



Cherry Central

Growing, Processing and Marketing Fruit

Success Story: Cherry Central Builds a Brand in China

Cherry Central Cooperative, Inc., located in Traverse City, Michigan, in the 1st Congressional District, attended the 2016 Michigan Department of Agriculture and Rural Development (MDARD) China Trade Mission with the help of Food Export Midwest's Branded Program. While in China, they met with buyers in multiple cities throughout the country and learned more about the Chinese market.

Brian Klumpp, the Director of Business Development at Cherry Central, said that "we have contacts with new buyers and have learned which ports are the most efficient for delivery into China...The financial assistance of the Branded Program made it possible for Cherry Central personnel to meet with strategic companies to our business. Those meetings have helped to build our relationships and better understand what we can do to capitalize on the tremendous [Chinese] market." Since the trip to China, Cherry Central has met with three interested parties to try and negotiate export guidelines.

Cherry Central has been able to take advantage of the Branded Program for other events too including the National Restaurant Association (NRA), American Frozen Food Institute (AFFI), and SIAL China trade shows. Using Branded Program funding on these events has allowed the company to save thousands of dollars on marketing their products abroad. The combination of saving money while generating sales from new buyers at the trade shows has let Cherry Central increase its capital by expanding one of their plants in order to meet the new, growing demand.

Cherry Central Cooperative, Inc. is an industry leader in red tart cherries, apples, and blueberries and is also a major supplier of cranberries, strawberries, pomegranate arils, and asparagus grown on farms across the United States. They are a veteran exporter who sends their products all around the world including to countries in Europe, the Middle East, and Asia.



Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.



For more information on the International Marketing Program please visit www.michigan.gov/agexport or for more information about Food Export Midwest please visit www.foodexport.org.