The 2017 Domestic cherry crop was very different from 2016:

	2016 Crop	2017 Crop
Crop Timing:	• Harvest was early for both California and the Northwest. • WA shipped record volume of over 12M boxes in June. • No supply gap leading into the July 4th holiday. • Shipments slowed in Wk 25 and ended completely in Wk 28.	• Harvest was back to “normal” for both California and the Northwest. • Delayed NW timing resulted in a slower build going into July. • Shipments continued all the way into Wk 32.
Crop Volume:	• California had a small harvest of 4.7 M Boxes. • Northwest had a very large harvest of 21 M Boxes.	• California produced a record crop of 8.7 Million boxes. • Northwest shipped a record crop of 26.4 Million boxes.
Crop Quality:	• California crop was small with decent quality. • Northwest crop had large fruit with exceptional eating quality.	• California had a “heirloom” crop of very high quality. • Northwest struggled with quality throughout the season. Limited rain delivered clean fruit with bright green stems - but pressures were challenging and the flavor profile was mild.
Summary:	**The early & compressed harvest season coupled with outstanding quality in the Northwest kept consumer demand, FOB and Retail prices high.**	**The combination of heavy volume with inconsistent quality resulted in a long deflationary selling season at retail.**

2017 Domestic Cherry Season Headlines:

CHELAN FRESH

TOTAL US MARKET

Volume (lbs.)	% Inc.	Sales ($'s)	% Inc.	Avg. Price/Lb.	+/- LY
322,294,241	**+24.4%**	**$938,164,804**	**+14.1%**	**$2.91**	**(-$.26)**

- Total US Cherry volume was up +24.4% (+63.3 M lbs.) over the same time period LY.
- Total US Dollar sales were up +14.1% ($116 Million).
- US Composite retail pricing (all varieties and pack types) was -$.26/lb. below last year = 8.5% deflation.

Variety	US Lbs.	YOY Chg.	% Chg.	US Dollars	YOY Chg.	% Chg.	Avg. Price/Lb.	YOY Chg.
Dark Sweet	306,643,948	59,143,642	23.9%	$863,001,465	$97,404,454	12.7%	$2.81	($0.28)
Rainier	14,724,191	3,722,244	33.8%	$70,741,311	$16,835,274	31.2%	$4.80	($0.10)
Skylar Rae	364,220	163,224	81.2%	$1,146,953	$208,014	22.2%	$3.15	($1.52)
Orondo Ruby	360,221	212,726	144.2%	$2,134,022	$1,307,943	158.3%	$5.92	$0.32
Sonnet	201,660	67,640	50.5%	$1,141,054	$489,566	75.1%	$5.66	$0.80
Grand Total	**322,294,241**	**63,286,164**	**24.4%**	**$938,164,806**	**$116,107,034**	**14.1%**	**$2.91**	**($0.26)**

- Dark Sweet Cherries deliver 95% of category volume and 92% of sales dollars. Tonnage was +24% vs. Sales +12.7% due to -18.1% retail deflation vs. LY.
- Rainier Cherries (4.5% of category) were +34% in lbs. and 31% in dollars.
- "Specialty" Cherry varieties only make up .5% of category sales today, but they are growing.
- Orondo Ruby had the largest YOY increase (+213k lbs.) and delivers the highest retail price/lb. in the category at $5.92. Leverage this cherry to generate excitement in the cherry category and drive topline sales.

These are just a few of the 2017 Domestic Season performance headlines, if you would like to review results in your markets or dig a little deeper into package sizes, Organic Cherries, etc. Please let your Sales Account manager know, our Category Management team would love to work with you.

Nielsen Perishable Group: FreshFacts Data (4/17/17-9/16/17)

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