his crop (approximately 9000 bbl) to an independent. This was blatant. If there are 20 growers who did the same thing, it may be no wonder that OS might believe that they will be short of berries.

**Re: Missing Berries/2003 crop** Posted by industry observer on October 14, 2004, 8:59 pm Looking the other way is going to cost all growers who honor their contracts. Some of the missing fruit is going to a northwest processor with surplus processing capacity who is dumping concentrate once they cover their processing costs. This has and will continue to impact negatively the concentrate market which will find its way into cheaper retail products which will put margin pressure on OSC retail sales. Controlling 80% of the supply is a valuable asset if control is exercise. Looking the other way is a serious highly counter productive error of omission.

**Re: Missing Berries/2003 crop** Posted by Oregon Grower on October 20, 2004, 4:31 pm The processor you are talking about is returning 35% more to the growers than anybody else.

**Re: Missing Berries/2003 crop** Posted by Just Curious on October 21, 2004, 12:22 am Any idea as to the bbls. taken at this price? My whole take on this is 'play, but, be prepared to pay'. My main interest is in the effects 'these missing' OS bbls are going to have on the cranberry market. They are niche markets but one can never tell when these things can take off. If this processor can charge that much more, that's a good thing.

## Stressline Notes – October 2004

**Remember aren't we supposed to learn from History?** Posted by D.J. on October 7, 2004, 9:00 am Resale price maintenance agreements. Vertical price-fixing -- an agreement between a supplier and a dealer that fixes the minimum resale price of a product -- is a clear-cut antitrust violation. It also is illegal for a manufacturer and retailer to agree on a minimum resale price

**Re: Remember aren't we supposed to learn from History?** Posted by SameNameEachTime on October 7, 2004, 1:19 pm Well then, the question that begs itself like no other - what are we going to do about it? I'm ready to start protesting. Anybody who agrees with me can e-mail me at: SameNameEachTime@aol.com

**Re: Remember aren't we supposed to learn from History?** Posted by DJ on October 7, 2004, 9:16 pm FYI Agreements to restrict output. An agreement to restrict production or output is illegal because reducing the supply of a product or service inevitably drives up its price.

**Re: Remember aren't we supposed to learn from History?** Posted by D.J. on October 7, 2004, 8:58 pm Dear Same Name Each Time. How can you say that you use the same name each time when this is the first time you've posted on the Stressline's forum under Same Name Each Time? Also, please reveal your true identity to Hal, so he can attest to your authenticity for the rest of us before we respond to the rather suspicious looking e-mail address that you've provided. Otherwise, I'm afraid that we'll have no choice but to conclude this is yet another desperate and devious attempt on the part of Ocean Spray's management to find out who is saying some unpleasant truths about their alarmingly poor business ethics and probable illegal activities regarding those allegations contained in the Nolan lawsuit.

**White Cranberries** Posted by Prices for White on October 7, 2004, 9:54 pm I am trying to decipher the differences in price for White. How is the new relationship going to impact white? Northland paid me more than Ocean Spray paid their growers. Can I count on future prices more than Spray, now that they are in control of the white business?

**Re: White Cranberries** Posted by John Swendrowski on October 8, 2004, 8:21 am Northland has NEVER purchased "white" cranberries.

**Re: White Cranberries** Posted by DJ on October 8, 2004, 1:40 pm John, you were always a stand up guy in the past. In fact many speak highly of you. What I'd like to hear is straight from you the truth about this settlement. Do you have a confidentiality clause? Are you allowed to speak? What do you now think of the Nolan case? At one time I know you asked him to help your case is that something you would now do for him? I ask these questions because it is difficult sometimes to find out if people are really winners or if they have in-fact been bought off.

**Re: White Cranberries** Posted by Groaner on October 8, 2004, 11:10 am Prices for white. You dun got nailed to the tree. That will teach you not to fib. Everyone knows that Northland has never bought or sold white. Don't they teach you Ocean Spray growers anything about the business?

**Re: White Cranberries** Posted by True Blue on October 8, 2004, 12:32 pm There you go again, it's always Ocean Spray that's at fault. We don't have a clue who posted that or what their motivations were in doing it. You would take a hook without any bait on it.

**Re: White Cranberries** Posted by Groaner on October 10, 2004, 11:43 pm It's a 70% better chance that it was an O.S than any other handle, wouldn't you say ? That is simply the odds.

**Good Deal** Posted by Billy on October 8, 2004, 9:08 pm Nice deal between Spray and Northland. How much for the Spray growers. The SEC filings show a nice deal on the stock options for Northland.

**Re: Good Deal** Posted by grower on October 9, 2004, 12:25 pm The O.S. growers are VERY happy with the deal.

**Management did not ask the growers** Posted by survivor on October 9, 2004, 12:31 pm The growers were not asked for their opinion. What do you base your statement on?

**Reminder** Posted by Deep Bog on October 9, 2004, 12:08 am Price Fixing: Perhaps the greatest antitrust risk facing associations and association members, and the risk about which the government has evinced its greatest concern, involves agreements to fix prices. Price fixing can agreement does not have to be formal or in writing. In fact, the agreement does not even have to be expressed, but can be implied (and proved in court by Acircumstantial@ or indirect evidence that tends to indicate that such an agreement was made.) For example a pattern of concurrent or nearly simultaneous matching price changes among competitors may tend to prove that those competitors agreed to raise or lower prices. In addition, where competitors simultaneously announce changes in prices, terms or strategies, an agreement arguably may be inferred, with the outcome turning on what a judge or jury ultimately determines. The goal of a price fixing agreement need not be realized for the antitrust laws to be violated, and if prices are fixed, it is no defense that the prices set are reasonable or that the ends sought are worthy. It is a criminal violation under the Sherman Act. This is what DJ is referring to, all of the "Shady" back room deals hatched out by management and the Board. Everyone is happy at the top. That's why they

## Stressline Notes – October 2004

come on with their rave reviews on how wonderful management is doing. It's a case of management patting management on the back. Who listens to this Bull?

**Who is foolish enough to listen to this BS** Posted by Realist on October 9, 2004, 10:06 am You obviously have something to gain by spouting this BS, although I can't imagine what.

**Re: Reminder** Posted by Just Curious on October 9, 2004, 2:11 am Do you think that O/S thought that Nolan Just couldn't afford to Fight? They did control his purse to some degree.

**Re: Reminder** Posted by Deep Bog on October 9, 2004, 12:01 pm Nolan is all set. BOOK AND MOVIE rights.

**Waiting to hear from you** Posted by DJ on October 9, 2004, 7:09 pm John, you were always a stand up guy in the past. In fact many speak highly of you. What I'd like to hear is straight from you the truth about this settlement. Do you have a confidentiality clause? Are you allowed to speak? What do you now think of the Nolan case? At one time I know you asked him to help your case is that something you would now do for him? I ask these questions because it is difficult sometimes to find out if people are really winners or if they have in-fact been bought off. Waiting to hear.

**Where's the Beef?** Posted by nod on October 9, 2004, 10:40 pm Remember the TV advertisement for Wendy's fast food restaurants years ago? The little old lady giving the competitors the what for? Where's the Beef!? Well today it is, Where's the Fruit!? Wisconsin's crop is coming in at 30% or more UNDER the August estimated crop production numbers. Independents are in the drivers seat this year. Don't let your handler put "the s\*\*t" on you. You will see what I'm talking about when you go to harvest your crop. Call your handler and tell them to up the antee BEFORE you deliver your crop. Now it is our turn. SHOW ME THE MONEY!

**Re: Where's the Beef?** Posted by Cranberry Man on October 11, 2004, 5:14 pm They're not even going to give you the pot to piss in.

**Re: Where's the Beef?** Posted by nod on October 11, 2004, 10:44 pm In that case they can keep their p pot and I will keep my fruit. If I can't make a profit on it then neither can they!

**Re: Where's the Beef?** Posted by Inside Track on October 9, 2004, 11:23 pm Never mind the beef/ where are the missing hard-drives? Did they ever show up? Or are they obstructing justice? Ask John, maybe he can speak out. You see when the foundation is built on a pack of lies in the end you never get what's promised. Right Mr. Rosbe?

**OSC Employee Lawsuits** Posted by RoscoJones on October 10, 2004, 7:01 am I read the following post & now have to add my soap-box comments. The posting has been edited to save space. Re: COST CUTTING CFO Posted by Been there, seen it on August 22, 2004, 3:58 pm

Let's see. During my time at Ocean Spray, I helped achieve 500 million in sales, 1 billion in sales, made it through the flavor of the year "team concept" ( What will it be this year?), plant manager after plant manager, HR manager after HR manager, Supervisor after Supervisor and CEO after CEO.

