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SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 11-K

X ANNUAL REPORT PURSUANT TO SECTION 15 (d) OF THE
SECURITIES EXCHANGE ACT OF 1934
For the year ended December 31, 2003

OR

____ TRANSITION REPORT PURSUANT TO SECTION 15 (d) OF
THE SECURITIES EXCHANGE ACT OF 1934
For the transition period from _____ to _____

Commission File Number: 0-16130

- A. Full title of the plan and address of the plan, if different
from that of the issuer named below:

NORTHLAND CRANBERRIES, INC. 401 (k) RETIREMENT PLAN AND TRUST

- B. Name of issuer of the securities held pursuant to the plan and
the address of its principle executive office:

NORTHLAND CRANBERRIES, INC.
2930 Industrial Street
Wisconsin Rapids, WI 54495

Page 1 of 17 pages
Exhibit Index is on page 16.

PROCESSED

JUN 29 2004

**THOMSON
FINANCIAL**

REQUIRED INFORMATION

The following financial statements and schedules of Northland Cranberries, Inc. 401 (k) Retirement Plan and Trust, prepared in accordance with the financial reporting requirements of the Employee Retirement Income Securities Act of 1974, as amended, are filed herewith.

**NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
Wisconsin Rapids, Wisconsin**

**FINANCIAL STATEMENTS
December 31, 2003 and 2002**

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**Clifton
Gunderson LLP**

Certified Public Accountants & Consultants

Report of Independent Registered Public Accounting Firm

To the Plan Administrators of the
Northland Cranberries, Inc.
401(k) Retirement Plan and Trust
Wisconsin Rapids, Wisconsin

We have audited the accompanying statements of net assets available for benefits of the Northland Cranberries, Inc. 401(k) Retirement Plan and Trust as of December 31, 2003 and 2002, and the related statements of changes in net assets available for benefits for the years then ended. These financial statements are the responsibility of the Plan's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the net assets available for benefits of the Northland Cranberries, Inc. 401(k) Retirement Plan and Trust as of December 31, 2003 and 2002, and the changes in net assets available for benefits for the years then ended in conformity with U.S. generally accepted accounting principles.

Our audits were performed for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplemental information listed in the Table of Contents is presented for the purpose of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974. This supplemental schedule is the responsibility of the Plan's management. The supplemental schedule has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated, in all material respects, in relation to the basic financial statements taken as a whole.

Clifton Gunderson LLP

Stevens Point, Wisconsin
May 20, 2004

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
STATEMENTS OF NET ASSETS AVAILABLE FOR BENEFITS
December 31, 2003 and 2002

ASSETS

	<u>2003</u>	<u>2002</u>
CASH	\$ 2,085	\$ 52,554
 INVESTMENTS		
Pooled money market fund	304,720	390,443
Pooled fixed income fund and fixed income mutual fund	349,002	238,801
Pooled equity funds and equity mutual funds	4,552,217	3,175,416
Common stock - employer	<u>102,489</u>	<u>79,113</u>
Total investments	<u>5,308,428</u>	<u>3,883,773</u>
 CONTRIBUTIONS RECEIVABLE		
Employer contribution	10,149	41,612
Employees' contributions	<u>24,743</u>	<u>47,805</u>
Total contributions receivable	34,892	89,417
 LIABILITIES		
Accrued expenses	<u>9,538</u>	<u>10,119</u>
 TOTAL NET ASSETS AVAILABLE FOR PLAN BENEFITS	 <u>\$ 5,335,867</u>	 <u>\$ 4,015,625</u>

These financial statements should be read only in connection
with the accompanying notes to the financial statements.

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
STATEMENTS OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS
Years Ended December 31, 2003 and 2002

