

## Stressline Notes – August 2004

**THANK YOU AGAIN** Posted by MA OSC GROWER on August 17, 2004, 10:34 am Thank you so very much for putting stressline back online. Growers everywhere DO need you. Thank you again.

**Thanks** Posted by Blake Johnston on August 17, 2004, 11:01 am Thanks Hal for all your efforts.

**The Truth will always prevail if people do what is right!** Posted by D.J. on August 17, 2004, 12:00 pm I was thrilled to see that the stressline and forum is back up and running. As an outsider who has an interest only from the business/ ethical / point of view, it is about time that the growers understand that if they are unhappy with the way things are, only they can change it! What is keeping Bad Management in place? Well one of the simple answers may be a Board who is blinded by their own ambitions/ greed/ near sightedness/ and up-holding the status quo which feeds their own pockets through hidden agendas. How many trips- first class/ how many vacations paid by the owners ( co-op)( called work related) how many golf club memberships and expenses and other perks keep the board from protecting it's own family of growers. People look the other way when they are still getting a higher pay off while others are in pain. Ocean Spray is a CO-Operative that seems to be rotting from the inside out. It is a question that all of the members of the co-operative need to be responsible for. You know that saying, " Are you better off now than". Perhaps a few of the "Fat Cats" are but what about all the rest! People need to let Hal Brown know how courageous he is to stand up and be counted. The growers need in mass to stand up and stop the unethical business practices that have been used to run this company. Remember Power Corrupts! And Absolute Power Corrupts Absolutley. Wake up and clean house and manager your own company with open accounting for all to see. In Cranberry Town it is time to let the sun shine in! Go For IT!

**Re: The Truth will always prevail if people do what is right!** Posted by DJ.....I'm disappointed on August 18, 2004, 9:55 am Dear DJ. While I'm glad Hal's back I was disappointed in your post. You referred to the OS management and board as 'Fat Cats' who fly first class, enjoy golf memberships and support bad management. It is exasperating when someone simply makes up a lie and presents it as a fact. None of this is true. No one flies first class, unless they get a free upgrade from the airline. No one has a free golf membership, and the board members are certainly not Fat Cats. They continually work hard to make the cooperative more successful and the business results over the past few years show progress. The net earnings increases and market share gains support the fact that we have a good management team, as opposed to bad management. DJ..you should check your facts and be careful not to present outright misrepresentations on this board. We have a new start, so let's begin with the 'truth'.

**Re: The Truth will always prevail if people do what is right!** Posted by Free Spirit on August 18, 2004, 12:10 pm Hello/ Well I guess you have never been to the Gala annual bash given by Ocean Spray each year. It's a six figure operation and this and many other examples like expense accounts are all out of the pockets of the growers. You know it as well as anyone and I guess term Fat Cat might be hitting some below the belt!but may also be right on the money!

**Re: The Truth will always prevail if people do what is right!** Posted by DJ on August 18, 2004, 10:07 am You must be part of management because we know what you are saying just isn't the fact! You know that management takes care of the board and the board takes care of management. You people have enough scratch golfers at you management levels to open your own PGA tournament and everybody knows it. If you want all the perks listed Buyer Beware!

**Re: The Truth will always prevail if people do what is right!** Posted by There you go again.. on August 18, 2004, 1:32 pm Dj..there you go again misrepresenting the truth. To claim that management is filled with scratch golfers is simply not true. You are leaving the impression that they are all playing golf! Why not talk about the gains that have been made in the last few years. OS management could use some some positive reinforcement, not made-up stuff being presented as facts. I remain disappointed.

**Re: The Truth will always prevail if people do what is right!** Posted by D.J. on August 18, 2004, 11:48 pm I'd like you to list what you see as positive improvements. We are all interested. Why don't you put out a bulleted list for all to see with all of this good stuff.Can't wait / Put you facts out.

**Finally** Posted by true spirt on August 17, 2004, 12:20 pm Finally a breath of fresh air. Does anybody get the point. I think D.J. is saying Take Back Your Power Run Your Own Company. Amen

**Co-operative** Posted by Victory on August 17, 2004, 3:18 pm Co-operatives The characteristic of shared interests. "Webster defines community as "a body of individuals organized into a unit or manifesting usually with some awareness some unifying trait," and we often speak of the legal or medical communities-communities defined by occupation; indeed, work-based communities have become part of our national vocabulary. Although less frequently encountered, we sometimes hear of a community of airplane enthusiasts, or motorcyclists; reference to ethnic communities abound, as well as to communities of minority or protected groups." So then What about Work Communities? Is physical closeness critical? "there is room for non-geographic communities that criss-cross others, such as professional or work-based

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communities". Work communities fulfill many of the social and moral functions of traditional communities and workers often develop work-related friendships and community webs. As they learn to know and care for one another, workers also form and reinforce moral expectations, even in cases where community is defined by ethnicity, geographic proximity or for example cranberry growing being close geographically is not required. What does it take to make a community work? Trust, honest, integrity all form the bedrock. The characteristic of shared values, what are they? Shared core values are a component of any co-operative community. Values of commitment to democracy, the Bill of Rights, and respect for other groups, as being basic to the United States community, following the laws. Constituent communities that can follow their own subsets of values without endangering the body of its members as long as they accept these shared values of all. There is no room for the Bully or the renegade in a community of co-operation. A community is a place in which people know and care for one another, the kind of place in which people do not merely ask 'How are you?' as a formality but care about the answer. "The focus is not "What's in it for me "but rather "What's in it for us?"

**Welcome Back** Posted by The Yank on August 17, 2004, 6:10 pm I was going through withdrawal. Hal, you shouldn't be the cause of stress! Welcome back and thanks.

**Re: Welcome Back and Thank You** Posted by a survivor on August 18, 2004, 6:36 pm I think what I was feeling was closer to grief than withdrawal. Thank you Hal for returning the forum to us. It has been our main source of cranberry news. I am not an Ocean Spray grower and do wonder what will happen now that ocean Spray did not sell the brand name.

**THANK YOU** Posted by EMPLOYEE on August 17, 2004, 8:50 pm Hal we all love you at Ocean Spray Bordentown. You did make things start to change. I for one thank you very much. Remember when the truth is selinned then it is the truth and not a lie.

**Re: THANK YOU** Posted by Victory on August 17, 2004, 9:49 pm Bravo! Where are all others who need to come forward and stand up for the truth?

**Hal so glad your back** Posted by Crangrow on August 17, 2004, 10:13 pm What is going on with Northland and all other suits facing Ocean Spray? Is there a deal coming? Anybody out there?

**Re: Hal so glad your back** Posted by Sandybog on August 17, 2004, 10:38 pm What's up with all of the law suits? The Nolan law suit looks like a winner hands down. Don't these people get it!

**What are you going to do about it?** Posted by demonjd on August 18, 2004, 4:06 am Angry posts to the Stressline have done nothing to stop what Ocean Spray has done to this industry. Growers could have organized to fight for their rights. They could have written letters to the media, the USDA or their elected representatives. They could have protested in public if they wanted - but they didn't and they won't. Nothing will change because most growers are either lazy, cowardly or apathetic. The game is over. You lose. Stop kidding yourselves.

**Re: What are you going to do about it?** Posted by Sandy bog on August 18, 2004, 10:02 am Well some times people don't realize that as a group they have the power. Get this information out into the public eye and you'll see things change quick. Growers in your local towns and areas need to go to the press give interviews , tell the truth your truth is where the change is. Instead of paying a company to give hush money and make back room deals against it's own growers. You are now in a position to say enough is enough. Drop a dime to Northland's lawyers or better yet Nolan's and you'll see the walls come tumbling down!

**Bordentown salutes Hal and stressline** Posted by vs nader on August 18, 2004, 6:23 am thanks for re-opening your forum section. Bordentown appreciates you not turning your back on us. GOD BLESS THE SPRAY

**Spray buying Northland** Posted by Cranberry Man on August 18, 2004, 2:26 pm Any news on this subject?

**What is the harvest forecast that was released yesterday?** Posted by a survivor on August 18, 2004, 6:41 pm I missed the annual meeting but would like to know how many barrels are predicted for harvest.

**Re: What is the harvest forecast that was released yesterday?** Posted by Hal on August 18, 2004, 6:57 pm The report is now on the front page.

**Freedom of Speech** Posted by Happy on August 18, 2004, 9:41 pm Thank you Hal. We need Stressline as a tool to maintain some freedom of speech as to what Ocean Spray is trying to cover up. I don't believe that the purchase of Northland by Ocean Spray will be good for the Industry. What Ocean Spray needs is good old fashion competition.

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**Re: Freedom of Speech** Posted by Options on August 19, 2004, 8:36 am I agree. Don't do it, Northland and Sun! You have done revolutionary things with your combination of capital and rightsizing; give the industry a "checks and balances" system and keep OS on its toes. A stronger monopoly is not what the cranberry industry needs right now.....

**Re: Freedom of Speech** Posted by Saving Face on August 19, 2004, 2:39 pm Ocean Spray maybe trying to buy Northland so it can end the law suit and not have to look bad in court. If this happens, the Ocean Spray Growers, will again, have to pay for managements mistakes. Does management care? They just keep collecting their pay checks and pretend that the growers don't know what is going on.

