



**Michigan
Department of
Agriculture
Final Grant Report
October 2010**

Grant Objective, Strategy and Expected Outcome

- **Objective:**

- Make tart cherries more competitive by increasing awareness of cherries as a Super Fruit among consumers and potential B2B customers.

- **Strategy:**

- Use digital tools and advocates to communicate our points of differentiation (pain relief, unique compounds and taste) to an online audience of media, consumers, influencers and industry decisions makers

- **Expected Outcome:**

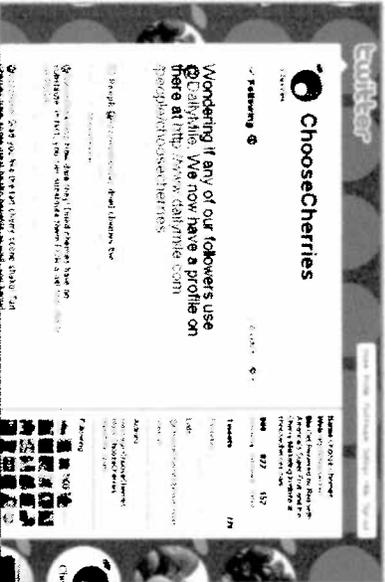
- In six months, achieve Top Three ranking in “Super Fruit” digital/online postings and conversations, as compared to other competitive fruits.