	<u>2003</u>	<u>2002</u>
ADDITIONS TO NET ASSETS ATTRIBUTED TO:		
Investment income (loss):		
Net appreciation (depreciation) in fair value of investments	\$ 884,635	\$ (598,559)
Interest and dividends	<u>35,565</u>	<u>23,853</u>
Total investment income (loss)	<u>920,200</u>	<u>(574,706)</u>
Contributions:		
Employer	291,382	360,592
Employees	673,759	733,427
Employee rollovers from other plans	<u>49,101</u>	<u>-</u>
Total contributions	<u>1,014,242</u>	<u>1,094,019</u>
Total additions	<u>1,934,442</u>	<u>519,313</u>
DEDUCTIONS FROM NET ASSETS AVAILABLE FOR BENEFITS		
Benefits paid to participants	575,790	654,907
Administrative expenses	<u>38,410</u>	<u>42,714</u>
Total deductions	<u>614,200</u>	<u>697,621</u>
NET INCREASE (DECREASE) IN NET ASSETS AVAILABLE FOR BENEFITS	1,320,242	(178,308)
NET ASSETS AVAILABLE FOR BENEFITS, BEGINNING OF YEAR	<u>4,015,625</u>	<u>4,193,933</u>
NET ASSETS AVAILABLE FOR BENEFITS, END OF YEAR	<u>\$ 5,335,867</u>	<u>\$ 4,015,625</u>

These financial statements should be read only in connection
with the accompanying notes to financial statements.

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
NOTES TO FINANCIAL STATEMENTS
December 31, 2003 and 2002

NOTE 1 - DESCRIPTION OF PLAN

The following description of the Northland Cranberries, Inc. 401(k) Retirement Plan and Trust (the "Plan") provides only general information. The Plan is subject to certain provisions of the Employee Retirement Income Security Act of 1974 ("ERISA") and Section 401 of the Internal Revenue Code. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions.

General

The Plan is a defined contribution 401(k) savings plan established for substantially all employees of Northland Cranberries, Inc. ("Northland"). Employees are generally eligible to participate in the Plan after reaching 18 years of age and completion of one year of service with 1,000 hours worked.

Contributions

Participants may elect to make contributions to the Plan subject to Plan and Internal Revenue Service limitations. Employer contributions are made at the discretion of the Board of Directors of Northland. Participant rollover contributions from other plans are permitted.

Northland shall make matching contributions to participants covered by collective bargaining agreements at Minot equal to 20% of the first 3% of withheld compensation up to \$250 and quarterly profit sharing contributions of \$62.50.

Northland shall also make matching contributions to participants covered by collective bargaining agreements at Seneca locations equal to 100% of withheld compensation up to \$260, and pay a profit sharing contribution of \$300 and \$275 no later than January 31, 2003 and 2002, respectively, each year to each eligible employee who was a participant on January 1 of such year.

Investment Options

The Plan allows participants to direct the investment of contributions and related earnings among various pooled investment funds offered by North Central Trust Company, various other mutual funds, and Northland Class A common stock.

Allocation of Investment Income (Losses)

Each participant's account is allocated investment income (losses) based upon the specific investment options chosen and in the proportion that an individual participant's account balance bears in relation to total account balances under the Plan.

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
NOTES TO FINANCIAL STATEMENTS
December 31, 2003 and 2002

NOTE 1 - DESCRIPTION OF PLAN (CONTINUED)

Vesting

Participants vest in employer matching contributions 20% per year and become fully vested at the completion of five years of service. Participants covered by a collective bargaining agreement at Northland's Jackson, Wisconsin plant vest in Northland's matching contributions at a rate of 40% after the second year and 20% annually thereafter and become fully vested at the completion of five years of service. In addition, each participant who was terminated from Northland's Bridgeton, New Jersey plant on or after August 25, 2000; Northland's Mountain Home, North Carolina plant on June 8, 2001; Dundee, New York plant on or after June 28, 2002; the Cornelius, Oregon plant on or after July 16, 2002; and Northland's Jackson, Wisconsin plant on or after September 21, 2003, is 100% vested in the Plan. Salary deferral and rollover contributions by participants are 100% vested at all times.

Benefits

Participants are able to withdraw their account balance upon retirement, death, disability, termination of employment, or attainment of age 59-1/2. Participants having any immediate and heavy financial hardship without any other source of funds may request a hardship withdrawal of their 401(k) contributions and their vested portion of Northland's matching contributions. Participant's vested and nonforfeitable interests will be distributable to the participant upon termination of employment if the interest is less than \$5,000. If the interest exceeds \$5,000, distribution will be made only if the participant consents.