**Re: Freedom of Speech** Posted by George on August 19, 2004, 2:54 pm There may be quite a bit of truth to what you are saying. Take a look at all of documentation on this website regarding the Nolan lawsuit. I am no lawyer, but I do know that anti-trust law is "prima facie"...in other words you either did it, or you did not do it. There's no gray area or justification. If you did it, then you are guilty. And don't forget the fun part...it's treble damages. Thus, if the Nolan suit is lost for say \$2 million, then the co-op will shell out \$6 million. Growers need to be very worried here. Let's ask ourselves a few questions. Assuming that these allegations are true (which the evidence seems to be overwhelming), then why are the folks identified with this alleged behavior still employed there? Why is the GIC board that supposedly is protecting grower's interests not acknowledging what seems to be factual and make a settlement to avoid litigation? And isn't the lawyer that is advising OSC still on staff? Isn't that a conflict of interest? I don't know the answer to these questions, but growers certainly should be asking someone. It's their company. This forum is a great tool for growers to share the information that they learn with other growers. Maybe there's more than meets the eye here. What a great place for OSC to explain their actions to the owner's of the company. Maybe Hal can extend an invitation for an editorial opportunity to OSC.

**Re: Freedom of Speech** Posted by D.J. on August 19, 2004, 4:49 pm Well George and the rest of you are finally getting it. But there is another side here to --if Nolan wins it could be much much more out of growers pockets all because of management screw-ups and cover-ups ! There may be even a little jail time because there are some criminal allegations connected here. The growers need to clean house / save their good name / and bring in people who conduct business with good old fashioned business sense. In reading the Nolan suit it appears he was thrown out for trying to do what was right!

**Re: Freedom of Speech** Posted by George on August 20, 2004, 12:49 pm Not only that, it seems as if they are bent on trying to destroy their careers as well. So much for trying to do their best for the growers!

**Re: Freedom of Speech** Posted by Free on August 20, 2004, 6:56 pm Right on. Does anybody get it!

**Why does Ocean Spray think it is okay tonot follow the rules?** Posted by D.J. on August 19, 2004, 10:31 am Good morning Mr. Rosbe, I thought maybe you and your board might not have had any time to read the law suits against Ocean Spray. I took the stresslines advice and read them all. I can only say that if readers especially growers haven't read particularly the Nolan case they won't be bored. This reads like a Novel Screen Play(which it should eventually become). Anyway, let me bottom line the issues for you, it would seem as if Ocean Spray management continues to use situational ethics (what's good for us) instead of following the law. Now some may say (you know business is business) 😊. But here's the dirt(I think I mean deal). Business is not business when it jepordizes the company and every one of the co-op members by violating anti-trust laws, restraint of trade, and worse yet under cutting prices that in effet take money out of your own growers pockets. Undercutting prices in your own marketing of products and back room deals is not just simply bad business practices It's Hello illegal! I'm thinking none of the board and management ever read your Statement of Ethical Guidelines" In it's words' " In sales and marketing , it means we will always compete fairly and ethically and not attempt to obtain an improper competitive advantage". Well?

**Re: Why does Ocean Spray think it is okay tonot follow the rules?** Posted by Scald on August 19, 2004, 6:12 pm Any truth to the rumor that Decas is for sale?

**WI. Froze Out!** Posted by nod on August 19, 2004, 9:25 pm So much for a overall increase in production this year. I think alot of fruit was frozen last night in WI. Caught alot of growers off guard. Dropped into the twenties and only about a third of the pumps were going this AM.

**Re: WI. Froze Out!** Posted by Wi. grower on August 20, 2004, 9:53 am There may be a small amount of truth to that as I have been doing a lot of driving around checking out surrounding marshes after my irrigation is running. I did note that there were some unattended non-owner ran marshes that were not running at tempretures that I would personally be very concerned about. I do think that the crop forecast by NAS is to high. They are basing some of the results on the grower surveys that were done prior to the very cold historic low tempretures Wisconsin has been experiencing. There are more berries but they are very small as compared to last year even considering the white fruit effects the crop should be

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down. There are a huge number of pear sized berries that have ran out (or very soon will be) of time for sizing. Any growers out there in Wisconsin that see a different picture out there ?

**Pearl sized berries** Posted by Wi. grower on August 20, 2004, 10:09 am Little typo there on my previous post, sorry Tons of PEARL sized small berries in Wi. What a difference one letter can make in messages content ! No pear sized fruit in Wisconsin. But we are setting records on the cold side almost every night and some of the daytime highs ,are record lows, as well.

**Re: Pearl sized berries** Posted by true spirit on August 20, 2004, 10:26 am I guess the only good thing about it will be the tremendous help and support you'll get from management to assist you in your time of need Right? After all isn't that how a co-op works?

**More information** Posted by D.J. on August 20, 2004, 10:23 am Good Morning Mr. Rosbe, Hope you slept well. I on the other hand spent much of my evening reviewing the documents of the Northland / Nolan lawsuits. They are very similar as you know / bordering on class action . Well as luck would have it I came on all kinds of interesting stuff and one document was a letter written on March 14, 2000 from your in house legal dept. the letter was a " Board endorsed policy of doing business in a manner which complies with anti-trust laws of the United States". One can only assume that you probably were aware of anti-trust laws but with all your legal troubles brewing you decided to pay attention to them in a more focused way. In the letter from O'Shaughnessy it states the following , "On occasion, you might find antitrust compliance to be constraining, that it seems to get in the way of your business objectives". In the following sentence it states " When that happens, Ocean Spray's lawyers will give a high priority to helping you achieve your goal with out getting tangled in the anti-trust thicket." I'm not a lawyer but after reading this I am not surprised to know that Ocean Spray seems to have alot of " thicket' issues. But it's no problem they have a full house of instaff lawyers/ they have a separate Chicago staff for the Board and they have others that are working on the myriad of continuous litigation issues that the business practices of Ocean Spray gets bogged down in. Even more interesting are the types of firms they hire. One law firm in particular who is handling a current civil suit against Ocean Spray specializes in "Getting attorneys who have been disbarred re-instated.!" It's no wonder the growers keep shelling out to shills to keep the lawyers in business. I think in football we would call this an end run.

**Re: More information please** Posted by have brain will think on August 21, 2004, 4:21 am I doubt Rosbe is worried D.J. because taking sentences out of context from memos and having a less than perfect understanding of law and anti-trust conduct will not hold up under the examination of the courts. OS did nothing illegal that would not comply with anti-trust guidelines. The Costco pricing was established to MEET a competitors offer, i.e., Northland. Anti-trust laws allowed OS to meet Northland's offer to Costco and remain competitive in that market. Any other customer without the same pricing Northland offered Costco as leverage to use against gaining a lower price with OS, once having found out that OS was meeting (matching) another competitors offer with Costco, and it's resulting lower price, would of course ask for the same pricing arrangements. That customer may not have had Northland's pricing leverage to negotiate with OS but could try to use another leverage, such as threatening to switch providers or buy less volume if they didn't get the same match. OS would then have a choice to make on whether to meet the request on those merits. OS is trying to stay competitive with the Northland's of the world and the Costco's and the Cranberry Club Stores' are in it to stay competitive, too. That is the nature and balance of competition and in the end, it benefits the customer and is the very thing that the anti-trust laws were made for in the first place. I guess you think it's ok for every other American company to leverage and compete, but OS shouldn't be allowed the same right? OS should be forced to give everyone the same price no matter what the competition is doing in a particular given market at a particular time. Even the anti-trust laws allow for that kind of leverage as a check to ensure competition thrives. Did Nolan allow OS the privilege to negotiate in these instances or did he keep prices the same with all buyers to keep buyers away from each other throats and his? Wouldn't that sound more like price fixing or a possible conflict of interest to his benefit, or his wife's companies' benefit? Wouldn't that frame of thinking prevent OS from being competitive and at what cost to OS if the competition (Northland) undercut prices with a buyer so that OS lost it's customer base to the significantly lower prices they offered because Nolan didn't allow for price matching? The Anti-Trust laws allows OS to meet a competition's price with an individual purchaser. OS doesn't have to match the offer in this instance, it has a choice to make, and if it does choose to match a competitors offer, it doesn't have to match that particular offer with all other offers it may make to other customers. What do you have against OS? It's pretty clear you are hostile towards OS. Why do you want OS to fail, fold-up, be sold, be sued, and generally go away? Why do you keep attacking OS? How would OS's failures benefit you?

**Re: More information please** Posted by no brainer on August 21, 2004, 4:12 pm Why is everyone hostile against Ocean Spray? It might be because Tom Bullock created a surplus to use as a weapon to clobber the competition. They paid Tom

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Bullock millions, and gave Rob Hawthorne the bank. Bullock should be in jail, and the board of directors under him should be thrown out of the co-op. Hawthorne never deserved to be paid the money he has been given. The growers have no respect for management, and are disgusted with what is going on there. In other words, Ocean Spray has no credibility as far as the growers are concerned.

**Re: More information please** Posted by D.J. on August 21, 2004, 8:25 am Talk about reframing an issue? Where did you get the idea (or make-up) that I want Ocean Spray to fold? NOT! I think I want what all the growers want and that is for Ocean Spray to stop whinning about being picked on and follow ethical practices. The money spent on lawyers to deflect lawsuits must tell you something? And as far as price fixing issues and restraint of trade it will be settled in the courts. But one of us is reading and interpreting the law suits incorrectly by saying you were just meeting the prices of your Northland and others? Wouldn't that information be shared among the co-op. owners and not be found out accidental in secret memo's. I think anyone interested in knowing the truth will read the Northland and Nolan cases. It isn't my words that are harming Ocean Spray it is their actions that put all at risk.

Oh before I forget, Good Morning Mr. Rosbe.

