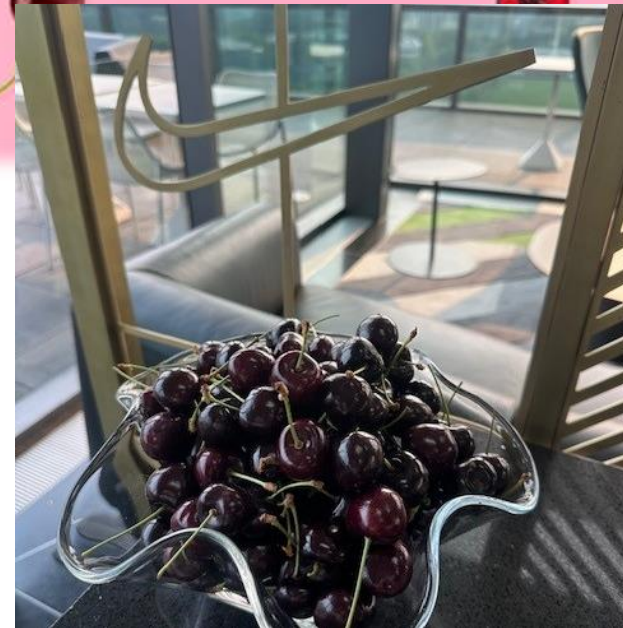




OSCC MEETING



October 6, 2026





Positives

- **Strong, Dedicated Team:** From accounting and Good Fruit Grower to our domestic and international marketing teams and representatives, our staff worked hard and stayed focused on serving growers throughout the season.
- **Strong Fruit Quality:** Quality was excellent for much of the season, with many varieties delivering **strong packouts, size and eating quality**, despite some challenges along the way.
- **Unified Industry Launch:** The industry came together around a clear message that **Northwest Cherry season had arrived**, helping create excitement and urgency at the start of the crop.
- **Strong Media Coverage:** Northwest Cherries generated significant **domestic and international media attention**, extending our message well beyond our paid marketing efforts.
- **Growing Social Presence:** Strong engagement across multiple social channels helped us reach consumers, retailers and industry partners throughout the season.
- **Retailer Relationships:** Retailers continue to value Northwest Cherries as a resource, from **crop updates and timing information to promotional ideas and creative marketing support**.
- **Innovative Promotions.** We continue to adjust to what we feel, and what our retailers feel are more effective ways to promote. Circulars, online, videos and more. **It is not one size fits all.**
- **Health Message Is Resonating**
- **Cherries Matter at Retail:** They are a top 6 or 7 produce item for retailers during the summer months



Challenges

- **The Start of the Season:** Managing early volume, promotions, pricing, retailer expectations and margins remains one of our biggest challenges.
- **Moving the June Crop:** While the industry talked about a “short” season, June volume was significant and the largest since 2018. This was one of only **four seasons in the past 10 years with 10+ million boxes shipped in June**, requiring the industry to move **more than 300,000 boxes per day**. We shared this message in our industry newsletters.
- **Fewer Early-Season Gaps:** New varieties, including the **Pearl series and Coral Champagne**, are ramping up quickly, creating more volume earlier in the season and reducing the traditional early-season gap.
- Despite a shorter California crop and reports of an early finish, California cherries continued shipping into **mid-June**, adding competition during an important period for Northwest volume. They were in Yakima until June 15th.
- **Broader Produce Disruptions:** The **cyclospora outbreak in late July** had a major impact on fresh greens, restaurants and the broader fresh produce industry, creating additional disruption during our season.
- **Increasing Global Competition:** Worldwide cherry production has grown nearly **38% since 2020/21**, increasing competition for consumers and markets and making differentiation through **quality, size, health benefits and marketing** more important than ever.

In France this summer: Cherry Times Magazine: **“We can’t store them”: 2,000 French producers urge consumers to eat the cherries.** It ran in June 2026 during the peak of the French cherry crop. Growers were facing a concentrated harvest, limited demand, high production costs.



Challenges

- Washington ranked dead last in all 50 states in farm profitability and net operator returns in 2024. However Preliminary 2025 USDA figures show improvement, with Washington 28th in net farm income and Oregon 24th
- **Rising cost of farming** – Labor, fuel, fertilizer, chemicals, equipment and other inputs continue to put pressure on grower margins across the Pacific Northwest. Washington and Oregon are both among the higher-cost agricultural labor states, particularly for labor-intensive specialty crops.
- **Increasing regulatory requirements** – Growers in both states operate in a complex regulatory environment involving labor, environmental, food safety and other requirements.
- **Family farm sustainability** – Rising costs and inconsistent returns make it increasingly difficult to maintain and transition family farms to the next generation.
- **Transportation & Distance to Market** – *This past season, some East Coast trucks approached \$16,000, roughly double the previous year's cost. At times, it could cost as much or more to ship fruit across the U.S. as it did to ship it internationally.*

Targeting sustainability and marketing NW Cherries in the NW

- Sustainability: Our sustainability award generated multiple entries, and participation was strong enough to create an additional award category.
- 2027 Northwest Cherry Bingo: Celebrate and recognize retailers as they make the switch to Northwest Cherries, helping create excitement around the start of our season.

Thank You



— for making the switch to —
Northwest Cherries!

Supporting Northwest Cherries
means fresher fruit, local growers
and a stronger, healthier region.



GOOD FOR TODAY.
BRIGHTER TOMORROW.

Northwest Grown. Naturally Better.™



***Northwest Cherry 'switch'
recognition.***

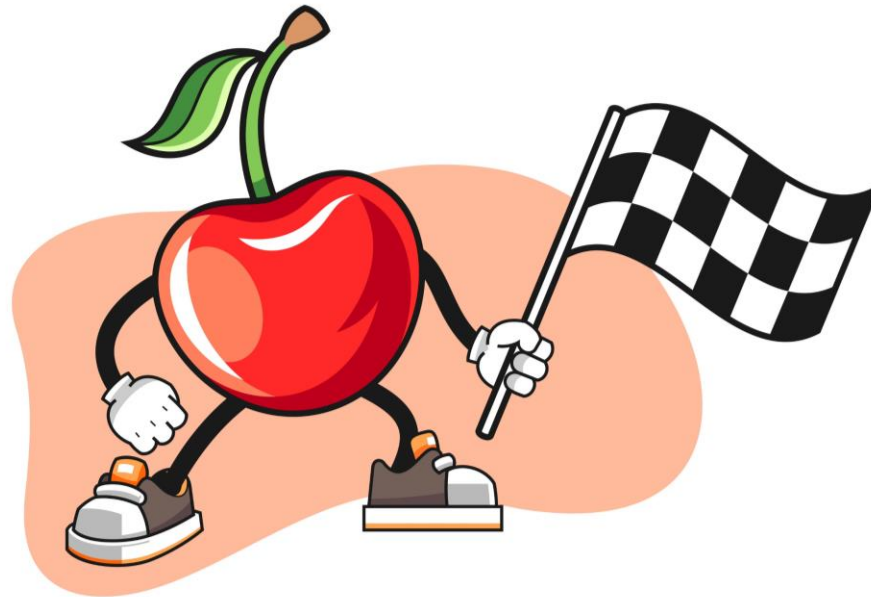
***In 2027 we will celebrate
NW retailers as they
switch to Northwest
Cherries.***



2026 SEASON TOTAL

18.2 million 20lb boxes.

