

Cherry Industry Administrative Board

Weekly Raw Product Report

Week 2

Weekly Raw Product Report for Week 2 ending July 10, 2010 (Millions of pounds)						
DIST.	Processed		Divert	YTD Total	2010 Est.	2009 Total
	Wk 2	YTD				
NW MI	21.8	23.8	0.02	23.8	72.5	185.3
WC MI	23.6	32.5	0.08	32.6	53.0	62.9
SW MI	1.3	10.0	1.76	11.7	14.5	16.5
NY	2.1	2.1	0.00	2.1	6.7	10.5
OR	0.0	0.0	0.00	0.0	2.0	2.7
PA	0.0	2.2	0.00	2.2	2.3	3.7
UT	0.0	0.0	0.00	0.0	24.0	45.9
WA	0.0	0.0	0.00	0.0	16.0	16.7
WI	<u>0.7</u>	<u>0.7</u>	<u>0.00</u>	<u>0.7</u>	<u>4.3</u>	<u>10.7</u>
Total	49.5	71.2	1.85	73.1	195.3	355

Harvest 2010: The harvest continues to move quite quickly in the mid-West. PA is done; SW MI is ending harvest; WC and NW MI are in the thick of harvest; NY and WI are underway. The western states have not yet started.

SW MI - Mother nature was not kind to the quality of the crop this year. YTD = 81% of est. Additional diversions possible.

WC MI - Wk 2 = 45% of est; YTD = 61.5% of est. Quality of cherries varies with location and exposure to wind and weather. It is anticipated that area will be close to estimate.

NW MI - Wk 2 = 30% of est; YTD = 33% of est. Quality in NW MI varies with site location. Fruit is getting soft. Many on Leelanau Penin. are picking light of estimates. Old Mission Penin. seems to have strongest harvest-to-estimate results. Eastern portion of NW MI also seems lighter than expected.