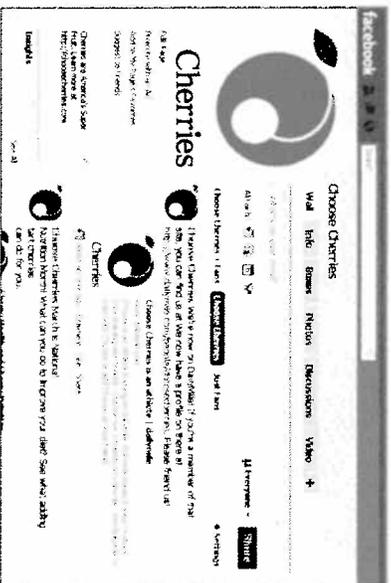
Cherries

Created Branded Presence in Key Social Media Communities

Twitter



Facebook

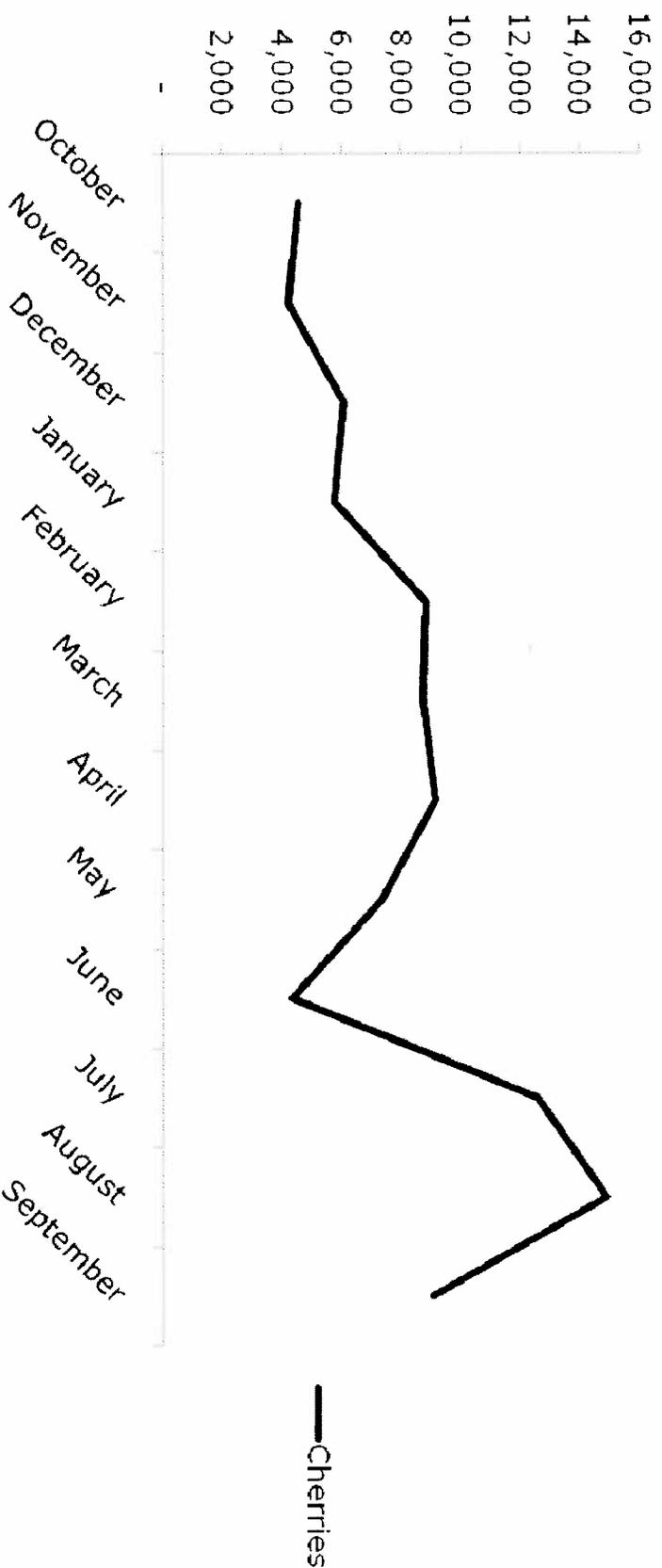


YouTube



Cherries

Our Engagement Has Led To More Health-Related Cherries Conversations



Cherries' health-related conversations have grown 1,220% since program started

Topics: Melatonin, Joint Pain, Anthocyanins, Arthritis, Inflammation, Heart Disease, Diabetes, Antioxidants, Recovery (Source: Radian6 social media monitoring data, October 2009-Sept 2010)



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Tart Cherries are #4 in the Super Fruit Health Conversation (FY 2010)

1. Blueberries: 115,932
2. Grapes: 96,530
3. Strawberries: 80,986
4. **Tart Cherries: 72,966***
5. Cranberries: 51,138
6. Pomegranates: 46,778
7. Raspberries: 37,427
8. Blackberries: 12,397
9. Prunes: 11,454
10. Gogi: 2,194

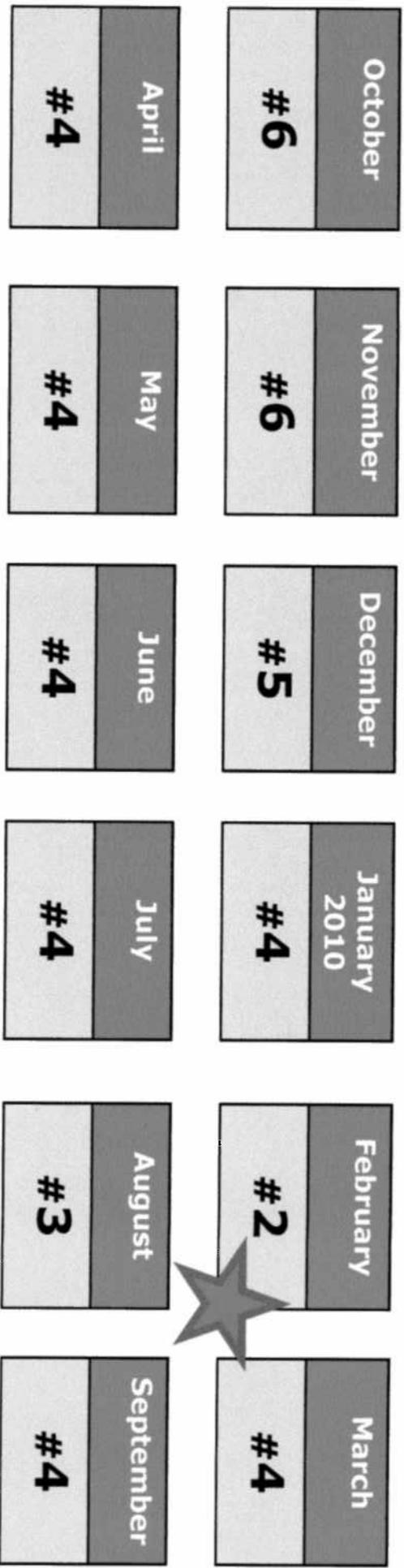
Up from #6 in
October 2009

Topics: Melatonin, Joint Pain, Anthocyanins, Arthritis, Inflammation, Heart Disease, Diabetes, Antioxidants, Recovery (Source: Radian6 social media monitoring data, October 2009-September 2010)