1.2 million 15lb Rainiers – smallest crop since 2022





2026 CA CROP

- Season total: 5.6 million (18 lb. equiv.)
- Their five-year average is 7.44 million boxes.
- 2026 California Cherries were seen at retailers into mid-June.

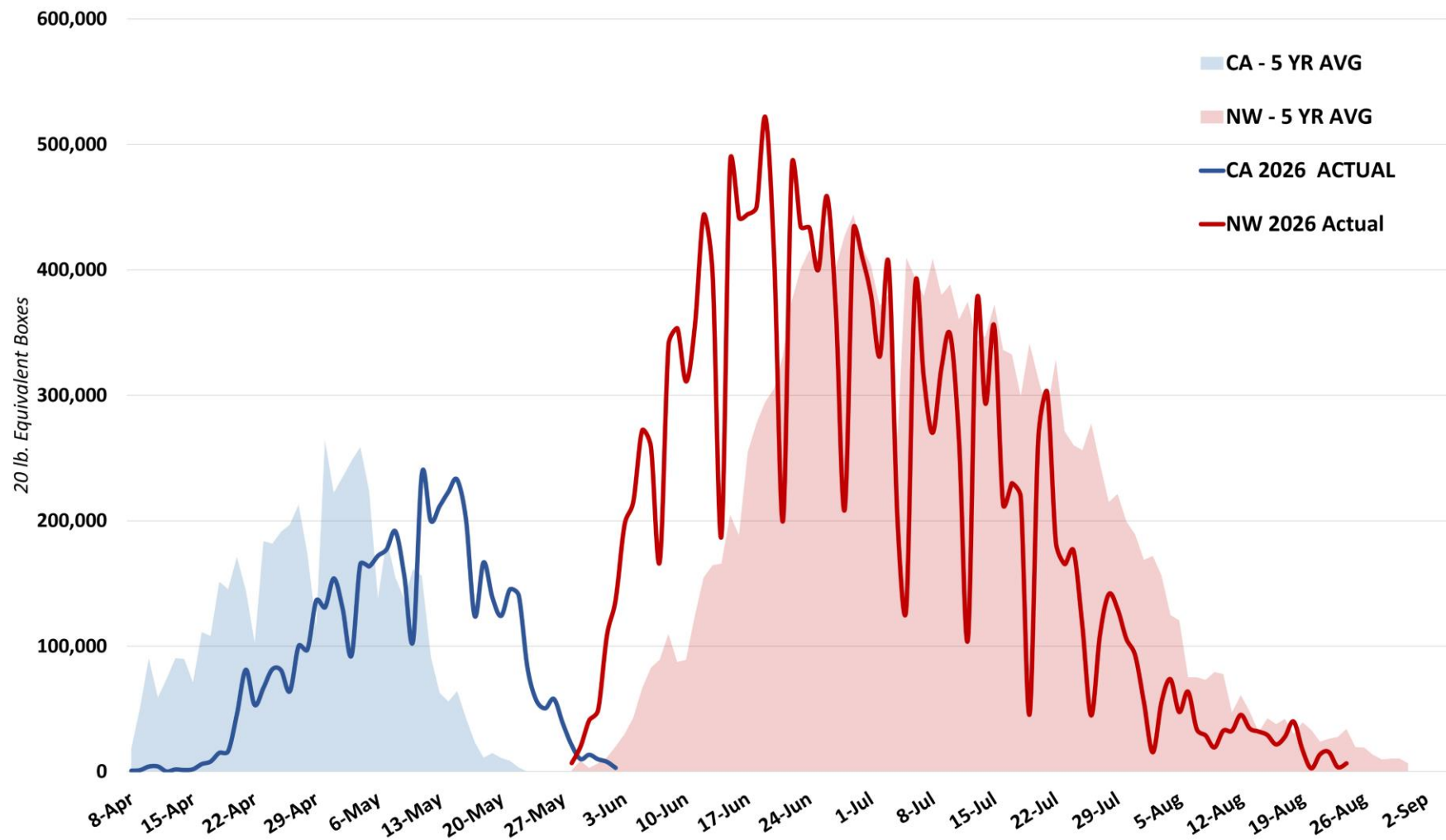


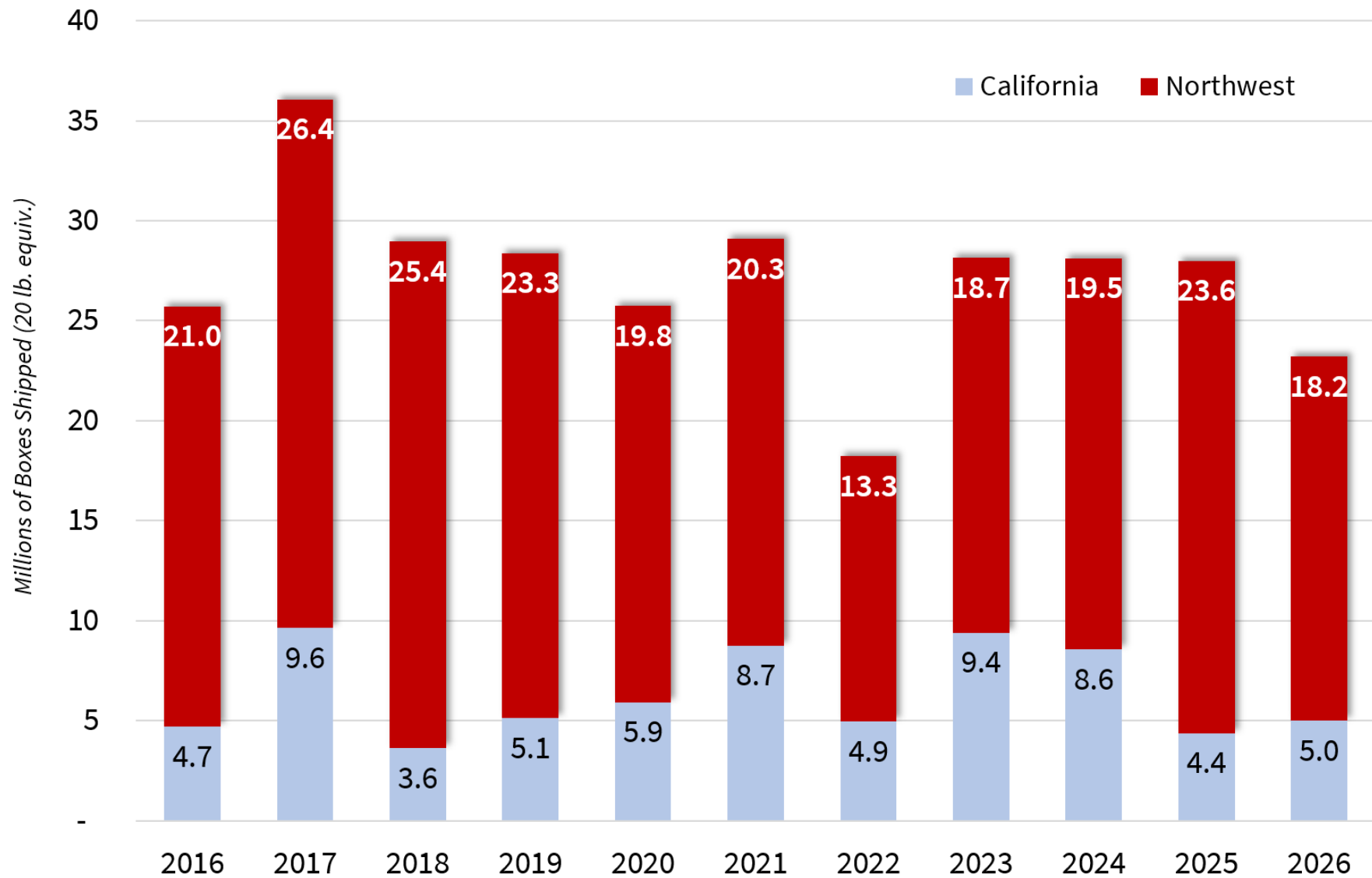


Northwest
Cherries



CA & NW OVERLAP

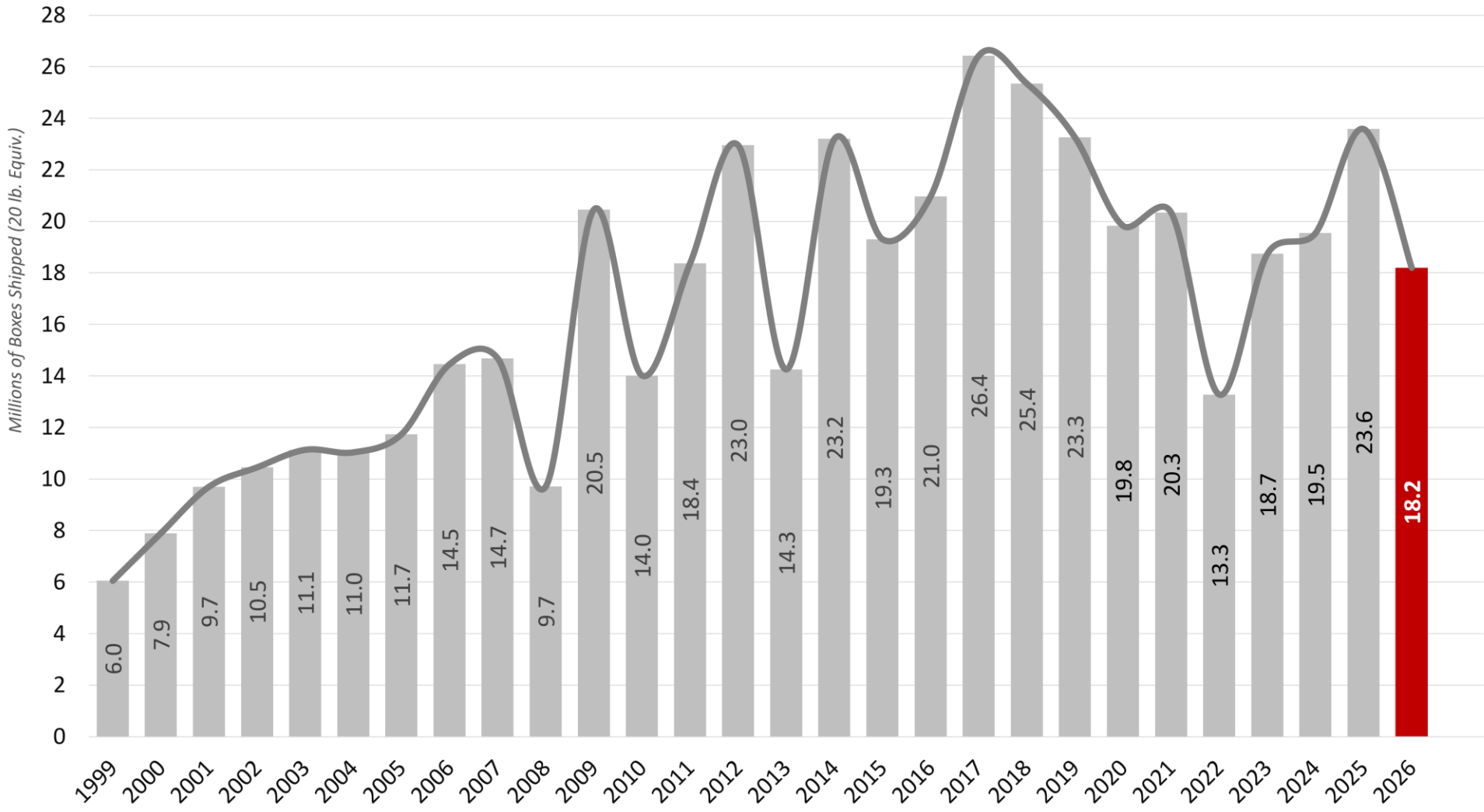




**PACIFIC
COAST
SEASON
TOTALS**

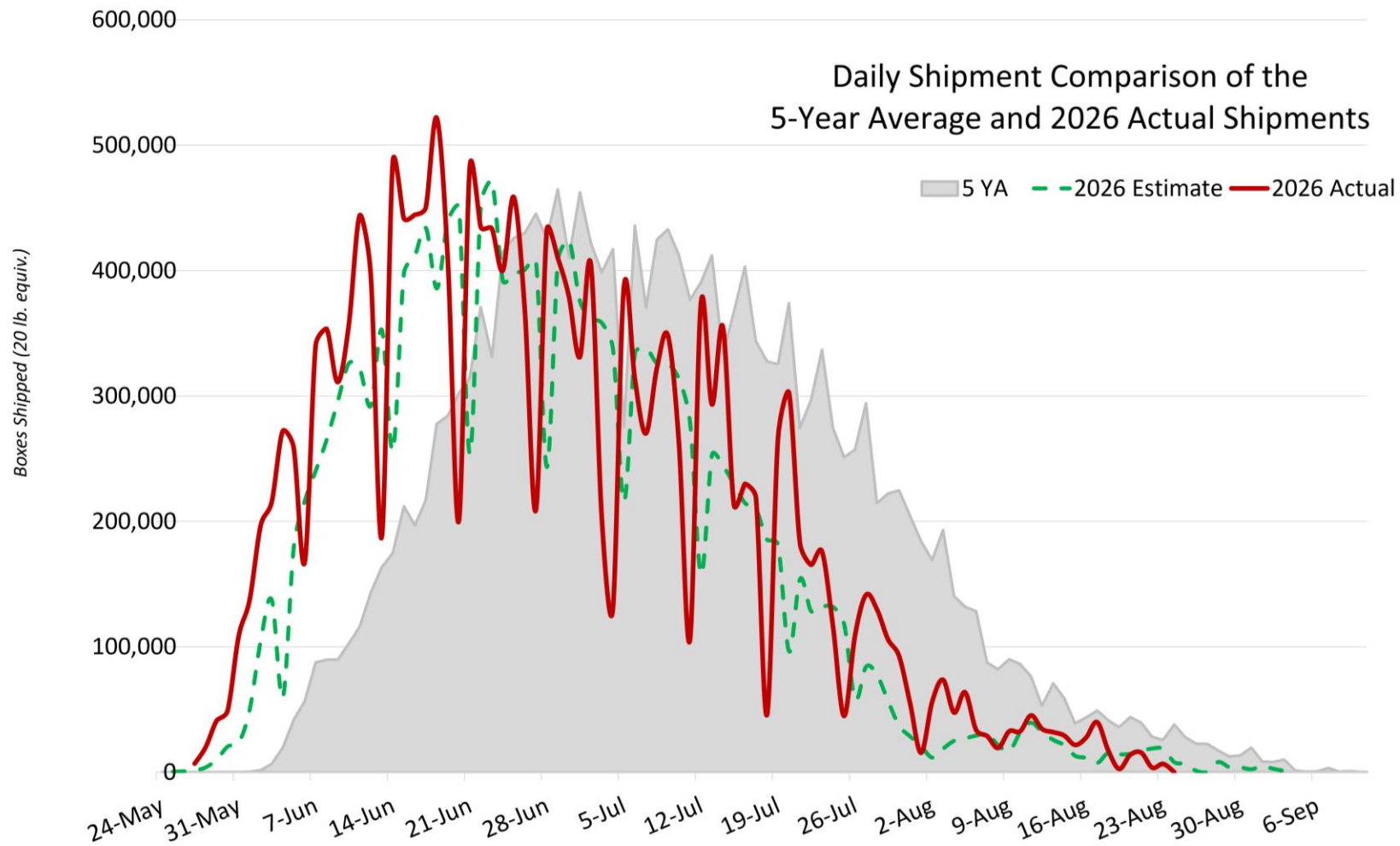


NORTHWEST HISTORICAL SEASON TOTALS





