

Cherry Industry Administrative Board

Weekly Raw Product Report

Week 3

Weekly Raw Product Report for Week 3 ending July 17, 2010 (Millions of pounds)						
DIST.	Processed		Divert	YTD Total	2010 Est.	2009 Total
	Wk 3	YTD				
NW MI	31.5	55.3	0.29	55.6	72.5	185.3
WC MI	17.9	50.5	0.21	50.7	53.0	62.9
SW MI	0.0	10.0	1.87	11.9	14.5	16.5
NY	4.0	6.1	0.00	6.1	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	2.9	2.9	0.00	2.9	16.0	16.7
WI	<u>2.0</u>	<u>2.7</u>	<u>0.00</u>	<u>2.7</u>	<u>4.3</u>	<u>10.7</u>
Total	58.4	129.7	2.36	132.0	195.3	355

Harvest 2010: PA is done; SW MI is finished with processing; NW MI is in the thick of harvest; NY, OR, WA and WI are underway. UT not yet harvesting

SW MI - YTD = 82% of est. Additional diversions possible.

WC MI - YTD = 96% of est. Orchard div. ongoing.

NW MI - Wk 3 = 43% of est; YTD = 77% of est. Week 3 should be biggest week of harvest. NW MI is flirting with its regulation threshold; it is unclear how much more will be received. Orchard diversions also underway. Soft fruit continues to be an issue.

OR - Harvest has begun. Fruit “gorgeous”; weather ideal.

WA - Harvest has begun, but very light so far. Earlier winds might impact quality.

WI - Picking in earnest. Likely to reach estimate.