Any of us who have been here for sometime have given this company more than you think. Go ahead and say it, "if you don't like it, just quit". Just remember, we senior employees are the only constant thing this company has going for it!

Don't get me wrong. Ocean Spray has provided us well. But, when all is said and done and I'm gone, I will get maybe \$1,600/month after 65. In case your wondering, Ocean Spray did not start a 410K for employees until 1994 (Management had much earlier than that ).

... and the inconsistent policies at the plants ( which are enforced by corporate) that will make the employees sue. I bet if you could get access to employee complaints around the country, you would see that they would be handled differently each place. You can justify that with regional differences but what is right is right and it shouldn't matter what part of the country you live in. I'll also bet Ocean Spray has plenty of open employee lawsuits.

Now MY comments..

To Been there, seen it, you brought up many points that I totally agree with. I have seen & experienced much of the same. I am an "ex" OSC employee that is "looking into" a potentially filing a lawsuit. Why? The short version is this:

1. I had been diagnosed with severe clinical depression & anxiety disorder. My doctor determined that I was not capable of performing my duties at work & would be taking a leave of absence until such time as conditions improved. Actually, the depression, diabetes, sleep apnea . were all working together to give me grief.

## Stressline Notes – October 2004

2. I filed for FMLA & short-term disability, but was rejected. "This appears to be a workman's compensation issue".

3. I started filing for workman's compensation. HR kept telling to get a specific form from my doctor that they do not supply. I was "not up to par" mentally & asked our Health & Safety for assistance. We scheduled an appointment for me to come in & get help.\*\*

4. The Friday before the appointment I received a certified letter from OSC. In it I was informed that I had been a no call / no show for 3 days a few days earlier. In accord with "policy" this is being treated as a voluntary resignation. If you have any questions call HR. I read this & was stunned. This can't be right. I had not been released to go back to work by my doctor. She had been keeping them updated on my status. No one had attempted to call me regarding an absence. (The handbook states that OSC is to be notified 2 weeks before returning to work. This is to allow for manning adjustments.)

5. Monday I called HR. The basic conversation was HR saying, 1. Final vacation pay will be in the mail 2. COBRA will contact you on medical insurance 3. Turn in your uniforms 4. There is nothing else to talk about 5. Good bye That's it? I work hard for the company for ten years & that's it? My depression then took a turn for the worse.

6. In the time since then much has happened. This includes OSC not having anything in my personnel file for the past two years, never received an exit interview & never had a peer review. A review of the separation by the state unemployment office determined that the voluntary resignation was invalid & I was eligible for unemployment insurance beginning when I was released to go back to work. I have had no source of income now for 7 months. My savings, retirement money & soon my car are gone. COBRA was just cancelled because I could not pay the monthly \$460. I can't get my prescriptions or see my doctors. I just qualified for food stamps. I am chasing for assistance wherever I can. I have been selling what I can to get some money. My depression is not improving. Suicide as a consideration comes to mind more frequently nowadays.

7. There is a lot more I won't get into. I am going to have to get a lawyer to assist with my disability benefits. I will most likely also seek some compensation from OSC. If I do end up committing suicide, my kids can add a wrongful death to it also. I did find out what being a "right to work" state means. The employer or the employee, each have the "right" to terminate the employer/employee relationship at any time without cause. So, OSC has the right to fire anyone at any time for no reason.

That's the short story.

\*\*Note on 3. above – Curiously, if I had received workman's compensation, it may have been considered a work related lost time injury. This would have negated a shot at 2,000,000 hours worked without a lost time accident.

**Thank you all** Posted by RoscoJones on October 14, 2004, 4:42 am Thanks to all for your concerns & suggestions. I'm putting this at the top of the thread to make sure it doesn't get lost in the branches below. I'd like to quickly address some of the questions & concerns some of you expressed.

First off, I am in a good mood tonight. I was able to borrow a car today & pick up samples for some of my Main Meds from my doctors. (I used to care, but I take a pill for that now.) I had run out a couple of weeks ago & was not in a good spot lately. But I'm all better now. (Night Court humor?) Finally, for those who do care, I promise not to kill myself in the near future. At least a two week notice will be given, I promise.

Why RoscoJones?

In High School about half the guys in my class had the same first name. For you youngsters, there was a time that had a limited set of acceptable first names. Names like Robert/Bob, Michael/Mike, David/Dave, Steven/Steve.. Get the idea? I happened to have one that was very popular that year.

To solve the problem we all adopted nicknames. My last name suggested a nickname of Rosco. It was different & unique enough not to get confused with someone else. So, I became Rosco to the world. More people today know me by that, than by my true name.

## Stressline Notes – October 2004

Jones was a selected last name. RoscoSmith? Nope. RoscoJones? Hmm.. Has a ring to it. Subliminal Indiana Jones association. I'll take it! And RoscoJones was born on the world wide web.

Hey! You asked.. anyway, a bit of humor is a good thing. Back to business

I appreciate the contact info & such. Unfortunately, we have a logistics problem. Boston is a long long way from here. I'll try to use the info you have provided as guidelines for the local scene.

I did have COBRA. But, when the 9/30 deadline for the Sept. payment came, I had no money. I have since received a notice of termination for the policy. And.. because I let it lapse, I will not be able to reactivate it. Right now, I have no insurance for doctors or Meds.

I am now jumping through the hoops needed to get some sort of public medical assistance. My understanding is everything will then be handled by one training hospital. That means all my doctors will change. I am still seeing the same psychologist right now. She is working with me on reducing cost & no pressure to pay now. "Whenever you can pay is fine".

Mood swings are a pain in the butt. Right now, everything is fine. For how long? I don't know. Depression and/or anger times will return. We were still working with dosages & medications when this insurance problem came up. The goal is not to eliminate the swings. The goal is to control the degree of swing to an acceptable level. Note: Acceptable means something you can live with.

Another concern is I have type 2 diabetes. Meds & testing supplies are lacking right now. I am watching my diet. I will be getting some test strips so I can monitor my levels. Working on getting Meds. Don't worry

And now to the persistent, "what did you get out of it"? The answer at this time is Nothing

Lets talk about that. What would I be looking at as just compensation in a lawsuit? What do I want? I do not want the "jack pot". I am not a, "How much do you think we can get"? I want to be fair. To be honest, I don't know what fair means. The kind of things I might want would be similar to these wants below.

I want to be able to move away from here to a small town on the east coast. I talked about this with my doc. I won't go into all the reasons this would be good for me.

I want medical insurance.

I want training so I can get another job.

I want back pay & reimbursement for my expenses & losses.

I want the appropriate fair financial awards.

I want a new life.

These wants are only ones to think about. The only "want" I know for sure is this. I want to see this town in the rear view mirror ASAP. It is looking like that is something I really need for my mental health. Too many local things act as stressors & triggers. Being somewhere, anywhere else would be good for me.

Oh, I almost forgot. I called a friend who just went back to work after heart surgery. "In their opinion" he was not working at 100%. So, they sent him home. Now they want him to go to his doctor & get a note stating why he can't work. ??????????

He called HR & informed them that his doctor said he COULD work. You tell me why you think I can't. An arguementitive spell ensued, nothing was accomplished & communication with HR ended.

## **Stressline Notes – October 2004**

End result? They will not allow him to come back to work after being released by his doctor. I have not had time yet to fully think about what that means. Could this be another future OSC lawsuit in the works?

I do not think Corporate is aware of what is going on here. I'd be curious as to how it would be received.

## Stressline Notes – October 2004

**Wake up, you cranberry fackers** Posted by (not Hal) on October 14, 2004, 3:32 am Ocean Spray is a good product but not a good company. I'm not drunk, I swear.

**Re: Wake up, you cranberry fackers** Posted by Mary Jo on October 14, 2004, 3:37 am The senator disavows any memory of posting the preceding message.

**Confused? I do not think you are confused.** Posted by DJ on October 14, 2004, 8:11 pm You can't read what I said ( it is in English) and pretend to be confused unless you are trying to protect someone. I definitely ask Mr. Swendroski to stand up because people were there for him. I know he remembers when he needed help. So I restate my point for all to see..."John Swendrowski", you of all people need to speak out and change the waves at Ocean Spray. You won; you're got the money and became extremely wealthy. But you also suffered the same level of depression that many are now going through. Step up / Speak out/ Help out? Don't allow the killing of human spirits to continue or you are just like them, and you were not. Go to the press I certainly plan on it. Drop a dime / speak up to management. You had a loud enough voice before you got your settlement where are you now? And where the hell are the workers who know who this person is and are turning their back on him? It could be any of you next. This person has a wife, a family, children, neighbors, just like you and you think this person is not your problem? Who gave you permission to think it is alright to think this way! We don't need another suicide we need people to be brave and civil and proud to do the right thing. Get out there Scream, Yell, Tell the Truth.

