

Michigan Commission of Agriculture and Rural Development

Cherry Marketing Institute



July 18, 2018



Michigan produces 75-80% of the U.S. supply of tart cherries on an annual basis and ranks 4th in sweet cherry production behind Washington, Oregon and California.



🍒 **425 tart cherry growers**

🍒 **3,670,000 trees**

🍒 **32,500 acres**

🍒 **380 sweet cherry growers**

🍒 **760,000 trees**

🍒 **7,200 acres**

Tart Cherry Producing States



Cherries
Not just another berry.

Cherry Marketing Institute's Priorities



- 🍒 **Grower's Organization**
- 🍒 **Marketing**
- 🍒 **International Issues**
- 🍒 **Research**
- 🍒 **Grower Issues**
- 🍒 **Other**

Strategic Roadmap

OBJECTIVE

Increase demand for tart cherries

STRATEGIES

Spotlight science to reinforce relevance and differentiate from competition

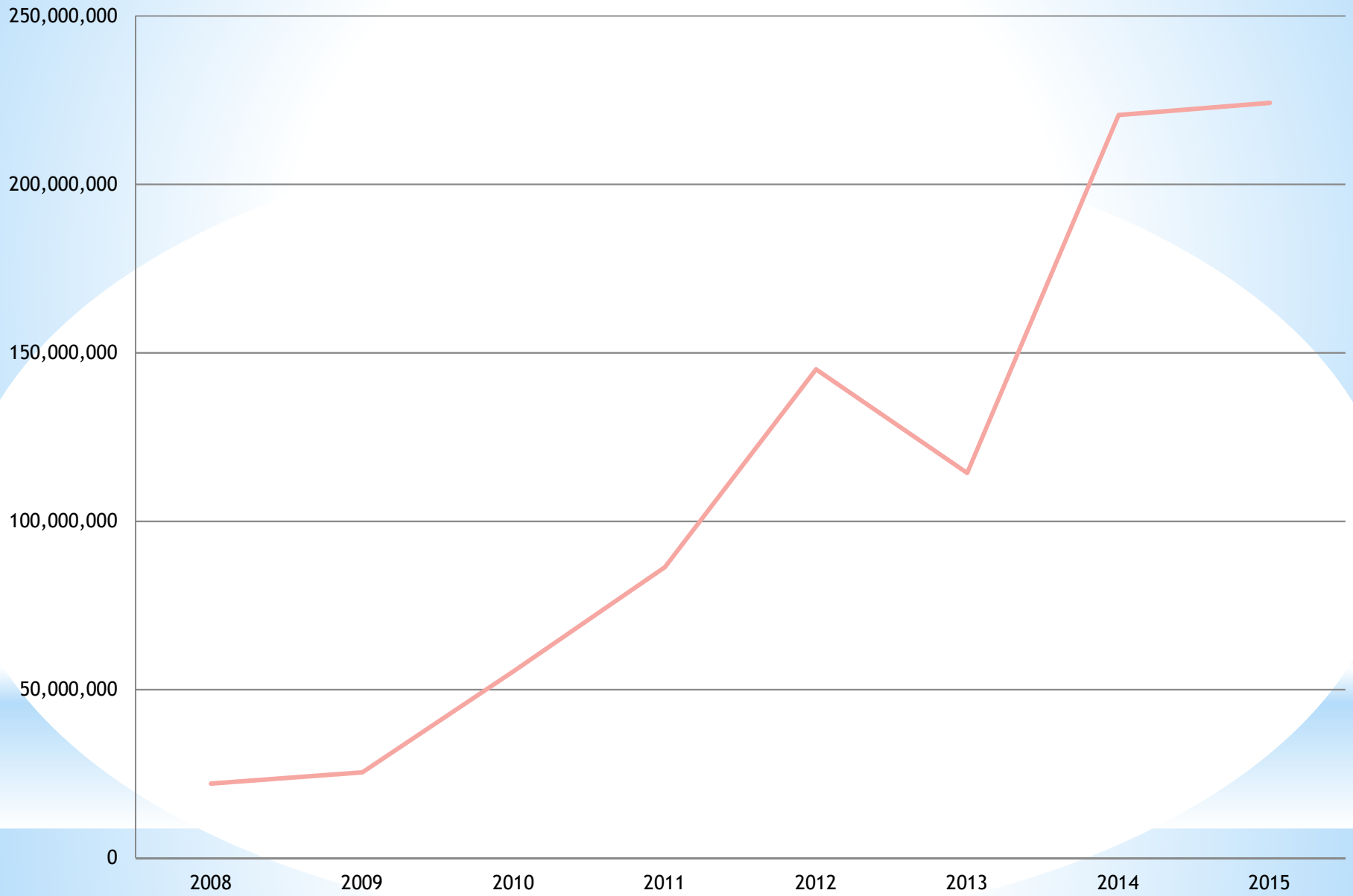
Elevate taste to reinforce consumer appeal and show we're on trend

