

The background features abstract, overlapping geometric shapes in various shades of blue, creating a modern and dynamic visual effect.

Michigan Cherries: Production, Marketing Channels, and Related MRL Issues

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Michigan Cherry Production Area



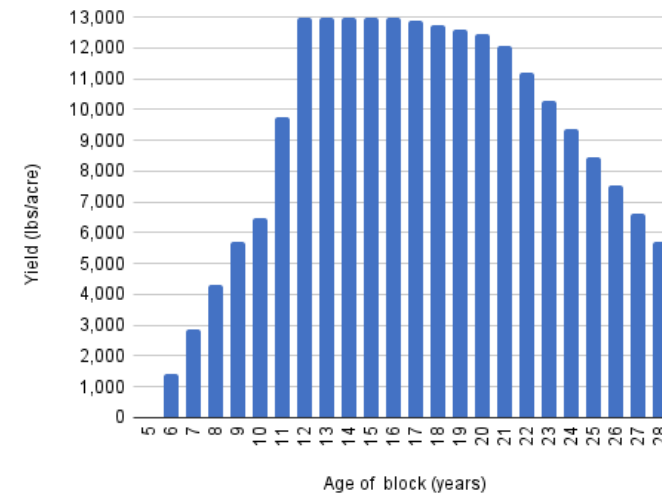
Michigan Sweet Cherry Production

- ▶ About 8% of US sweet production, but the far majority is processor-oriented (darks and lights)
- ▶ Fresh varieties for local/regional consumption: Regina, Pearls, Attica, others
- ▶ MI Fruit Inventory survey conducted this spring, last done in 2018
- ▶ ... Remainder of presentation will focus on tarts



Michigan Tart Cherry Production

- ▶ Michigan has 75% of U.S. tart cherry acreage
- ▶ Bearing age begins after 7 years, trees in ground 28 or 30 years
- ▶ 97% of trees are the Montmorency variety
- ▶ Mechanical harvest, followed by hydrocooling and quick processing/freezing





Michigan Tart Cherry Geographical Indication Project – in process...

- ▶ Focus is on the Montmorency variety
- ▶ History/ reputation for Mont. tart production in Michigan
- ▶ GIs are popular in certain export markets



Products

Consumer-ready:

- Dried
- Ready to drink Juice
- Juice Concentrate

... & Pie fill / water-packed/canned

Intermediate:

- Frozen- IQF, 5+1
- Juice/concentrate

Marketing Channels

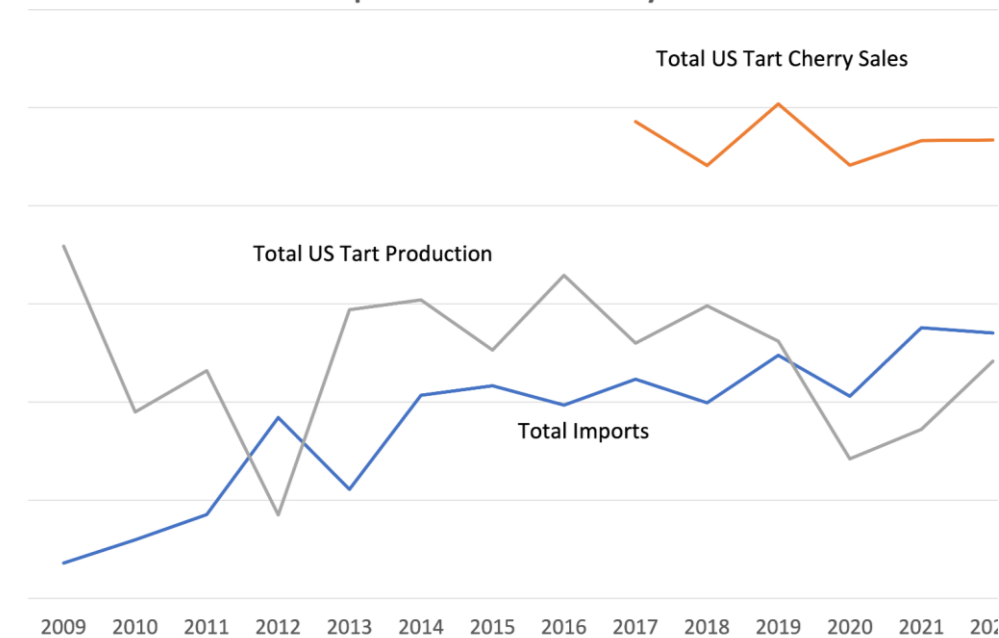
Domestic Market:

- ▶ Retail – health-conscious consumers
 - ▶ Exercise recovery drinks, soda alternatives, dried fruit
- ▶ Intermediate products to make juice mixes, confectionaries
- ▶ Juice concentrate- high level of competition from abroad (Morello variety)



n lbs

Import VS Domestic Cherry



Domestic Marketing

Weber Shandwick is CMI's marketing agent.

