



# Northwest Cherry Guide



**Reds – (Bing, Lapin, Skeena, Sweetheart):**  
 Deep red to burgundy cherries with sweet, rich flavour.

**White – Rainier (NEW):**  
 Skin of gold with a pink-red blush. High sugar, so bruise easily – so HANDLE WITH EXTRA CARE

## Availability

Timing	June			July			Aug		
<b>Reds</b>									
Bing			█						
Lapin				█					
Skeena					█				
Sweetheart						█			
<b>White</b>									
Rainier				█					

## Frequently Asked Questions

**Why do we import cherries?**  
 Cherries are imported because they are unavailable locally in winter. They can be imported because it is summer in the USA (Northern hemisphere).

**How do imported cherries affect our local growers?**  
 Our cherry growers see a benefit in having USA cherries available to your customers. It means that cherries are available for more of the year, making them a regular purchase item rather than a speciality. Our local growers also export their own cherries to the USA and Asia during our summer.

**Are imported cherries fresh if they come all the way from the USA?**  
 The cherries have usually only been off the tree for about 4 days.

**What are some simple uses for cherries?**  
 In addition to being a great fresh winter snack, US cherries are ideal in desserts and tarts. Freeze them and use them later in any number of recipes.



# Retail Tips

## 1. promote for profit

### Merchandise to increase profits

Northwest Cherries are mainly an impulse item. This makes merchandising very important.

Even though the Northwest Cherry season lasts only about 8 weeks, these cherries can actually outsell other produce items that are available year-round.

## 2. handle with care



### Display your Northwest Cherries in their cartons.

Tip: A display doesn't have to be mounded to look BIG! Use false-bottom boxes to avoid crushing fruit!



### Refrigerate your supplies overnight.

The cooler they are the longer they'll last



### Keep cherries dry.

Cherries absorb water and will soften if sprinkled.



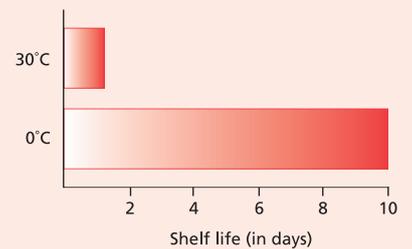
### Train check-out staff to place cherries at the top of the grocery bag to prevent bruising.

Satisfied customers will return to buy again and again!

## 3. keep cherries cold

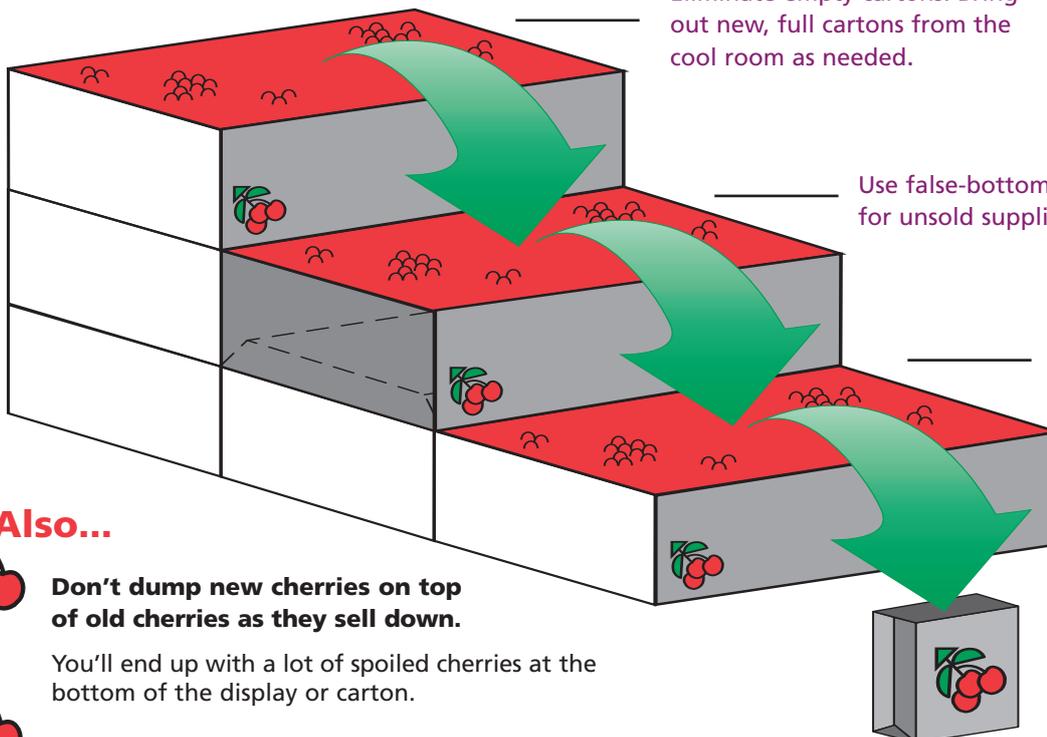
### The higher the temperature ...the shorter the life.

Cherries lose more quality in 1 hour at 20°C than in 24 hours at 0°C.



Keep reserve stocks in your coldest cool room.

## 4. rotate for sales



Eliminate empty cartons. Bring out new, full cartons from the cool room as needed.

Use false-bottom cartons for unsold supplies.

As cherries sell down, combine remaining cherries together and display within easiest reach of the customer.

### Also...



### Don't dump new cherries on top of old cherries as they sell down.

You'll end up with a lot of spoiled cherries at the bottom of the display or carton.



### Don't dump sold-down cherries over new cartons of fruit.

Older cherries may not look as good as they should, and customers may pass by the entire display.