NORTHWEST SEASON CROP CURVE, ESTIMATE, AND FIVE-YEAR AVERAGE



Estimate= 19.2

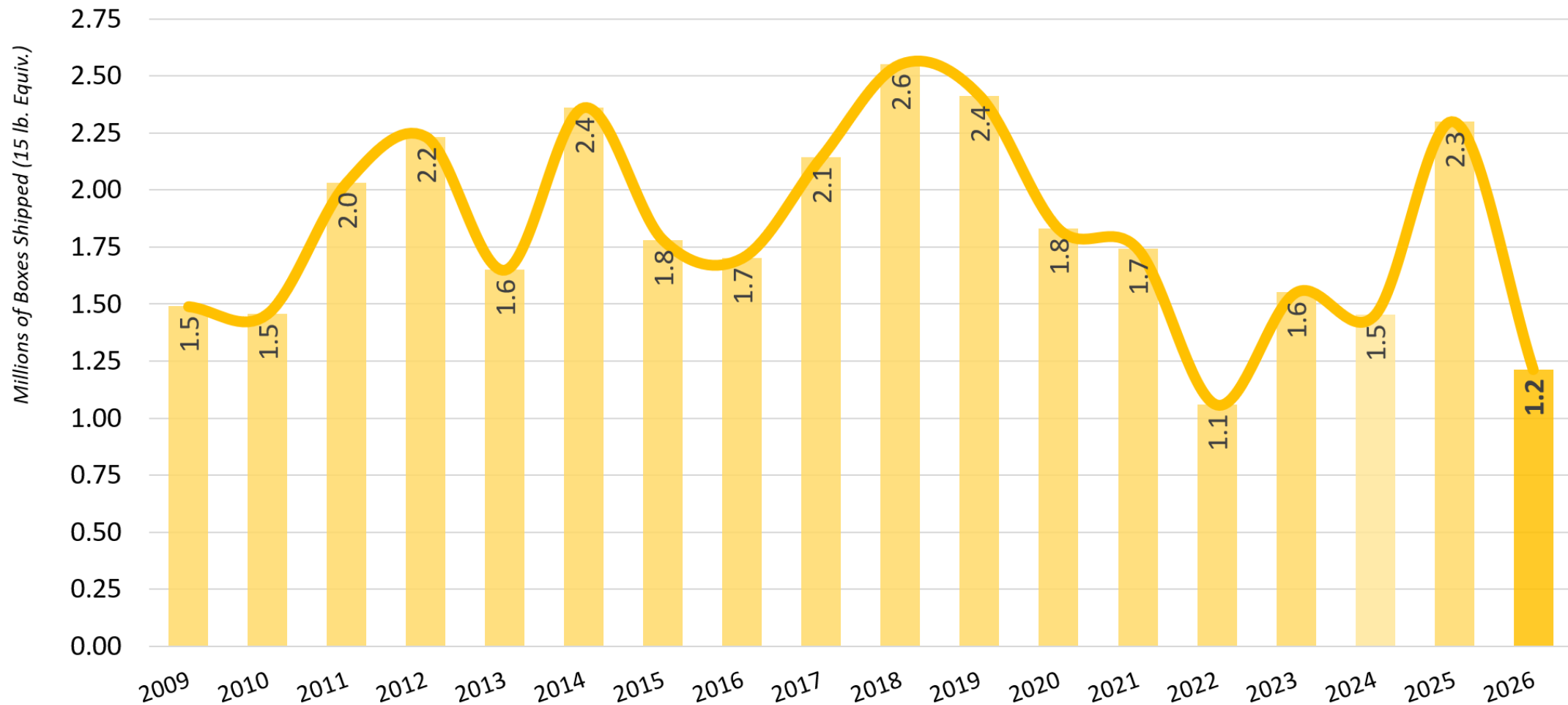
Actual= 18.2



Northwest
Cherries



NORTHWEST HISTORICAL RAINIER SEASON TOTALS

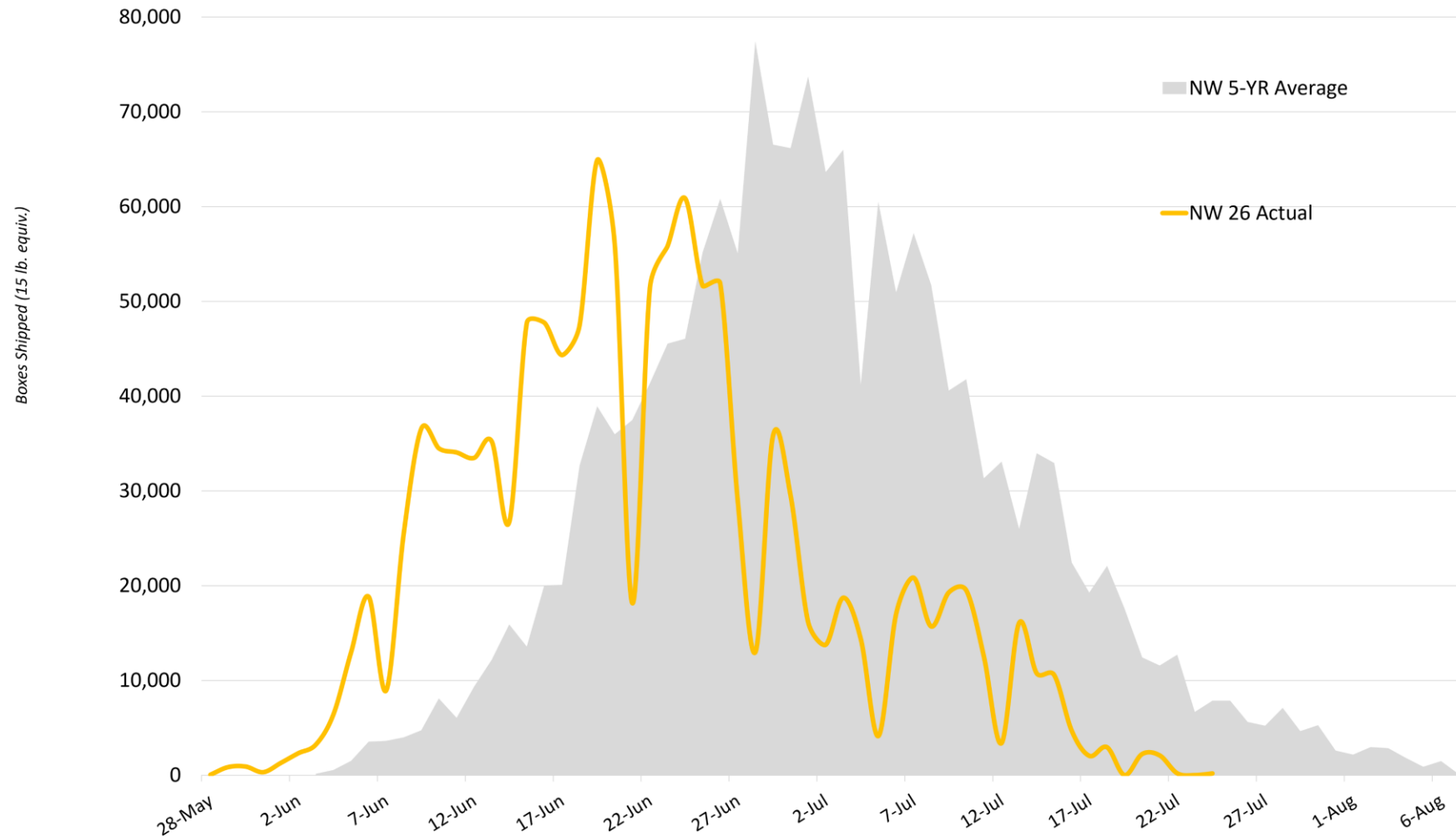




Northwest
Cherries

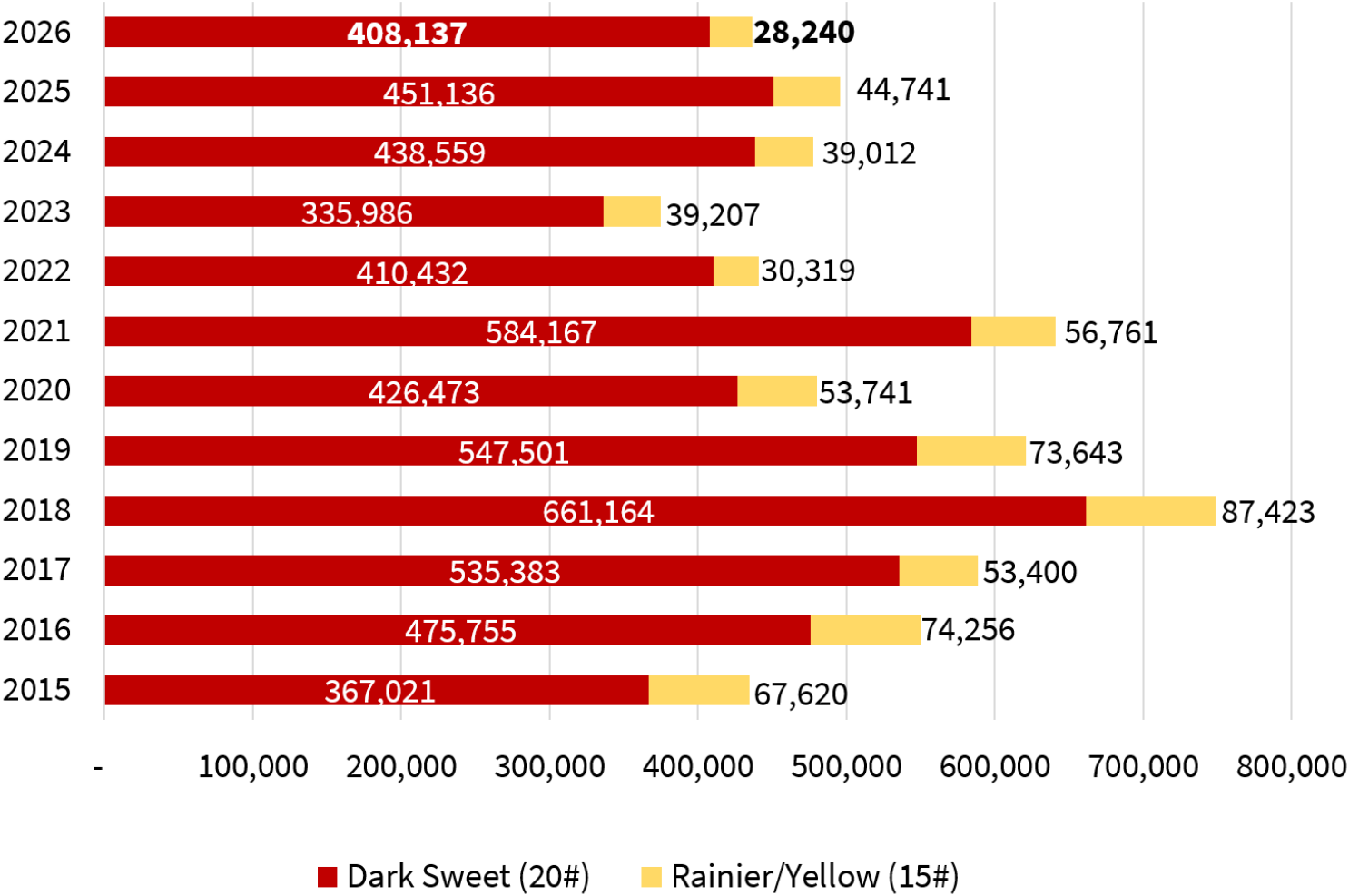


NORTHWEST RAINIER CROP CURVE





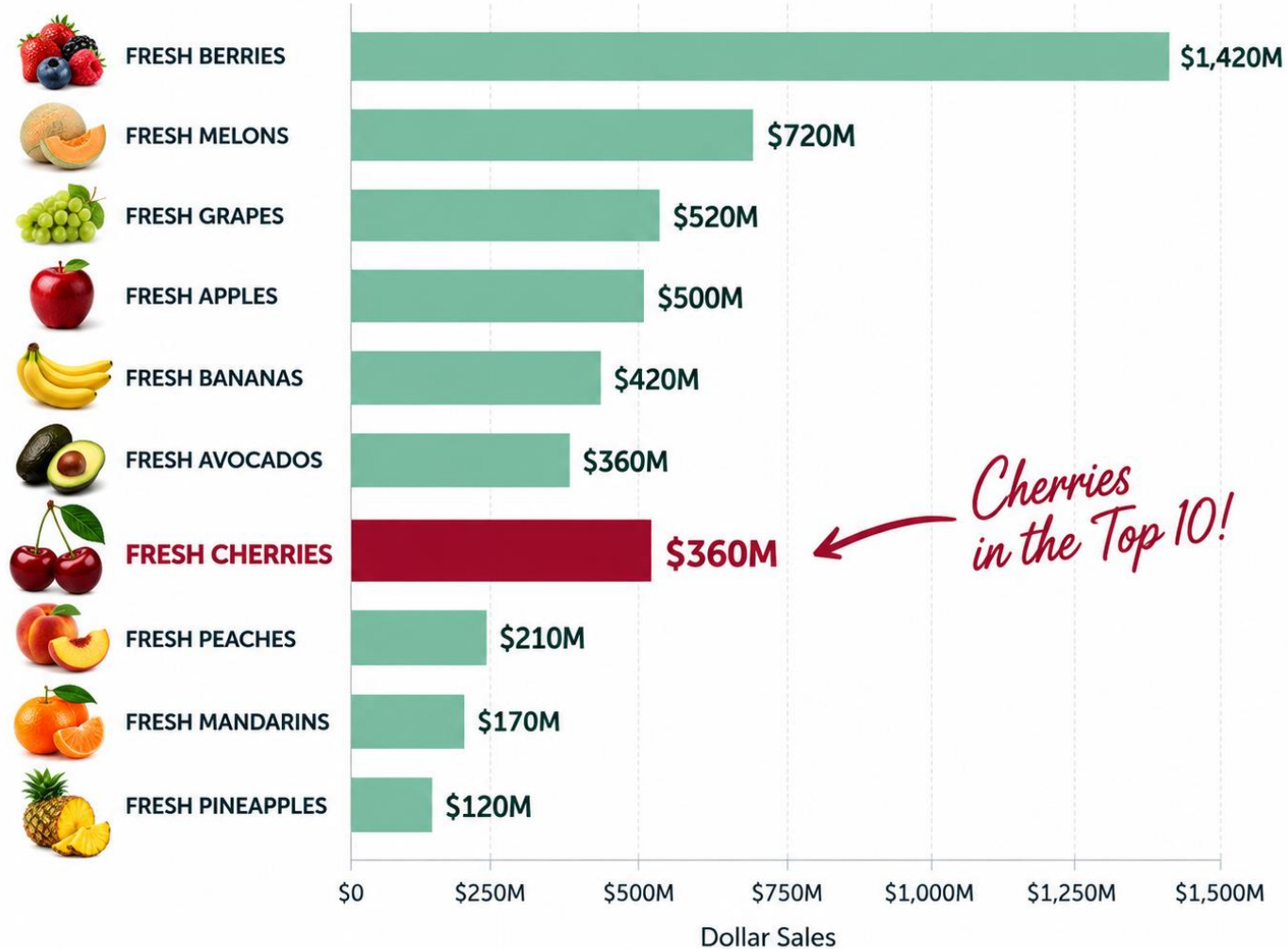
WASHINGTON ORGANIC SHIPMENTS





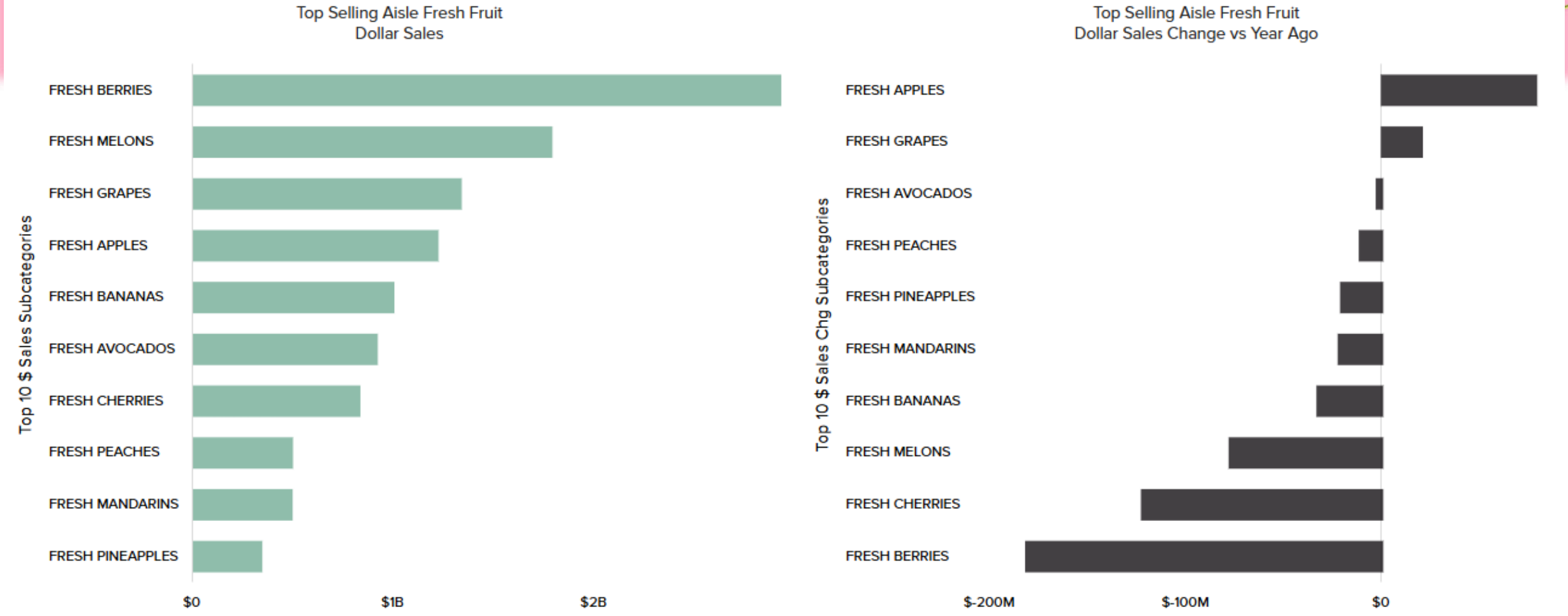
Top Selling Aisle Fresh Fruit

Dollar Sales

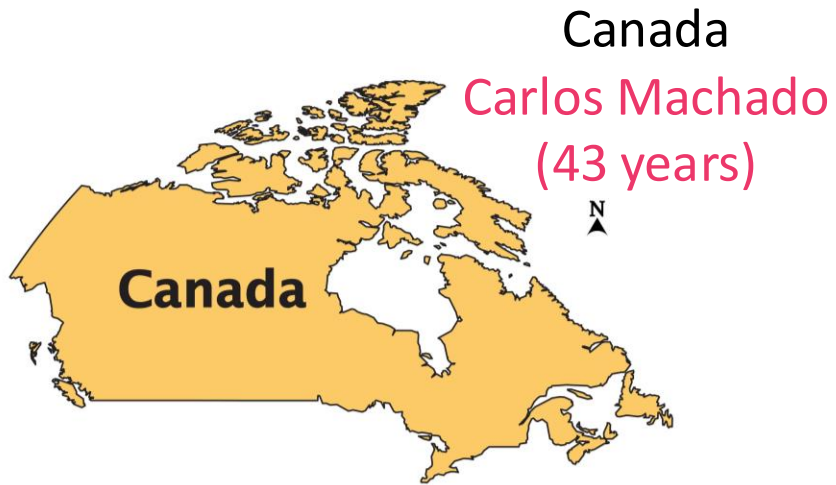


*Cherries
in the Top 10!*