Cherries

Cherries' Health-Related Social Media Ranking Through The Year

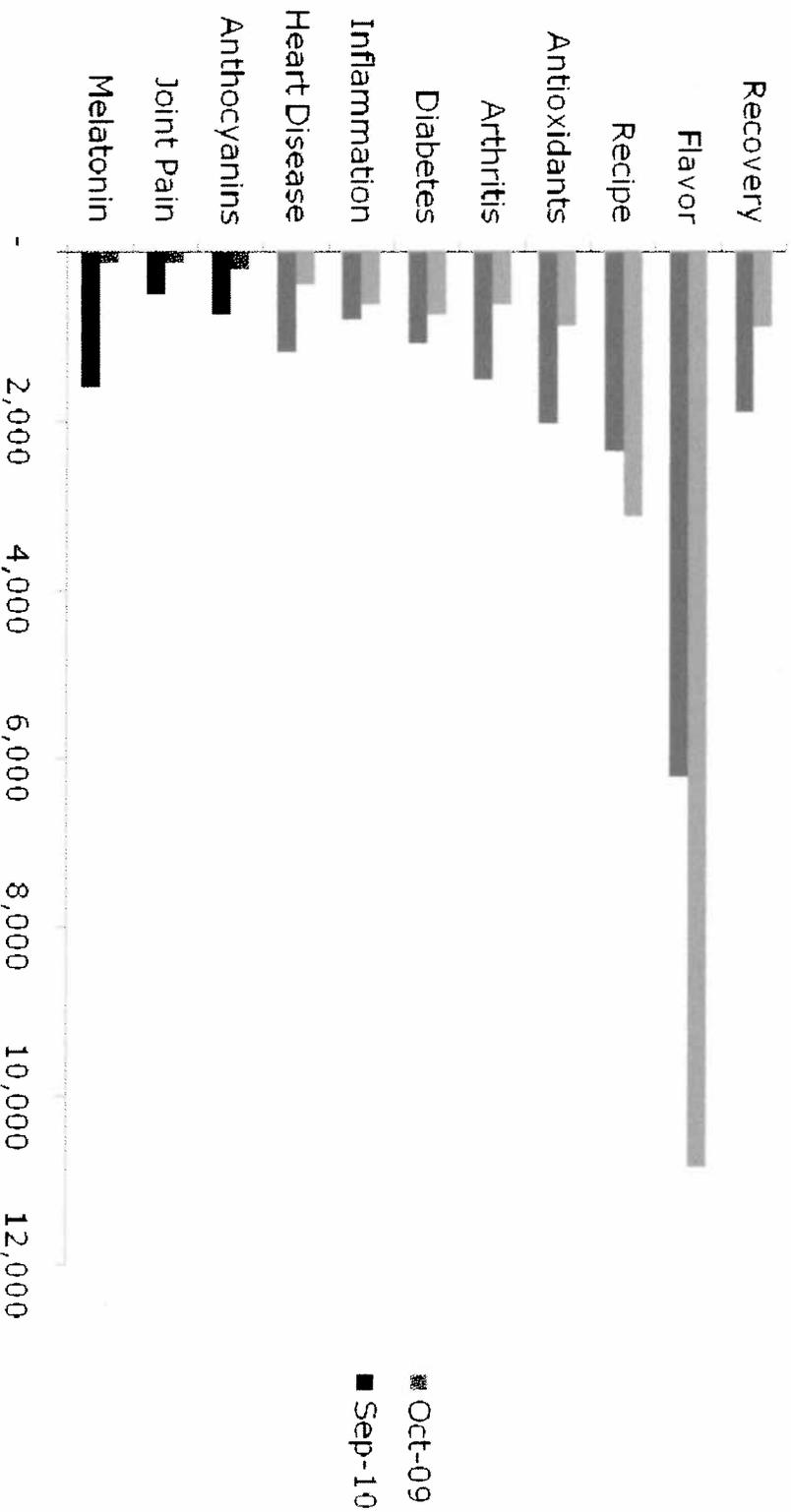


While Cherries' health-related conversations **overall** did not reach a #3 spot, there is a noticeable increase in health-related conversations with targeted outreach (i.e. heart health in February)