**Re: Confused? I do not think you are confused.** Posted by Confused on October 14, 2004, 8:25 pm I guess one thing that I am now confused about is that Deep Bog and DJ appear to be the same. Is that true?

**Two Hats on One Head?** Posted by RoscoJones on October 15, 2004, 5:46 pm Could be the same, true. There are at least two sides to every story. I sometimes argue with myself. Like Jekyll & Hyde, sometimes one has to adopt a different persona in order to express the totality of one's views. If that is the case here (DID syndrome?), So what?

**Re: Confused? I do not think you are confused.** Posted by DJ on October 14, 2004, 9:16 pm No, I read it, cut and pasted it above because I wanted to respond to it. Wish I knew Deep Bog he seems to make more sense than most. But all the same where is your substance? I mean inner substance? Quips just don't make it for long. Why do you disagree with Deep Bog's original posting/ or are you actually John Swendowski?

**Re: Confused? I do not think you are confused.** Posted by Really confused on October 16, 2004, 10:09 am Where does cut and paste look like this, Deep Bog/DJ? You can't read what I said ( it is in English) and pretend to be confused unless you are trying to protect someone. I definitely ask Mr. Swendroski to stand up because people were there for him. I know he remembers when he needed help. So I restate my point for all to see.....

**Re: Confused? I do not think you are confused.** Posted by Confused on October 14, 2004, 10:59 pm OK, whoever you are, I will respond without making it seem like a quip; no I don't understand the connection. I realize that Northland has settled out of court with OS. I also realize that means a lot of OS dirt will not be made public. Did you want that to happen? I also realize that as much as John S. has always been the most available leader in the cranberry industry he does not have as much clout making OS decisions for the so called leaders of the Spray; he still only calls things as he sees fit at Northland. Don't pull him into OS Human Resources deficiencies. I guess I am a much less complex person than yourself. I just asked a question.

**Re: Confused? I do not think you are confused.** Posted by DJ on October 14, 2004, 11:36 pm Message to John Swendowski: You are probably one of the best people to speak out so don't think if your going to be ethical that you can't weigh in. An oh yes, you to "Confused". Anyone who is confused about why voices need to cry out for humane reasons misses the point totally. Don't you agree Mr. Rosbe

**To Rosco Jones** Posted by Deep Bog on October 15, 2004, 10:56 am The programs I talked about are federal. They exist in every state. Call ACLU it will help you

**Re: To Rosco Jones** Posted by Deep Bog on October 15, 2004, 11:13 am Here is the information you need. Nevada Equal Rights Commission State of Nevada Department of Employment, Training & Rehabilitation 1515 East Tropicana Ave., Suite 590 2827 Las Vegas Blvd. North 1325 Corporate Boulevard Las Vegas Nevada 89119 North Las Vegas, Nevada 89030 Reno, Nevada 89502 (702) 486-7161 (702) 486-0224 (775) 688-1288 Nevada Equal Rights Commissioners Anita Laruy . Dennis Shipley . Nadia Jurani . Aileen Martin . Lee Plotkin Kenny C. Guinn Myla C. Florence Lynda Parven Governor DETR Director NERC Administrator ACLU ACLU of Nevada - 325 South Third Street #25 - Las Vegas, NV 89101 - (702) 366-1226 Oh and yes spelled federal wrong in first post hurrying to get you help. Lets see if they want to address those crumbs for a diversion.

**Thanks for Update** Posted by RoscoJones on October 19, 2004, 11:39 pm Thanks for the Nevada info. I WILL make use of it. As per some earlier suggestions, I have begun to explore several means of calling attention to the situation here.

## Stressline Notes – October 2004

Short News - A former co-worker was off due to heart surgery. His doctor recently released him to go back to work. He was sent home for safety reasons & not performing at 100%. He called HR the next morning to clarify exactly what was going on.

1. You can't come in to work.
2. Get a note from your doctor stating why you can't work.
3. Something about short & long term disability.

"My doctor just released me to come back to work. You need to explain to me why I can't".

That was the end of any useful communication.

This type of thing has happened with others too. I don't know what's going on. But, I'm not making this up.

**GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Sincere Appreciation on October 15, 2004, 11:51 am In order to celebrate the industry's return to prosperity, some of us are organizing a golf tournament in honor of Ocean Spray's board of directors and senior management team, in appreciation of their bringing the growers back to full prosperity. We would envision golf, followed by a tribute banquet, with prizes being given. Would others be interested in helping organize and run this tournament? What types of gifts/prizes would be appropriate for the Ocean Spray leadership team? Your thoughts would be appreciated.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by googlehoo on October 16, 2004, 1:25 am A free ball wash by "TRUE BLUE".

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Free Spirit on October 15, 2004, 7:04 pm Walking Papers!

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Free Spirit on October 15, 2004, 7:36 pm Just some ideas : Prize List for Golf Tournament

1. Copy of book titled " Your Fired" signed by Donald Trump
2. Copy of book titled Business Ethics
3. Dark glasses and a mustache in case you don't want to be recognized.
4. A free consult with criminal lawyers from the firm of Slime Ball & Slime Ball Esquires.
5. A new fool proof shredding machine buried behind your home.
6. Knee boots to wear when your slinging it at meetings
7. One jail suit designed by Ralph Lauren with matching sneakers
8. Grand Prize \$10,000.00 Bail money in a slush fund just in case.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Done on October 15, 2004, 12:12 pm It is already scheduled at Ballymeade and you weren't invited. Great idea though.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Oracle on October 15, 2004, 1:26 pm It's alright that I wasn't invited. I can't afford to have my reputation tarnished by being seen with people like that. Guilt by association you know.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by grower on October 15, 2004, 4:14 pm Your reputation was tarnished years ago. Remember?

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Oracle on October 18, 2004, 9:10 am Au contrere, cow derierre, my reputation is immaculate and remains as such by not associating with those of lesser caliber, such as yourself.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Oracle on October 15, 2004, 11:54 am You could give the deserved leadership team sets of handcuff keys and new identity papers.

**Re: GOLF TOURNAMENT FOR O.S. LEADERSHIP** Posted by Inside out on October 15, 2004, 10:24 pm For those who were not invited , Don't Worry, It is going to be televised live on Court TV. Oh and I almost forgot , Why not give each participant of the golf outing a leather bound copy of the Ocean Spray Anti-Trust Policy Compliance Guide. Maybe then the Board and management will get around to actually reading it!

**Ocean Spray Management** Posted by Talent Search on October 16, 2004, 12:36 pm I've heard that Coca-Cola is actively recruiting some of Spray's senior management. Things apparently are not going well for Coke, and they are looking to upgrade their management team, specifically in finance and marketing.

**Re: Ocean Spray Management** Posted by Inside Track on October 17, 2004, 10:57 pm It's really not a bad idea for Coke to recruit certain individuals from the cooperatives's senior management. For one thing, Coke may not have to incur the expense

## Stressline Notes – October 2004

of providing them with office space since some of these people could be going to jail in the near future. Further cost savings to Coke could be achieved by the fact that all phone calls which these news hires make to customers from behind bars will have to be collect.

**Re: Ocean Spray Management** Posted by Just Curious on October 16, 2004, 8:37 pm This has been a big problem for Coke since 2003. They are having trouble getting good quality people for many top management positions in all departments. Seems odd that one of the largest companies in the world would have this problem and, I know, it isn't the money.

**Rosbe to step down** Posted by Grower on October 16, 2004, 3:03 pm Ha Ha Ha. Made ya look.

**Re: Rosbe to step down** Posted by DJ on October 16, 2004, 5:58 pm Is this your wishful thinking ? Or just a childish prank?

**Middleboro Spec. Town Mtg.** Posted by Berry L ady on October 16, 2004, 4:50 pm I'm not sure that the location for the mtg. is at the High School.. I have since seen that it is to be held at the Nichols Middle School. So, all growers and residents from Middleboro planning to go to this mtg. may want to double check the location, again. IT IS VERY IMPORTANT TO HAVE A GOOD TURNOUT TO DEFEAT THESE ARTICLES !! So PLEASE try to attend !!

**What makes Ocean Spray** Posted by Cap on October 16, 2004, 7:07 pm Ocean Spray crashes the prices ,and blames it on the surplus, that it created. Then it buys it way out of law suits,and carries on like nothing happened. This cost the growers \$28 million dollars. How can the growers stop this co-op from its dishonest ways?

**Re: What makes Ocean Spray** Posted by Deep Bog on October 16, 2004, 11:39 pm As part of their agreement, Ocean Spray and Northland agreed to settle their litigation unconditionally. ( So are ther no conditions? Can Swendroski still talk)? Ocean Spray had fiscal 2004 sales of \$1.4 billion. The 74-year-old cooperative has about 800 cranberry growers in the United States and Canada and 100 Florida grapefruit growers. Northland, maker of Northland and Seneca brand fruit juice products, reported a net profit of \$6.6 million for fiscal 2003 on \$96.5 million in revenue.

