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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name Cassidy & Associates, Inc.			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 700 Thirteenth Street, NW, Suite 400 City Washington State/Zip (or Country) DC 20005			
3. Principal Place of Business (if different from line 2) City ** Same as Above** State/Zip (or Country)			
4. Contact Name Sean O'Shea		Telephone (202) 585-2429	E-mail (optional) 5. Senate ID # 8453-1002
7. Client Name <input type="checkbox"/> Self OCEAN SPRAY CRANBERRIES		6. House ID # 30223015	

TYPE OF REPORT 8. Year 2003 Midyear (January 1-June 30) OR Year End (July 1-Dec

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report >> Termination Date _____

11. No Lobbyi

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
<p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> >> \$ <u>\$200,000.00</u> Income (nearest \$20,000)</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000 of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> >> \$ _____ Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of c</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitio</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e Internal Revenue Code</p>

Signature  Date 2/13/2004

Printed Name and Title Sean O'Shea - Vice President Page

Registrant Name: Cassidy & Associates, Inc.

Client Name: OCEAN SPRAY CRANBERRIES

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code AGR (one per page)

16. Specific Lobbying issues


**H.R.2673/s.1427, Agriculture, Rural Development, Food and Drug Administration, and Related Agencies App Act, 2004 , Federal purchase of agricultural products and health research activities.
Nutrition Legislation
USDA Feeding Program**

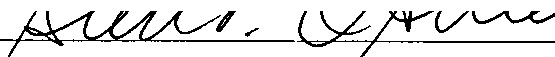
17. House(s) of Congress and Federal agencies contacted Check if None
**Department of Agriculture
House of Representatives
Senate
USDA**

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Cassidy, Gerald S.J.	
Denison, Donna Jo	
Evans, Christy	
Mason, Arthur D.	
McNamara, Daniel J.	
O'Shea, Sean	
Russo, Martin A.	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None



Signature  Date 2/13/2004

Printed Name and Title Sean O'Shea - Vice President Page _____

Registrant Name: Cassidy & Associates, Inc.

Client Name: OCEAN SPRAY CRANBERRIES

Item	Description	Data
18a	Lobbyist Name	Trant, Matthew J.
18b	Covered Official Position	
18c	New Lobbyist	No

Registrant Name: Cassidy & Associates, Inc.

Client Name: OCEAN SPRAY CRANBERRIES

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code MED (one per page)

16. Specific Lobbying issues

**H.R.2673/S.1427, Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Ap Act, 2004 ,
S.1356 , Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropri 2004,**

17. House(s) of Congress and Federal agencies contacted Check if None

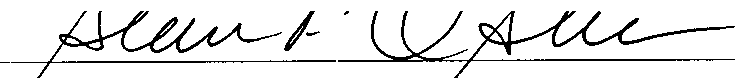
**Department of Agriculture
House of Representatives
Senate**

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Cassidy, Gerald S.J.	
Denison, Donna Jo	
O'Shea, Sean	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None



Signature  Date 2/13/2004

Printed Name and Title Sean O'Shea - Vice President Page

Registrant Name: Cassidy & Associates, Inc.

Client Name: OCEAN SPRAY CRANBERRIES

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.**

15. General issue area code TRD (one per page)

16. Specific Lobbying issues
Tariff Issues and Free Trade Agreements

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Office of U.S. Trade Representative
Senate

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Denison, Donna Jo	
Johnson, Mary Kate	
Mason, Arthur D.	
O'Shea, Sean	
Trant, Matthew J.	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None



Signature  Date 2/13/2004

Printed Name and Title Sean O'Shea - Vice President Pag

Registrant Name: Cassidy & Associates, Inc.

Client Name: OCEAN SPRAY CRANBERRIES

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different from line 20)

City State/Zip (or Country)

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that **no longer** pertain

GOV

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)


26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities

28. Name of each previously reported foreign entity that **no longer** owns, or controls, or is affiliated with the registrant or affiliated organization

Signature  Date 2/13/2004

Printed Name and Title Sean O'Shea - Vice President Page