Re-ignite ingredient decision-maker focus to recapture lost markets

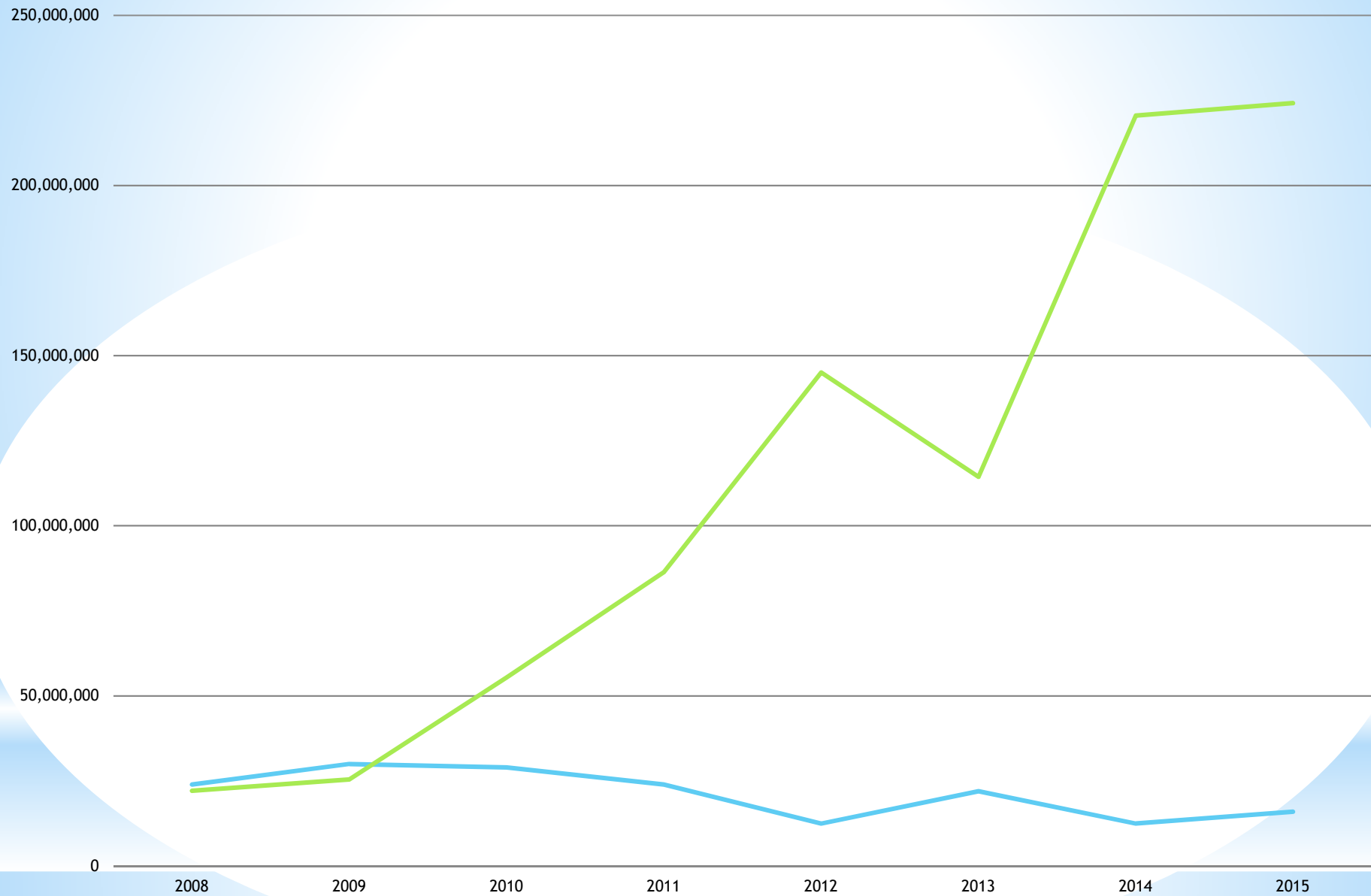
PLATFORM

Go Tart Instead.

Imports of Tart Cherry Juice, 2008-2015 (lbs)