Forfeitures

Upon termination of employment, the balances in the participant's accounts which are not vested shall be allocated to all participants eligible to share in the allocations in proportion to each such participant's compensation for the year. Forfeitures allocated to participant's accounts approximated \$29,998 and \$60,381 for the years ended December 31, 2003 and 2002, respectively. Unallocated forfeitures totaled \$9,935 and \$30,006 for the years ended December 31, 2003 and 2002, respectively.

Plan Expenses

Starting in 2002 all investment, administrative, recordkeeping, and audit expenses are the responsibility of the Plan. Plan expenses totaled \$38,410 and \$42,714 for the years ended December 31, 2003 and 2002, respectively.

Plan Termination

Although it has not expressed any intent to do so, Northland has the right under the Plan to terminate the Plan subject to the provisions of ERISA. Upon termination of the Plan, all account balances of the participants become fully vested.

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
NOTES TO FINANCIAL STATEMENTS
December 31, 2003 and 2002

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements of the Plan are prepared using the accrual method of accounting.

Investments

Plan investments are stated at fair value. Quoted market prices of underlying securities, representing the last reported sales value on the last business day of the Plan year, are used to value investment funds.

Purchase and Sales of Securities

Purchase and sales of securities are reflected on a trade-date basis. Gain or loss on sales of securities is based on cost. Cost is the current market value at the beginning of the Plan year or historical cost if the security was purchased during the Plan year.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires the plan administrator to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results may differ from those estimates.

Benefits

Benefits are recorded when paid. There were no benefit payments requested but not processed as of December 31, 2003 and 2002.

Risks and Uncertainties

The Plan invests in various investments, including investments in pooled investment funds, mutual funds, and common stock of Northland. Investments, in general, are exposed to various risks, such as interest rate, credit, and overall market volatility. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the values of certain investments will occur in the near term and that such changes could materially affect the amounts reported in the financial statements.

NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
NOTES TO FINANCIAL STATEMENTS
December 31, 2003 and 2002

NOTE 3 - INVESTMENTS

The fair value of investments that individually represent 5 percent or more of the Plan's assets consist of the following as of December 31, 2003 and 2002:

	<u>2003</u>	<u>2002</u>
North Central Trust Company:		
Government Obligations Fund	\$ 304,720	\$ 390,443
Common Trust Fund C: Balanced Profile I	583,056	556,036
Common Trust Fund C: High Growth Profile I	960,437	556,528
Common Trust Fund C: Moderate Growth Profile I	1,069,987	842,150
Vanguard Funds - Index Trust 500 Fund	490,195	356,102
Mosaic Funds - Mosaic Investors Fund	412,391	287,085
American Advantage Funds - Small Cap Value	408,169	-

During the years ended December 31, 2003 and 2002, Plan investments valued at fair value, including those purchased and sold during the year, (depreciated) appreciated in value as follows:

	<u>2003</u>	<u>2002</u>
Pooled funds and mutual funds	\$ 910,210	\$ (617,190)
Northland Cranberries Inc. Class A common stock	<u>(25,575)</u>	<u>18,631</u>
Net appreciation (depreciation) in fair value of investments	<u>\$ 884,635</u>	<u>\$ (598,559)</u>

Investments in Northland Cranberries, Inc. Class A Common Stock as of December 31, 2003 and 2002, were as follows:

	<u>2003</u>		<u>2002</u>	
	<u>Shares</u>	<u>Fair Value</u>	<u>Shares</u>	<u>Fair Value</u>
Northland Cranberries, Inc.	<u>146,413</u>	<u>\$ 102,489</u>	<u>87,903</u>	<u>\$ 79,113</u>

Transactions during the years ended December 31, 2003 and 2002, in Northland Cranberries, Inc. Class A Common Stock are summarized as follows:

	<u>2003</u>		<u>2002</u>	
	<u>Shares</u>	<u>Fair Value</u>	<u>Shares</u>	<u>Fair Value</u>
Aggregate purchases	<u>76,036</u>	<u>\$ 60,123</u>	<u>49,643</u>	<u>\$ 51,950</u>
Aggregate sales	<u>17,526</u>	<u>\$ 11,172</u>	<u>27,086</u>	<u>\$ 24,141</u>

**NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
NOTES TO FINANCIAL STATEMENTS
December 31, 2003 and 2002**

NOTE 4 - TAX STATUS

The Plan has obtained a determination letter from the Internal Revenue Service dated September 4, 2001, in which the IRS stated that the Plan, as then designed, was in compliance with the applicable requirements of the Internal Revenue Code. Plan management believes that the Plan currently is designed and being operated in compliance with the applicable requirements of the Internal Revenue Code, and that the Plan continues to qualify under Section 401 as tax exempt as of December 31, 2003. Therefore, no provision for income taxes has been included in the Plan's financial statements. Participants are generally subject to income taxes when contributions and earnings are distributed as benefits from the Plan.

