

SPRING 2019

FROM THE ORCHARD

NEWS FROM THE OREGON SWEET CHERRY COMMISSION

ANOTHER SEASON OF HOPE IS UPON US

B.J. Thurlby

WSFC - NW Cherries, President

It's mid-April and our cherry trees are "finally" starting to bloom across the Northwest! The cherry game is never the same from year-to-year. What is the same is that all of us in the tree fruit business start each Spring with a great deal of hope in our collective hearts.

We hope to set a reasonable sized crop, we hope that the weather brings 80 degree days and sunshine, we hope to have labor to harvest our fruit and we hope that we have the right timing in the market. Across the industry we hope that the bizarre tariff situations in China, Mexico and India come to some type of positive resolution – the sooner the better. We hope the processors are willing to pay a fair price per ton for our Bartlett Pears and we hope that Cosmic Crisp is everything we think it will be ... and more.

Meeting Calendar

NORTHWEST CHERRY GROWERS 5-STATE CHERRY COMMISSION MEETING

10:00 AM

Wednesday, May 15, 2019

Red Lion Hanford House

Richland, WA

Kathy@wastatefruit.com

Please contact Kathy If you have questions.

PRE-HARVEST CHERRY TOUR

Thursday June 6, 2019

8:00 a.m. to Noon

The tour begins at the cemetery block (near the IOOF cemetery) on 3 Mile Rd in The Dalles.

OREGON SWEET CHERRY COMMISSION meeting and Budget meeting following Pre-Harvest Cherry Tour at Columbia Gorge Community College 1:30 pm

News from the Oregon Sweet Cherry Commission

Another Season of Hope continued.

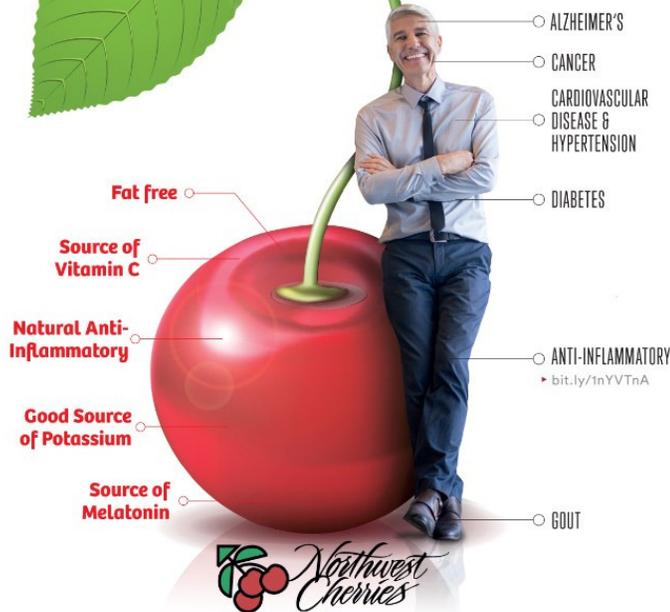
As cherry crops go, this one is going to be late – many of us assume the first cherries picked will be after June 10th. A significant portion of our volume will come after the 4th of July which means that we may miss our most promising marketing window for Northwest Cherries – nonetheless, we hope that the next month brings warm weather and pushes our crop forward in time for the July holiday. In short, this is another unpredictable year in the Northwest cherry business ... albeit somewhat “stranger” than most of us have seen in recent years. If you are a tree fruit grower, the anxiety and supposition associated with tree fruit production never really dissipates and the record snow levels we saw in February serves as a humbling reminder of just how much influence Mother Nature has over our work and lives. At our core, we remain eternal optimists ... we have hope and hope is enough to keep us pushing forward through another harvest.

Hope is good. However, hope is not a plan. Here at the Northwest Cherry Growers we have a strong plan to help create demand for our stone fruit. We will run promotion programs in 18 countries this summer. The tariff situation cut our sales to China by 50% in 2018 – but based on positive consent and feedback from Chinese retailers and importers this month – we plan to implement a fully funded market development plan in China in 2019. We have our “bread and butter” U.S. market retail trade lined out to promote cherries every week in July and well into August. The ever-expanding SE Asia region is gearing up for the strongest Northwest Cherry promotion program we have ever executed. Lastly, our staple market of Korea is gearing up to promote both red and yellow cherries all summer long.

This past week we conducted a Pacific Coast Sweet Cherry Health Science Advisory Board meeting in Seattle. We had key researchers and growers in the room where we listened to proposals and determined project viability. This year we will partner with the California cherry industry to fund close to \$350,000 in health-related research. Again, the continued push to uncover unique and healthy aspects of sweet cherries is a major piece of our annual consumer publicity outreach across the world.

THE HEALTH BENEFITS OF EATING FRESH CHERRIES

Changes in the biomarkers suggest that consuming sweet cherries may prevent, reduce risks and modify the severity of some critical diseases



The positive health message plays across all demographics of consumers in almost every country we ship fruit to. I've always maintained that a picture is worth a thousand words and a well-placed health message is worth a thousand boxes of Northwest Cherries.

Over the past 12 months I have been working with the Chilean sweet cherry industry to pull together a representative group of world cherry industry leaders to begin the discussion of collaborating on the health research front.

This past February, during the Fruit Logistica show in Berlin, Germany, I, along with leaders from the ASOEX, which is the Chilean Fruit Exporters Association, brought together cherry industry leaders from the U.S., Chile, Turkey, Greece, the UK, Argentina, Spain, South Africa, Catalonian Spain, Hungary and Australia. During our meeting the group was in full consensus that a collective strategy of at least sharing health messages made great sense. There is an interest from several countries in this group to partner with us in our efforts to conduct health research. This will be an ongoing effort that will continue to evolve as these key sweet cherry production countries gain familiarity with each other.