Cherries

We're Shifting Conversations From Flavor/Recipes to Benefits



(Source: Radian6 social media monitoring data, October 2009 – September 2010)



Cherries

How We've Grown

Outlet	September 2009	October 2010	Percent Change
Twitter	240 followers	1,154 followers	380% increase
Facebook	342 "likes"	1,144 "likes"	234% increase
YouTube	13 views	1,214 views	9,238% increase

Twitter

facebook

YouTube



Cherries

Engaging Runners/Creating Advocates on Niche Social Networks (Ongoing)

- *Train to Manage Pain* article deployed to 923K+ subscribers of the MapMyRun, MapMyRide and MapMyWalk newsletters

- Additional engagement on niche social networks (e.g. Athlinks, DailyMile)



POWERED BY RED

MapMyRun January 2010 Newsletter sponsored by Cherries

Train to Manage Pain with Tart Cherries

Adding tart cherries to your training routine may be a powerful way to relieve post-exercise pain. A recent study by Oregon Health and Sciences University revealed that runners who drank cherry juice prior to and on the day of a long-distance relay had significantly less muscle pain following the race. Even gold medalist Bryan Clay, the World's Greatest Athlete, has incorporated cherries into his training diet to help prepare for upcoming decathlon championship events.



Cherries

IN THIS ISSUE

- [Train to Manage Pain with Tart Cherries](#)
- [Join the MapMyFitness Team as a City Expert!](#)
- [The Grand Prize](#)
- [Winner was chosen for the ING New York City Marathon Virtual Running Event](#)
- [Stay on Track in 2010](#)
- [Playlist of the Month](#)
- [@MapMyRun had a Tweetup](#)



Cherries

Educated Michigan Cherry Processors and Growers On Social Media Best Practices (January 2010)



9&10 NEWS [connect with 9&10 NEWS]
northern michigan's weather leader

News Michigan this Morning Weather Sports Classifieds Community Features Interactive State

• News home • Local news • Michigan news • National news • Launch video player

Cherry Growers go High-Tech to Spread the Healthy Word on Cherries
Posted: 1/21/2010

More evidence shows the health benefits of cherries — and the Cherry Capital of the World couldn't be happier.

On Thursday, a group of growers met in Leelanau County to get a crash course on social media to help them get the word out.

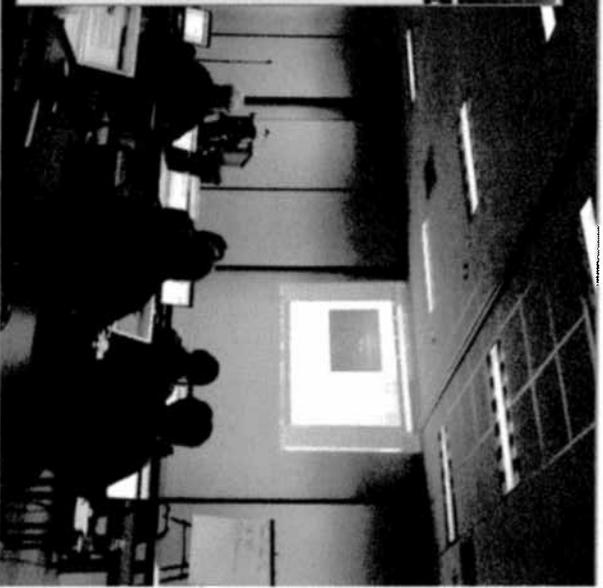
The cherry industry hopes showcasing the health benefits will help garner interest in the fruit.

"We think it's really good for the industry because it gives us the opportunity to continue to work on the bakery-ingredient side but also move in a totally new market area," says Phil Korson, President of the Cherry Marketing Institute.

The latest study puts tart cherries on the top of a list of fruits that lowers inflammation in the body, making it great for the heart.

9&10's Ryan Ralston and photojournalist Jeremy Erdsson have more on the healthy news.

▶ 00:00 00:00 3:30



@choosecherries Great info, we are learning a lot at social media training!

1/17/2010 10:28:00 AM

stephneville
Stephanie Neville

@choosecherries, thanks for all the pointers on social media today! Kudos to Daniel and Adam.

