



**September Meeting: CIAB Recommends No Restriction**

On September 8<sup>th</sup>, the Cherry Industry Administrative Board met via Zoom/in-person to recommend to the USDA the final restriction percentage for crop year 2022.

At the June meeting the board set a preliminary restriction of 0%, the board estimated the crop at 262.3 million pounds. The actual crop in September was 242.4 million pounds, with a reconfirmation of the Target Carry-Out and Economic Adjustment the final restriction is 0%.

**Estimated and Actual Production**

<b>District</b>	<b>Estimated</b>	<b>Actual</b>	<b>% of Estimate</b>
NW Michigan	118	102.7	87%
WC Michigan	56	54.5	97%
SW Michigan	24	21.4	89%
New York	7.5	9.4	125%
Oregon	1	0.3	28%
Pennsylvania	1.3	1.5	114%
Utah	18	21.8	121%
Washington	25	18.5	74%
Wisconsin	11.5	12.2	106%
<b>TOTAL</b>	<b>262.3</b>	<b>242.4</b>	

**Final OSF Calculation**

U.S. Crop	242.4
+ Carry-In at 6/1	75.0 <sup>1</sup>
<b>+TOTAL SUPPLY</b>	<b>317.4</b>
3-year sales average	208.9 <sup>1</sup>
<b>+Target Carry-Out</b>	<b>100.0</b>
<b>+OPTIMUM SUPPLY</b>	<b>308.9</b>
<b>SURPLUS (Total – Optimum)</b>	<b>8.5</b>
<b>-Market Growth Factor</b>	<b>-20.9</b>
<b>-Economic Adjustment</b>	<b>-15.0</b>
<b>= Adjusted Surplus</b>	<b>-27.4 million</b>
<b>Adjusted Surplus (-27.4 m) /Regulated Tonnage (240.6 m) =Regulation</b>	<b>-11.4%</b>

**Promotion Update by Weber Shandwick**

**Consumer Earned Media Coverage**

Tart cherries earned coverage in several top-tier consumer outlets this past month. Of note, [Eat This, Not That](#), [Well + Good](#) and [CNBC](#). We also want to share a piece from Liz Weiss, a media friendly and dietitian, which appeared in the [online](#) and [print](#) version of Today’s Dietician. The article spotlights tart cherries as a homegrown superfruit and includes a recipe for Tart Cherry, Walnut and Sunflower Seed Snack Cookies. Additionally, [Real Simple](#) and [The Kitchen](#) and [Food & Wine](#) shared tart cherry recipes, including coleslaw with dried tart cherries, a variety of desserts, and a tart cherry cocktail, for consumers to discover and enjoy.

<sup>1</sup> Due to a formula error in the Composite Form 3 spreadsheet for the period ending May 31, 2022, this number has changed from what was presented at the June 21, 2022, Board meeting and included in the July 2022 newsletter.

## Consumer Social Media Effort

We organically posted recipes for [Dark Chocolate and Tart Cherry Trail Mix](#) as well as [Dried Tart Cherry Sweet Snack Mix](#) to Choose Cherries [Instagram](#) and [Facebook](#) pages on August 30<sup>th</sup> to help consumers celebrate National Trail Mix Day while also learning how to incorporate dried tart cherries into their diets.

## B2B Trade Promotion

July marked the last month of the B2B promotion with our partners Prepared Foods, SmartBrief and LinkedIn. Throughout the month, the LinkedIn ads delivered **127K impressions and 8.6K engagements** to ingredient decision makers. Our ads reached professionals at PepsiCo, Kroger, Whole Foods, Nestle and Mars, among many other food manufacturers. The top performing [video](#) and [static](#) ads both highlighted the U.S. grown messaging in the post copy.

## Industry Relations

The team distributed the final eBlast of the year in July, outlining our year-long effort to highlight canned tart cherry pie fill among our consumer audience, including recipe links and photos as well as past examples of how we have incorporated canned pie filling in our promotional efforts this year.

## New Product Innovation

We continue to research and track new tart cherry products emerging on the consumer marketplace as part of our B2B efforts, with 19 new products hitting the market this fiscal year alone. The most recent product to hit the market is [Wahlburgers Flex Blend Beef and Cherries](#), which uses U.S.-grown tart cherries.

## Election of Officers

The CIAB elected the following to serve on the executive committee for the next year.

Curtis Rowley	Chairman
Lee Schrepel	Vice Chairman
Jim Seaquist	Treasurer
Tim Brian	Secretary
Bob Sherman	At-Large Member
Kurt Dowd	At-Large Member

## Representation and Seating of New Members

On August 31, 2022, the CIAB was notified of AMS's approval to seat the following members and alternates at the September meeting.