**Re: More information please** Posted by Still Have Brain on August 21, 2004, 10:15 am I have read all 136 pages of the Nolan exhibits, and all the other lawsuits against OS. Here is my take on them: A grower doesn't get his way when he wants OS to be sold so he can retire with more money; so he sues. An employee doesn't get his way when OS tries to compete to his disadvantage; and he sues. A company isn't given trade secrets with regard to a protected process on drying OS cranberries; so they sue. Part of a company splits off and doesn't like competing against the OS Brand; so they sue. OS is big enough to attract lawsuits by the measure of how much greedy lawyers willing to back disgruntled former associates and competitors think they will get out of it; no matter whether they win or not. There were no secret memos in those exhibits, just inter-office and extra-office communications. That is part of the normal functioning of any business and since when is it required that all communications are sent out to the growers? That is what THEY (management) get paid to do, run OS. Wasn't it Nolan that wanted a separate meeting outside of the office and outside of office procedures and recording policies of OS. OS invited him to the "in the open" scheduled meeting but Nolan refused to come on the grounds that another private meeting he had with two board members and an "investigation" he wanted had not be forthcoming. From my view it looks like Nolan was trying to leverage an advantage by using board members against a management decision. And by the way, I am not Rosbe if that is what you were thinking. A lot of growers would tend to agree with your assessment of "unethical" with regard to how Rosbe handled the Pepsi offer. Regardless of a former employee and growers attempts to seek their advantage, OS was within their rights to trade and was not unethical in their dealings with customers or the Nolan's. OS will have to foot the expense to defend itself again, and again the courts will rule in favor of the truth. Thank God there is still justice to be found in the courts despite the greedy lawyers!

**Re: More information please** Posted by Free Spirit on August 21, 2004, 7:19 pm Everyone knows Rosbe doesn't put anything on the record and he has his underlings who do his spin.

**COST CUTTING CFO** Posted by carvergent on August 21, 2004, 10:12 am It is great to see a CFO slash costs like Tim Chan. He is cutting those fat salaries and benefits at the White House. Pensions and health benefits for those at the palace are about to be cut to the bone. Talk about its about time! Do you think that I provide a pension or health benefits to the guys from New Bedford who pull the weeds in my bogs? Those employees in the White House should not be pampered with pensions and extravagant benefits. Keep cutting Tim!

**Re: COST CUTTING CFO** Posted by Been there, seen it on August 21, 2004, 9:45 pm Unfortunately, it isn't only the employees at the white house. It will also affect all the plants. There are a lot of long term manufacturing employees that have helped this company get to where it is. It doesn't matter how many years we put in. We'll never see the type of pension or should I say buyout that Hawthorne received in less than 3 years of service. Maybe that's why employees sue.

**Re: COST CUTTING CFO** Posted by tired on August 21, 2004, 10:57 pm are you comparing your job to that of a ceo? I think that's the problem of why people are all suing they seem to think they are entitled to what others have achieved or received and are not willing to work for it, instead just expect it for themselves, and when they don't get the same deal they sue

**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

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employees until 1994 (Management had much earlier than that ). Now let's look at Hawthorne. Umm! Oh yeah, hiring VP's out his butt, (boy did that single serve guy save the day or what). "clobber the competition", hired his friends and white juice. So he did one good thing in 3 years and for that he gets ? millions and a pension that won't end. Thanks, Ocean Spray! Now to what I mean by suing. It's stuff like this 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.

**Re: COST CUTTING CFO** Posted by Undeserving on August 22, 2004, 1:03 pm No, it is when we see people receiving pensions and salaries that they don't deserve that has caused all the trouble. The co-op and the growers have been robbed by their fellow BOD, lead by Tom Bullock and Rob Hawthorne. Neither one of these guys deserved what they got. They both destroyed the co-op.

**Re: COST CUTTING CFO** Posted by Sandy bog on August 21, 2004, 11:18 pm Hello! Where are you coming from? People aren't suing because they want to be CEO's not even close!! They are suing because Laws are being broken! Hello! Have you been paying attention? This is about a group of people who decided they were above the law and it was okay to break the law and to use situational ethics to try and get off the hook . Where from left field did this answer come from about wanting other peoples jobs. Read the law suits, all of them not one is about jealousy of other peoples jobs or not wanting to work for what you deserve. Maybe you could be more specific and tell us what you are actually talking about.

**Re: COST CUTTING CFO** Posted by Sandy bog on August 21, 2004, 7:14 pm Well no wonder! You have to pay for all those legal expenses some time and the pot just continues to boil doesn't it?

**Re: COST CUTTING CFO** Posted by Cranscoop on August 21, 2004, 7:30 pm Carvergent, is the Tim Chan that you're praising for trying to save Ocean Spray money by slashing its employees' health and pension benefits the same Tim Chan who two years ago quietly held on to an extra \$100,000 bonus payment which he wasn't supposed to have received from the cooperative in the first place until its auditors eventually caught this mistake and demanded that he give it back? Chances are that was a different Tim Chan than the cost-cutting CFO you're gushing over. Otherwise, wouldn't that mean the Tim Chan who you seem to be so enthralled with is nothing more than a hypocrite?

**response?to Carvergent** Posted by Cranscoop on August 28, 2004, 3:00 pm Thought I'd ask again ,Carvergent, is the Tim Chan that you're praising for trying to save Ocean Spray money by slashing its employees' health and pension benefits the same Tim Chan who two years ago quietly held on to an extra \$100,000 bonus payment which he wasn't supposed to have received from the cooperative in the first place until its auditors eventually caught this mistake and demanded that he give it back? Chances are that was a different Tim Chan than the cost-cutting CFO you're gushing over. Otherwise, wouldn't that mean the Tim Chan who you seem to be so enthralled with is nothing more than a hypocrite

**Re: response?to Carvergent** Posted by Carvergent on August 28, 2004, 8:24 pm Cutting costs is what a CFO should do. He is doing it. It is clear that the employees at the White House are pampered and overpaid. What else needs to be said? If some people at the palace are unhappy...well so what? Why should they be compensated any better than the workers who do the bogs? They don't get fancy benefits.

**Re: COST CUTTING CFO** Posted by Sandy bog on August 27, 2004, 1:27 pm No answer here? What's up?

**Re: COST CUTTING CFO** Posted by J.D. on August 21, 2004, 2:25 pm Half of that building is empty. Why the heck don't we sell it. I know that all types of people have been looking at it. Why can't it be sold. I need the money!

**Re: COST CUTTING CFO** Posted by No Control on August 21, 2004, 7:00 pm The people in the white house have been so out of control for so long that there is no chance that they would do the right thing as to down size. The co-op is running on a wing and a prayer. History shows that there is not a very good chance of this place straightening out its act.

**Hiding.** Posted by Where ? on August 21, 2004, 7:38 pm So where is the man that created the destruction of the industry hiding these days, Mr. Tom Bullock that was paid handsomely for leading the way?

**Hey I think your getting IT!** Posted by D.J. on August 22, 2004, 8:41 pm Well it seems as if cost cutting is getting plenty of feed back. You know the more I read this stuff particularly the cases the more I wonder if Swendrowski and Nolan should be called back and knighted! Oh and when you brought up the idea no hidden memo's . Well let me just draw your attention back to the facts. Just "one" example would be the Heb-Butt memo. ( Nolan case). You can't have missed that, if so read it. It keeps showing up in all of these law suits that management & marketing had sweat deals for different people. You know some people paid \$ 16.00/ some \$ 18.00 / and some \$23.00 and it was a secret even from the growers . Even from the goverment who calls this "Price Fixing" I think. ( Oh yeah and it is definety illegal and in this case immoral, don't you

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agree?)After all, it's really bad when the Ocean Spray Board members who are also owners growers take advantage of their own kind. I wonder why they would do this? Oh and you know frieght charges were different(Wink,Wink)and the only people who lost out on the price fixing were,( you guessed it) the growers. Oh sorry I forgot to say Good Day Mr. Rosbe.

**Re: Hey I think your getting IT!** Posted by There you go again.. on August 23, 2004, 11:11 am DJ..there you go again embellishing the truth in an effort to stir up the those who read this board for informative information. Very disappointing. As another poster pointed out it is entirely OK and legal to offer different prices to several customers as long as you are matching competition.

**Sorry George !** Posted by DJ on August 23, 2004, 11:46 am Sorry George but as you know " There you go again" doesn't have a nme so I responded to you by mistake. My reply was for There you go agin. And George not a shred of insider information in here just the actual facts as they have been presented in the law suits.

**Re: Hey I think your getting IT!** Posted by D.J. on August 23, 2004, 11:42 am You know George your on-liners are just that " simplistic, unsubstantiated one liners". I would say that instead of throwing your garbage out as if it is backed up by the facts of the Nolan case or any of the law suits out thereagainst Ocean Spray . You need to come up with your evidence. Otherwise George/ people are going to think you are planting dis-information!

**Re: Hey I think your getting IT!** Posted by George on August 23, 2004, 11:23 am Basically that interpretation is correct. But a friend at Northland said that they did not even offer this pack style at the time the OS was "matching" the competitive bid. How does that square up? If they don't offer this type of club pack, how could they possibly be discounting the price? I am confused. You seem to have a great deal of "inside" information that the rest of us growers do not, so it would be interesting if you would let us in on how this was possible.

**Re: Hey I think your getting IT!** Posted by Sandy bog on August 27, 2004, 1:23 pm I think we are all still waiting for an answer??? I think we all know why it hasn't come yet?

**Re: Hey I think your getting IT!** Posted by Bogger on August 26, 2004, 9:42 pm George it's interesting that no one has dared to answer your question yet about meeting Northlands price on a product that they didn't have? I think the truth would set them Free!