- The power of cherries. Tied for the overall number 6 top selling fresh fruit from July 8-August 8 this past summer



Cherries remained a major contributor to the produce department, ranking #7 with \$826.4 million in sales during this 13-week period. However, that was down \$122.4 million from 2025. That decline puts additional pressure on retailers to maximize profitability, making strong margins, promotional effectiveness and sales per square foot increasingly important.



NORTHWEST CHERRIES DOMESTIC TEAM

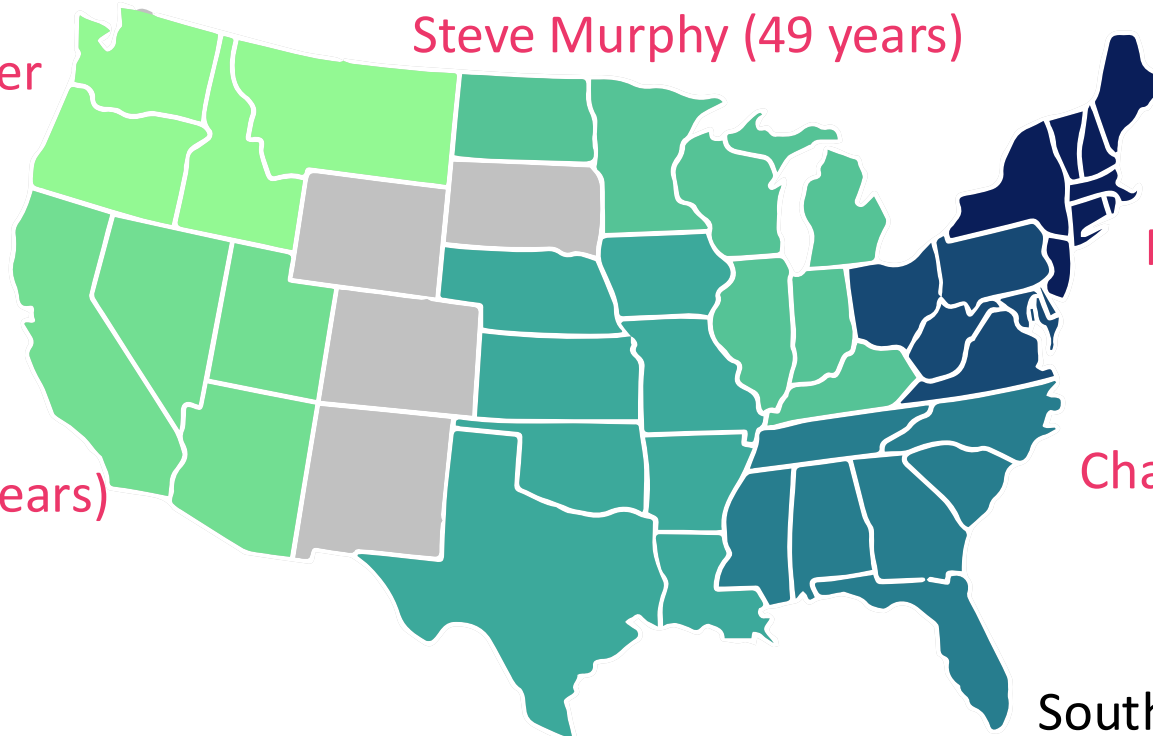