**Re: What makes Ocean Spray** Posted by Deep Bog on October 16, 2004, 11:45 pm "YOU ARE NOT TO ACCEPT A BRIBE, FOR THE BRIBE BLINDS CLEAR-SIGHTED MEN AND CAN DISTORT THE WORDS OF RIGHTEOUS MEN."—Exodus 23:8. THREE thousand five hundred years ago, the Law of Moses condemned bribery. Over the centuries since then, anticorruption laws have proliferated. Nevertheless, legislation has not succeeded in curbing corruption. Millions of bribes change hands every day, and billions of people suffer the consequences. Corruption has grown so widespread and sophisticated that it threatens to undermine the very fabric of society. In some countries almost nothing gets done unless a palm is greased. A bribe to the right person will enable one to pass an exam, get a driver's license, land a contract, or win a lawsuit. "Corruption is like a heavy pollution that weighs on people's spirits,"Know what I mean Mr. Rosbe?

**How far will the Badgers go?** Posted by Regent & Monroe on October 17, 2004, 10:49 am That was an awesome game last night. What a barn-burner! As usual, Bucky triumphs under the most adverse of conditions. Joy and optimism extend over the land of of cheese and cheap beer. The question is:

### How far will the Badgers go?



**30 votes total**

**Just keeping you on message** Posted by Inside out on October 17, 2004, 12:33 pm Predatory Pricing: A large or diverse firm that can stand temporary losses can cut its prices below the cost of production until it runs competitors out of business or establishes its price leadership. Then it can raise prices again. This is illegal. Price Fixing: Formal agreements to fix prices

## Stressline Notes – October 2004

are also used, although they are unquestionably illegal. Collusion is probably as old as markets. And changing hard drives! Big problems. But there is always a paper trial. Right Mr. Rosbe?

**Re: Just keeping you on message** Posted by D.J. on October 17, 2004, 7:32 pm Business Importance Companies often implement anti-corruption programs because of new laws, major external events, or galvanizing individual incidents. The primary goal of these programs initially is generally to reduce vulnerability to fines and criminal sanctions. Companies increasingly recognize a range of additional business benefits, as outlined below: • Avoid fines, litigation, and civil and criminal sanctions: Companies and individuals must comply with an increasingly comprehensive set of laws governing bribery and corruption and illegal business practices. Exposure can result in sizeable fines, criminal punishment including imprisonment, expensive and drawn out litigation, and loss of management focus when executives are forced to turn their attention from running the company to defending it. In the United States, managers have also been prosecuted and fined as much as US\$50,000 .

**Re: Just keeping you on message** Posted by Deep Bog on October 18, 2004, 12:00 am •U.S. Federal Sentencing Guidelines: The U.S. Federal Sentencing Guidelines (FSG), created by the United States Sentencing Commission, have dramatically influenced how prosecutors tackle crimes such as corruption and bribery and obstruction of justice. While the guidelines mandate severe penalties for misconduct, they also provide incentives for organizations to "maintain internal mechanisms for preventing, detecting and reporting criminal conduct," and provide for significant penalty reductions if companies have implemented effective ethics and compliance measures. The FSG framework for defining effective company programs has seven elements:

1. Establishment of written compliance policies and procedures
2. Assignment of senior level personnel with overall responsibility for compliance
3. Use of due care not to delegate authority to individuals the company knew, or should have known, had propensity for illegal activities
4. Communication of standards through training programs or written materials
5. Implementation of procedures to achieve compliance, such as a monitoring and auditing system to deter violations, and a process for employees to report violations by others without fear of retribution
6. Appropriate disciplinary procedures for policy violations
7. If violations are detected, taking appropriate steps to respond and to prevent similar violations in the future, including modifications to its compliance program.

**A message for Confused** Posted by Cranscoop on October 17, 2004, 11:15 pm Dear Confused, The only one who is confused is you. You used to write under the pen name of True Blue until everyone figured out that you're really a flack for Ocean Spray. Earlier this month you had to apologize on this forum to True Red because you temporarily forgot who you were supposed to be and submitted a posting as True Red, an Ocean Spray Critic, instead of True Blue. Your only purpose for participating at all on this forum is to try and deflect attention from the content of certain postings that make Ocean Spray uncomfortable because the issues raised in them are too close to home and could get the company in a lot of trouble. (You know like when they violate anti-trust laws and do criminal acts like erase evidence from computer hard drives). Since you're obviously submitting postings on behalf of Ocean Spray, why don't you just come right out and say that Ocean Spray has engaged in wrongdoing, instead of fretting over the pen names, grammatical errors and typos of messages that seriously question the ethics of the cooperative's board and management.

**Re: A message for Confused** Posted by Confused on October 18, 2004, 9:31 am Try again. Your rambling here is complete rubbish. I have only posted on this forum recently, as I was confused by an expectation from a post. At that time I requested clarification. Thus the nickname "Confused." I was "Confused" then, and I am still "Confused" now. (REALLY CONFUSED!!) No OS conspiracy here. As I mentioned before, I was only asking a question.

**Re: A message for Confused** Posted by Cranscoop on October 18, 2004, 10:38 am You know I had another thought. Maybe you really are confused but it is not your fault. Maybe they erased your " Hard Drive" and didn't tell you. That would explain a lot. But if you ask OS they will say, " Maybe we did, and then maybe we didn't"! So go figure.Right Mr. Rosbe?

**Re: A message for Confused** Posted by Confused on October 18, 2004, 10:43 am One more response, and then I'm done. You have changed your nickname, I have not. I did a search for cranscoop. The only cranscoop response is from this thread. Please respect Hal's wishes and post under the same nickname to facilitate a more civilized discussion. I am not true blue, red or purple. I asked a question a few weeks ago and have never gotten an answer. Good riddance!

**Free Lunch** Posted by R.B. on October 18, 2004, 8:27 am I wonder how much money the federal government has spent to "bail out" cranberry farmers since the bottom fell out in 99 ??

## Stressline Notes – October 2004

**Re: Free Lunch** Posted by Just Curious on October 19, 2004, 1:09 am My guess is 'not much'. How many political points can one get from an industry that is this small?

**Re: Free Lunch** Posted by R.B. on October 20, 2004, 6:54 am Ah, but you must remember, cranberries fall under the umbrella of "agriculture". In many ways, agriculture is the most protected industry in our otherwise free enterprise system. So, come on guys, how much have ya got from uncle Sam lately?

**Your looking in all the wrong places!** Posted by Inside Track on October 19, 2004, 10:52 pm Message from Inside Track; Things are all quiet on the Western front. Did anyone notice? It seems Ocean Spray is out spinning its wheels again trying to Find out who's on the stress line. They are accusing everyone and everyone is suspect. They are looking in all the corners and into every trail they suspect. Sorry to tell you, you are way off base. You are looking for the needle in the haystack and apparently will stoop to any level of fear and intimidation while doing it. (So what else is new?) Well just a word to the wise. I am your better judgment, your inner moral voice, the points I talk about are all there for anyone to see if they just look at the facts. Do you think you can hide deception just because you will it! Not! Your outright deceit of the public, your growers, the courts, the general public, and yourselves is a coming to and end. The court awaits you with open doors and lying on the stand will send you away for a long number of years. No paychecks, perks, golfing, none of it. Prepare your selves for a surprise witness to tell it all, with supporting documents. Meantime you are chasing your tails and roughing up all the wrong players.

**Re: Your looking in all the wrong places!** Posted by Just Curious on October 20, 2004, 12:41 am (1)Ocean Spray is in the middle of one of it's most important harvests in years. (2)'quiet on the Western front' seems a bit harsh, but, I am positive, that Hal is not going to give 'anyone' our identities unless he is forced to by law. (3)How many 'surprise witnesses' can there be in an industry with between 40,000 and 50,000 acres?

**What's the hang up?** Posted by Penny Speculator on October 20, 2004, 10:14 am Why is Northland's stock price staying so low? With a price/earnings ratio of 5, why isn't anybody buying? There's no way the company can go broke with Sun's backing. Throw in the favorable anti-trust settlement, this stock should be worth over a buck AT LEAST. What has to happen to make this dog go up?

**Re: What's the hang up?** Posted by Oracle on October 20, 2004, 1:37 pm Hell must freeze over.

**Thanks for the insight** Posted by Penny Speculator on October 20, 2004, 1:51 pm I should've known I wouldn't get a serious answer on this board.