The following members and alternates will be seated for a 3-year term.

### District 1 – Northern MI, Grower Seat

Robert Sherman, Member  
Ted Sherman, Alternate

### District 2 – Central MI, Grower Seat

David Hackert, Member  
Michael Hackert, Alternate

### District 4 – New York, At-Large Seat

Zachary DeBadts, Member  
Tom Facer, Alternate

The following alternates are filling a vacancy for the remainder of their term.

**District 1 – Northern MI, Handler Seat**

Keith Brian, Smeltzer Orchard Co., LLC

**District 7 – Utah, Grower Seat**

Tami Balzly

**Public**

Lynn McPhee-Ward

A full list of the Board is available on the CIAB website at [www.cherryboard.org](http://www.cherryboard.org) under the Contacts tab, Board Directory PDF.

Thank you Nels Veliquette, Stephanie Ksionzyk, Sean Rowley, and Lynn Fowers for serving on the board and Nels for having served on the executive committee and for having served as chairperson to the OSF subcommittee. Your service to the board may have come to a close but we know your service to the industry will continue. Thank you, Richard Raffaelli, for serving on the executive committee and serving as chairperson to the amendment subcommittee. Finally, thank you to the board members and alternates who continue to serve on the board and committees.

**Board Elections**

The CIAB will begin board elections in November for Utah and Wisconsin because both a grower and handler seat are up for election. The elections for all remaining board seats expiring on June 30, 2023, will begin in January 2023. The following seats are up for election.

**District 1, Northern MI, Handler Seat**

Tim Brian, Smeltzer Orchard Co., LLC, Member  
Keith Brian, Smeltzer Orchard Co., LLC, Alternate

**District 2, Central MI, Handler Seat**

Richard Raffaelli, Peterson Farms, Inc., Member  
Aaron Peterson, Peterson Farms, Inc., Alternate

**District 3, Southern MI, Grower Seat**

Kurt Dowd, Member\*\*  
Bruce Veliquette, Alternate

**District 5, Oregon, At-Large Seat**

Lee Schrepel, Member  
Joseph Walker, Alternate

**District 6, Pennsylvania, At-Large Seat**

Dave Cox, Jr., Member  
Dave Tuckey, Alternate

**District 7, Utah, Grower Seat**

Curtis Rowley, Member  
Tami Balzly, Alternate\*\*

**District 7, Utah, Handler Seat**

Robert McMullin, McMullin Orchards, Inc., Member  
Thad Rowley, Payson Fruit Growers, Alternate

**District 8, Washington, Handler Seat**

Barton Hawkins, Member\*\*  
Michael Rowley, Alternate\*\*

**District 9, Wisconsin, At-Large Seat\***

Jim Seaquist, Member  
Terrance Sorenson, Alternate

\*In crop year 2022 Wisconsin's three-year average production is greater than 10 million pounds. Therefore, per the Code of Federal Regulations (CFR) §930.20 board membership in Wisconsin will increase by one seat. This will change Wisconsin for one at-large seat to one grower and one handler seat.

\*\*Term Limited

*USDA-AMS policy is that the diversity of the board should reflect the diversity of their industries in experience of members, methods of production and distribution, marketing strategies, and other distinguishing factors that will bring different perspectives and ideas to the table. When submitting nominations, the industry must consider the diversity of the population served and the knowledge, skills, and abilities of the members to serve a diverse population.*

## CIAB Contact Information

If you have any questions or concerns, please contact our office via phone or e-mail.

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## Calendar September 2022 – June 2023

### October 2022

**Oct. 1:** Assessments Due

**Oct 3:** Form 4 Handler Reserve Plan and Final Pack report due.

### December 2022

**Dec. 6-8:** Great Lakes Expo, Grand Rapids, MI

**Dec. 12:** Form 3 Sales/Inventory Report due for the period ending Nov. 30

### January 2023

**Jan. 1:** Penalties for payments of late assessments

**Jan. 17-18:** NW MI Orchard and Vineyard Show, Traverse City, MI

**Jan. 31-Feb. 2:** Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA

### February 2023

**Feb. 6-8:** Empire State Producers Expo 2023, Liverpool, NY

### March 2023

**Mar. 10:** Form 3 Sales/Inventory Report due for the period ending Feb. 28

### April 2023

**Apr. 17:** Orchard revised orchard maps and application due

### June 2023

**Jun. 9:** Form 3 Sales/Inventory Report due for the period ending May 31

**Jun. 21:** CIAB Board Meeting, Grand Rapids, MI