1/20/2010 10:14:00 AM

Frisky Orchard
Friske Farm Market

Cherries

Heart Health...Powered by Red Twitter Party + Live Stream (February 2010)

- **#RedRecovery Twitter parties (Feb. 16-17)**
 - Generated 100+ new followers; **2,300+ total tweets that reached 325K people**
- **LIVE cooking demo with celebrity dietitian Keri Glassman (Feb. 17)**
 - Hosted at ChooseCherries.com



twitter Home People Find People Settings Help Sign out

i loved her "pop of color does of heart health" saying.. catchy and easy to remember #redrecovery

1.530K Views 170 Retweets

clallen1971
Crystal L Allen

twitter Login Join Twitter

@MomTalkRadio I was trying not to drool, recipes looked so yummy #redrecovery

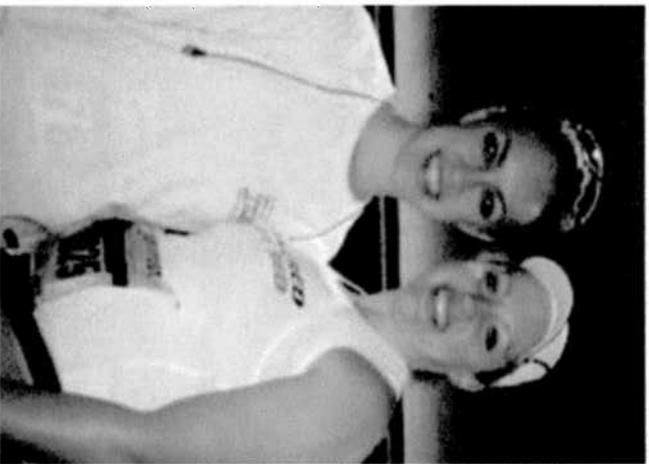
17.52K Views 170 Retweets 1.530K Views 170 Retweets

geekbabe



Cherries

Local Marathons: Powered by Red (April-June 2010)



RT @ChooseCherries: Doors open at 2:00 - If you're headed to #Bostonmarathon expo, be sure to stop by booth 149!
<http://twitpic.com/1gkme>



Sarah Stanley
Sarah Stanley



THAT right there is a 1/2marathon!!
THX 2 @annweinzimmer 4 being the BEST running buddy & helping me PR!
<http://twitpic.com/1oeeov>



Coleen Skeabeck
Blog: www.loveyourrun.com



Thanks again to @ChooseCherries for the support. I'm feeling pretty great about the Dexter to Ann Arbor 1/2 marathon 2:13! #redrecovery



Roberta F. King
Roberta King

Race & Relax Sponsorship (June 2010)

Trying my #choosecherries for #RaceRelax. Tart but it helped with my 30 minute row and leg circuit. I'm not sore!!



TheGreatDanaJ
Dana J

Thanks @choosecherries for the fabulous T-Shirts & Trophies! They were a huge hit! #RaceRelax (so was the tart cherry juice!) @esolway



ASKWifey
Ash Wiley



RunWifeyRun

GET FIT | GET HEALTHY | GET MOVING | GET INSPIRED

Cherries contain antioxidants and 20 vital vitamins because they have a high fiber impact on relieving muscle and joint aches and more quickly and effectively provide a bundle of antioxidants and electrolytes right when you need them most. And they're tart, so they're a great part of your post-workout regimen. [View our tart cherry nutrition page.](#)

Cherries

POWERED BY RED

What will you achieve? Start your journey here.

Cherries

POWERED BY RED

What will you achieve? Start your journey here.

71 Tweets about Race&Relax

CharterBox's Top 3 Ways to Choose Charities

1. Charitable Deduction: Make sure you are eligible for about 30% of the amount you donate to a charity. For more information, visit [www.irs.gov/charities-philanthropy](#).

2. Charitable Recognition: Make sure the charity you are donating to is recognized by the IRS. Visit [www.irs.gov/charities-philanthropy](#) for more information.

3. Charitable Impact: Make sure the charity you are donating to has a positive impact on the community. Visit [www.charitynavigator.org](#) for more information.