**Re: Thanks for the insight** Posted by Oracle on October 20, 2004, 2:12 pm To get a serious answer you need to ask a serious question. Everyone knows that Northland stock is worthless as is the company. What started as a profitable enterprise was soon destroyed by poor executive management decisions, an inability to staff properly for growth, an emotional grudge match against OS, and a repository for inept relatives and friends to have a job with salaries and benefits far beyond their abilities.

**Re: Thanks for the insight** Posted by Cranberry Man on October 20, 2004, 2:42 pm You go Oracle!!!!!!!!!!

**Re: Thanks for the insight** Posted by Oracle on October 20, 2004, 3:05 pm I'm glad that we finally agree on something Cranberry Man. I think it appropriate at this time to add an exclamation point to my previous post. Not only did Northland fail miserably as a company, Swendrowski and Company cost hundreds of employees their jobs, adversely affecting their families, not to mention all the investors who mistakenly trusted their judgement and lost bundles. Those acts are not forgivable. Some posters on this site have asked "Big John" to support the Nolan's and do what's right. Don't hold your breath because JS is cut from the same cloth (only considerably larger) as the OS goon squad.

**Re: Thanks for the insight** Posted by DJ on October 20, 2004, 7:30 pm We'll never hear it all, but any one who doesn't recognize that OS tried to drive Northland out and almost did, either has an IQ of 50 or doesn't know how to tell the truth. OS ended up having to settle because Northland had them dead to rights. Get it! Why do you think the payment was so big? Hush Money, illegal business practices, conspiracy, price fixing, anti trust, and obstruction of justice, the list is endless.

**Re: Thanks for the insight** Posted by Oracle on October 21, 2004, 8:58 am Of course Northland had them dead to rights and yes OS tried to drive Northland out, and yes the deal was hush money to Swendrowski. The deal bailed JS out of trouble and made the Boca Boys more money. All that doesn't change the fact that Northland was a mis-managed company that wound up letting go many, many hard working employees while inept friends and relatives of the Polish Prince of cranberries continued to contribute to the downhill slide of the company. No matter, they're all taken care of now with the hush money. The reason Northland had to make the deal was because of their poor skills and the fact that the Boca Boys are in it for the money and that's it. They don't care one iota about the cranberry industry. JS is just a puppet of the Florida cartel and took the

## Stressline Notes – October 2004

easy and secure way out and has not the ethics of an amoeba, but like the amoeba, he does know how to survive. Before you speak of low IQ's and the ability to tell the truth, you better have your own checked out and a polygraph as well. Yeah we get it, you have a very dull sense of the obvious.

**Insult based on heritage** Posted by Hal on October 21, 2004, 4:29 pm Oracle, you can certainly be as critical as you want to be of Northland of John Swendrowski and you can even use creative insult. However, there's no need to call him the Polish Prince. I don't want to get into a debate here as to whether calling someone the English Prince or the French Prince would be okay, suffice to say the former has a more prejudicial connotation than the later two. In the future try to keep your characterizations free from even the appearance of bias based on one's heritage.

**Re: Insult based on heritage** Posted by Oracle on October 22, 2004, 8:57 am The reference to heritage was in no way intended as an insult but as a credit to that heritage. The prejudicial or negative connotation is derived from one's own view or stereotype. Therefore, if you feel it was a negative or prejudicial comment, it stems from your view. Since a remark concerning any mention of heritage is forbidden by the almighty Hal (no religious intent here), then I am supposing that if someone were referred to as an ignorant of the facts, self-righteous, foolish, twirp of a bleeding heart, pansy, liberal Democrat, it would be against your rules as well?

**Big Cranberry has ears!** Posted by Inside Track on October 20, 2004, 11:05 am HOW PRIVATE ARE MY CONVERSATIONS? The answer is, "That depends." You may have a reasonable expectation of privacy in your conversations. A reasonable expectation of privacy may exist in a person's home, but statements made in the presence of "outsiders" are not protected since the statements are in "plain view" with no intention to keep the matter private. Further, conversations held out in the open that are not protected from being heard would not be considered private. With most telephone conversations, there is a reasonable expectation of privacy (although a possible exception to this is when a public telephone is used). Secretly recorded conversations require further analysis. Federal law prohibits the intentional recording of oral communications under most circumstances. One notable exception to the federal law is when the person making the recording is a party to the conversation, or has consented to the recording (so long as the recording is not for the purpose of committing any criminal or tortuous act). Thus under federal law it may be permissible for a person to record his/her conversations with others and then use the recording as evidence. That clicking you hear are the listening devices they have set up. Remember Cell Phones are radio's not protected. Be careful what you ask for you may get it!

**Re: Big Cranberry has ears!** Posted by Just Curious on October 20, 2004, 10:56 pm Who are the 'they' in "they have set up"?

You've gone from predictions to one post speculations. At one time I believe you said 'my trail will be easy to follow'. You're not kidding, it doesn't lead anywhere. Are you writing a novel and just fishing for ideas?

**Re: Big Cranberry has ears!** Posted by Grower on October 20, 2004, 1:13 pm HEAR THIS OS. INDEPENDENTS WILL TAKE YOU DOWN.

**Warning! Warning!** Posted by Deep Bog on October 21, 2004, 9:04 am Telephone tapping Telephone tapping or Wire tapping/Wiretapping (in US) describes the monitoring of telephone conversations by a third party, often by covert means. The Telephone tap or Wire tap received its name because, historically, the monitoring connection was applied to the wires of the telephone line of the person who was being monitored and drew off or tapped a small amount of the electrical signal carrying the conversation. Telephone tapping is strictly controlled in many countries to safeguard an individual's privacy. Telephone tapping often needs to be authorised by a Court, and is normally only approved when evidence shows it is not possible to detect criminal or subversive activity in less intrusive ways. Illegal or unauthorised telephone tapping is often a criminal offence. Be careful Mr. Rosbe

**WARNING!** Posted by Grower on October 21, 2004, 5:02 pm Run a credit check before shipping your product to Johnsons in Sunnyside. I was burnt last year. They have no money.

**NRCNA.OB** Posted by Penny Speculator on October 21, 2004, 5:29 pm I bought a few shares thinking the price had bottomed out and had nowhere to go but up. The company is making money again and has plenty of cash on hand. The stock seems undervalued at this point. You missed the point of my question. I understand that a lot of you don't like Mr. Swendrowski, but I was asking about the future of the the company, not the past. What does Northland have to do going forward to maximize shareholder value? I'm looking for cold objective analysis, not emotional venting of pent up hatred.

**Re: NRCNA.OB** Posted by Just Curious on October 23, 2004, 1:34 am My guess is that 'cranberry' is under valued. There are only enough grown each year to amount to a few ounces per person 'globally'. I believe that the reason there was an

## Stressline Notes – October 2004

expansion of cranberry acreage in the late 90's was because consumers demanded cranberry products. Both Ocean Spray and the independents (with Northland involved) added them. To my eye, cranberries seem to be in a growth cycle, there appears to be more demand world wide. Healthy food (if you can afford it, and many people can), is a growth industry. My concern with Northland would be "cranberries", if demand did escalate where would they get them? 6.5 million barrels, that's not a lot when you think of it globally. Northland 'must' control acreage to succeed. Whether they can do that or not is unknown.

**Re: NRCNA.OB** Posted by Oracle on October 22, 2004, 3:19 pm You are confusing emotional venting of pent up hatred with stating the truth.

**Re: NRCNA.OB** Posted by Cranberry Man on October 21, 2004, 6:15 pm Then go to another forum and quit your belly aching.

**Re: NRCNA.OB** Posted by Oracle on October 22, 2004, 9:02 am That's the spirit Cranberry Man!!!

**Re: NRCNA.OB** Posted by Penny Speculator on October 21, 2004, 8:17 pm If you don't want to offer me anything helpful, fine. Hopefully someone else will. Any intelligent comments would be appreciated.

**Percent of shareholder intrest?** Posted by Reality Man on October 22, 2004, 8:23 am Isn't stock ownership in Northland just 5% of the total company? It may never go up, the owners can take money right out to keep the value low.

**Re: Percent of shareholder intrest?** Posted by Penny Speculator on October 22, 2004, 8:43 am The S.E.C. might have something to say about that. Isn't Sun a turnaround specialist? How do they get their money out without transferring the shares to a third company?

**Re: Percent of shareholder intrest?** Posted by Cranberry Man on October 22, 2004, 5:59 pm Penny- I am curious. What is your age, weight and hair color?

**Re: Percent of shareholder intrest?** Posted by Penny Speculator on October 22, 2004, 7:51 pm I'm a big blonde Swede. Got any problem with that?

**Re: Percent of shareholder intrest?** Posted by Oracle on October 25, 2004, 5:03 pm Careful, father Hal will spank you and send you to bed without your cranberries for making any reference to heritage whether it is positive or negative, yours or someone else's.

