



### **A Note from the New CIAB Executive Director Meghan Swain**

I am both honored and excited to take on the role of executive director at the Cherry Industry Administrative Board and to lead such a passionate, dedicated industry of professional growers and processors.

First, I want to thank the executive committee for their faith in my ability to lead this esteemed organization and their overwhelming support in onboarding activities. I am thankful for the full board's support in my appointment as well. As I have transitioned into this position, I also want to thank everyone for the warm welcome including CIAB staff—Heather and Joy, Mollie Woods—my predecessor, and staff at the Cherry Marketing Institute—including CMI's board and the Michigan Cherry Committee members.

My professional experience includes many years of working in non-profit organizations, including the past 10 years successfully leading the Michigan Association for Local Public Health. In this role, I was responsible for all operations and administrative functions of the association and government affairs activities, working with the legislature, governor's office, and many state departments. In addition, I worked closely with many national public health partners.

I recognize I have a lot to learn about the tart cherry industry, and I intend to invest time and attention getting to know the industry and its related components. I look forward to working with all of you, learning from you, and, together, setting a high standard in elevating the industry by improving the economic environment for tart cherry handlers and growers through marketing research and promotion.

I welcome the opportunity to hear from you, whether to share your thoughts and ideas, or simply to say, "Hello."

### **Promotion Update**

To help find new ways to make an impact for the U.S.-grown tart cherry industry and drive the largest volume opportunities, the Weber Shandwick team worked hard on a game plan for this next marketing year with a fraction of their normal operating budget. This year's program was presented and approved at the September 10<sup>th</sup> CIAB Zoom meeting. The plan is to focus and drive demand through the food and beverage manufacturing sector. There is potential to drive high-volume purchase for tart cherries with data trends indicating that consumer purchase of such packaged goods remains strong, even despite the pandemic.

In this year's upcoming fiscal year marketing plan, the Weber Shandwick team has strategically laid out an impactful marketing program that will be executed throughout the year targeting food and beverage manufacturing professionals to inspire more innovative tart cherry products while also providing tools for our marketers to help sell more U.S.-grown cherries.

The plan is centered around leveraging new data to communicate the trendiness of tart cherries to key food and beverage manufacturers in an effort to educate them on the benefits of tart cherries and entice purchase for new or existing product applications. In order to demonstrate to product developers that tart cherries are an on-trend superfruit that offers the health benefits and taste profile that consumers want, the team will develop a data-driven trends report and disseminate the report across channels we know are most influential in reaching the cross-functional product development team.

The new report, which will include new product trends, data showcasing consumer demand for sweet-sour flavors such as tart cherries, quotes from chefs and more, will reach our target audience of food and beverage manufacturers through a webinar to research chefs, targeted social media ads, digital advertising campaigns on platforms we know

these targets frequent, like Food Processing and SmartBrief, and through editor briefings with media contacts at popular trade outlets this target turns to for information.

As we wrap up what has been a difficult fiscal year globally and across the tart cherry industry, we are encouraged by the shift in programming for the 2020/21 fiscal year and look forward to reaching and educating an important audience about the benefits of U.S. Montmorency tart cherries. (At the end of the newsletter please see editorial placements from Bon Appétit and Midwest Living).

## USDA Direct Assistance to Farmers – CFAP 2

On September 18, 2020, the USDA announced additional direct assistance to farmers who have been impacted by the coronavirus.

Cherries were not in the first iteration of the program but are eligible in CFAP 2 under specialty crops. If your operation was impacted by the pandemic since April 2020, you may apply for CFAP 2. A complete list of eligible commodities, payment rates and calculations may be found at <https://www.farmers.gov/cfap>.

Applications are currently being accepted and will be accepted through Dec. 11, 2020.

## September Meeting: CIAB Recommends No Restriction

The Cherry Industry Administration Board met Sept. 10 via Zoom. This is the meeting at which actual production is reviewed and final restriction percentages are recommended to the USDA.

On June 25, the board met and approved a preliminary restriction of 0%. That percentage was based on calculations using estimated crop size, the three-year sales average, and free inventory as of May 31, 2020.

The actual crop for 2020 was approximately 14 million pounds above the estimate. The actual production did not cause the preliminary restriction percentage to increase, therefore, the recommended final restriction for crop year 2020 is 0%.

### Estimated and Actual Production

District	Estimated	Actual	% of Estimate
NW Michigan	33	42.17	128%
WC Michigan	15	21.76	145%
SW Michigan	5	4.39	88%
New York	9	9.86	110%
Oregon	3	3.22	110%
Pennsylvania	1.5	1.72	115%
Utah	32	27.68	87%
Washington	22	20.88	95%
Wisconsin	7	9.71	139%
<b>TOTAL</b>	<b>127.5</b>	<b>141.46</b>	

### Final OSF Calculation

U.S. Crop	<b>141.5</b>
+ Carry-In at 6/1	178.7
<b>+TOTAL SUPPLY</b>	<b>320.2</b>
3-year sales average	224.8
+Target Carry-Out	85.0
<b>+OPTIMUM SUPPLY</b>	<b>309.8</b>
<b>SURPLUS (Total – Optimum)</b>	<b>10.3</b>
-Market Growth Factor	-22.5
-Economic Adjustment	0.0
<b>= Adjusted Surplus</b>	<b>-12 million</b>
<b>Adjusted Surplus (-12 m)</b>	
<b>/Regulated Tonnage (68.1m)</b>	
<b>=Regulation</b>	<b>-18%</b>

## Representation and Seating of New Members

On June 18, 2020, the CIAB was notified of AMS's approval to seat the following new members and alternates at the September meeting.