Cherries

8 Key Food, Health and Travel Bloggers and Media Attended Farm-to-Fork Immersion Event (July 2010)



How We Told The Cherry Story



Cherry Republic Tour

Experienced the famous Cherry Republic to see retail/usage and application examples



Cherry Bay Orchards Tour

Tour of Cherry Bay Orchards provided a first-hand look at how tart cherries are harvested and reinforced that 94% are grown right here in the United States



Horticulture Research Station

Able to see a multidisciplinary horticultural facility focusing on fruit production, specializing in tart and sweet cherry



Cherries

Cherry Science 101



Longtime cherry advocate Dr. Wendy Bazilian talked up the health and nutrition benefits of cherries

Welcome Dinner / VIP Festival Experience



Attendees TASTED the benefits of cherries during a welcome reception and VIP Festival experience



Cherries

HOW THEY TOLD The Cherry Story

Loving the tour of Gregory Orchards here north of Traverse City. I even got to shake a cherry tree! #RedRecovery

 nomadicfoodie

Having a great time with the Cherry Marketing Institute and learned so much about cherries already! #RedRecovery

 NutritiousFeast

Tart cherry juice is 10x more effective than aspirin at reducing pain markers. #RedRecovery

 KathrynLHill

Ok y'all don't be jealous but I'm like seriously an expert cherry tree shaker now. <http://tweepphoto.com/31312449>

 MattArmenzariz

140
of Social Media Postings
Over the 3-day event
2 local media stories
Generated 612k+ impressions with the postings

Walnuts and cherries are natural sources of melatonin #redrecovery

 sthmfairytale

Learn about tart cherries and their potential health benefits today! And met many cool bloggers too. Thanks @ChooseCherries #redrecovery

 HealthCastleGlo

Dr. Wendy Bazilian sharing health benefits of super fruit cherries #redrecovery <http://twitpic.com/236six>

 Cajun_Mama

We are @ the Northern Michigan Horticultural Research Station to learn more about cherries! #RedRecovery <http://twitpic.com/23hdsl>

 KathrynLHill

Today = such a privilege! Had an amazing time touring Michigan's cherry farms/meeting the people behind the fruit. THANK YOU! #RedRecovery

 doniree

More Blog Posts



The 2014 Michigan National Cherry Festival

It's time again to celebrate the Michigan National Cherry Festival, and this year it's in Traverse City, Michigan. The festival is a celebration of the cherry industry in Michigan, and it's a great time to visit the city and enjoy the beautiful views of the coast. The festival features a variety of activities, including cherry picking, cherry tasting, and cherry-themed events. It's a great time to enjoy the cherry season and the beautiful views of the coast.



Nomadic Foodie

Traverse City, Michigan National Cherry Festival

After more than a decade of traveling, I've found that the best way to travel is to eat. Traveling is not just about seeing the sights, it's about experiencing the culture and the food. The Michigan National Cherry Festival is a great time to visit the city and enjoy the beautiful views of the coast. The festival features a variety of activities, including cherry picking, cherry tasting, and cherry-themed events. It's a great time to enjoy the cherry season and the beautiful views of the coast.

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PHOTOGRAPH BY MICHAEL GOODMAN

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CHERRY



CHERRY



CHERRY

HealthCetera.com

FOOD of the Month

What's Behind Food & Nutrition

Food of the Month

Cherries

Summer is here and there is no better time to enjoy a bowl of chilled, sweet cherries. The month we chose is cherries for its many indulgences. Whether you choose the premium, golden, tart or sweet cherries, there is no shortage of ways to enjoy them. Summer is the great season for many cherries, such as Bing and Rainier cherries, which are typically grown in the Northwest states of Washington and Oregon. Tart cherries, like the Montmorency and Balaton varieties, are produced near and in Michigan. Sweet 75% of the annual tart cherry crop grows in Michigan.

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1. 1 cup of fresh, sweet cherries with 20% tartness
 2. Calories: 9 kcal
 3. Fat: 0.5g
 4. Cholesterol: 0mg
 5. Protein: 1.0g
 6. Fiber: 0.5g

Send me the Personalized Nutrition Insights

Newsletter | Pinterest | RSS | Facebook | Live Chat | Twitter

Cherries with...
 Giffels Ltd. Center
 5400
 5400
 5400



Cherries

We Hosted a Travel-Themed Twitter Party (August 2010)



Travelers' Night In

Travelers' Night In (@TNI) on Twitter is the best 90 minutes you'll spend all week!

