

From the Orchard

News from the Oregon Sweet Cherry Commission

Spring 2013

A New Cherry Season Brings Hope, Opportunity and Plenty of Challenges

B.J. Thurlby
President

As the Northwest Cherry season draws closer by the day ... for the first time in six or seven years I am thinking that the 2013 crop has the potential to begin harvest during the first days of June. In this business, what appears to be “so” in April might change drastically by the end of May. However, if you are a cherry grower, you have great hopes for the 2013 crop ... its April and the opportunity for a successful summer harvest is something that keeps all of us at a frenetic pace throughout the spring. If you’ve ever seen the movie “Money Ball” ... you know the premise of determining a “winning” recipe in the preseason is about paying attention to the statistics and historical performance of a given player or in our case ... a given crop. Coming into this season, the statistics tell us that our cumulative growing degree day units are further ahead in mid-April than we have

Continued on Page 2

INSIDE THIS ISSUE

1	2013 Cherry Season	Page 1
2	OSCC Web Site	Page 1
3	Cherry Crop History	Page 1
4	Commissioner Info	Page 4
5	Meeting Calendar	Page 4
6	Proposed 2013-2014 Budget	Page 6

OSCC Web Site

Dana Branson
OSCC Administrator

The Commissioners authorized the development of a website at the December meeting and the initial pages were uploaded by the end of the month. You can find it by going to www.osweetcherry.org.

Here’s a description of what is under each tab on the screen. The “Home” page includes a description of the Commission and its purpose. The “About Us” page contains a list of the current assessment rates and the general representation on the Commission. A list of the people currently serving and meeting agendas and minutes will be uploaded bi-monthly on the OSCC Board page. Copies of

Continued on page 3

Oregon Crop History

	Actual	Actual	Actual
<u>Type</u>	<u>2012</u>	<u>2011*</u>	<u>2010</u>
Fresh	38,676	28,917	25,052
Brine	10,806	11,276	10,269
Canned	2,488	1,452	696
Frozen	<u>5,090</u>	<u>2,248</u>	<u>992</u>
TOTAL	57,060	43,893	37,009

This reflects the number of tons reported & assessments were collected on, not total production.
* Adjusted

seen over the past six or seven years. Our degree-day unit output is similar to what we saw in 2005 and 2007. Quite simply ... we are ahead of normal when measuring degree-days and based on our bloom timing we can expect cherries to be ready for harvest in the first days of June. That being said ... our production profile has changed significantly since the 2005-07 seasons. The month of July will see significant volume regardless of the early start. We should be expecting more cherries to be harvested in July than in June and as a result ... our promotion timing will begin in mid June and extend through mid-August.

Can we win given this particular scenario? In short ... yes. Having ample supplies leading up to the 4th of July holiday has proven to be a positive in previous years. This year the 4th of July falls on a Thursday. Having the 4th on a Thursday is very positive timing for the grower. A Thursday holiday allows for ads to break on the previous Wednesday or Sunday ... but also allows our dedicated consumer base to stock up on cherries coming into the holiday. Then ... as the party finishes up on the 4th; our consumer has the opportunity to go back to the store and load up on cherries for the following weekend. Thus, extending the celebration of amazing seasonal produce another few days.