**Re: Hey I think your getting IT!** Posted by D.J. on August 23, 2004, 11:38 am Well if you read the Nolan law suit and look over Heb-Butt / memo and the price sheets all there. The Heb-butt was an inside deal. (You know like insider mail ( trading)just for the special people making these deals.) You'll see all of it for yourself.It's not Rocket Science. Check it out. Good Morning Mr. Rosbe

**Re: The rest of us Get it...** Posted by Have a Brain I continue to Use on August 23, 2004, 4:31 pm Why I am taking the time to respond to you is beyond me, but you are making defamatory remarks about OS and I am really sick of people like you thinking they can get away with it. What I don't understand is why you continue to persecute your only hope of salvation with regard to recouping on all that Northland stock you bought as I doubt any company other than OS would even consider purchasing Northland. However, even if OS would consider it, it may not be possible that the FTC would allow OS to purchase Northland. It is no longer grower-owned, and thus falls outside of Capper-Volstead, for those of you thinking that is a possibility. Or, DJ, are you adding to the defamatory rally in hopes you can sue OS as a Northland stockholder, blaming Northland's failure to manage thier company on OS and thus hope to recoup your losses in that manner. Oh, I forgot, Northland already tried that. Whatever your interests are in OS, you don't know what you are talking about. After reviewing all the laws with regard to trade, I thought I should tell you that you should be careful not to implicate yourself in a potential lawsuit against those who are deliberately trying to ruin OS's good name. As a stock holder in Northland, don't you represent that company as a part owner, and couldn't your attempts to make accusations and false statements against a competitor for your personal gain be prosecutable under the FTC false disparagement laws? Good thing you don't use your real name but as I understand it after talking to some tech people, it is possible to track a computer responding on a server like this by an IPO address, I think that is what they call it. Systems can be seized in an investigation like that, you know. Just as the Northland case has been dismissed on all counts to date and expected to clear OS good name, so will the Nolan suit end. The HEB memos were another example of how a company is ALLOWED to offer price matching or promotions in order to compete. It appears that Northland was selling a 3# pack at the time of the Costco matching, while OS was offering a 2# pack making it even more difficult to compete with them on price. OS also tried to compete with HEB who also buys Northland, by promotions, however, I believe, Northland won the account over OS in the end. Those promotions were offered to all the vendors, including the shipping promotion. However, not all the vendors chose to participate in both the shipping and the recipe promotions, therefore, they didn't get the same discounts. Duh... The fact is, you don't have all the facts and you are taking a former employee's word as fact. The documments are not secret, they are normal communication between individuals in the industry. The Nolan's and their lawyers, and a couple of growers who were pulled into it (who probably now wish they had not),

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by the Nolan's requests, and wrote some letters to OS management but you are only seeing one side of the story. The Nolans side of the story, that THEY are presenting in favor of their lawsuit. There are always two sides. In the end, OS will defend themselves in court and win. The Nolan's lost the account because they were not the best option for OS. That is the nature of competition, you win some, you lose some. That goes for the vendors, OS, and subcontractors like the Nolans. You need to do a little more thinking and a lot less making false accusations about a really great company and a great bunch of grower-owners and employees. OS will come out of this on top, we have definately been through hell and back for the past four years, but we have the best assets that money can't buy, intergrity and tenacity. No amount of false accusations or lawsuits will take that away.

**Re: The rest of us Get it...** Posted by CAP on August 25, 2004, 1:21 pm Actions speak louder than words. So far I have not seen to much positive actions out of Ocean Spray since they decided to Clobber the Competition. It is going to take a lot of time and good treatment of the growers, for the growers and the Industry to have positive feelings about Ocean Spray. The co-op is out of control and it would be nice to see it do good things for the industry, instead of destroying itself to hurt others.

**Re: The rest of us Get it...** Posted by D.J. on August 25, 2004, 9:47 pm The business environment should be a strong leader of ethical values. Yet strong forces in both markets and corporations act to depress behavior. Managers may use a range of methods to discourage transgression and encourage high ethics. While these methods achieve some success, there is no evidence that, overall, behavior is different or better today than in the past. Ethical problems in economic life stem from a timeless conflict between self-interest and fairness toward others. The Fish Rots from the head down!

**Re: The rest of us Get it...** Posted by Have a Brain on August 25, 2004, 2:58 pm OS does care about the industry and those in it. We do care what the DJ's of the world have to say. Not all the DJ's are correct in what they think about OS and that is why I spoke in our defense. Cranberries are our business and our way of life, whether you like that phrase or not, it's true. We are doing what we love to do, grow cranberries and market them. Can't think of a better job or life effort. I agree for the past several years between CEO's, the board, broken agreements, surpluses and a myriad of industry failures, OS has been pretty beat up. It isn't one CEO's fault, or one board's fault, or one broken agreement, or one system failure, or even the surplus that did it. It was a bunch of unfortuate events. The loss of the Pepsi distribution agreement didn't help the mix and then everything came tumbling down on us at once. Five years later, growers have been hit hard, but we learned a lot along the way. We are a lot smarter and a lot wiser. We understand that we need a loyal management team that cares about the growers and the industry, we have that now. We understand that we need a board that supports management and the growers, I think we have that now. We understand that in order to move forward and grow, we have to make some innovative changes and find some partners to compliment what we want to do with this company. We know there has to be a balance between the crop and the products sold and we have to catch up to a surplus by increasing the market of cranberries domestically and internationally. It is a race and we are up for it. I would disagree that there is a move to "clobber the competition". The move is to make OS the best it can be which will in turn help OS growers and the industry at large and even our competition. We are trying to have a positive focus as grower-owners and as employees at OS. Negative press and throwing around false accusations or jumping to conclusions on half-truths are hurting OS, and thus the industry. Those who complain about a negative newspaper or journal article being unfair, turn around and make accusations on public forums like this that are just as destructive to our cause. Think about what you are doing. There were several posts on this board about health benefits and using that information to sell cranberries. You would probably be surprised to know that OS is networked with those universities and watching their research. We have world-class researchers who are in communication with these universities and working themselves to promote health information about cranberries and any fruit that we use in our products. Until recently, the government would not allow food manuaufacturers to make health statements about their products. In fact, we were one of the first companies to try it. Times are changing and the government can not ignore that those statements are supported with truth and results. The medical industry is now supportative of our claims. OS recently added the National Kidney Foundation's seal of approval to our juice label. That is just the beginning of what OS will do with the studies that are coming out. It takes time and approvals for a company to come out with statements and endorsements once the research is done. The press can report immediately on the universities studies and universities are unbiased towards any one company. That press benefits everyone in the industry. If you are in this industry, and like DJ, you make accusations without all the facts, attacking the reputation of OS, you are attacking yourselves. So, if what happens to OS effects the industry, instead of attacking us and making our job tougher than it already is, and yours, why don't you try supporting the postive efforts that are now being made. The OS cooperative is not out of control, on the contrary, it is finally back on

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track. We have been trying to survive a hostile storm, but the storm has just about blown over. We just came away with a vote not to give up on our company and now we are charging our engines and re-setting the course. Actions will speak louder than words, watch and you will see but you need to understand that words are very powerful all in themselves and can do just as much harm or good as any action.

**Re: The rest of us Get it...** Posted by D.J. on August 25, 2004, 10:01 pm You Know Disagree, you are talking "ragtime". No one is trying to distroy the growers and everyone knows that cranberries are a good product . Again this forum is for growers and like minded interested people to get a chance to voice their opinion in an open forum. You want these people silenced for the good of the company ? I don't think so! I by the way am only reporting the information from public legal suits and there are plenty of them that all share one thing in common - the belief that Ocean Spray is corrupt company doing what they consider business as usual , and over-time this illegal and unethical conduct is what will bring the company down. Not people talking on the stress line. Free Speech sets you free! And the truth will set you Free! Try It!

**Re: The rest of us Get it...** Posted by Dis agree. on August 25, 2004, 9:03 pm It is called passing the buck,make it impossible for the blame to be traced to its origin.Well I say, bullsh t,It was Tom Bullock and the BOD under him that created this mess to destroy the competition. Anyone with any brains that studies the facts that led up to the surplus,can see that the finger points to these people that wanted to stop the success of Northland and the rest of the Independants. Keep trying, have a brain, to make things foggy. Ocean Spray will never have the brains to see that it is quite obvious what it did,and what its agenda is.

**Re: The rest of us Get it...** Posted by D.J. on August 23, 2004, 11:44 pm I can see it's sinking in because "Have a Brain I continue to use" is really grabbing for straws! First of all just to set the record straight I don't own any cranberry stocknor did I ever. You are as usual on a fishing expedition using the wrong bait! And suing is NOT in my agenda what-so-ever! Trying to scare me that you will find out who I am. I say what a surprise you'll get. So go ahead get your techies started. Remember we all have hackers in our arsenal. Now to the meat and potatoes of your response, "Brain I continue to use", when did you decide again to use half truths they don't stand up to scrutiny? As many know who understand the politics of lawsuits it is always possible that when charges are brought good tactics can get charges dismissed . It is expected as a challenge to all law suits filed. The most important point as reported in the business Journal reported Dec 3, 2002 the anti-trust suit still stands. I'm thinking that the reason we keep hearing Ocean Spray may go for a buy out of Northland is to stop the suit. It would be a pretty good stragedy if they felt it wasn't going to go in their favor in court. And we all get the Trebble damages part. I absolutley admire the way you just glibly state that the Heb-Butt was just business as usual. I think the Heb-Butt special deal found in a inter-office memo ( not supposed to be made public) clarifies again the point of if it looks like a shady deal acts like a shady deal-It is a shady deal. And " Brain I continue to use"? I am not getting my information from anyone inside or out. Ther are two side to every story and the courts will decide who is right and who is wrong. I'd like to do less thinking but it's not in my nature so I can assure you I will further address your last paragraph in another response. Because I am feeling the pain of you using the word integrity and Ocean Spray in the same sentence.Wake up and smell the cranberries. Good day Mr. Rosbe et al.

**Re: The rest of us Get it...** Posted by Everyone gets it but DJ. on August 23, 2004, 8:44 pm Everyone gets it but DJ. Great post by 'Have a brain'.

**Re: The rest of us Get it...** Posted by G.O.I. on August 25, 2004, 12:08 pm I agree. Great post by "Brain". DJ's still pissed that no one wanted to play on his Yahoo board while the Stressline was down. Maybe he should have tried picketing the Yahoo offices to draw attention to the fact that no one cares what he has to say!