### District 1 – Northern MI, Handler Seat

Tim Brian, Smeltzer Orchard Co., Member  
John Kroupa, Peninsula Cellars, 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

Becky Gagnier, Member  
Lee Schrepel, Alternate

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

Dave Cox, Jr., Knouse Foods Co-op, Inc, Member  
Dave Tuckey, Knouse Foods, Co-op, Inc. Alternate

### District 7, Utah, Grower Seat

Curtis Rowley, Member  
Sean Rowley, Alternate

### District 7, Utah, (2) Handler Seats

Lynn Fowers, Fowers Fruit Ranch LLC, Member  
Tami Balzly, Fowers Fruit Ranch LLC, Alternate  
Robert McMullin, McMullin Orchards, Inc, Member  
Thad Rowley, Payson Fruit Growers, Alternate

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

## Board Elections

The CIAB will begin board election in January 2021 for the Board seats that expire on June 30, 2021. The following seats will be up for election.

### District 1, Northern MI, Grower Seat

John Gallagher, Member  
Juliette King McAvoy, Alternate

### District 3, Southern MI, Handler Seat

Danielle Brien, Conagra Brands, Member  
Ben Ross, Sill Farms Market, Alternate

*In accordance with USDA policy the nomination of women and minorities, persons with disabilities and small business owners and employees is strongly recommended and encouraged.*

## CIAB Contact Information

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

### Phone:

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## Calendar 2020/2021

### October 2020

**Oct. 1:** Form 4 Handler Reserve Plan and Final Pack report due.

**Oct. 1:** Assessments Due

### December 2020

**Dec. 8-10:** Great Lakes Expo, Virtually at <http://glexpo.com/>

**Dec. 10:** Form 3 Sales/Inventory Report due for the period ending Nov. 30

### January 2021

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

**Jan. 19-20:** NW MI Orchard and Vineyard Show

### February 2021

**Feb. 2-4:** Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA

### March 2021

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

### April 2021

**Apr. 1:** Orchard revised orchard maps and application due

Simple Summer

# Nut Butter Granola Bars

Bound together with honey and nut butter, these just-sweet-enough bars are sturdy enough to throw in a beach bag and substantial enough to power you through till sunset.

Makes 16

- 2 cups raw nuts (such as almonds, walnuts, pistachios, pecans, and/or blanched hazelnuts)
- ½ cup raw pumpkin seeds
- 3 Tbsp. extra-virgin olive oil, plus more for pan
- 2 cups old-fashioned oats, divided
- 1¼ cups dried fruit (such as tart cherries, raisins, currants, dates, apricots, and/or blueberries)
- ¾ cup unsalted or low-salt natural peanut butter
- ½ cup plus 2 Tbsp. honey
- 2 tsp. kosher salt
- 2 tsp. vanilla extract
- 1 large egg white

1. Preheat oven to 350°. Toast nuts and pumpkin seeds on a rimmed baking sheet until golden brown or slightly darkened in color, 10–12 minutes. Transfer to a food processor and let sit until cool enough to handle.

2. Reduce oven temperature to 300°. Lightly oil a 13x9" baking pan and line with parchment paper, leaving overhang on long sides. Lightly oil parchment.

3. Add 1-cup oats to nut mixture in food processor and pulse until nuts are a sandy consistency and no whole oats remain. Transfer to a large bowl.

4. Pulse any dried fruits that are larger than a raisin in food processor (no need to wipe out) until about the size of chocolate chips. Transfer to bowl with nut mixture. Add remaining 1 cup oats and stir to combine, breaking up any fruit that is stuck together. Add remaining 3 Tbsp. oil and stir to coat. Add peanut butter, but don't stir it in; set aside.

5. Bring honey, salt, and vanilla to a boil in a medium saucepan over medium heat (it will bubble up). Reduce heat to medium-low and simmer, stirring occasionally, until it is foaming vigorously and smells like caramel, about 3 minutes.

6. Immediately pour honey mixture over peanut butter in reserved bowl (it will melt the peanut butter). Stir to combine, making sure to aggressively break up any clumps.

7. Using a fork or a small whisk, lightly beat egg white in a small bowl to thin out. Add to oat mixture and mix until egg white is no longer visible.

8. Scrape oat mixture into prepared pan and press firmly into an even layer. (Be sure to really compact the mixture into the pan—it helps to use the bottom of a heavy glass or metal measuring cup.)

9. Bake granola bars until deep golden brown and no longer sticky or wet, 30–35 minutes. Let cool 5 minutes, then lightly score into 16 long rectangles (1 cut lengthwise and 7 cuts crosswise will make bars that are about 6½x1"). Let cool completely in pan, then use parchment to hoist bars out onto a cutting board. Using a sharp chef's knife, cut along marks to separate bars.