Dr. Darshan Kelley and Dr. Giuliana Noratto

In the meantime, the California and Northwest industries have agreed to fund two potentially significant human feeding trials which will take two plus years to complete. We are currently in the middle of a human feeding trial being conducted at the USDA Western Human Nutrition Research Center.

This project focuses on how consumption of our cherries may reduce the risk of metabolic syndrome – and on high blood pressure in particular. This project was designed and proposed by Dr. Darshan Kelley. Dr. Kelley is the world leader in running and documenting sweet cherry-based health research. Likewise, we have approved another project that will be run by Dr. Giuliana Noratto of Texas A&M University. This human feeding trial will be conducted over two years with the focus on how our cherries affect the gut-brain axis. The theory is that sweet cherries are a good source of bioactive compounds including dietary fiber, phenolic compounds and other phytochemicals that have shown anti-inflammatory properties in human studies. Obesity and dysbiosis (microbial imbalance in the gastrointestinal tract) induced by high caloric western style diet, has been linked to liver disease and cognitive impairment via the gut-brain axis.

This is in part due to the translocation of bacterial compounds from the lumen to the systemic system that leads to inflammation. The “hope” is to show that the relationship between cherry intake and health is partly due to diet-induced changes in gut microbiota and its effects on gastrointestinal health.

In short, we have much planned for the summer, and as of today most of our programs have been planned and put into place for the season. At this point, we hope that the late start and fast bloom across the districts works out in a way that allows growers an opportunity for success in 2019. We still have over about six weeks for Mother Nature to further spread out our harvest districts and the hope is that we will see a separation from south to north as harvest kicks off. The current run of warm weather has me thinking that we will produce a crop of high quality sweet cherries to offer the market as both the trade and cherry loving consumers are hoping that we are able to deliver fruit all summer long.

**BUDGET HEARING AND
REGULAR SWEET
CHERRY COMMISSION
MEETING**

**THURSDAY JUNE 6, 2019
COLUMBIA GORGE
COMMUNITY COLLEGE
ROOM 1.162 BUILDING 1
400 E SCENIC DRIVE
THE DALLES, OR 97058
1:30 PM MEETING STARTS
FOLLOWING THE PRE-
HARVEST ORCHARD TOUR**

**BUDGET HEARING OPENS
AT 2:00 PM**

**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 AT
503-274-5458**

Oregon Sweet Cherry Commission				
July 1, 2019 - June 30, 2020				
	Actual	Approved	Estimated	Proposed
	2017-2018	2018-2019	2018-2019	2019-2020
Beginning Cash Balance	798,291	796,291	802,000	729,902
REVENUE				
Producer Assessments	1,276,250	1,503,000	1,143,215	1,476,000
Other Income	549	20,000	-	-
Interest Income	1,835	10,000	2,087	12,000
TOTAL REVENUE	1,278,634	1,533,000	1,145,302	1,488,000
Available for Fiscal Year	2,074,925	2,329,291	1,947,302	2,217,902
Expenditures	2,074,925	2,418,166	1,217,400	1,873,502
Ending Cash Balance	-	-	-	-
Materials and Services	71,423	144,500	112,274	117,500
Special Payments	1,912,759	2,162,666	1,072,005	1,645,002
Commission Program/ODA	15,742	36,000	33,121	36,000
Emergency Fund	75,000	75,000	-	75,000
TOTAL BUDGETED EXPENSES	2,074,924	2,418,166	1,217,400	1,873,502
Expenditure Detail				
Materials and Services				
Public Relations	8,194	12,000	9,500	10,000
Memberships	150	500	150	500
Materials & Supplies	-	250	-	250
Grower Communications	1,145	3,000	2,000	3,000
In-State Travel, Meals & Lodging	4,735	10,000	6,500	10,000
Out-State Travel, Meals & Lodging	10,090	10,000	1,300	10,000
Insurance and Fidelity Bonds	99	750	151	750
Office Supplies & Expenses	1,395	3,000	500	3,000
Audit and Legal	1,340	5,000	1,173	5,000
Administrative Service Contract	44,275	100,000	91,000	75,000
Total Materials and Services	71,423	144,500	112,274	117,500
Special Payments				
Fresh Fruit Promotion	673,233	810,000	723,276	725,000
Processed Fruit Promotion	-	-	-	-
Production Research	334,440	400,000	348,729	400,000
Reserve Fund	905,086	878,791		505,002
Other	-	15,000		15,000
Total Special Payments	1,912,759	2,162,666	1,072,005	1,645,002
Commission Program/ODA	15,742	36,000	33,121	36,000
Emergency Fund	75,000	75,000	-	75,000
Budget Note on Producer Assessments				
Fresh 50,000 @ \$27.00/ton			1,350,000	
Brined 10,000 @ \$9.00/ton			90,000	
Frozen 2000 @ \$9.00/ton			18,000	
Canned 2000 @ \$9.00/ton			18,000	
Total Assessments			1,476,000	

OSCC Administrator
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Commissioners serve voluntary three year terms. The Director of the Oregon Department of Agriculture makes the appointments. If you are interested you can contact the OSCC office or go to <https://www.oregon.gov/ODA/programs/MarketAccess/PagesOregonCommodityCommissions.aspx>

Commission Members thru June 30, 2019

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Oregon Sweet Cherry Commission

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