



A Note from Curtis Rowley, CIAB Chairman

I hope this finds you all safe and healthy. I think it is safe to say that navigation of our industry responsibilities during ‘Covid times’ has been challenging and complicated for everyone. During the past 19 months, the industry has had a couple short crops and experienced leadership transitions. Thank you for your support and your patience. Most of all, thank you for your energetic and unselfish involvement.

As a grower from Utah, I have been part of the tart cherry industry for years. In 1997, I moved to Lansing to study Agricultural Economics with Dr. Don Ricks as my major professor. I worked closely with Phil Korson and did many analyses for the industry. After graduation in 2000, I moved back to Utah to work with family on our family’s fruit operation. Up until last year, I had been helping CMI to publish the Stats Book each year. I have a great respect for those who have established and continued the progress of the tart cherry industry over the years. I hope we can continue their legacy and write our own in the history books.

As the CIAB we are working on finding our identity of who we are, what we want to do for our industry, and what we want this to look like in the future. This takes time and planning. One of the most important understandings that we have realized in the short two months we have been working at this is we need harmony and civility in our industry. We will work hard to make sure we have good communication with the industry in everything we do. Please reach out to anyone on the CIAB with questions. If we don’t have an answer, we will work to find the answer.

Thanks,
Curtis Rowley

Promotion Update

Officially one month into our new 2021/22 fiscal year, the WS team wanted to share a high-level overview of promotion program efforts during the month of October.

As you know, this fiscal year we plan to intersect our B2B (Business to Business) and consumer programs to drive demand for U.S.-grown tart cherries. For long-term industry growth, we’ll focus on product development teams at major food and beverage manufacturers to validate that domestic tart cherries are a prime ingredient for new product innovations. For short-term growth and to show consumer demand to our B2B audience, we’ll drive continued awareness of the taste and health benefits to the audiences identified in our consumer segmentation research as the most optimal for industry growth.

Consumer Social Media Effort

We know that product developers look to consumer social media to determine food trends and that the industry had strong success reaching consumers via social media to encourage tart cherry purchases. Therefore, social media remains an important component to the promotion program. By leveraging the investment, the industry previously made in consumer target research, we have the opportunity to reach our optimal targets for growth delivering recipe and nutrition information to channels they are most engaged.

As Pinterest remains the leading social platform amongst consumers for recipe inspiration and our consumer data indicated that our Active Millennial target in particular frequents the site, Pinterest will continue to be our priority

social platform this year for paid campaigns. Facebook and Instagram will continue to be secondary channels to serve as platforms for organic posting and resources for the industry to repurpose content.

To best reach our targets, we are planning several social campaigns throughout the year to highlight tart cherries superfruit and taste benefits. Starting with the holiday season to inspire baking with tart cherries for entertaining and gatherings, we'll feature baked goods, desserts and snack board creations.

Editorial Coverage

As we extend our earned efforts beyond trade publications to reach more consumers interested in the health and comfort qualities of tart cherries, we want to flag editorial coverage from the past month that inspires tart cherry usage and generates conversation. Eat This, Not That has published two articles highlighting the sleep benefits of tart cherries endorsed by nutritionists and dietitians.

New Product Innovations

Inspiring product innovations remains a focal point of our outreach and efforts this year, with the bulk of our B2B efforts scheduled to launch in 2022 to capture interest leading up to harvest. As part of our B2B effort, we will continue to track new tart cherry products that hit the marketplace. We are excited to share the new products we've captured this month:

- [365 by Whole Foods Market Dried Fruit Tart Cherries](#) - Verified U.S. grown
- [Skinnygirl Tart Cherry Juice](#) - Awaiting verification
- [Blindman Breweries Cherries and Raspberries Sour](#) - Awaiting verification

USDA Pandemic Response & Safety Grant Program - Signup closes Nov. 22, 2021

The USDA's Pandemic Response and Safety Grant Program covers specific COVID-related expenses in the areas of workplace safety measures, retrofitting facilities, marketing pivots, transportation, worker housing and medical costs that have not been reimbursed by other sources. The minimum funding request is \$1,500 and the maximum is \$20,000.

Please visit <https://usda-prs.grantsolutions.gov/usda>, to check eligibility, register for a DUNS number and apply.

USDA Builds Pandemic Support for Certified Organic and Transitioning Operations – Signup for 2020 and 2021 will be Nov. 8, 2021 – Jan. 7, 2022

The USDA will provide pandemic assistance to cover certification and education expenses to agricultural producers who are certified organic or transitioning to organic. USDA will make \$20 million available through the new Organic and Transitional Education and Certification Program (OTECP) as part of USDA's broader Pandemic Assistance for Producers initiative, which provides new, broader and more equitable opportunities for farmers, ranchers and producers.

Organic and Transitional Education and Certification Program (OTECP) provides up to \$20 million to reimburse agricultural producers and handlers who are certified organic and crop and livestock producers who are transitioning to organic for eligible expenses incurred during fiscal years 2020, 2021, and/or 2022.

Please visit <https://www.farmers.gov/pandemic-assistance/oteczp> for additional information.

