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Fresh cranberry leaders form Cranberry Cooperative of the Americas

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The owners of Habelman Bros. Company in Tomah, WI, and L&S Cranberry LP in St. Lucien, QC, announced the formation of the Cranberry Cooperative of the Americas. These two leaders in the category of fresh cranberry supply have united under the CCA banner in order to leverage their respective years of experience and knowledge in the growing, handling and packaging of fresh cranberries to best-serve the requirements of retail buyers throughout the world.



Mike Dubuc

CCA has commissioned The Cranberry Network LLC of Wisconsin Rapids, WI, and Graystone

Limited LLC of East Wareham, MA, to serve as its marketing team as well as managers of the cooperative. The owners of these two marketing teams have more than 50 combined years of experience in the fresh cranberry space and are uniquely positioned to grow the fresh cranberry category through guaranteed supply and brand innovation.



Bob Wilson

“As a cooperative committed to and focused on the fresh cranberry segment, we believe that the CCA model will bring an entirely new level of value to our buyers as well as to the farm,” said Mike Dubuc, CCA’s president and CEO. “A key point of difference we offer to our customers and to consumers is the multi-generational dedication of our members to the category as well as their absolute commitment to delivering the finest fresh cranberry quality available in the marketplace. Ultimately, fresh is the reason our members farm cranberries.”

“The Habelman name has been synonymous with the highest quality fresh cranberries since 1907,” said Bob Wilson, CCA’s vice president of sales and chief operating officer. “In combining the Habelman family’s resources and experience with those of the L&S team, we now represent the geographically diverse supply solution for the fresh cranberry market. Furthermore, these two vertically integrated players now provide complimentary services to one another with multiple and diverse packaging capabilities. At CCA, our farm-to-market business model along with our members’ fundamental passion for growing cranberries for the fresh market first, positions us as the acknowledged leader in the category.”

The members and management team at Cranberry Cooperative of the Americas said, “this newly formed enterprise is ultimately about sharing with consumers our excitement about cranberries in their purest form.”

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