

SEPTEMBER MEETING OF THE CIAB-

The CIAB met on Thursday, September 14, 2017 in Rochester, New York. At the meeting new members and alternates were seated, an executive committee was elected and final percentages were recommended to the USDA Secretary.

FINAL CROP:

District	MM LBS			
	Crop	In-Orchard Diversion	TOTAL (Crop + In Orchard Diversion)	Estimate (from June Mtg)
NW MI	120.3	7.7	128.0	130
WC MI	34.4	0.7	35.1	26
SW MI	32.3	1.3	33.6	28
NY	7.0	0.4	7.4	8
OR*	1.1	0	1.1	2
PA*	6.5	0	6.5	5
UT	24.3	0.7	25.0	25
WA	23.6	0.9	24.5	26
WI	9.2	0	9.2	9
TOTAL	258.7	11.7	270.4	259

*Unrestricted

Total production (Crop plus In Orchard Diversion) is 270.4 million lbs. The June estimate for production was 259 million lbs.

SALES:

Three year average sales were reported as 205 million lbs and target carryout remained unchanged from the June meeting at 45 million lbs.

Average sales changed from the June estimate since, per request from USDA, any sales for bonus purchases are excluded from the 3 year sales average (see below). 3 year average sales, as reported in June were 237 million lbs.

Year	MM LBS		
	Sales	USDA Bonus Purchases	Sales Net of USDA Bonus Buys
2016	245	11	234
2015	244	42.7	201.3
2014	223	44.8	178.2
Average	237	32.8	205

RECOMMENDED RESTRICTION:

The Board discussed the current market situation for tart cherries, including the adjustment to three year average sales per USDA request. The Board included an economic adjustment of 33 million lbs for anticipated sales over the coming year, making the final recommended regulation 31%, or 78 million pounds. The restriction increased from the June preliminary number since the crop size was larger than estimated (see table of crop size and restriction information to left)

HISTORICAL PRODUCTION, NY and UT:

The Board reviewed historical production for all districts. Of special note is the three year average production which determines representation on the Board.

District	MM LBS			
	2015	2016	2017	3 Yr Avg
NW Michigan	87.80	135.65	120.30	114.58
WC Michigan	36.35	66.04	34.40	45.60
SW Michigan	32.54	21.60	32.30	28.81
New York	10.24	7.50	7.00	8.25
Oregon*	1.86	4.51	1.10	2.49
Pennsylvania*	6.89	0.72	6.50	4.70
Utah	40.27	43.18	24.30	35.92
Washington	24.94	22.71	23.60	23.75
Wisconsin	8.67	13.04	9.20	10.30
TOTAL	249.56	314.95	258.70	274.40

NY has fallen below 10 mm lbs for average production in the previous crop year. Members and alternates from NY voted unanimously to recommend that the USDA Secretary name Mr. Tom Facer as the Member and Mr. Daniel Sievert as the Alternate for NY.

For the current 3 year average, Utah fell below 40 million lbs of production and so, like NY, will need to adjust its representation (prior to the beginning of the nomination process in January 2018).

USDA SALES:

Late in August the CIAB and CMI were notified that USDA would not be purchasing any more tart cherries through Section 32 or “bonus” buys for the fiscal year (ended September 30, 2017).

USDA representatives encouraged the industry to report back on its’ marketing efforts, specifically on what the tart cherry industry has been doing to support increased sales of tart cherries. Officials with the Agricultural Marketing Service at USDA also encouraged industry representatives and processors to highlight their new products in an effort to drive sales through USDA entitlement or “school lunch” buying.

CIAB and CMI staff are working to develop a more complete picture of industry wide marketing efforts, focusing on every aspect of marketing to date, including industry public relations marketing, marketing to schools for entitlement purchases and marketing for export. The U.S. tart cherry industry has worked hard to develop a marketing program that encompasses the many channels through which tart cherries are sold. A document outlining these efforts will be share with USDA within the next few months.

REPRESENTATION AND SEATING OF NEW MEMBERS:

On August 25, 2017 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

Allen D. Steimel, Member
Glenn F. LaCross, Alternate

District 2- Central MI, Handler Seat

David Hackert, Member
Roy Hackert, Alternate

District 3, Southern MI, Grower Seat

Kurt B. Dowd, Member
Mark Schilling, Alternate

District 5, Oregon, At- Large

Lee Schrepel, Member
Becky Gagnier, Alternate

District 6, Pennsylvania, At-Large

John K. Lott, Member
Dave Cox, Jr., Alternate

District 7, Utah

Grower-

Robert McMullin, Member
Raymond C. Rowley, Alternate

Handler-

Lynn J. Fowers, Member
Tami Balzly, Alternate

District 8, Washington, Grower

Barton Hawkins, Member
Michael J. Rowley, Alternate

District 9, Wisconsin, At-Large

Terrance R. Sorenson, Member
James R. Seaquist, Alternate

EXECUTIVE COMMITTEE:

The CIAB elected the following members to serve on as the Executive Committee for this year:

Don Gregory	Chairman
Todd Fox	Vice Chairman
Steve Packer	Secretary
Bryce Dorsing	Treasurer
Kenyon Farley	At-Large
Rich DeRuiter	At-Large

CIAB CONTACT INFORMATION:

As a reminder you are welcome to call our office or reach out to us by email, fax or regular mail!

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Our Website:

www.cherryboard.org

Calendar of Events through October 2017-

April 2018

Oct. 24	AMS Commodity Procurement Expo, Washington, DC
Dec. 1	Export and Mkt expansion activity supporting documents due (period July 1-Sept 30)
Dec. 5-7	Great Lakes Expo, Grand Rapids, MI
Dec. 11	Form #3 Sales/Inventory Report due (period July 1 –Nov 30)
Jan. 1	Penalties for late payment of assessments
Jan. 16-17	NW MI Orchard and Vineyard Show, Acme, MI
Jan. 16-18	Empire State Producers Expo, Syracuse, NY
Jan. 17-19	Utah Horticultural Meeting
Jan.30-Feb. 1	Mid-Atlantic Fruit and Vegetable Convention, Hershey, PA
Mar. 1	Export and Mkt Expansion activity supporting documents due (period Oct 1-Dec 31)
Mar. 9	Form #3 Sales/Inventory Report due (period Dec 1-Feb 28)
Apr. 17	Grower revised Orchard Maps and Applications due