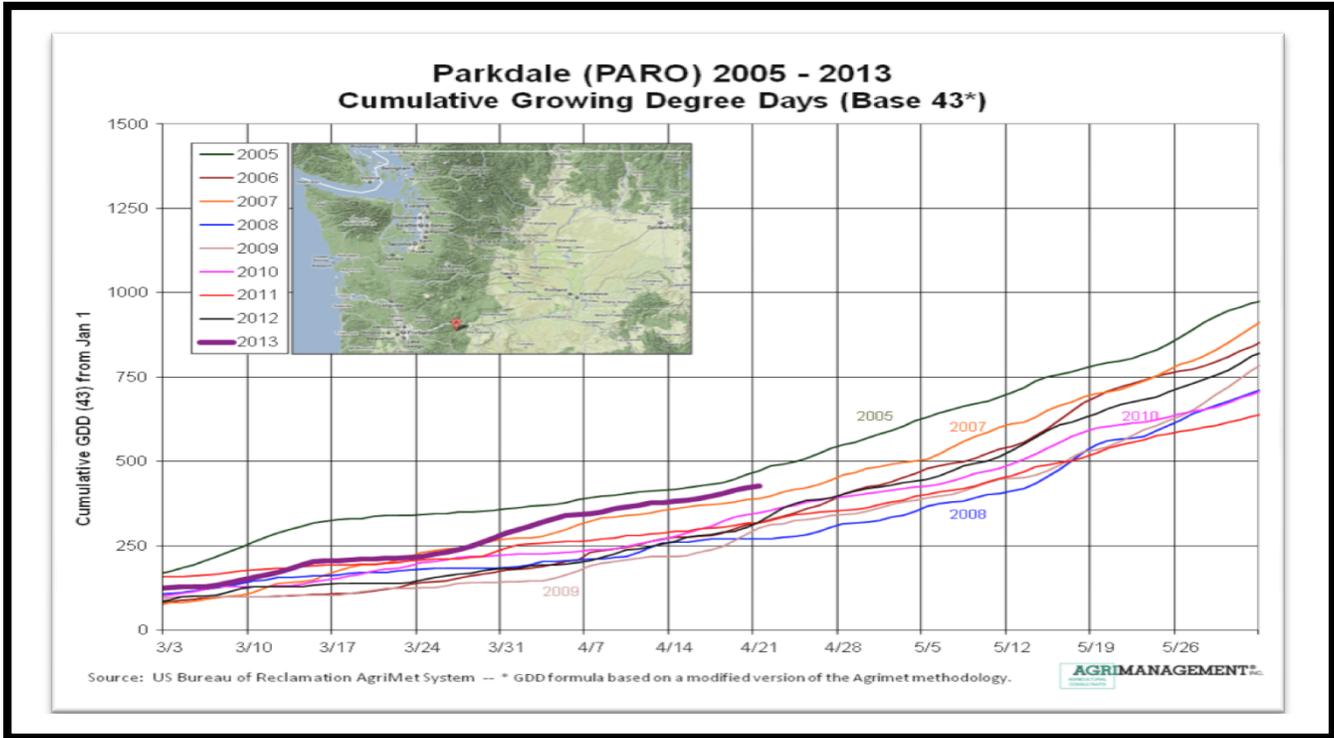
As of today ... April 23, 2013 there are Bings blooming between 1000 and 1400-foot elevations in Hood River and The Dalles. The growing degree-day chart for Hood River / Parkdale (next page) is showing that the timing there is almost mirroring the 2007 season. Again, I like the earlier timing of this crop. While working in Canada last week I have heard from several California marketers that the Stockton/Lodi district has moved ahead nicely (they were worried about it being "way late") but their harvest timing has moved up about a week from the first estimates ... now the marketers down there are seeing primary volume in late May and early June. Over the past 5 years they have been averaging just over 8 million 18 lb. equivalent boxes. Their 2013

estimate came out today at 8.5 million boxes citing average volume in the southern districts (Kern County / lower San Joaquin Valley) and the less than originally expected in the later districts (Stockton/Lodi).

On the marketing front, the Northwest Cherry Growers will run promotion programs in 18 countries this summer including the U.S., Canada, Mexico, the United Kingdom, France, Belgium, Australia, Russia, Brazil, China/Hong Kong, Taiwan, Japan, South Korea, Malaysia, Thailand, Vietnam and Singapore. Despite the budget cutbacks at the governmental level through the "national sequester" we have applied for and received funding for our 5 state production region of just over 1.3 million dollars. Matched with grower dollars we will spend 65% of our promotion budget in the export markets in 2013.

Marketing strategies for the export markets continue to focus on creating a regional brand identity, the "Diamond of Fruit", by associating Northwest cherries with the healthy, clean, and environmentally sound area of the Northwest United States. This messaging continues to resonate with the international trade and international consumers.

In this business, we occasionally need to step back and take stock of the positives that come with a season. Last year, the industry's export business saw unprecedented growth and several key markets performed at levels beyond all industry expectations. We saw China increase its volume by over 1,000,000 boxes, up to 2.2 million 20 lb. boxes this year. We saw over 655,000 boxes go into Korea ... an increase of over 87% from the previous year's record. We saw record shipments to Australia that exceeded 434,000, up 31% over last year's record shipments. On the whole, our export volume increased to 8 million 20 lb. equivalent boxes shipped; up from the 2011 record shipments of 5.7 million 20 lb. equivalent boxes. Never before has the industry seen a year-over-year increase of over 40% for the export growth in consecutive record years.



To see color graph please visit the OSCC website.

Continued from page 1, OSCC Website

OSCC Administrators

Dana Branson
LeRoy Nickerson

Tel: 541-386-5761
Fax: 541-386-3191
2667 Reed Rd.
Hood River, OR. 97031

Email: osweetcherry@gmail.com

If you know of anyone who wants to receive this newsletter, meeting notices or ODA Administrative Rules, or if you have an address change please contact us at one of the addresses above. This publication will be made available in alternate formats upon request.

the OSCC newsletters will be on the "News" page along with the most current Pest Guides for the Willamette Valley and the Mid-Columbia. Other articles and publications that growers might find interesting or helpful will be added as they become available. Another page that might have items of industry interest is the "Resources" tab. There you can click on the links provided to go directly to the website for more information. The Commission office frequently gets calls throughout the year looking for sources to buy cherries. The "Shippers/Sellers" page will be a concise place to direct callers. Retail sources for cherries will be under the "Resources" tab with a link to the seller's site – for example, the Hood River Fruit Loop.

