



Cherry Production and Innovation Trends Around the World



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Information Sources


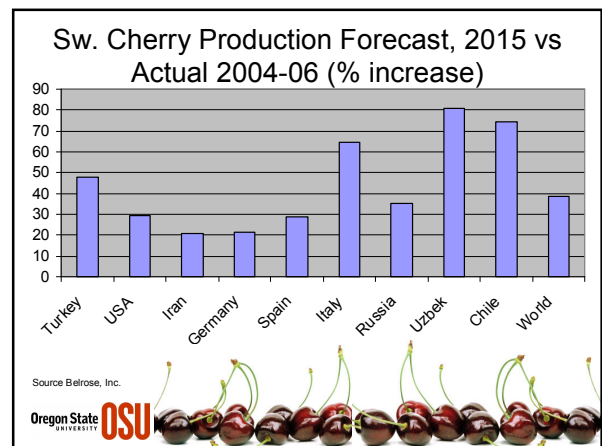
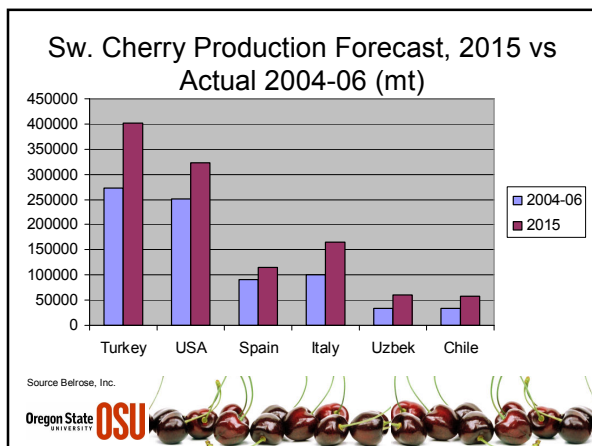
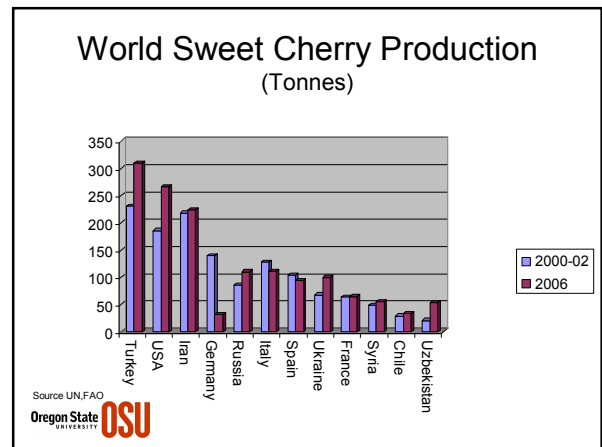
World Sweet Cherry Review – Desmond O'Rourke
 NCGIF Annual Reports
 Food & Agricultural Organization of the UN
 USDA
 B.J. Thurlby, Washington State Fruit Commission
 Mekjell Meland, Norway
 Cihangir Korkmaz, Turkey
 Stefano Lugli, Italy
 Josh Reynolds, Gray and Company

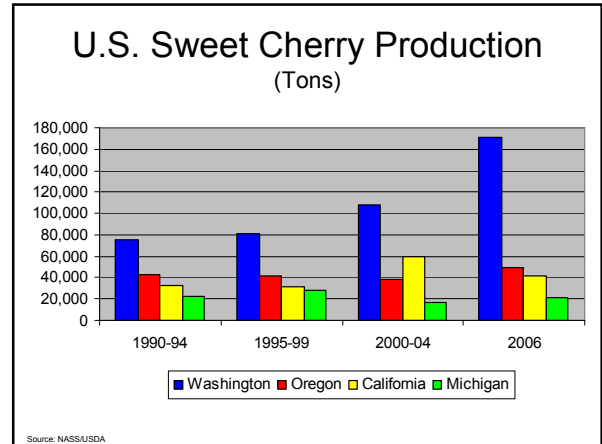
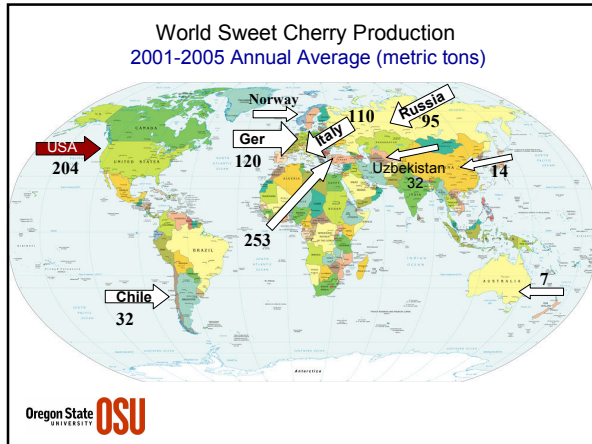



