

MICHIGAN'S
Cherry
SLURP

The logo for Michigan's Cherry Slurp features the text "MICHIGAN'S" in a small, red, sans-serif font at the top. Below it, the word "Cherry" is written in a large, red, cursive font. A central red cherry with a stem and leaf is positioned between "Cherry" and "SLURP". The word "SLURP" is in a large, red, bold, sans-serif font. Four small red hearts are arranged around the central cherry: two on the left and two on the right.

February 14, 2017



Visit www.micherryday.com to register!

Event Overview Webinar
January 19, 2017



February 14, 2017

Visit www.micherryday.com to register!



MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems



WHAT'S ON THE MENU?

- What is the Michigan Cherry Slurp?
- How to get involved
- Planning your Slurp
- Questions?

What is the Michigan Cherry Slurp?

- February 14, 2017
- One day event highlighting Michigan tart cherries
- Who's involved?
 - Schools and early childhood programs
 - Hospitals
 - Colleges and universities
 - Long term care facilities
 - Businesses
 - Other organizations



Why February 14th?

- February is National Cherry Month
- Cultivate Michigan's 2016 winter featured food
<http://cultivatemichigan.org/cherries>
- Healthier way to celebrate the holiday!



How to Get Involved

- Sign up at <http://micherryday.com>
- Organize an event
- Choose a treat
- Share your plans
- Follow us on facebook!

<https://www.facebook.com/MichiganCherrySlurp/>



Resources



CHERRY SLURP SMOOTHIE RECIPES

Recipes provided by the United Dairy Industry of Michigan

Double Cherry Vanilla Smoothie

YIELD: 18 oz smoothie

- 1.5 cup (7.35 oz) whole sweet frozen cherries (provides 1 cup pureed fruit for School Meals)
- ¼ cup 100% cherry juice
- ¼ cup (4 oz) low-fat vanilla yogurt
- ¼ cup 1% white milk

Combine all ingredients in a blender. Pulse until smooth. Pour into cups. Refrigerate until service. Hold for cold service at 41°F or below.

Provides 1¼ cup fruit juice, 1 oz meat alternate, and ¼ cup milk for the National School Lunch and Breakfast Programs.

QUANTITIES FOR GALLON BLENDER:

- 9 cups (44.1 oz) whole sweet frozen cherries
- 1¼ cups 100% cherry juice
- 3 cups (12 oz) low-fat vanilla yogurt
- 1¼ cups 1% white milk



KEEP FROZEN Ingredients: Pitted Tart Cherries, Blueberries, Apple slices. A blend of West Michigan fruits featuring Montmorency Tart Cherries with Blueberries and Apple slices. This medley of local flavors is the perfect balance of tart and sweet for your smoothie fix! Blend available at retailers in northwestern Michigan. Continue our West Michigan Blend with your favorite juice, milk or yogurt to savor the local flavor and feel GOOD, knowing you're providing job training and employment to neighbors in Northern Michigan. goodwillmi.org/freezer

Nutrition Facts	
Serving Size: 1 cup (240g)	
Servings Per Container: 05	
Amount Per Serving	
Calories 75	
	% Daily Value*
Total Fat 0g	0%
Total Fiber 0g	0%
Cholesterol 0g	0%
Sodium 250g	1%
Total carbohydrate 18g	6%
Dairy Fiber 2g	7%
Sugars 14g	28%
Protein 1g	2%
Vitamin A 2%	Vitamin C 5%
Calcium 0%	Iron 2%
*Percent Daily Values are based on a diet of other people's dreams.	

I 
Michigan Cherries!
 February 14, 2017

Visit www.micherryday.com to register!



Step 1: Choose your event

➤ **Slurp, munch, or chomp**

- Cherry, yogurt and granola parfait
- Dried cherries on a salad bar
- Cherry muffins or bread
- Cherry salsa
- Cherry pie

Step 2: Find a Source



Cherries



A single tart cherry tree has an average of 7,000 cherries.

Michigan is the top producer of tart cherries, contributing ¾ of the U.S. supply.

Dried and frozen tart cherries are an excellent source of Vitamin A.

cultivatemichigan.org

- Storage & Use Tips
- Sourcing information for broadline, specialty distributors and resources to connect with local farmers
- Recipes!

<http://www.cultivatemichigan.org/>

Step 2: Find a Source



BATCH # _____

BEST BY _____



NORTHWEST MICHIGAN

PURE MICHIGAN



WEST MICHIGAN BLEND

KEEP FROZEN. Ingredients: Pitted Tart Cherries, Blueberries, Apple slices.

A blend of West Michigan fruits featuring Montmorency Tart Cherries with Blueberries and Apple slices. This medley of local flavors is the perfect balance of tart and sweet for your smoothie fix! Blend available at retailers in northwestern Michigan. Combine our West Michigan Blend with your favorite juice, milk or yogurt to savor the local flavor and feel GOOD, knowing you're providing job training and employment to neighbors in Northern Michigan. goodwillmi.org/freezer

Farm To Freezer is a social enterprise of Goodwill Northern Michigan, Traverse City, MI 49694



NET WT 32 oz
2 lbs (908 g)

Nutrition Facts	
Serving Size 1 cup (140g)	
Servings Per Container 6.5	
Amount Per Serving	
Calories 73	
% Daily Value*	
Total Fat	0%
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0g
Sodium	25mg
Total Carbohydrate	18g
Dietary Fiber	2g
Sugars	14g
Protein	1g
Vitamin A	2%
Vitamin C	50%
Calcium	0%
Iron	2%

*Percent Daily Values are based on a diet of 2,000 calories.

Step 3: Promote Your Event

- Promote in your community
- Invite politicians and community leaders
- Invite parents
- Send a press release to local media outlets
- Social media posts
- <https://www.facebook.com/MichiganCherrySlurp/>

I Registered!



Visit www.micherryday.com to register!



Step 3: Promote Your Event

PRESS RELEASE TEMPLATE

Copy and paste this press release template into a new document. Then personalize all of the portions in **{BRACKETS}**, add any content specific to your event, and send it out to your local media and news outlets.

FOR IMMEDIATE RELEASE

CONTACT:

{NAME}

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL OR OTHER CONTACT}

January 15, 2017

It's the first Michigan Cherry Slurp at **{TOWN/SCHOOL NAME}**!

{TOWN/SCHOOL NAME} is joining schools, preschools, colleges and individuals across Michigan in celebrating Michigan cherries by **{INSERT ACTIVITY}**. **{TOWN/SCHOOL NAME}** will be sourcing **{CHERRY PRODUCT}** from **{CHERRY SOURCE}** in celebration of the first Michigan Cherry Slurp on Feb. 14, 2017.

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}.

This collective slurp encourages healthy eating and supports farm to school and local food initiatives throughout Michigan. **{DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}**.

For more information, or to slurp with us, contact **{CONTACT NAME}** at **{CONTACT PHONE}**.

For more information about the Michigan Cherry Slurp, visit micherryday.com.

-end-



Step 4: Celebrate!

- Share your story with local media
- Write a story for your newsletter
- Share on facebook, twitter, instagram
- Take a video of the slurp



Step 4: Celebrate!

- Send photos and stories to art@cherrycapitalfoods.com
- Photos and videos to be shared on social media, photo montage, and other promotion
- What happens after?

Questions?

**For questions about cherry
sourcing**

Kelly Lively

Kelly@cherrycapitalfoods.com

**For questions about
Cultivate Michigan or for
support in planning your
Slurp**

Lindsey Scalera

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