Join REDRECOVERY's Travelers' Night In (@TNI) every Thursday from 2:30-3:00 EST. Custom TweetDeck for this week's Weekly Travel/Tweetup: <https://twitter.com/REDRECOVERY>



Cherries

This week's sponsor is WWW.CHERRIES.COM. One user always will win the Grand Prize.

- A Tony Burch cosmetic case
- A four pound bag of dried cherries
- A cashmere and plaid wares-socks-shawl travel set
- A Longchamp carry-on bag
- A cashmere wrap
- Bakery Johnson Tarpaulin & Bow oversized butterfly sunglasses
- Cherry red hood sweater

THREE lucky Tweeters will win:

- A Tony Burch cosmetic case
 - A four pound bag of dried cherries
 - A Cashmere and plaid wares-socks-shawl travel set
 - A Cherry handbag/wallet bag
- VALUED at more than \$1,000! To enter, we just add redrecovery.com to your Tweets during @TNI.



4,760+ Tweets tagged with #RedRecovery and/or #TNI

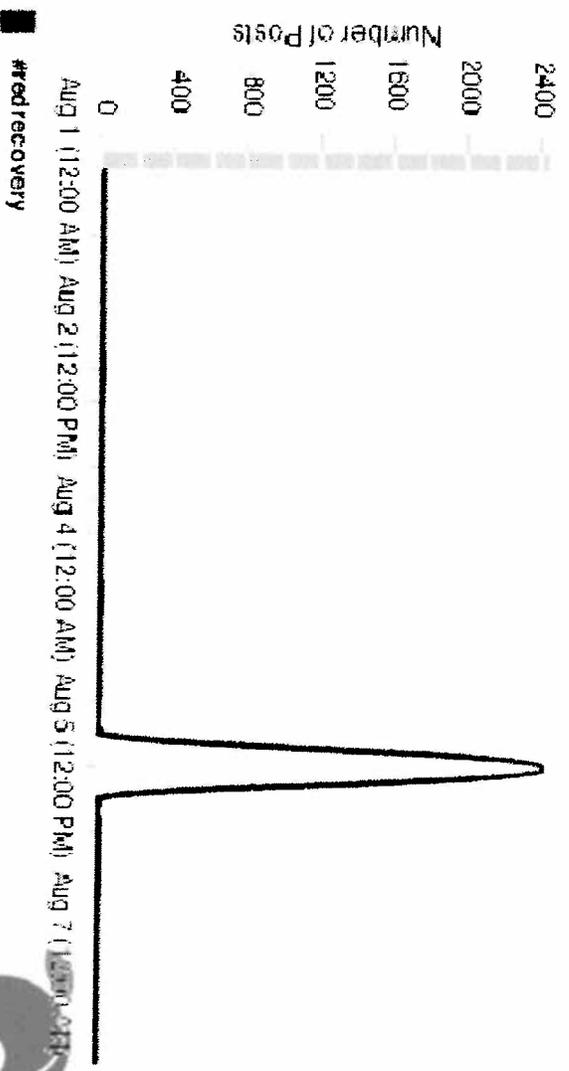


Cherries

#TNI Partnership Increased Awareness About Cherries and Travel

- **493** users sent **4,760** tweets*
- Total of **12 million impressions**, corresponding to **712,000 unique impressions**
- Gained **30 new Twitter followers** immediately prior to/during the #TNI event

walking fun tried today cherries always make food conscious eating fruit home love one everything water great Oh city drink experience eat home love fruit like good sleep cure time local meal think get day trips



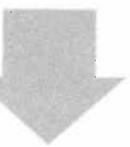
Cherries

*Stats pulled from Noon on Wednesday, August 4 through 11:50 PM on Friday, August 6

Online Conversations Are Impacting Offline Demand

@JessRox18 Check out @ChooseCherries. Their info is probably more solid than mine. (gross pun intended)

 PhxPeace
Susan Crawford



Ooo lower pains in muscles - sweet! My runs have been painful lately. @PhxPeace @ChooseCherries

 JessRox18
Jess Rox



Hoping that @choosecherries juice has the same effect on my sore muscles from doing a class @gymca as it does when I run. Down the hatch!

 BigBinderBlog
Big Binder



@JessRox18 I just saw that benefit too. I'm not a runner, but do get muscle & joint pains. Maybe I'll put @ChooseCherries on my grocery list

 PhxPeace
Susan Crawford



Cherries



Thank You!