Continued on page 5, OSCC Website.

Commissioners

Megan Thompson, Chairperson

Producer, The Dalles, OR
541-506-6396, mthompson@orcherry.com

Dan Crouse, Vice-Chairman

Producer, The Dalles, OR
541-920-7208, jdcrouse@gorge.net

Mike Halliday, Secretary/Treasurer

Producer, Parkdale, OR
541-387-5629, frgrower@aol.com

Tim Ramsey
Handler, Oregon Cherry Growers, Salem, OR
503-364-8421, tramsey@orcherry.com

Andrea Galloway
Producer, Cove, OR
541-568-4541, yabal8881@gmail.com

Tom Brateng
Producer, Dallas, OR
503-949-6588, thomasreine@gmail.com

Steve Sandau
Producer, Salem, OR
503-363-2137, sandau@wildblue.net

Jim Markman
Public Member, The Dalles, OR
541-298-3400, jim.markman@farm-credit.com

Stacey Cooper
Producer, The Dalles, OR
541-288-6773,
coopercherryorchards@gmail.com

Jeff Heater
Fresh Handler, Underwood Fruit,
Mid-Columbia area
541-308-6175, jheater@uwfruit.com

Bryce Molesworth
Producer, Mosier, OR
541-490-1475, bryce@gorge.net

Steve Agidius
Producer, The Dalles, OR
541-806-3921, steveagidius@yahoo.com

Commissioner Changes

Bryce Molesworth's term is expiring at the end of June 2013. He was appointed to the position when no applicants came forward from the Willamette Valley and has also served as the Research Committee Chairman. Eric Shrum and Dan Crouse have volunteered and been appointed to co-chair the Research Committee. Eric is a past commissioner; works for one of the chemical companies and does orchard management consulting. Dan, a grower in The Dalles, was also elected as Vice-Chairman to replace Bryce.

Bryce has been on the OSCC for multiple three-year terms throughout its history that started in 1989 when a majority of sweet cherry growers around the state voted to create the Sweet Cherry Commission. He has served as the Chairman of the Commission and Research Committee Chair for many years. You may remember reading about him in the Capitol Press. He was crowned Cherry King at Cherry Institute out of a multi-state pool of growers in January 2013. **We would all like to thank Bryce for the hours of his time he's volunteered to help improve the industry.**

Ed Johnson retired from Oregon Cherry Growers and resigned from the processed handler position on the Commission. Tim Ramsey, the new CEO of OCG has been appointed in Ed's place. Welcome to Tim and we wish you much success in your new job at OCG as well.

Thank you to Ed for his service to the industry and the Commission. Enjoy your retirement! I will personally miss these two gentlemen. They were always responsive when I called with a question or for help.

Last, but not least is the "Contact Us" page with phone numbers, US mail and email information.

Websites are a work in progress so if you have suggestions for additional items or a link you'd like to recommend to add please send them to the OSCC office. And please, if you see something that is incorrect please let us know. The Administrator is learning to update and maintain the site as much as possible to control costs and to make updates timely. We hope this site will be useful for growers as well as the general cherry buying public.

Oregon Sweet Cherry Commission meetings are open to the public. In general they are held bi-monthly in August, October, December, February, April and June. The date for the next meeting is usually set at the end of the current one. There is not a set schedule because meeting dates are set around the Commissioners time frames.

There is a state government web site where meeting information is posted. The address is:
www.oregon.gov/transparency/PublicMeetingNotices.shtml. Click on Meeting Calendar View and go to the appropriate month to find the agenda, location, date and time. Agendas are posted two weeks before the meeting date and will also be on the OSCC site. If all else fails, don't hesitate to call or email the OSCC office if you'd like to know when and where the next meeting is.

MEETING CALENDAR

PRE-HARVEST ORCHARD TOUR
FRIDAY, JUNE 7, 2013
8:00A.M. - 2:00P.M.
WATCH FOR DETAILS FROM LYNN

REGULAR JUNE SWEET CHERRY
COMMISSION MEETING
AND BUDGET HEARING
FRIDAY, JUNE 5, 2012

COLUMBIA GORGE COMMUNITY
COLLEGE, BOARD ROOM
BUILDING 1, 400 E SCENIC DR.
THE DALLES, OR 97058
2:00 P.M. MEETING STARTS
2:15 P.M. BUDGET HEARING

THE MEETING LOCATION IS
ACCESSIBLE TO PERSONS WITH
DISABILITIES. IF YOU NEED
SPECIAL ACCOMMODATIONS
PLEASE CONTACT THE OSCC
OFFICE AT LEAST 48 HOURS
BEFORE THE MEETING.

Oregon Sweet Cherry Commission
2667 Reed Road
Hood River, OR 97031
CHANGE SERVICE REQUESTED

PRST STD
U.S. POSTAGE
THE DALLES, OR
97058
PERMIT NO. 12