**Re: Percent of shareholder intrest?** Posted by Cranberry Man on October 25, 2004, 2:49 pm Figures.

**Weak checks and balances** Posted by Concerned on October 21, 2004, 6:34 pm What is going on at Ocean Spray? At the coffee shop in Carver the other day the guys were talking about how they spend money at the White House like it was going out of style. Someone said that an executive in the financial group actually received \$100,000 more in bonus than he was entitled to. And, he was the guy supposed to be watching things. One of the guy's girlfriend used to work there and she was saying that you had to see the expense reports to believe them - always first class travel, 5 star hotels, \$500 bottles of wine, ...you get the picture.

**Re: Weak checks and balances** Posted by Employee on October 22, 2004, 2:48 pm This is to Concerned: This is just another example of exaggerated coffee shop talk. I work at Ocean Spray and I see expense reports. What the "guy's girlfriend" said is wrong. No employee is allowed to travel first class. In the past if you were traveling overseas on a flight longer than 10 hours then you were allowed to fly first class. But that has been taken away. I have never seen anyone put a \$500 bottle of wine on their expense report. Could there have been a dinner for 100 people and the wine cost \$500 - maybe - but not a bottle for \$500. 5 Star Hotels? I don't think so, unless the Suisse Chalet and the Marriott Courtyard in Raynham have become 5 star. We have negotiated corporate rates at most hotel chains. I have never posted on here before, but I get so angry when I see all of these exaggerations I had to say something.

**Re: Weak checks and balances** Posted by ex-employee on October 24, 2004, 6:58 pm the travel coordinator who attempted to cut travel costs was pretty much driven out of the organization by the big guys a few years back. i guess the word has spread sufficiently enough these days to have put an end to this particular waste.

**Re: Weak checks and balances** Posted by Lack of Response on October 22, 2004, 7:40 pm The lack of response concerning the \$100,000 bonus was noticeable. Is that because it didn't happen, or more probably, you are the guy who was doing the double dippin'?

**Re: Weak checks and balances** Posted by Get Back to Work on October 22, 2004, 5:25 pm Are you using a company asset(PC) to surf the Web and respond here? I assume that you must be in PR if you have the time for this. That way at least in some nominal fashion you would be doing your job. I thought that your latest handle was True Blue. Hey...by the way...congratulations to all OSC employees who have just gotten jammed up on their health insurance. Oh well....go back to surfing the Web.

**Re: Weak checks and balances** Posted by D.J. on October 21, 2004, 10:26 pm In a world where multimillion-dollar salaries are commonplace, it may seem trivial to take issue with free dry cleaning, but the fact is that perks do count. They're the best symbol of the way in which executives continue to enrich themselves at shareholders' expense. They're a classic example of pay without performance—a bad year of sales isn't likely to lead to an eviction from the country club. More

## Stressline Notes – October 2004

important, there is substantial evidence that perks hurt a company's bottom line. David Yermack, an economist at N.Y.U. who specializes in executive compensation, looked at the performance of more than two hundred big American companies between 1993 and 2002, comparing those which allowed their C.E.O.s to use company jets for personal purposes with those which did not. Even after accounting for a host of other factors, Yermack found that the long-term stock-market performance of perk-rich companies was dramatically worse than that of their peers, costing shareholders hundreds of millions of dollars a year.

The problem is not the cost of the perks themselves; at a ten-billion-dollar corporation, they're hardly even a rounding error. It's what they are symptomatic of. Perks and rigid management hierarchies tend to go together; perks are designed in part to reinforce status divisions, and rigid hierarchies do not lend themselves to intelligent decision-making, since they isolate executives from the rest of the company. Also, C.E.O.s who indulge in perks are likely to be profligate in general with shareholder money. Executives in a perk-rich environment get used to living on the company's dime, and let's face it: when the company is paying, price is no object. (Consider the inflated prices at restaurants in most urban business districts; expense-account heedlessness powers a mini-economy of its own.) That kind of waste may spill over into corporate decisions. Recently, some economists have tried to argue that perks make executives more productive—eighteen holes at Winged Foot can sure clear the mind—but Yermack found that their negative impact was undeniable: employees at perk-rich companies have a much lower rate of sales; they're less, not more, efficient than their peers.

Why do perks endure? In part, it's because, despite all the conferences and manifestos and reorganization charts, plenty of American businesses are still run as they were in the fifties. The retrogrades tend to be bigger and older, and to be in industries that don't change much from year to year (such as oil, chemicals, and food), and they are the ones that go overboard on perks. Younger, more innovative companies avoid them—compared with the Old Guard, Silicon Valley is Sparta. But it's largely because most C.E.O.s will take whatever they can get. It is hard for them to say no when their boards of directors keep saying yes. That, for them, is the beauty of it all. What do you think Mr. Rosbe?

**Attribution of Quotes** Posted by Hal on October 22, 2004, 8:00 am Correct me if I am wrong, but you did mention cutting and pasting in a previous message, so I'm wondering if this posting (and perhaps others) were copied from online articles. If you are doing this PLEASE make it clear it is a quote, and give the source. You can also easily link to online articles using the link feature on the bottom of the posting page.

**Re: Attribution of Quotes** Posted by DJ on October 22, 2004, 4:00 pm Sorry Hal, I thought I mentioned his name in the text, but here you are. Otherwise they will continue to use this as a deflection from the real issue that was being discussed as usual. Why doesn't Ocean Spray spend more time answering all of the questions asked of them on the stress line instead of picking on spelling, name calling and nit picking? Do you think that they are trying to change the subject, Hal? I am sure your posting was about citations and not an attack and was not meant to bring on the mean spirited attack that followed. But apparently this is all they know how to do because truth telling and stepping up to the truth answering the hard questions raised go unanswered and ignored. June 08, 2004 Surowiecki on corporate perks This little piece in the New Yorker confirms my suspicions about corporate malfeasance. ...there is substantial evidence that perks hurt a company's bottom line. David Yermack, an economist at N.Y.U. who specializes in executive compensation, looked at the performance of more than two hundred big American companies between 1993 and 2002, comparing those which allowed their C.E.O.s to use company jets for personal purposes with those which did not. Even after accounting for a host of other factors, Yermack found that the long-term stock-market performance of perk-rich companies was dramatically worse than that of their peers, costing shareholders hundreds of millions of dollars a year.

**Re: Attribution of Quotes** Posted by Hal on October 24, 2004, 3:33 pm My comment was a reminder to you and everybody to include citations when they copy and paste material they didn't write themselves. That's all it was. I didn't know if you wrote the above piece yourself (in which case I'm very sorry) but it sounded like something that was professionally researched and edited. I appreciate everyone who spends time seeking out information relevant to the cranberry industry and sharing it with readers of the Forum.

**Re: Attribution of Quotes** Posted by Grower on October 22, 2004, 1:03 pm I suppose its typical of these whiners to steal someone else's work and pass it off as their own.

**Re: Attribution of Quotes** Posted by Oracle on October 22, 2004, 3:15 pm Just as typical as OS management stealing grower money and passing it off as over-supply, or Northland stealing investor money and passing it off as stock.

**Re: Weak checks and balances** Posted by What's new? on October 21, 2004, 6:52 pm Ocean Spray grosses over one billion a year. You get a bunch of guys together controlling this kind of money, and what do you think happens? This co-op, company, what ever you want to call it, has the growers hood winked into thinking it is doing what is good for the

## Stressline Notes – October 2004

growers. Ocean Spray is doing good for the people that work at corporate headquarters. The growers are being taken along for the ride. Sleep well Tom Bullock, we care all thinking of how you destroyed the industry.

**Handler vs. Growers** Posted by Weight and Measure on October 22, 2004, 11:20 am I would like to know as a consumer in the market place on cranberries. How do the growers really know if their crops that they bring to the screening house, really have fair treatment of their crop? . How or who has the determining factor on the quality of the fruit? . Has anyone actually watched their fruit get screened. Is there a grower relationship to observe their fruit. I have heard ugly stories, it seems that there may be a lack of trust from the growers to the handlers. In today's technology it would appear that all fruit is selected for a purpose, however, the grower may not have much choice in the selection. Does the State Weights and Measure or the USDA have any representation at these receiving stations? Do the growers have any rights too challenging their tare weights, any apple process? Just wondering how this works?

**Re: Handler vs. Growers** Posted by Reality Man on October 24, 2004, 10:49 am Aside from the friction between growers and handlers, the cranberry industry works together better than any other industry to assure the best quality fruit comes out of the receiving stations and into products. As a grower I have visited the station many times, and have yet to see anything unsettling with regards to the cleaning process. All berries are washed and rinsed and put into lined totes. Now I am confused at your mention of "screening house" only to later refer to the "receiving station" as GROWERS refer to them? If you're concerned about your weights and color you must go to the station and ask to watch the process. I have "without objection" done this. I agree there are times when the numbers don't seem right. Talk to another station and see if they will run a sample for you. All stations numbers are a little different so don't expect exact results but a big difference could be detected. If you have heard of "ugly stories" they would have had to been with another commodity because I have not heard a thing.