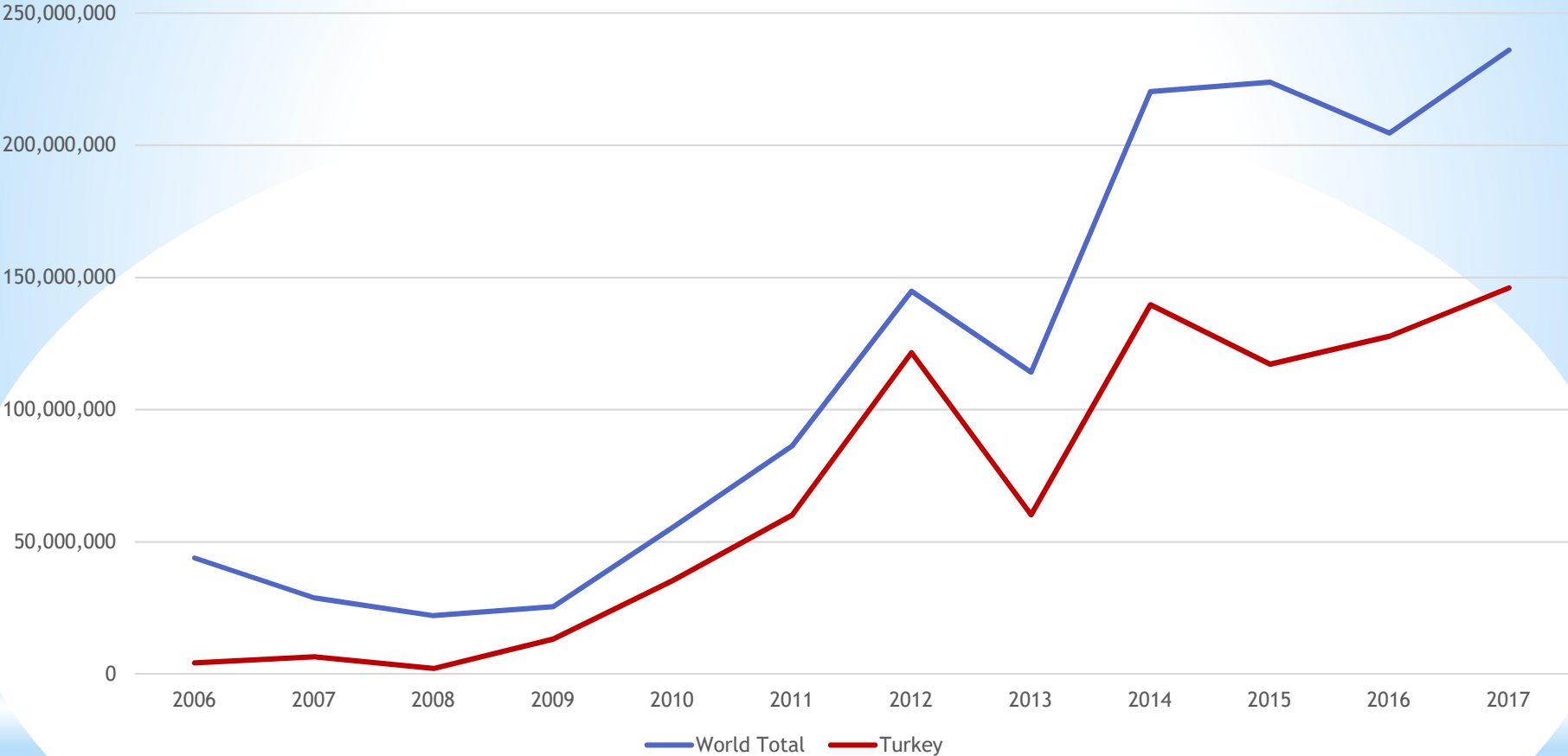


Tart Cherry Juice- Domestic sales versus Imports (pounds)



— U.S. Tart Cherry Juice — Imported Tart Cherry Juice

Imports of Tart Cherry Juice Concentrate,
2006-2017 (lbs)



Thank You!



2018 Gene Thompson Scholarship Fund MDARD Scholarship Winners

Several years ago, Gene Thompson, a supervisor at Michigan Department of Agriculture and strong supporter of the annual Michigan Department of Agriculture and Rural Development (MDARD) employee golf outing, passed away and the annual golf outing and scholarship program was named in his honor. Thanks to the generosity of Dr. Gordon Guyer and the event participants, the fund has awarded 42 scholarships to MDARD employees and their children since 2007, for a total of \$21,000.

The scholarships are awarded to a student who is an employee of MDARD or a child of an MDARD employee attending MSU or enrolled in an agricultural-related program and seeking a Masters, Bachelors, Associate degree, or Certificate. All of the 2018 winners demonstrated a good academic record, a strong commitment to community and civic involvement, leadership roles in school, work and civic activities plus an understanding of the importance of fun and enjoyment of the things they do and of the people they know. The 2018 the Gene Thompson \$500 scholarships winners are:

Brandon Haarer is from Lansing and will be a senior at Lawrence Technological University seeking an Architecture degree. Brandon's father Jeff works for the Pesticide and Plant Pest Management Division.

Stephanie Robinson is from Dewitt and will be attending Calvin college to study Biology. Stephanie's father Tom works for the Pesticide and Plant Pest Management Division.