**Re: The rest of us Get it...** Posted by demonjd on August 26, 2004, 3:05 am This is the typical Ocean Spray response to criticism. Make somebody else out to be the bad guy. Hal knows what my IP number is and that I've consistantly posted under the same name. Hey everybody, let's all hate Demon! He's the REAL bad guy. How dare he own shares of Northland! How dare he be pissed off at us for unfairly and illegally clobbering his shares. How dare he encourage growers to stand up and think for themselves! WHO DOES DEMON THINK HE IS, EXPRESSING HIS OPINION? HATE HIM, HATE HIM, HATE HIS GUTS!!! That will solve all of our problems.

**Re: The rest of us Get it...** Posted by Have a Brain on August 26, 2004, 9:19 pm Reminds me of a song, "Nobody likes me, everybody hates me, I'm gonna eat some worms." Poor Demon, I don't hate you. Maybe you should think about making an appointment with Hal for some therapy. Just remember, opinions and accusations are not facts just because you say so; so expect that you will face opposition when you express yourself and don't take it so personally.

**Re: The rest of us Get it...** Posted by DJ on August 25, 2004, 9:15 pm Now I really know you are worried. Printing ridiculous fabrications like they are fact! Good evening Mr. Rosbe

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**You know I have been thinking too!** Posted by Sandy bog on August 23, 2004, 1:45 pm Has anyone ever read the front page of the Nolan complaint or Northland for that matter? Do people think that for no reason people go up against huge companies just to file a lawsuit? I don't think so. It's like taking a sling shot to the middle east! So why then would you put yourself out/ all that time / money / aggravation/? Some people (hold on for this answer!) Some people do (what is called) the right thing even when major adversity faces them. Just read the 2004 Packer 2/2/04 " intentional interference with advantageous business relations, civil conspiracy, defamation, unfair and deceptive acts in commerce, breach of obligation of good faith and fair dealing and intentional infliction of emotional stress. (I bet a lot of non-suing growers can relate in their own way to all of these charges). ( Remember it was being done To you Not for You)!( Buy playing with Market price giving breaks unnecessarily the pockets that were picked belonged to the growers. " Nolan's accuse Ocean Spray of undercutting it's own pricing schedule" read on... preferential pricing to Costco/ H.E. Butt/ discrimination among buyers from the same class( of retail store)violation of the Robinson-Patman Act. Similar types of charges and many more appear further in Nolan and Northland. Just read it sounds like a fiction novel/ Unfortunatley it isn't.

**Harvest 2004** Posted by Just Curious on August 23, 2004, 8:54 pm I've heard that Ocean Spray may be short of berries this year while the independant market should have a sizable oversupply. Has anyone else heard a similar story?

**Re: Harvest 2004** Posted by OS GROWER on August 24, 2004, 5:14 pm That idea does not surprise me that Ocean Spray may be short of berries. When you look around at the meetings, most of the growers are gone. Sizable oversupply I would say is yet to be seen. We will all know when the last truck leaves the marsh/bog end of harvest.

**Re: Harvest 2004** Posted by Industry Observer on August 24, 2004, 12:35 pm If they need more they can call my supplier in Salem Oregon.

**27% solution-- great editorial Hal!** Posted by health messages sell fruit on August 24, 2004, 10:56 am I couldn't have said it better. The US public is becoming more and more health-conscious as the population ages and people wisen up to the link between the food we eat and our health. Cranberries are an incredibly healthy food and they should be marketed as such. OSC would sell a lot more product if they started to advertise/promote cranberries' health benefits.

**check out the blueberry news today** Posted by Hal on August 24, 2004, 12:46 pm Thanks you for the complement re. the editorial. Check out the play in the media resulting from a simple press release about a study showing that a chemical in blueberries lowers cholestrol.

**Re: check out the blueberry news today** Posted by Free Spirit on August 24, 2004, 6:30 pm Hi Hal, You know if the Big Egos at O S would get over themselves alot of good things could happen . When you operate from a positive view point you move to that goal. Thanks Again Hal.

**OS Contract Renewals** Posted by Just Curious on August 25, 2004, 7:14 pm Ocean Spray lost some large growers this year. The loss is around 6% but I can't find out if it's 6% of the total acerage or 6% of the 'contracts are up' acerage. Anyboby know?

**Success or Failure** Posted by Cap on August 25, 2004, 8:39 pm If Ocean Spray would spend half the time trying to be successful,that it spends trying to destroy its competition,it would be a great industry.The problem is that the co-op wants to be a Monopoly. Sorry,but that is only in your dreams. Get over it Ocean Spray,and stop behaving like a spoiled brat that you are.

**Re: Success or Failure** Posted by D.J. on August 26, 2004, 11:46 am I agree with you and here's an article on that issue. Oligopolies, innovation, and tradeoffs In their book, The Rise of the Corporate Commonwealth (BasicBooks, 1988), authors Louis Galambos and Joseph Pratt discuss the tradeoffs that big business make. One can appraise any business in terms of its ability to perform three major functions: innovating, achieving efficiency in day-to-day operations, and maintaining control of its external environment. Successfully carried out, these three functions produce profits and the growth of the firm. In a way, the efficiency is the most fundamental function. Efficiency is the first concern of good management, and companies which are either very innovative or very controlling can manage to squeak out an existence. But without at least some efficiencies, almost all regular businesses-unless so lucrative (selling illegal drugs, owning oil wells) to be impervious to gross waste and mismanagement-will soon end up in the ditch. ( OR cranberry bog D.J.) Control of the environment is exactly the kind of influence that only growing bigger can give. Whether it involves co-opting regulators, crowding out competitors, influencing customers or negotiating with buyers, all of them air aimed at reducing risk from the often chaotic market forces. That kind of influence is an engine behind most corporate growth. At some point, big companies no longer have efficiencies of scale, though that is the ritual motivation for all acquisitions and mergers. But big companies do gain influence from getting bigger, without exception.

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As the authors go on to write: To some extent, of course, the three functions involve tradeoffs in any business. A high degree of operating efficiency is unlikely in a firm constantly engaging in innovative behavior. Nor is a high degree of control-by a monopoly, for instance-generally associated with a high level of entrepreneurship. We would, of course, substitute oligopoly for monopoly here, and we'd point to the vulnerability of non-innovative companies to disruption. The authors trace the development from the innovative, entrepreneurial companies of the 19th century to the efficient, controlling megacorporations of the 20th. But the secret of the 21st century oligopoly is its ability to buy, to consume innovation by taking over the smaller companies. That's always been a possibility; but now it has become a doctrine. Now you ask what has this got to do with Northland for example! Maybe Mr. Rosbe could answer this?

**More thoughts!** Posted by D.J. on August 25, 2004, 9:19 pm Maybe Ocean Spray can take some advise from the following; 100 Best Corporate Citizens for 2004 Companies that serve a variety of stakeholders well "We have a slogan around here," says Robert W. Lane, chairman and CEO of Moline, Ill.-based Deere & Company. "No smoke, no mirrors, no tricks: just right down the middle of the field.' That's John Deere." It's the kind of straight talk one would expect from a Midwestern maker of farm machinery. And it's the kind of straight dealing that characterizes the 100 Best Corporate Citizens when they're at their very best. John Deere ranked No. 6 among the 100 Best this year. When told he had made the list, Lane responded: "It's recognition like this that makes you want to get up in the morning."

**Re: More thoughts!** Posted by Sandy bog on August 25, 2004, 9:26 pm Agree totally read this! Oligopoly Watch

The latest maneuvers of the new oligopolies and what they mean Friday, April 25, 2003 Ocean Spray: The perils of going it alone and small At least by brand recognition, Ocean Spray, the American firm synonymous with cranberries and juice, should be a winner. But as a small player in an oligopoly beverage market, it is in trouble. There's a lot of pain for the 80-year-old juice and cranberry product firm. The company has just rejected an \$80 million bid for its brand name from Northland Corp., another cranberry and juice company. While the board refused the bid, the sense is that the company is now in play for an acquisition and that the opening bid has been made.. Ocean Spray has had a lot of problems. It lost its CEO, it has seen its credit ranking slip, and it faces a shareholder rebellion. All that comes after a major decline in cranberry prices due to oversupply; the price per barrel is less than 33% of what it was 1997. Company grosses have fallen from \$1.48 billion in 1998 to \$1.07 billion in 2002. Ocean Spray, which practically invented the shelf-stable juice category in the supermarket, has fallen on hard times due to several reasons. The company has a lot of competition in the juice industry, with new companies entering all the time. The company has specialized in larger bottles (half gallons and gallons) of shelf stable juices, while the market growth has been in single-server cooler juices. In 1997, Pepsico opted out of its distribution agreement with Ocean Spray, distributing its own Tropicana juice. Ocean Spray now uses food brokers, but they don't have anything near the muscle that Pepsico does. On the shelves it shares with larger bottles of shelf-stable juice, in-store brands are growing strongly, at Ocean Spray's expense. An unusual added issue is that Ocean Spray is a cooperative, and selling it will require a 75% vote from the owner-growers. That's one reason it hasn't been sold yet. But it's thought that, in the long run, many of these cash-strapped farmers will be eager to sell, to get a share of the sale price. The Northland offer couldn't have solved anything, in any case; With its unimpressive sales (\$101 million) and its lack of distribution power, it would hardly solve Ocean Spray's dilemma. The eventual result is a buyout from one of the big three beverage companies: Coke, Pepsi, or Cadbury-Schweppes; or gradual bankruptcy. As the value of the company declines, the growers will have to act fast to salvage what they can. Principles illustrated: Being #1 is great, #2 is good, #3 is difficult, #4 or higher is a losing game. Oligopolies collect and discard brands. Oligopolies try to control shelf space. Oligopolies buy up innovators or steal their ideas and put them out of business.