Northwest
Ken Severn (61 years, former
WSFC President)

North Central

Steve Murphy (49 years)

Southwest
Steve Hattendorf (35 years)



New England
Neil Galone (48 years)

Mid-Atlantic
Chayla Balko (16 years)

South Central
Allison Myers (44 years)

Southeast
Dennis Moleta (35 years)



Operation Northwest Cherry Takeover united growers, shippers, marketers, researchers, and industry organizations around a single message: Northwest Cherry Season has begun.

- Unified kickoff message across the Northwest industry.
- Strong participation from growers, packers, industry organizations, and allied businesses.
- Retailers amplified the seasonal message.
- Media coverage continued throughout the season.
- Consumer engagement through giveaways, recipes, videos, podcasts, and social media.

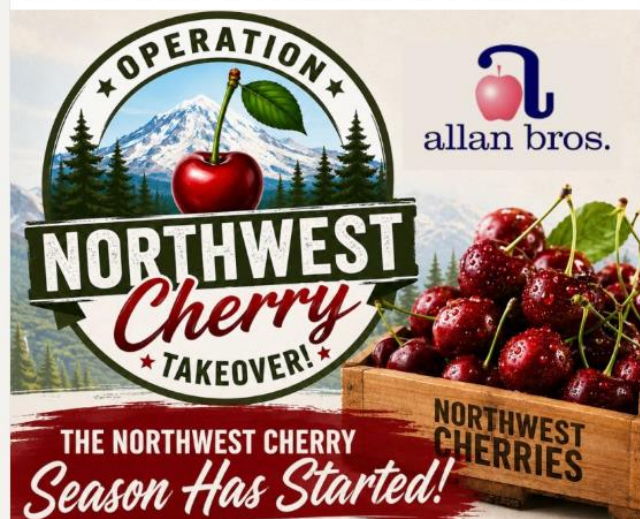


Allan Brothers, Inc. 1mo • [Follow](#)

🍒 Operation Northwest Cherry Takeover!

The Northwest Cherry Season is officially here!

Fresh, sweet, and bursting with flavor, Northwest cherries are back from... more



Washington State Tree Fruit Association 2,011 followers 1mo • Edited • [Follow](#)

🍒 The Northwest cherry season has officially begun! 🍒

Fresh, sweet Northwest cherries are now available and will be in ...more



This post is not eligible to be boosted.

Eric Patrick reposted this

FirstFruits Marketing, LLC. 583 followers 1mo • [Follow](#)

Northwest cherry season has started! We are ready! 🍒

#NorthwestCherries #CherrySeason #OperationNorthwestCherryTa ...more



Columbia Farm Services 423 followers 1mo • [Follow](#)

Cherry season is ON. Today's the big kickoff.