**DO AHEAD:** Bars can be made 1 week ahead. Store airtight at room temperature.



PHOTOGRAPH BY EMMA FISHMAN; FOOD STYLING BY SUELL





skillet. Add the sauce and half of the fried onions; toss about 1 minute or until heated through. Transfer to the platter. Top beans with remaining fried onions and chopped parsley. **MAKES 6 SERVINGS.**

**PER SERVING** 596 cal, 58 g fat, 45 mg chol, 134 mg sodium, 18 g carbo, 3 g fiber, 6 g sugars, 4 g pro.

## Angel Food Cake with Strawberries and Elderflower Cream

To echo the floral flavor of the cream, you can garnish the dessert with edible blooms. One choice: the blossoms off your backyard basil. You have to trim them anyway to keep the plant leafing out, and the flavor pairs well with strawberries.

**HANDS ON** 25 MINUTES **TOTAL** 3 HOURS

### CAKE

1 cup cake flour  
¾ cup granulated sugar  
¼ teaspoon salt  
12 egg whites (at room temperature)  
1½ teaspoons cream of tartar  
1 cup powdered sugar  
1½ teaspoons vanilla

### BERRIES

2 tablespoons granulated sugar  
1½ pounds fresh strawberries, hulled and halved or quartered

### CREAM

2 cups heavy cream, well-chilled  
¼ cup powdered sugar  
2 tablespoons elderflower liqueur, such as St-Germain

1. For cake: Preheat oven to 325°. Combine cake flour, ¾ cup granulated sugar and the salt in a food processor. Pulse 10 times.
2. In an extra-large mixing bowl, beat egg whites and cream of tartar with an electric mixer on low speed until foamy, about 1 minute. Increase speed to medium and gradually add 1 cup powdered sugar. Beat just until stiff peaks begin to form, 4 to 5 minutes. Fold in vanilla.
3. Sift about one-fourth of the flour mixture over egg white mixture, gently folding egg whites. Repeat, folding in remaining flour mixture by fourths.
4. Spoon batter into an ungreased 10-inch tube pan. Cut through batter with a butter knife to remove air pockets and spread evenly. Bake until golden and cake springs back when lightly touched, about 40 minutes. Immediately turn upside down on a wire rack. Once cake has cooled completely, run a sharp knife around edges to loosen cake. Remove cake from pan.
5. For berries: In a large bowl, sprinkle 2 tablespoons granulated sugar over strawberries. Let stand 1 hour, gently stirring occasionally.

6. For cream: In an extra-large bowl, beat cream, ¾ cup powdered sugar and the liqueur with an electric mixer on medium speed until soft peaks form.

7. To serve, slice cake and arrange slices on a platter or tear into cubes in individual dessert dishes. Serve topped with berries and cream. **MAKES 8 SERVINGS.**

**PER SERVING** 489 cal, 29 g fat, 88 mg chol, 174 mg sodium, 63 g carbo, 2 g fiber, 48 g sugars, 9 g pro.

## Cherry Brownies à la Mode

When fresh cherries are plentiful, it's fun to poke them in everything—even fudgy brownies. Frozen cherries work too! **HANDS ON** 15 MINUTES **TOTAL** 55 MINUTES

½ cup butter  
1½ cups semisweet chocolate chips  
4 eggs  
1½ cups sugar  
2 teaspoons vanilla  
1¼ cups all-purpose flour  
½ cup unsweetened cocoa powder  
½ teaspoon baking powder  
½ teaspoon salt  
2 cups fresh or frozen pitted tart cherries\*  
1 quart vanilla ice cream  
Traverse City Cherry Sauce (below)

1. Preheat oven to 325°. Grease a 13×9-inch baking pan and line with parchment paper; set aside.
2. In a large heavy saucepan, heat butter and chocolate over low heat, stirring constantly, until melted and smooth; cool slightly.
3. Whisk in eggs, sugar and vanilla. Add flour, cocoa powder, baking powder and salt; stir until combined. Pour batter into prepared baking pan; spread evenly. Arrange cherries evenly over top of batter, gently pressing in.
4. Bake until a wooden toothpick inserted near the center comes out clean, 35 to 40 minutes. Cool slightly. Serve warm brownies topped with ice cream and cherry sauce. **MAKES 16 SERVINGS.**

**\*PREP TIP** If using frozen cherries, measure them frozen and then give them a couple of hours to thaw. Drain the cherries and pat them dry with paper towels before placing on the brownies.

**TRAVERSE CITY CHERRY SAUCE** In a medium saucepan, stir together ½ cup sugar and 1 tablespoon cornstarch; stir in ½ cup Riesling. Add 2 cups fresh or frozen pitted tart cherries. Cook and stir over medium heat until thickened and bubbly. Cook and stir 2 minutes more. Remove from heat. Serve sauce warm or cooled to room temperature. **MWL**

**PER SERVING** 464 cal, 21 g fat, 111 mg chol, 188 mg sodium, 65 g carbo, 3 g fiber, 48 g sugars, 6 g pro.