**65 Tart Cherry Products Debuted
Over The Past Two Years**

Nearly
75%
Confirmed
U.S.-Grown

Functional Foods/Snacks



Beverages



Indulgent Treats



Alcohol



Export Countries

- ▶ Canada: especially frozen, intermediate
- ▶ South Korea
- ▶ Japan
- ▶ Mexico
- ▶ Australia
- ▶ China



MAP Export Initiatives

for China, South Korea, United Kingdom...

... And making more in-roads with Mexico!

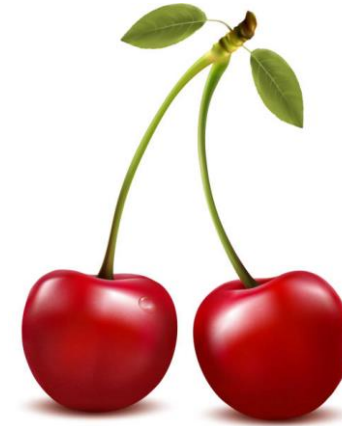
Increased potential for dried as a shelf-ready export product...?

- ▶ Our **Geographical Indication** could be of great interest in France and the EU generally,
- ▶ ... and for consumers worldwide looking for a taste-of-place: a growing trend w/ high income consumers



However... enter MRL issues!

MRL Issues for tart cherries



- ▶ Processor / marketers work to enter and establish a market, takes time to develop...
- ▶ only to have MRLs change overnight!
- ▶ Lately: many changes, seems to be a rapid pace
- ▶ Dampens market development / can lead to pulling out of certain markets

Hydrocooling helps, and processed product many times has no perceptible residue from our testing... But no guarantee, and BIG risk of rejection.

Recent MRL movements: EU



► Phosmet (Imidan)

- MRL dropping to .01 ppm, likely by July 2023!
- BIG issue; high risk to use this needed crop protectant

► Pyriproxyfen (e.g. Esteem)

- Not currently widely used in cherries....
- ... But potentially important tool for the future, as it is effective for **San Jose scale, aphids, leafrollers**

Recent MRL movements: China



- ▶ Recent example: – in a March notification to WTO:
 - ▶ Propiconazole
 - ▶ Isofetamid
 - ▶ Are all set to come in force.
- ▶ ... but shifting food safety/testing protocols/ cold chain measures keep us on edge...

Recent MRL movements: Japan



- ▶ Paraquat (1,1'-Dimethyl-4,4'-bipyridinium dichloride)
 - ▶ Upcoming movement from .05 to .01 ppm
 - ▶ Not universally used, and other options available, but it is used regularly by many growers
 - ▶ Spring use is very unlikely to result in breaking the MRL in the fruit
- ▶ ... However, there is still a risk, especially with later applications!

Recent MRL movements: Taiwan



- ▶ Cyantraniprole (Exirel)
 - ▶ Early in the year, it was reported that there was **no tolerance** for this AI in Taiwan, a growing market. Chilean loads were rejected (FreshPlaza news).
 - ▶ Weeks later, a tolerance was set at 4ppm (note that the US is at 6 ppm)
 - ▶ Able to breath easier... But exporter stress in the middle!
 - ▶ ... HARD to know what to communicate, and when, to exporters / industry!

Adding MRL issues together:



Only a few recent items shown here...
And if you add these together:

- ▶ How does a cherry processor / marketer work effectively with growers on MRLs?
- ▶ Who takes which risks?
- ▶ Which market opportunities are worth pursuing?

MRL issues = Trade Issues



- ▶ Ideally, **harmonization** will occur that includes tolerances which allow us to use our **whole set** of tools
- ▶ However, **stability in rules** is also very important! We can't even try to develop programs to meet different MRL standards if we don't have stability
 - ▶ Shifting rules = too much uncertainty for the potential benefit
 - ▶ IMHO stable rules = **highly valuable for our industry**
- ▶ How to balance **keeping tools** while developing stability?

Thank you all for your work on MRLs.

► ... And for your attention to our industry's issues.

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The logo for Montmorency U.S. Tart Cherries. It features the word "MONTMORENCY" in a bold, sans-serif font, with "MONT" in black and "MORENCY" in red. A thin green line curves around the "O" in "MORENCY". Below this, the words "U.S. TART CHERRIES" are written in a smaller, red, sans-serif font. The entire logo is set against a white rectangular background.

MONTMORENCY
U.S. TART CHERRIES™