Meredith Smith is from Lathrup Village and is attending Wayne State University to study Public Relations and Organizational Communications. Meredith works for the Environmental Stewardship Division.

Thomas Trombley is from Commerce and is attending Northern Michigan University to study Marketing. Thomas' mother Susan works for the Food and Dairy Division.

Mitchell Yelton is from Kalamazoo and is attending Michigan State University to study Human Biology with a desire to pursue Medical School. Mitchell's mother Lori works for the Food and Dairy Division.

The scholarships are annually awarded at the July meeting of the Michigan Commission of Agriculture and Rural Development.

To assist in raising funds for future scholarships, we are excited to announce that the sixth annual Quality of Life Scholarship Golf Outing honoring Gene Thompson (formerly the Gene Thompson scholarship golf outing) will be held on September 14, 2018. The outing will be held this year at the Eldorado Golf Course in Mason, Michigan. The QOL Scholarship Golf outing registration form is available on the MDARD intranet page. We will gladly find a team for individual golfers wishing to participate and accept prize donations from those unable to attend this great cause. The \$70 registration fee includes 18 holes of golf and cart, goodie bag and coupon for 9 holes of golf, coffee/donuts, lunch, and a steak dinner. Based upon past outings and new golfers from QOL, this event promises to be a good time. Regardless of your golfing skills, come out for some fun, good fellowship, and a great day on the course for this great cause.