

Cherry Industry Administrative Board

Weekly Raw Product Report

Week 4

| Weekly Raw Product Report for Week 4 ending July 30, 2011 (Millions of pounds) | | | | | | |
|--|------------|------------|------------|--------------|--------------|---------------|
| DIST. | Processed | | Divert | YTD Total | 2011 Est. | 2010 Total |
| | Wk 4 | YTD | | | | |
| NW MI | 39.3 | 64.8 | 0.0 | 64.8 | 135.0 | 65.3 |
| WC MI | 8.6 | 47.2 | 0.0 | 47.2 | 55.0 | 57.2 |
| SW MI | 0.7 | 16.0 | 0.4 | 16.4 | 20.0 | 11.9 |
| NY | 1.2 | 5.4 | 0.0 | 5.4 | 6.5 | 7.5 |
| OR | 0.1 | 0.1 | 0.0 | 0.1 | 1.7 | 1.2 |
| PA | 0.0 | 3.1 | 0.0 | 3.1 | 3.2 | 2.2 |
| UT | 4.4 | 4.4 | 0.0 | 4.4 | 24.0 | 22.8 |
| WA | 6.4 | 9.2 | 0.0 | 9.2 | 12.0 | 15.4 |
| WI | <u>2.2</u> | <u>2.5</u> | <u>0.0</u> | <u>2.5</u> | <u>8.7</u> | <u>5.5</u> |
| Total | 62.8 | 152.7 | 0.4 | 153.0 | 266.1 | 189 |

NW MI processed a lot of tonnage for the week. Reports are that the cherries have held up very well - color, quality and brix levels are all good. It is expected that Wk 5's production will be smaller than Wk 4. Harvest for Monts might be done in Wk 5 with Balatons continuing awhile after that.

WC MI is almost complete with some Balatons still to be harvested. SW MI is finished although there might be some adjustments.

NY is off substantially from its estimate, but the fruit was quite nice.

UT reports very high quality cherries. They are not sure yet how actuals will compare to estimates, but growers are confident that they will reach estimates or maybe a bit better.

WA has had quality cherries and will pick to est. or better.