**More More Thoughts to think about!** Posted by Sandy bog on August 25, 2004, 9:40 pm Oligopoly Watch The latest maneuvers of the new oligopolies and what they mean Defining the new Oligopoly Oligopolies have been around as long as commerce has. The term denotes a situation where there are few sellers for a product or service. The members of an oligopoly change the nature of a free market. While they can't dictate price and availability like a monopoly can, they often turn into friendly competitors, since it is in all the members' interest to maintain a stable market and profitable prices. The new oligopoly is made up of multinational corporations that have chosen specific product or service categories to dominate. In each category, over time, only two to four major players prosper. Starting a new company in that market segment is difficult, and the few that do succeed are often gobbled up or run out of business by the oligopolies. Few multinationals aspire to be monopolies. Monopolies attract government regulation and consumer anger (just ask Microsoft).

**Re: More More Thoughts to think about!** Posted by Have a Brain on August 26, 2004, 11:53 am Ocean Spray is not attacking the "Northland's" of the cranberry industry or blaming our difficulties on anyone else. Who has a lawsuit against whom? Northland is attacking OS because IT IS difficult to start in an industry that has a unique product that has been dominated by OS, the largest, oldest, and (I believe) the best company in cranberries. Did Northland expect

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that they could achieve in a few short years what has taken OS decades to accomplish in Brand recognition and then sue us because they failed to meet their unrealistic expectations of matched success? There is something else to consider, OS is a cooperative, Northland isn't. There are major differences in the way a corporation of non-growers operate and a cooperative of growers operates. It's like comparing apples to oranges to think that a corporation is going to be managed the same way as a cooperative. A different set of skills is needed for both. Some say OS would be better run by a big corporation like Pepsi, but after looking at the numbers in relation to JUICE, OS is doing a better job holding its own. Even though per person juice consumption declined, people are still drinking OS. Granted OS needs to fuel growth and improve distribution, but we are doing a pretty good job of competing against the larger juice companies like Tropicana and we're not going to give up just because they are bigger. Northland could choose to compete and manage themselves better instead of blaming their difficulties on OS. Ocean Spray is already out there competing and thriving on decades of knowledge and talent pooled from the best employees in the industry and some 900 growers who also contribute knowledge and wisdom to the efforts. Northland doesn't have 900 owners as an asset, nor does it have our great employee base or years and years of experience, nor a loyal and "happy" following of consumers. So, of course, if a small new company like Northland goes up against all that, just like your article stated, "it's going to be difficult". For stockholders investing in a small company like Northland, it is considered a "high risk", not a "done deal". If you stick by it the way OS growers have stuck by OS through thick and thin, maybe it will pay off in time. It wasn't easy to start OS either, we just have a head-start. OS doesn't want to "gobble up" Northland as you infer with your article, nor "run it out of business". We're too busy trying not to get "gobbled up" or "run out of business" ourselves. Competition is good, it keeps us on our toes looking for innovations, managing our company better, and improving our products for the consumers. What OS does for the industry in advertising, opening new markets, coming out with new products, and supporting research benefits everyone in the industry. During the same time Northland has been trying to establish itself, OS lost distribution with Pepsi, had expensive system failures that messed with our customer ordering base, dealt with surpluses in the market that didn't have a home, failed product launches, CEO turnover, board takeovers, ect., that have caused us great internal difficulties to overcome. OS has had a "difficult" time trying to manage and compete out there in the world, too. To take "difficult" and say OS is "illegal", is a crop-out!

**Re: More More Thoughts to think about!** Posted by D.J. on August 26, 2004, 12:16 pm Your last sentence just doesn't do it but you are at least trying. ( Your clueless when it comes to quips!) I will be back with a further response. It is always good to see however that management reads and re-acts trying to do damage control but if it did a better job in management it wouldn't have to do this. You keep side tracking the over riding issue that your company has major problems because it doesn't allow fair and ethical play in the market place. We are talking about Ethics , and what really can be bottom-lined as Lying , Cheating, And Stealing (to coin a phrase). So stop trying to turn it around and sound like you are a poor little group of people who don't know any better and that it isn't your fault you are in all this trouble. Note... The top hundred companies listed in Business Watch for Ethics don't mention you but you are mentioned as a company in all the research pertaining to legal and ethic practices gone awry. I am glad however that management is keeping busy trying to respond to the truth But be careful the truth always comes out in the end. I am positive more and more growers are going to come forward to show their strength in numbers / pushing for global change in your industry and when they do they will let good conscious be their guide! Good Day to Mr. Rosbe et al

**Re: More More Thoughts to think about!** Posted by Have a Brain on August 26, 2004, 12:48 pm Sorry to disappoint you DJ, but I AM one of those growers showing their strength, not management trying to do "damage" control. The only damage management is having to control, by way of a lawsuit, is damage Northland is trying to do to OS and the court has answered everything in OS favor because the truth did come out. No, I am a grower doing "pest" control. Growers know to take care of pests before they cause damage, and in your case, the pest is trying to inflict damage with defamatory remarks about our company. I'm not trying to win people over with cute little "quips", my conscious and the truth work just fine. It is you, my good sir, that are clueless to the truth.

**Re: More More Thoughts to think about!** Posted by J.D. on August 26, 2004, 1:15 pm Oh I doubt that you are a grower/unless you are one of the board members who wants it both ways. ( more-likely?) I need to keep reminding you the Northland suit is still alive and well and it has not been fully dismissed. The most serious charges anti-trust violations still pending. Hello! Just think about it, You are still on the wrong side of right! If you say who you say you are, (a little concerned grower) then it wouldn't make sense. It is about the growers taking control getting rid of poor management and to stop trying to bully all others and have fair and ethical standards that get used; not just a paper copy. Become better as a co-operative by promoting honest straight forward business practices from crop to retail and all in-between steps. Thats how you get bigger and better. Don't you see how the continuing practices by Ocean Spray and management keeps all growers at risk? Oh who

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knows maybe our next competitors will be the Russians. If others think this person Have a Brain is just a little grower trying to help please respond. I on the other hand I would wager differently.

**Right on D.J.** Posted by Free Spirit on August 26, 2004, 3:01 pm Milton Friedman said that the "One and only one social responsibility of business [is] to increase profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud." I think they are starting to understand the game is up!

**Re: Right on D.J.** Posted by Have a Brain on August 26, 2004, 8:42 pm Nice quote. OS doesn't have a problem here. Maybe Hal could change the website's name to the "OS Hate-line" for you. The courts will settle this and call a foul in favor of OS, then the game will be up.

**Re: Right on D.J.** Posted by D.J. on August 26, 2004, 9:30 pm Your Anger is spilling out all over. You better be careful your going to give your self away!

**Ocean Spray / Northland** Posted by Jill on August 26, 2004, 7:01 pm Anybody hear any rumors of a deal between Ocean Spray and Northland?

**Re: Ocean Spray / Northland** Posted by Cranberry Man on August 27, 2004, 10:58 am Jill, The bottom line is Northland needs Spray to buy them. There juice products are garbage and there getting beat up on there industrial side. Spray also needs Northland. First reason is to get to there fruit second to end the lawsuit.

**Re: Ocean Spray / Northland** Posted by D.J. on August 26, 2004, 10:22 pm Jill INFO to read on Northland... 28/02/2003 - Could two of the largest cranberry juice producers be about to merge? Well, possibly. Northland Cranberries, at least, has expressed its interest, making a bid for the juice business of its compatriot and rival Ocean Spray. But the latter group has chosen to see the bid as an expression of interest rather than a formal offer, which means the prospect of any immediate merger is a distant one. Responding to speculation in the press, Northland yesterday confirmed that it tabled a bid for Ocean Spray's juice business last week (21 February), a bid which consisted of three different elements. Firstly, Northland has proposed a purchase price equal to Ocean Spray's net juice sales for the 12-month period ending February 28, 2003, which Northland estimates to be approximately \$800 million. At least 55 per cent of this purchase price would be paid in cash and the remainder would be paid in the form shares. Secondly, Northland has proposed to enter into a 15-year supply agreement (with an unlimited number of mutual five-year renewal options) with Ocean Spray, which would in effect mean that Northland will purchase 2-3 million barrels of cranberries each year. The company would pay an initial price of \$35 per barrel for the first year, increasing by \$1 per barrel for each of the next four years and by \$0.50 per barrel for each of the next 10 years. Northland would also agree to purchase all of its requirements for grapefruit from Ocean Spray at the then current market price. Thirdly, Northland has proposed to enter into a royalty agreement under the terms of which it would each year pay Ocean Spray an amount equal to 3 per cent of Northland's net sales and license fees on all of its sales and licensing of new non-juice products using the Ocean Spray brand name. Ocean Spray would also retain the right under a perpetual licence to use the brand name for its non-juice products. "We believe that this proposal is in the best interest of both companies," said John Swendrowski, Northland's chairman and CEO. "Our estimated \$800 million purchase price represents a gross value to Ocean Spray's grower-members of over \$200 per share. In addition, our 15-year commitment to buy cranberries from Ocean Spray at an initial first-year price of \$35 per barrel, and ultimately increasing to a price of \$44.00 per barrel, should result in substantially increased per barrel prices payable to Ocean Spray's grower-members for the foreseeable future. "Our offer is also structured to provide Ocean Spray's grower-members a direct equity interest in our combined juice business and thereby enjoy the future potential financial upside from our combined operations and marketing power as an ongoing business with its primary focus on selling cranberry-based juice products." He added that the deal would also allow Ocean Spray to continue to operate its existing non-juice business (such as fresh cranberries and cranberry sauce) as well as all the grapefruit, cranberries and cranberry concentrate not bought by Northland as part of the deal. "We look forward to meeting with Ocean Spray's representatives to discuss this proposal and explore potential alternatives that they believe might even further enhance the value of this transaction for Ocean Spray and its grower-members' benefit," Swendrowski added. Although Ocean Spray is bigger than Northland, that has not protected it from a slump in the market caused by declining cranberry prices. Combining the two companies' juice businesses seems to make sense, as it would give them around 55 per cent of the cranberry juice market, Swendrowski said. While there has been little comment from Ocean Spray, Chris Phillips, a spokesperson for the company, is reported as saying that the bid was not being considered as a formal offer for the company but rather as a statement of interest on the part of Northland. Relations between the two companies have at best been strained in recent months following the opening of a lawsuit by Northland against Ocean Spray for alleged anti-competitive tactics. Northland claimed that Ocean Spray had a cartel arrangement with Canadian and other foreign producers designed "to tie up cranberry production and sales of cranberry concentrate", and that it was abusing its dominant position to eliminate its rivals, including Northland and fellow US co-