**Re: Handler vs. Growers** Posted by Badger and Mildcat on October 22, 2004, 11:51 am For the next month or so I care more about the Badgers than any of this other crap.

**Re: Handler vs. Growers** Posted by Economic Observer on October 26, 2004, 10:11 am Badger and Mildcat: You obviously have your priorities properly aligned. Airline seats from Wisconsin to LA airports for flights around January 1, 2005, are filling up fast. Book now to avoid disappointment; worry about Rose Bowl tickets later!!! Incidentally, why the silence from Pats and Red Sox fans. You Mass folks have class teams and good reason to be proud!

**USDA purchase?** Posted by Not Excited on October 22, 2004, 4:53 pm Before you get excited about the USDA purchase look at the numbers. 27,000,000 pound of Cranberry -Apple Juice (10% Cranberry) is 2,700,000 pounds or in our language 27,000 bbls. I don't think that this purchase will significantly change the value of my fruit. Now when the USDA decides to buy 27,000,000 pounds of CRANBERRIES instead of "cranberry products" for a purchase of 270,000 bbls that is a real purchase! Please don't get me wrong any purchase is good but lets just keep this in perspective.

**Re: USDA purchase?** Posted by berryman on October 28, 2004, 8:55 am The wave also cuts this in half by supplying the juice to one product and the sugared skin piece to the dried, all from the same berry.

**Re: USDA purchase?** Posted by Oracle on October 22, 2004, 5:15 pm As you will please notice, the products range from cranapple juice to sauce. In the past the USDA has also purchased infused cranberries for trail-mix type blends. The USDA lets manufacturers bid on producing the juice and the cranberry ingredient is almost always concentrate. While this may seem nothing to get excited about from the price of your fruit perspective, it is an increase over previous years and shows that the gov't hasn't forgotten about the cranberry industry and still considers cranberry products as beneficial to health and nutrition.

**Re: USDA purchase?** Posted by Cranberry Man on October 22, 2004, 7:15 pm Well said.

**Uh oh...** Posted by HAPPY Texan on October 24, 2004, 6:04 pm ...help!

**Re: Uh oh...** Posted by Big Q on November 1, 2004, 11:55 am How is Terry doing ?

**They are at it again!** Posted by Inside Track on October 24, 2004, 11:07 pm First it was witness intimidation, then it was erasing hard drives, then telephone taps, Now it's trying to burn through computer firewalls! When will they get it? What do you think Mr. Rosbe?

**Re: They are at it again!** Posted by Billy on October 25, 2004, 11:54 pm Do you get this information during your alien abductions or by remote viewing? Elvis lives at OSC HQ!

**Re: They are at it again!** Posted by Inside Track on October 26, 2004, 10:17 pm Well Billy, Seeing first time you've ever posted under this nomenclature. I'll let you figure it out!

## Stressline Notes – October 2004

**(no subject)** Posted by BC Boy on October 25, 2004, 10:18 pm It seems that British Columbia's crop is up from last year. It is however down from OS estimates. Buying those Northland berries is looking good again.

**Quebec numbers so far?** Posted by Wi. grower on October 26, 2004, 11:07 am Are there any growers that could give us yanks an idea of how your numbers are looking as far as estimates ? Numbers as compared to last year ? Growers if you could respond ? Quebec and B.C.

**Re: Quebec numbers so far?** Posted by BC Boy on October 27, 2004, 10:26 am To early to tell what the exact numbers will be but all indications are very similar to 2003. BC, 5000 acres harvested with 820,000 bbls, Quebec, 3200 acres with 525,000 bbls. BC exported nearly all of its cranberries and Quebec about half.

**GO RED SOX** Posted by Ecstatic Fan on October 28, 2004, 8:26 am How about those Red Sox. The curse has finally been broken. It is a great day in Massachusetts.

**Re: GO RED SOX** Posted by Cub Fan on October 28, 2004, 8:42 am From someone that can appreciate your joy today Congratulations!

**Re: GO RED SOX** Posted by That 70's Badger Fan on October 29, 2004, 2:41 am I was SO cheering for the BoSox! Ted Williams. 'nuff said.

**OS Pricing** Posted by Cranberry Man on October 29, 2004, 4:20 pm Spray is pushing the price of juice concentrate down.

**Re: OS Pricing** Posted by Wisc Grower on November 1, 2004, 4:01 pm I am sorry to tell you but it is not Ocean spray bringing the price of concentrate down. In fact it is Atoka out of Canada. Kerr than followed with the low ball price. So thank our Canadian friends for the low price.

**Re: OS Pricing** Posted by industry observer on November 1, 2004, 11:56 pm If there were no surplus as OS suggests, then they can let Atoka and Kerr sell out their limited supplies for whatever they want, then sell OS concentrate for a higher number giving OS grower/ owners a better return and making it more expensive for OS competitors who buy concentrate from OS. Only OS knows how big the surplus is, but in spite of the new products, more sdc's and a lower crop in WI, they are acting as if the surplus were very large and as if much of it were in their warehouses.

**Re: OS Pricing** Posted by Big Cheese on November 2, 2004, 12:31 am I tend to agree with Industry Observer, but how much is limited supply?

**Re: OS Pricing** Posted by Wisc. Grower on November 2, 2004, 8:48 am I understand Kerr has about 700,000 gals. That is nothing to sneeze at!

**Re: OS Pricing** Posted by Big Cheese on November 3, 2004, 5:52 pm Wisc Grower are you sure 700,000 gallons? Thats over 40 million pounds of fruit.

**Re: OS Pricing** Posted by Wisc Grower on November 6, 2004, 12:40 pm Sorry it is only 70,000 got my comma in the wrong spot

**Re: OS Pricing** Posted by industry player on November 2, 2004, 10:02 am That number cannot be remotely accurate. Whatever the number is, how can they sell concentrate so cheaply.

**Re: OS Pricing** Posted by Wisc. Grower on November 2, 2004, 5:28 pm They hav inventory they need to sell, and Atoka is trying to buy market share in the US.

**Re: OS Pricing** Posted by Grower on November 1, 2004, 5:20 pm Atoka ? are you really feeling the financial pinch that bad that you have to undercut the whole industry? I hope when your supply is gone and the price actually reflects what the supply and demand situation dictates, you will regret not asking more for your very limited supply of concentrate. Didn't you learn your lesson before when you did this? The yanks crops in Wisconsin are not very good. That has not exactly been a secrete.

**Re: OS Pricing** Posted by Cranberry Man on November 1, 2004, 5:39 pm All other growing regions other than Wisconsin are having above average crops. BC will have a big one. Then the surplus Northland forgot to sell last year you get a surplus.

**Re: OS Pricing** Posted by BC Boy on November 2, 2004, 10:32 am In BC, crops are all over the map. Some farms are up, some down. With nearly all crops in, it looks like between 800/850,000bbl. For whatever reason, this is not the bumper crop predicted in Aug. The average is about 170bbl per acre and would be considered a normal year.

**Handler hype?** Posted by Argus on November 2, 2004, 11:16 am I wish I knew if those posting have an ulterior motive. If I were on the buying end of cranberries, especially from growers I would also hype up "the especially large crop in Canada". The growers are actually denying the big crop. Wisconsin is widely know to be down. The next best thing a handler could do is hope that they could hype Canada. From what is being posted by growers Canada could not possibly hope to take up the slack. I have not heard of any yields of 1000 barrels per acre. Has anyone else?

## Stressline Notes – October 2004

**Re: Handler hype?** Posted by BC Boy on November 2, 2004, 11:49 am As nearly all growers in BC are OS, the hype, if there is any, belongs to them. The other explanation is inaccurate interpretation of the samples. Cranberry crops are notoriously difficult to predict.

**Re: Handler hype?** Posted by Argus on November 2, 2004, 12:01 pm I know exactly what you mean. Many of my fellow growers could not believe the actual numbers as compared to what they thought it looked like they had. Very few up but some were, many down 20 to 30 percent and some down in the 40 to 50 % below last year. I'm sure other factors enter in why but that's not important. Just the numbers are at the moment. If you are a buyer of cranberries you would like to feel the crop is down slightly. If you are a seller, the advantage of supply and demand is to hope everyone is down a lot. It just depends which side of the fence you are on?