September Meeting: CIAB Recommends No Restriction

On September 9th, the Cherry Industry Administrative Board met via Zoom/in-person to recommend to the USDA the final restriction percentage for crop year 2021.

At the June meeting the board set a preliminary restriction of 0%, the board estimated the crop at 139 million pounds. The actual crop in September was 172.4 million pounds a 33.4 million pound increase from the estimate.

The increase in production did not cause the recommended final restriction percentage to change from the preliminary restriction of 0%.

Estimated and Actual Production

District	Estimated	Actual	% of Estimate
NW Michigan	33	45.4	138%
WC Michigan	20	29.9	149%
SW Michigan	15	20.1	134%
New York	6	6.9	115%
Oregon	2.0	1.1	56%
Pennsylvania	1.5	1.7	114%
Utah	32	33.3	104%
Washington	23	24.3	106%
Wisconsin	6.5	9.8	150%
TOTAL	139.0	172.4	

Final OSF Calculation

U.S. Crop	172.4
+ Carry-In at 6/1	93.3
+TOTAL SUPPLY	265.7
3-year sales average	217.0
+Target Carry-Out	85.0
+OPTIMUM SUPPLY	302.0
SURPLUS (Total – Optimum)	36.3
-Market Growth Factor	21.7
-Economic Adjustment	0.0
= Adjusted Surplus	-58 million
Adjusted Surplus (-58 m)	
/Regulated Tonnage	
(169.5m) =Regulation	-34.2%

Election of Officers

The CIAB elected the following to serve on the executive committee for the next year.

Curtis Rowley	Chairman
Lee Schrepel	Vice Chairman
Jim Seaquist	Treasurer
Nels Veliquette	Secretary
Tim Brian	At-Large Member
Richard Raffaelli	At-Large Member

Representation and Seating of New Members

On July 27, 2021, the CIAB was notified of AMS's approval to seat the following new members and alternates at the September meeting for their 3-year term on the board.

District 1 – Northern MI, Grower Seat

Cheryl Kroupa, Member
Jared Lutz, Alternate

District 3 – Southern MI, Handler Seat

Danielle Brien, Conagra Brands, Member
Stephanie Ksionzyk, Honee Bear Canning, Alternate

A full list of the Board may be found on the CIAB website at www.cherryboard.org under the Contacts tab, Board Directory PDF.

Board Elections

The CIAB will begin board elections in January 2022 for the board seats that expire on June 30, 2022. The following sets will be up for election.

District 1, Northern MI, Grower Seat*

Nels Veliquette, Member
Alternate seat currently vacant

District 1, Northern MI, Handler Seat*

Bob Sherman, Burnette Foods, Inc., Member
Alternate seat currently vacant

District 2, Central MI, Grower Seat

Dave Hackert, Member
Alternate seat currently vacant

District 4, New York, At-Large

Tom Facer, Member**
Zachary DeBadts, Alternate

District 8, Washington, Handler Seat

Kevin Dorsing, Royal Ridge Fruits, Member
Bryce Dorsing, Royal Ridge Fruits, Alternate

*In crop year 2021 Northern Michigan's three-year average production was less than 80 million pounds. Therefore, per the Code of Federal Regulations (CFR) §930.20 board membership in Northern MI will decrease by one seat. It will be determined prior to the elections process if the grower or handler seat will remain.

**Term Limited

USDA-AMS policy is that the diversity of the board should reflect the diversity of their industries in experience of members, methods of production and distribution, marketing strategies, and other distinguishing factors that will bring different perspectives and ideas to the table. When submitting nominations, the industry must consider the diversity of the population served and the knowledge, skills, and abilities of the members to serve a diverse population.

CIAB Contact Information

If you have any questions or concerns, please contact our office via phone or e-mail.

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Calendar December 2021 – June 2022

December 2021

Dec. 1: CIAB Board Meeting via Zoom, please contact the CIAB office if you would like to participate.

Dec. 7-9: Great Lakes Expo, Grand Rapids, MI
Dec. 10: Form 3 Sales/Inventory Report due for the period ending Nov. 30

January 2022

Jan. 1: Penalties for payments of late assessments

Jan. 11-13: Empire State Producers Expo 2022

Jan. 18-19: NW MI Orchard and Vineyard Show, Traverse City, MI

February 2022

Feb. 1-3: Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA

March 2022

Mar. 10: Form 3 Sales/Inventory Report due for the period ending Feb. 28

April 2022

Apr. 15: Orchard revised orchard maps and application due

June 2022

Jun. 10: Form 3 Sales/Inventory Report due for the period ending May 31

Jun. 23: CIAB Board Meeting, Grand Rapids, MI



MONTMORENCY
U.S. TART CHERRIES™

The logo features the word "MONTMORENCY" in a large, bold, sans-serif font. The letter "O" in "MONTMORENCY" is a red circle with a green stem and leaf extending upwards and to the right. Below "MONTMORENCY" is a horizontal line, and underneath that line is the text "U.S. TART CHERRIES™" in a smaller, red, sans-serif font.