Sweet Cherry Area Harvested by Region, 1985-2006 (x1000 ha)

Period	Near East	Other Asia	East. Europe	EU-15	N. Am.	Other	World
1985-87	30.8	n.a.	69.4	117.3	19.9	n.a.	288.5
1994-96	50.5	18.6	59.8	113.4	22.1	62.8	327.2
2000-02	69.8	23.2	62.3	122.1	28.4	59.2	365.0
2006	75.2	30.9	62.8	94.2	34.1	58.1	355.3
Δ 94-96 to 2006	48.9%	66.1%	5.0%	-16.9%	54.3%	-7.5%	8.6%


Source UN, FAO





Oregon

- Historically processing state
- Since 2000 transition
- Willamette acreage < 1/2
- The Dalles converting to fresh
 - 2000 A of Royal Anne removed
 - Replaced with 4000 A of fresh
 - 8,500 A total




04/20/2006




Oregon

- The Dalles Production Area 1988 - 2000
 - 45% brine
 - 10% freezers
 - 10% canners
 - 35% fresh
- Last decade
 - Majority of brine are sort-outs




04/20/2006




Oregon

Market	Yield (T)	%
Fresh	20,424	64%
Brine	6,775	21.4%
Canned	1,337	4%
Freezer	3,362	10.6%
Total	31,602	




04/20/2006




Oregon

- 2004
 - Fresh \$0.96
 - Brine \$0.42
 - Canners \$0.45
 - Freezers \$0.41



04/20/2006



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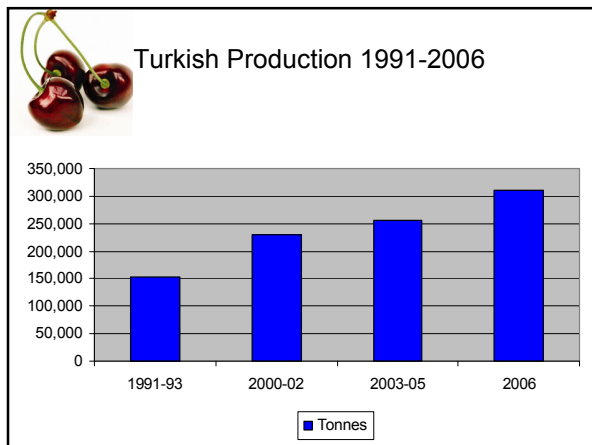
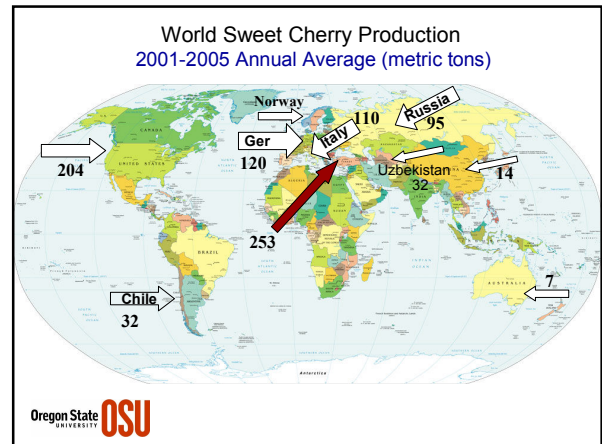
Oregon

Gray and Co.

- Alara - Turkey
- OCG
 - Chile
 - China
- Dell Packing
 - Italy

04/20/2006




Traditional Orchard



Average orchard < 1/2 acre
 < 1/2 growers prune
 Often mix olives and figs with cherries
 Typically don't use bees

Modern Cherry Orchards



Modern Nursery



Grower Education

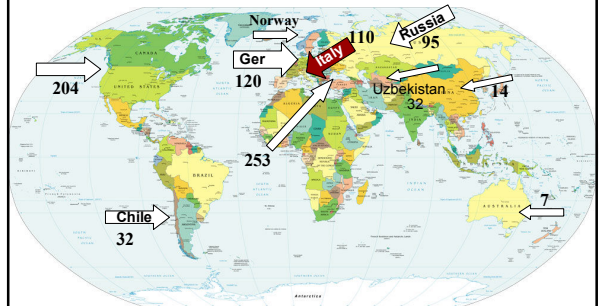


2004: 300 trainings throughout country
 Av. 60-70 people each
 May last 3-4 days



Pruning
 Tree Training
 Pest Management

World Sweet Cherry Production 2001-2005 Annual Average (metric tons)