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op group Clermont, which Northland claims was forced out of business in 1999 as a result of Ocean Spray's tactics. "Virtually everyone in the cranberry business has been negatively affected by Ocean Spray's market manipulation," said Swendrowski back in November at the time that the lawsuit was begun. "The victims range from customers and consumers of cranberry products to the growers that have no alternative but to participate in the Ocean Spray cartel or face elimination. This lawsuit is all about creating a fair competitive landscape and forcing Ocean Spray to answer for its practices." While this lawsuit is ongoing, perhaps Northland's bid is an alternative tactic to combat Ocean Spray's perceived dominance of the market – a case of 'if you can't beat them, join them'?

**Re: Ocean Spray / Northland** Posted by D.J. on August 26, 2004, 10:05 pm Jill, If Have a Brain is stating its rumors beware!

**Re: Ocean Spray / Northland** Posted by Use your brain on August 26, 2004, 7:38 pm Jill, Has your head been in the sand? Or are you just an uninformed Ocean Spray grower.

**Re: Ocean Spray / Northland** Posted by Jill on August 26, 2004, 7:54 pm Gee, you are not very nice. Can you provide some information instead of sarcasm?

**Re: Ocean Spray / Northland** Posted by Have a Brain on August 26, 2004, 9:01 pm Most rumors don't turn out to have any truth in them.

**Rosbe on his way out!** Posted by Bug Juice on August 26, 2004, 11:38 pm When the board choose a new CEO, Rosbe after Hawthorn left, "The board took it as an opportunity to strengthen the direction of the company and to choose a leader that would take OS to a higher level. We were looking not only for a proven brand builder, but an exceptional strategist, who truly understood the double purpose of Ocean Spray, which is to grow the brand and also preserve the family farming way of life for our growers." Ocean Spray cranberry growers could do the production end, and leave the sale and distribution to " the professionals". "Owners in the cooperative have seen their property devalue and been forced to sell off uplands, gravel and timber to survive "We have a giant wood tick on our back, sucking the daylights out of us, and the only ones making money are in management." The Giant wood tick is Rosbe and the management team. "I don't have any faith in Ocean Spray anymore. Rosbe needs to resign with a take his handsome bonus and going on his merry way." Which bye the way, rumor has it, Rosbe is definitely on his way out! Gone before Thanksgiving .

**Re: Rosbe on his way out!** Posted by The White Eagle on August 27, 2004, 2:12 pm Your ignorance of Ocean Spray and its leadership is shocking. The facts are: Hawthorne was the CEO. He was replaced by the current CEO, Randy Papadellis. The people doing the replacing were the Ocean Spray Board of Directors. Rosbe is the Chairman of the Board of Ocean Spray. He was elected a Director by the membership, and was elected and re-elected Chairman by his fellow elected Board of Directors. Although Ocean Spray's policies provide for compensation for the chairman, Mr. Rosbe has waived that compensation and literally works on Ocean Spray business for free. He has received zero compensation from Ocean Spray for his time and effort.

**Re: Rosbe on his way out!** Posted by Bug Juice on August 27, 2004, 5:43 pm No need to defend me I occasionally get caught up in the lawsuits and write the wrong information especially late in evening after a long day of research of all the current company troubles. ( If you know what I mean)? Anyway Rosbe's title isn't important the fact he gonna be out is. And yes OS will still pay for all his legal woes.

**Re: Rosbe on his way out!** Posted by White Eagle on August 27, 2004, 5:38 pm Sorry For the mistake but your response seemed hostile. And as far as Rosbe waiving his compensation I am not impressed. The bigger the tax bracket the less you want in income. But please don't try to say the man didn't do it for motives that were other than good will. Can we talk here? This is about corruption at the top and he is a key dog.

**Re: Rosbe on his way out!** Posted by Deep Bog on August 27, 2004, 2:11 pm You're right and sooner rather than later. Hearing lots of whispers about intimidation ? How about it DeMarco can you or someone close verify as a pattern?

**Over Supply** Posted by Cap on August 27, 2004, 8:16 pm Here is where the problem lies. The over supply was not an accident, but was intentionally created to promote a strong Ocean Spray to destroy the competition. The surplus was no accident. Until Ocean Spray cannot hide behind the Capper Vollstead Act, the DECEIT will continue. The CMC salaries are paid by the growers, yet when the growers ask Dave Fairmond how many barrels each Handler has, it is illegal for him to answer that question because Ocean Spray does not want any one to know. This is why Tom Bullock could lie to the growers. He knew that no one could find out the truth because Ocean Spray had blocked the truth from being told.

**Re: Over Supply** Posted by Have a Brain on August 28, 2004, 2:27 pm OS does communicate with its growers on OS statistics and anticipated barrel needs and posts outside published reports by the industry for the growers consideration. I would think the independents/handlers do the same for their growers. If not, you can access it on-line and in magazines or in public reports on an individual basis. Bullock was hired in 1997 and retired in 2000 for a period of just over three years. It takes 3+ years to get a decent crop off of newly planted bogs. The record breaking crop nationwide occurred in 1996 but had been gradually building since 1993. That means that the base of the surplus had to be created in the early 90's

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before Bullock's time, and not just by OS growers. There were also new hybrids planted on a large scale that welded greater crop production per acre in those newly planted bogs. Since the 1996 record crop, more modest increases and decreases, all less than 8% have occurred from year to year. Swendrowski left in 1991. During that same time OS made a distribution agreement with Pepsi which was not terminated until 2000, the same year Bullock retired. The acreage in anticipation of meeting on-going demands fueled by that agreement and other products growth in OS were planted before the failed agreement and have continued to mature post this broken agreement. OS also experienced system failures in 1999 which hurt sales with lost customer and a 30MM investment which impacted OS growers pockets both on the investment and the sales failures that followed. At the same time, the independent's planting matured creating a surplus without a home. OS's expensive Wellfleet Farm launch failed in response to Northland's competition and OS barrel prices plummeted in response to ALL the above factors. In summary, in case you still don't get it, OS is obligated to meet its own internal demands with OS growers and in anticipation of its own growth was severely impacted by the broken agreement with Pepsi. (Why do you think there were so many growers opposed to making a deal with Pepsi again?) The high barrel prices previous to this time had encouraged more acreage from new growers and investment farms that fell outside of OS cooperative management and starting maturing with a surplus in the last part of the 90's. Add to that the Swendrowski/Northland breakoff with its new acreage on the market, then the later OS system and product launch failures, and there were simply more berries than had a home on the market; Period. It was a series of unfortunate events, it was not a conspiracy. One Olympic official in response to how the other nations think of the USA being such a large sponsor of the events and the other nations thinking that the US therefore wields an unfair influence in the judging, made an interesting comment. He said the USA's burden as the biggest and the strongest nation is that the biggest is always envied and the underdog is always pitied. It seems to be Ocean Spray's burden, too.

**Re: Over Supply, here we go again!** Posted by Reality Man on August 29, 2004, 9:58 am You say in 99 Independent plantings yielded fruit with no home? Come on, the independents needed the fruit they had contracted for. Except, OS and their masterminds developed the EARLY COMMITMENT PROGRAM which put the independent handlers in a position where they could buy cheaper fruit from OS than from their own growers! And cheaper than OS paid their growers for it. You are right about a company's right to plan for future growth. And most of the independents did that properly. I do admit Northland had a million barrel surplus one year, but other than them all other Ind. needed fruit! They planned properly! OS's failures in Marketing, distribution, planting, BOD, CEO'S, middle management, floor sweepers, CMC members, Grower owners, all led to a three million barrel surplus which I believe was more like 4.5 million in reality. And Bullock stated time and again that the Ind. were planting too much and their (the Ind.) pending surplus would bury them and OS would be protected by their co-op with higher prices. Oh yeh, the number one reason Ind. needed to plant- OS would not sell them enough fruit to support increase in Ind. demand. Bet you wish you could have sold that 3 mil. barrels to them back then and kept the price per bbl. at a reasonable level. All growers planted on the support of handlers, based on 10 to 20% per year growth in sales at the time. Except OS's arrogant marketing strategies crumbled the companies sales. Why do I have to explain this every six months? Because there are still a lot of heads in the sand, but more and more are popping up. Enough

**Re: Over Supply** Posted by Deep Bog on August 29, 2004, 9:51 am Please are you saying Ocean Spray's burden is that it is the biggest and strongest. Oh let me remind you that the bigger they are-- (the harder they fall and when they fall the image of the brand company etc. go with it)> By not squaring up / by not telling the truth you might end up with your own version of "CranGate"! If the underdog is people like Northland/ Independent growers/ Nolan's, you seem to forget there are business practices that are ethical and moral that don't require lying, cheating, and stealing to get there! They also don't require ruining other people's credibility and dusting them off like pieces of lint when ever they might bring up Ocean Sprays bad or illegal business practices (you know what I mean). And how about when the messenger comes to you with the truth you axe the messenger in order (one can assume) to not tarnish your image of "Better" as you say. Well again/ trust me in the courts of public opinion the truth will set you free or destroy you. Time to fess up!