Fresh Northwest cherries 🍒 are officially here, and Washington orchards are buzzing. Our CFS crews are out before sunrise grabbing cherries at peak flavor so they hit shelves crisp, sweet, and summer-ready.

This year's fruit is exceptional, and it's rolling out now through August.

Harvest is here, and it's go-time.

#NorthwestCherries #CherrySeason #OperationNorthwestCherryTakeover #CherryTakeover



Keith Veselka 2nd CEO/Orchard Operations Manager at NWFM LLC 1mo • [Follow](#)

Excited for the start of a new season. It started rough with some heavy frost damage. Let's see how the storms and heat treat us.

NWFM, LLC 1,305 followers 1mo • [Follow](#)

🍒 Northwest cherry season is here! 🍒

The wait is over. Fresh Northwest cherries are officially making ...more

Washington Tree Fruit Research Commission 3,607 followers 1mo • [Follow](#)

🍒 Northwest Cherry season has officially begun! Harvest is underway around the state and the time has finally come to grab one of the seasonal favorites. 🍒 ...more



Good Fruit Grower 3,360 followers 1mo • [Follow](#)

🍒 The wait is over....Northwest cherry season has officially arrived!! 🍒

At Good Fruit Grower, we're proud to support the growers and ...more



Haydn Lenz 2nd Technical Field Specialist at Suterra 1mo • Edited • [Connect](#)

Fresh Northwest Cherry season has just started! Cool to see NW Fruit Commision carrying out Operation Northwest Cherry Takeover, so wanted to join in on the trend.

I've had the opportunity to work in some really neat systems and architectures over the years. Here are some photos of my favorite variety by far - Skeena.

Thanks to the [Washington Tree Fruit Research Commission](#) and all the growers out there for all their hard work!

#NorthwestCherries #CherrySeason #OperationNorthwestCherryTakeover #CherryTakeover





Guess the Cherries on the Cherry Tree!

- 17,000+ consumer contest entries
- Six promotional partners contributed prize packages including Packer Orchards, Chukar Cherries, Bing Beverage and Oregon Fruit Co. – all want to repeat in 2027.
- Strong engagement across social media platforms
- Featured by The Produce Moms for innovation
- Successfully drove consumer awareness of Northwest cherries

Guess the CHERRIES ON THE CHERRY TREE!

A WSU scientist counted every single one...
Now it's your turn to guess!

Take your best guess for a **CHANCE TO WIN!**

Closest guess wins fresh cherries + great prizes!

PARTNERS

No purchase necessary. See official rules for details.



Regional and local support. A simple program to build on and celebrate more!

- **Rooted Yakima Valley**
- **Crafted – Yakima**
- **Wheathead Brewery – Tri Cities**
- **Canyon River Grill**
- **Swede Hill Distilling**
- **pFriem Family Beers**
- **Portland region cherry trail**
- **Seattle Mariners**
- **Solstice Wood Fire Pizza – Country Girl Cherry Pizza**
- **Baldwin Saloon – The Dalles, “Harvest at the Baldwin” cherry menu. 6 regular menu items**
- **Opportunity to grow in 2027**



Mariners Game / Home Plate Club



Rooted Yakima Valley



Crafted



Canyon River Grill



The Vibe Coffee



pFriem Family Brewers



Swede Hill Distilling



FEATURING JUST A FEW OF THIS SEASON'S *cherry collaborations*



World's largest cherry pie

- George, WA
- Created excitement





Northwest
Cherries



2026 40-UNDER-FORTY AWARDS

RISING STARS

The next generation
of leaders has arrived,
bringing fresh ideas
that will redefine the
industry's future.

Karley Lange, 39

Director, North American Promotions, Northwest Cherries/ Washington State Fruit Commission, Yakima, WA

June 12, 2026 | 3 min to read



SHORT BIO

Hometown: Yakima, WA

Hobbies: Riding side-by-sides in the mountains,
Gardening, Cooking, Ag networking activities

Family/Community: Married, 1 child

Motto: When things get tough, persevere and push
forward — great things come to those who work for it.





Campaign Recognition – Building on our successes!



Lori Taylor • 1st
Founder & CEO, The Produce Moms | Strategic Partner to Fresh Produce ...
2w • Edited •

Remember guessing how many gumballs were in the machine?

That is exactly what came to mind when [Eric Patrick](#), President of [Northwest Cherries](#), told me about The Great Northwest Cherry Giveaway during our recent conversation on [The Produce Moms](#) Podcast.

A scientist counted every cherry growing on one tree, and consumers were invited to guess the total.

More than 17,000 people entered.

I love this.

It is simple. It is fun. It creates curiosity. And most importantly, it gives people another reason to think about cherries during cherry season.

That is good marketing, but it is also good for business.

Eric shared during our conversation that if every active cherry consumer purchased just one more bag each season, growers would need to plant more cherries.

That is a very achievable goal.

Campaigns like this help us get there because they turn fresh produce into something consumers can participate in, not just something they see on a shelf.

Northwest Cherry has done such a great job creating excitement around the season through this contest, the World's Largest Cherry Pie, America 250 activations and partnerships that extend the story well beyond the orchard.



Marketing Excellence Award

36th Annual Marketing Excellence Award

Winner: Northwest Cherries





Ines Hanrahan • 1st
--

Thanks WSFC for making such a great video highlighting some true industry legends. I love that you chose to highlight the quiet leaders and makers.

Love ·   3 | Reply



Daniel Petek  • 1st
NARB Panel Chair | Board Director Candidate: Marketing Strategy, Ethical ...

Eric, ...what a difference you are making in your very first months as President. Every other day you have shared valuable or just fun news on behalf of our Northwest Cherry industry. Keep doing the great work. Washington agriculture loves your efforts.



Business partners and collaborators to expand our marketing budget!

- Social media shares
- Tradeshow partnerships

PARTNERS

No purchase necessary. See official rules for details.

COUGAR ATHLETIC FUND

ALUMNI ASSOCIATION
WASHINGTON STATE UNIVERSITY

HOME GROWN

USA Pears

Northwest Cherries

PULLMAN | SKAGIT COUNTY | YAKIMA | TACOMA | PORTLAND

tajin

Two New York City Popups
Chicago – Fiesta del Sol

ALASKA SEAFOOD

USA Pears

Central Washington Agricultural Museum

UNION GAP, WA

Good Fruit Grower



Northwest Cherries and USA Pears Showcase Washington Agriculture Through WSU Homegrown Tour

By Northwest Cherries

July 30, 2026 | 3 min to read

Submit release →

Save for later ↗

Share ↗

WSU Home Grown Tour

- 5 Northwest stops, one at the Nike campus
- Press coverage
- Positions WSFC/NWC even stronger with WSU ag/extensions/spreads budget





Cherry Institute + NW Hort Expo

Joining together for one meeting



NW Hort Expo



 Stronger together.
Better for our industry.

 One meeting.
More value for you.



 Education •  Networking •  Innovation • Growing Together

**December 7-9
Cherry Institute
on Wednesday,
December 9**