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This information is an integral part of the accompanying financial statements.

SUPPLEMENTAL INFORMATION

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NORTHLAND CRANBERRIES, INC.
401(K) RETIREMENT PLAN AND TRUST
SCHEDULE H, LINE 4(i) - SCHEDULE OF ASSETS HELD AT END OF YEAR
December 31, 2003

<u>Identity of Issue, Borrower, Lessor, or Similar Party</u>	<u>Description of Investment Including Maturity Date, Rate of Interest, Collateral, Par or Maturity Value</u>	<u>Fair Value</u>
Pooled Money Market Fund		
North Central Trust Company:		
Government Obligations Fund *	304,719.57 Units	\$ 304,720
Pooled Fixed Income Fund and Fixed Income Mutual Fund:		
Federated Funds:		
Federated Mortgage Institutional	20,847.722 Units	210,979
North Central Trust Company:		
Common Trust Fund C: Fixed Income Profile I *	8,262.574 Units	<u>138,023</u>
Total		<u>349,002</u>
Pooled Equity Funds and Equity Mutual Funds		
North Central Trust Company:		
Common Trust Fund C: Balanced Profile I *	37,279.183 Units	583,056
Common Trust Fund C: Conservative Growth Profile I *	9,841.964 Units	150,249
Common Trust Fund C: High Growth Profile I *	65,434.438 Units	960,437
Common Trust Fund C: Moderate Growth Profile I *	72,793.979 Units	1,069,987
Mosaic Funds:		
Mosaic Investors Fund	12,947.359 Units	412,391
American Advantage Funds:		
Small Cap Value	23,897.486 Units	408,169
International Equity Fund	1,306.772 Units	21,627
Delaware Group Funds:		
Delaware Trend Fund	3,068.532 Units	60,358
American Funds:		
Euro Pacific Growth Fund	1,959.183 Units	59,201
Fidelity Funds:		
Fidelity Growth and Income Portfolio	5,408.737 Units	192,713
Harbor Funds:		
Capital Appreciation Fund	4,108.558 Units	108,137
Vanguard Funds:		
Vanguard U.S. Growth Fund	2,354.647 Units	35,697
Vanguard Index Trust 500 Fund	4,774.471 Units	<u>490,195</u>
Total		4,552,217
Common Stock		
Northland Cranberries, Inc. Class A Common Stock *	146,413 Shares	<u>102,489</u>
TOTAL ASSETS HELD FOR INVESTMENT PURPOSES		<u>\$ 5,308,428</u>

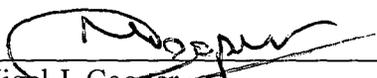
* Party-in-interest

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, Northland Cranberries, Inc., which administers the Plan, has duly caused this Annual Report to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Wisconsin Rapids, and State of Wisconsin, on the 24th day of June, 2004.

**NORTHLAND CRANBERRIES, INC.
401 (K) RETIREMENT PLAN AND TRUST**

By: _____



Nigel J. Cooper
Vice President – Finance
Northland Cranberries, Inc.

EXHIBIT INDEX

NORTHLAND CRANBERRIES, INC 401(k) RETIREMENT PLAN AND TRUST

FORM 11-K

<u>Exhibit No.</u>	<u>Exhibit</u>	Page Number in Sequentially Numbered <u>Form 11-K</u>
(23.1)	Consent of Clifton Gunderson, LLP	

EXHIBIT 23.1

Independent Auditors' Consent

We consent to the incorporation by reference in Registration Statement No. 333-01577 of Northland Cranberries, Inc. on Form S-8 of our report dated May 20, 2004, appearing in this Annual Report on Form 11-K of Northland Cranberries, Inc. 401(k) Retirement Plan and Trust for the years ended December 31, 2003 and 2002.

Clifton Henderson LLP

Stevens Point, Wisconsin
June 24, 2004