**Re: Over Supply** Posted by Sandy bog on August 27, 2004, 11:06 pm A refresher of the Capper-Volstead Act; a corporation, which meets the conditions of the Act corporation is not free to engage in any course of conduct which it might see fit to adopt. On the contrary, if it should engage in an activity, such as a boycott of a supplier or price-fixing, it would be subject to the same penalties as any other corporation. See Nolan case/ Northland

**Re: Over Supply** Posted by D.J. on August 27, 2004, 10:24 pm Bravo! The truth will set us free. Congratulations we need to hear from more of you Remember you can vent and it is

**Where are the answers** Posted by Deep Bog on August 28, 2004, 11:05 am Several days ago George asked the following on the stress line--referring to club pack--"Basically that interpretation is correct. But a friend at Northland said that they did not even offer this pack style at the time the OS was "matching" the competitive bid. How does that square up? If they don't

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offer this type of club pack, how could they possibly be discounting the price? I am confused. You seem to have a great deal of "inside" information that the rest of us growers do not, so it would be interesting if you would let us in on how this was possible" George you're Right On! It seems interesting that Ocean Spray doesn't have any answer to this George and many of us know why?

**Re: Where are the answers** Posted by Have a Brain on August 28, 2004, 3:41 pm The exhibits that Hal posted show a form completed by Ocean Spray stating that Northland was offering a 3# bag. Ocean Spray had a 2# bag. The representative must have told Ocean Spray that Northland was offering that bag at a certain price in trying to negotiate Ocean Spray into a lower price on theirs. I can only read what is out there for public viewing and I am sure there is more than what Hal gathered up or was given. Anyone can say a "friend" told me, and if there is indeed a "friend", that "friend" may not have their facts straight. The courts will get the facts straight and I am sure OS's name will be cleared. OS is not going to answer you on this forum, but I'm sure OS will answer in court as is appropriate in a lawsuit. Most lawsuits require both parties to refrain from public comments until after the courts judgement is completed. I have followed this forum and have rarely posted but the degree of accusations and lies that are being told as facts recently prompted me to respond as a grower. I am not a board member or management, I am a Ocean Spray grower-owner and proud to be one. I can see that responding on this forum is not making a difference to the thick heads that dominate the voice of the stressline. I don't appreciate what you are trying to do to our company with your lies. However, I doubt there are many that can't see through your ignorance and clearly you won't listen, so why bother.

**Re: Where are the answers** Posted by Deep Bog on August 28, 2004, 4:19 pm Oh Have A Brian you are smooth/ I am very sure now that you are being promoted to respond. You know as well as I do that you are refering to the Nolan suit and that this is again as expected, more of the same answering with out answering. Stop Ringing the chimes for Ocean Spray and deal with the facts.

**Honesty ,telling the truth, integrity** Posted by D.J. on August 28, 2004, 10:21 pm What can we do about lying , cheating and stealing by big corporations? Before we congratulate ourselves for increasing emphasis on ethics and professionalism, let me suggest we pause to check the soil and roots from which we intend to grow such good fruit. In this process, envision a world where we accept that internal moral standards of decency naturally exist within each of us. Envision a profession where we put others before ourselves and where we practice and live our private lives knowing something greater than just our reputation is at stake. We can approach challenges of character facing our business from a worldview where morality and truth are relative or a worldview where we believe deeply rooted internal moral standards naturally exist. Many state that morality and truth are relative to the situation or individual. If morality and truth are relative, however, increasing emphasis on ethics can be like trying to grow a tree on rocky terrain. You plant seeds, pour water, and till all you want, but without deep roots and fertile soil, you produce no fruit. This lack of moral culpability is not working. If moral relativism is not bearing fruit, perhaps it is time for those of us responsible for planting the seeds to take a different approach. Ocean Spray clean house. People who know the truth need to come forward and tell it. Good night Mr Rosbe

**Re: Honesty ,telling the truth, integrity** Posted by Free Spirit on August 28, 2004, 10:28 pm Not that a company's misdeeds are usually laid out in such stark terms. When businesses do really bad things, it's often in the shadows -- kind of like stealing from petty cash a little bit at a time. It's only when the stealing gets out of hand that someone finally catches on. Get it. Lying, Cheating, and Stealing becomes a life style both of individuals and corporation employees who look the other way.

**Re: Honesty ,telling the truth, integrity** Posted by Sandy bog on August 29, 2004, 9:34 am Although not widely accepted today, some, since ancient times, continue to believe that a natural moral law is written inside each of us. If we start with this worldview where moral standards naturally exist, any ideas we envision necessarily must accept that standards of honesty, integrity, courage, justice, and freedom are deeply rooted parts of a person's personal and professional character. Ocean Spray needs a wake up call the board and managment have lost pespective. Once you start down the slippery slope of wrong doing it becomes a whirlwind that takes on a life of it's own. And NO it is not doing business as usual! Illegal business practices are simply that Illegal! No more excuses.

**Re: Honesty ,telling the truth, integrity** Posted by It's all in the Family on August 30, 2004, 5:39 pm Ocean Spray stock will be inherited by family. These bad years will be remembered. Change will occur. Hopefully, history will not repeat itself.

**Re: Honesty ,telling the truth, integrity** Posted by D.J. on August 30, 2004, 7:48 pm I totally agree. Keep the momentum going.

**(no subject)** Posted by Deep Bog on August 29, 2004, 9:36 am If you read the stress line and know what needs to come out use your integrity and take the leap. There is saftey in numbers. Your silence allows wrong doing to continue.

**Re: (no subject)** Posted by Sandy bog on August 30, 2004, 11:34 pm Internal moral and ethical standards should play a prominent part in one's business ethics. Not withstanding what moral relativists otherwise teach about business ethics and

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professional role-related duties, by excusing a personal moral failure due to some professional role-related duty, we merely affirm that we failed to measure up to an existing higher moral standard. We should find it interesting that people never seek to excuse their conduct due to some professional role responsibility when that conduct is consistent with the naturally existing moral standard. When attorneys or business people bemoan a decline in professionalism or complain about another person's conduct, they are measuring against something. That something is the naturally existing higher moral standard inside each of us. Bring out your voices shout your concerns/ don't lie down, get up and fight back.

**Safety in Numbers** Posted by Ma. Grower on August 30, 2004, 7:16 pm If you want to recupe your loses contact Richard La Farge Att. Bourne Ma. and join the Law Suit against Thomas Bullock of Marshfield Mass.

**Re: Safety in Numbers** Posted by D.J. on August 30, 2004, 11:22 pm CEO John Swendrowski Expresses Grave Concerns, I think your confused/ let me refresh your memory / unless you think you are confusing me? Copy news paper article 1999 Critical of Ocean Spray Management and Board "I am confident that in the long run, the Ocean Spray Board will act in the best interest of their growers. I am concerned with the speed at which they will act and the potential impact on the value of the fruit. Every day that goes by without action, in my opinion, reduces the earning for our crop, whether you are an independent grower or an Ocean Spray grower." 6/29/99 In a letter to Northland growers dated June 28th, and received by most growers today, Northland founder, Chairman and CEO John Swendrowski was harshly critical of Ocean Spray management for its decision to keep Tom Bullock in a decision making position until his successor is hired. So what is the point you are trying to make?

**Re: Safety in Numbers** Posted by Deep Bog on August 30, 2004, 8:04 pm This doesn't make sense you need to clarify. Bullock is long gone! The big fish to fry are those with Rosbe and you know it! I think you are trying to throw bull into the barnyard. So if I'm wrong you won't have any trouble clarifying and being specific about this.

**Re: Safety in Numbers** Posted by Cap on August 30, 2004, 9:04 pm Deep Bog, Where have you been the last ten years? If you knew the History of what has taken place,you would know that Ocean Spray has been lying to the growers,and the growers have little way of proving it. Ocean Spray hopes that the growers will give up and forget.Well guess what? The lies will not be forgotten as long as the growers from Mass. are alive.,

**Re: Safety in Numbers** Posted by Deep Bog on August 30, 2004, 11:24 pm I agree point is need to support Nolan case / need to come out with as much truthful information and coverup as possible. We don't disagree.

**Re: Safety in Numbers** Posted by Ma. Grower on August 30, 2004, 8:34 pm Bullock is the route of clobber the competition. Bullock is where all the lies started. If you want to collect your loses from what Ocean Spray has done, call att. La Farge Bourne Ma.

**Family Way of Life.** Posted by Ma. Grower on August 30, 2004, 8:39 pm Ocean Spray could give to hoots about Family Way of life. Ocean Spray is One Big LIE.

**Re: Family Way of Life.** Posted by No Secret on August 30, 2004, 9:10 pm It is no secret that Ocean Spray believes that no one should be growing Cranberrys except Ocean Spray. Keep up the self destruction Ocean Spray. Soon there will be no Industry.

**Remember aren't we supposed to learn from History?** Posted by D.J. on August 31, 2004, 8:40 am Morning Mr. Rosbe and the boys ( you know old boys club). Does this bring back memories? Northland Cranberries: CEO John Swendrowski Expresses Grave Concerns, Critical of Ocean Spray Management and Board "I am confident that in the long run, the Ocean Spray Board will act in the best interest of their growers. I am concerned with the speed at which they will act and the potential impact on the value of the fruit. Every day that goes by without action, in my opinion, reduces the earning for our crop, whether you are an independent grower or an Ocean Spray grower." ( Follow the money)!

**Re: Remember aren't we supposed to learn from History?** Posted by Free Spirit on August 31, 2004, 6:16 pm Hey it looks as if the guys at OS might have been told to stay off the Forum. If your not feeling threatened why don't you come out and tell it like it really is? Maybe we need to hear from the spouses?