**Re: OS Pricing** Posted by Grower on November 1, 2004, 6:10 pm If 58% of the world's crop comes from Wisconsin as it did last year, and its production is down in excess of 30%. It would take an absolutely huge bumper crop of the rest of the world's entire crop to compensate for it. Do the math. What would the percentage of increase the 42% of the crop have to make up to arrive at just last year's crop size? It would have to be guessing between 40 to 50 % higher yields than last year. Does Atoka really believe that's what's out there? There are a lot of hypotheticals out there but when all the cards are played Atoka, I feel, will have given away a lot of the fruit's true value based on the laws of supply and demand. We can all speculate but my fear is growers will have already been paid when it's realized just how the supply has been decreased this year.

**Re: OS Pricing** Posted by Cranberry Man on November 1, 2004, 7:16 pm If you believe the Wisconsin crop is down 30% you got another thing coming.

**Re: OS Pricing** Posted by Grower on November 2, 2004, 11:35 am I just wish this was not an anonymous posting situation, but I understand why. I would just love to make a wager with you on your opinion. How about this I will bet you that when all is said and done the crop reduction is closer to 30% than it is to 20%? What is your opinion on a percentage? You will always see the occasional fluke bumper that "I never did so well", always. But ask growers in and away from where you are located. I will be very interested in what your opinion is on a %. The occasional "good crop" when compared to the very large marshes with less than normal, some much less, will dilute those numbers very very significantly.

**Re: OS Pricing** Posted by The Yank on November 1, 2004, 7:02 pm The answer to your math quiz is: The rest of the world's entire crop would need to increase 41.4% to compensate for a Wisconsin 30% shortfall. Sorry, couldn't help myself.

**Re: OS Pricing** Posted by grower on November 1, 2004, 1:30 pm They are just trying to get rid of the very poor quality junk we were forced to buy from the Northland extortion deal. It will all be gone soon then see what happens. They sure were sitting on a pile of it.

**Re: OS Pricing** Posted by New CEO on November 4, 2004, 10:30 pm You forgot that OS didn't buy any concentrate from Northland in the extortion deal, only berries.

**Re: OS Pricing** Posted by Cranberry Man on November 6, 2004, 12:55 am New- You are wrong. The concentrate was part of the deal.

**Re: OS Pricing** Posted by New CEO on November 6, 2004, 1:41 pm Here is the quote from the press release: "The agreement also includes the sale of Northland's raw cranberry inventory to Ocean Spray." There is no mention of them purchasing any concentrate.

**Re: OS Pricing** Posted by Cranberry Man on November 1, 2004, 2:43 pm Grower You are wrong in your assumption that OS Cranberry concentrate is higher quality than Northland. I have purchased both and they are of the same quality.

**Re: OS Pricing** Posted by Clueless on October 29, 2004, 6:18 pm Like we couldn't see that coming a mile away!!!!!!!!!!!!!!

**Lessons Learned** Posted by Cap on October 29, 2004, 7:07 pm What I have learned from the Northland law suit is that Ocean Spray knows when it is breaking the law, and knows that it can buy its way out of any problems it creates. Ocean Spray will do all possible maneuvers to keep control of the market regardless of how it affects the growers. Management salaries are number one, and grower returns are number two.

**Re: Lessons Learned** Posted by Owl on October 29, 2004, 10:27 pm WOW, you are one smart cookie. All that thinking must wear you out.

**Well Done** Posted by Congratulations! on October 30, 2004, 4:06 pm Well done to Ocean Spray management for leading the growers to a better space financially. Ocean Spray growers have never had it so good. Management should be given kudos all around. It has been all because of great management.

## Stressline Notes – October 2004

**Re: Well Done** Posted by Cap on November 1, 2004, 4:40 pm Typical Ocean Spray BS, Well Done. It isn't that easy to forget Tom Bullock lying to all the growers, and crashing the prices. \$42.00 is a joke. Until Tom Bullock goes to jail, and his BOD are thrown out of the co-op, don't expect many growers will have much respect for OS.

**Re: Well Done** Posted by Oracle on November 1, 2004, 4:49 pm Well Done, It is short-sighted, narrow-minded, thick-witted, and just plain naive to put much stock in anything the OS management "promises". They've burned growers before and will promise the moon and the stars for a cranberry kiss and the next thing you know, you're pregnant and they just left town.

**Re: Well Done** Posted by Cranberry Man on November 1, 2004, 9:30 pm Oracle Well said. Must be a lot of fatherless babies from Mass to BC.

**Re: Well Done** Posted by Cap on November 1, 2004, 5:30 pm Where are they now? Where is Rob Hawthorne with all of the growers money? Where is Tom Bullock with all the growers money that he took? I'll bet Tom Bullock is living in Marshfield MA. Hawthorne was smart and left the state.

**Re: Well Done** Posted by Deep Bog on October 30, 2004, 4:37 pm Have you been smoking Cranberry leaves? Or maybe your just making fun.

**Re: Well Done** Posted by Congratulations! on October 30, 2004, 5:18 pm All I know is that I'm gonna get paid at least \$42 per barrel for my deliveries this year, but the best thing are the ventures and such that management has promised for the future. Thanks to all the directors and management for their promises about the future!

**Re: Well Done** Posted by Cranberry Man on October 31, 2004, 12:16 am They may give you \$42 this year, but you can expect \$20 in 05 and 06 to average \$27.

**Re: Well Done** Posted by Just Curious on October 30, 2004, 10:40 pm It might be too early to start waving flags but, I do believe the cranberry industry is in for more good years. There is a lot of excellent press and the CMC has done a good job. My concern is that if things take off too quickly the non OS acreage will go up exponentially and we may be back to smaller margins. Whether we can all survive on \$35/37 we will have to see.

**Really ???** Posted by Argus on November 1, 2004, 12:58 pm You don't have to worry too much about that. The largest holder of grower contracts (C.S.) has estimated that it will be paying growers from \$ 28.00 to \$ 32.00 a barrel. Of course they expect growers to also realize that when you signed that new contract and were given a \$ 5.00 advance on this year's crop your \$\$ per barrel actually will be a lot closer to the Ocean Spray price. Let's say they settle at \$ 32.00 a barrel by some miracle with a \$ 2.00 color incentive, now were at \$ 34.00 a barrel add back the last year's pre-paid bonus for signing \$ 5.00 your really at \$ 39.00. Now is that all that different than an Ocean Spray growers price? We shouldn't forget the pre-payment in figuring out proceeds. Even though it was called a "signing bonus" growers are smarter than that.

**Re: Well Done** Posted by Congratulations! on October 31, 2004, 12:45 am This a given at least \$42.00 per barrel. This promised by Pappadoulis, Chan, and Gallager.

**Help is on the way!!!** Posted by HAPPY Texan on October 31, 2004, 10:26 am Finally!!! A potential rescue from employee hell. More to come, so you fellow employees keep watching these posts!!!

**Re: Help is on the way!!!** Posted by employee on October 31, 2004, 11:39 am Well what is it or don't you know?

**Re: Help is on the way!!!** Posted by Happy Texan on November 2, 2004, 2:19 am WAIT for the "signal" as you were told!

**Re: Help is on the way!!!** Posted by employee on November 2, 2004, 9:16 am Was not told anything.

**Re: Help is on the way!!!** Posted by Big Q on November 2, 2004, 7:56 am Come on Terry give us the dirt

**Re: Help is on the way!!!** Posted by Hoffa on November 2, 2004, 10:27 am Here come the Teamsters.

**Re: Help is on the way!!!** Posted by Penny Wise on November 2, 2004, 10:42 am Sorry but this is not Bordentown !

**Re: Help is on the way!!!** Posted by Sick of it on November 4, 2004, 12:26 am Not yet, but SOON!

**Re: Help is on the way!!!** Posted by Been there, seen it on November 6, 2004, 9:22 am This posting was as useless as the Ocean Spray Ethics policy!

**Re: Help is on the way!!!** Posted by HAPPY Texan on November 7, 2004, 1:07 pm Been there, seen it: From your post, I think that the original post was not concerning you. Those that it really applies to have responded either here or via e-mail. I am sorry that you have a "let down" by reading these posts! Just keep that in mind when you see other postings from me. Since you have "been there, seen it", it will probably have all changed when you go back! This is going to be huge!!!

**Re: Help is on the way!!!** Posted by sick of it on November 7, 2004, 7:12 pm These are obviously people that are NOT in the know! Just feeling their way around in the dark, wanting to get the an advance on the news! Stay with the plan Texan!!!

**Re: Help is on the way!!!** Posted by Been there, seen it on November 7, 2004, 7:11 pm What makes you think it shouldn't pertain to me? I've been waiting for the big news as much as the 6 other poster's. Sorry I don't

## **Stressline Notes – October 2004**

have your email like so many of the other people. I've been there, seen it and continue to see the stuff the goes on and I can't wait to see something change for the employees. I hope this news doesn't involve the teamsters. Is it lay off's at corp? That would be good news.