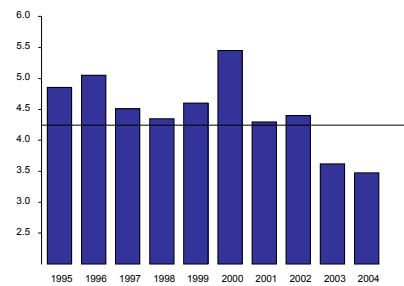
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Italian Cherry Production Areas



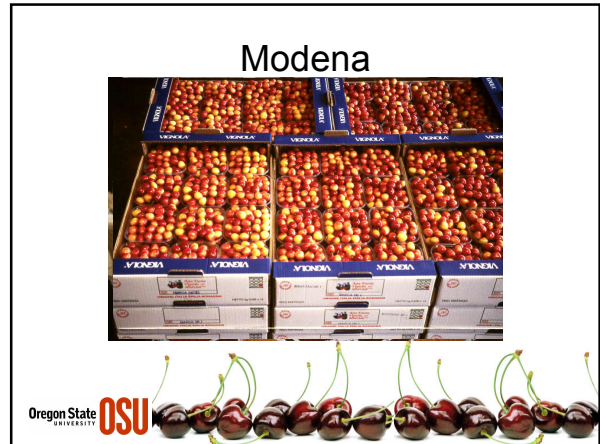
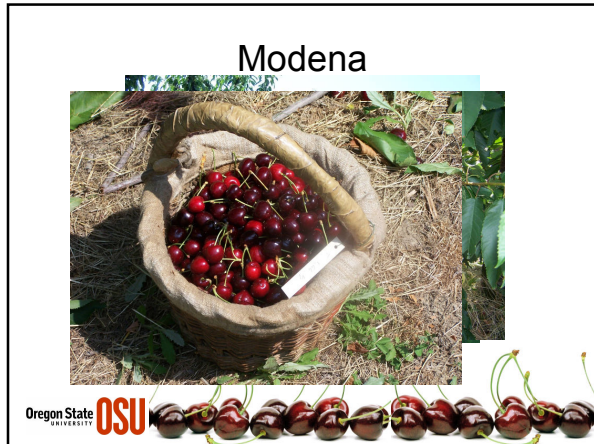
Stefano Lugli

Italian Cherry Production (t/ha)



Stefano Lugli

FAOSTAT



Tren

Modern Orchards

250-325 trees/acre
Central leader
Some Covers

Main Varieties: Kordia & Regina
Rootstocks: Gisela 5 & 6

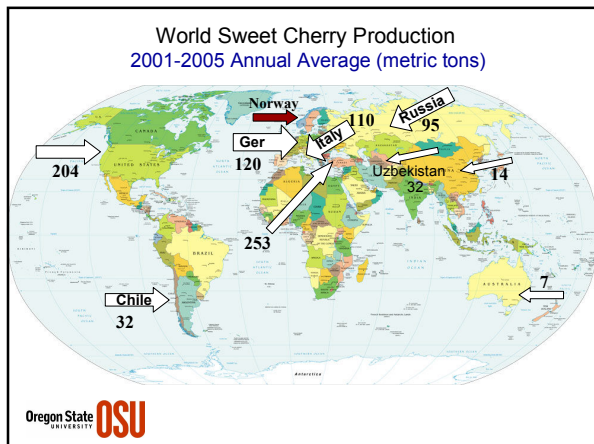
Photos by Stefano Lugli

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Apulia

- Bari
- 45,000 T
- 17,000 ha (42,000 A)
- Vase style
- Variety: Ferrovia
- Rootstock: Mahaleb

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Norway

- Most northerly cherry production region in the world
- 60° N latitude
 - Gulf stream
 - Fjords
 - Can plant w/in 50
- First planted at rectory near Ullensvang in 1758

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Norway

- Harvest late July to late August
- By mid-August Norway is the only country still exporting fruit
- Good price advantage
 - US\$2.10/lb – US\$3.50



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Norway

- Production increasing rapidly
 - 10% by volume
 - Held back by available nursery stock
- New high density plantings subsidized
 - US\$7,500/A



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Norway

- Focus on late maturing varieties
 - Van, Lapins, Regina, Kordia, Sweetheart
- Rootstocks
 - Mazzard, Colt
 - Gisela 5 and 6
- Some harvested by rope
- Average orchard 7 A



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Norway

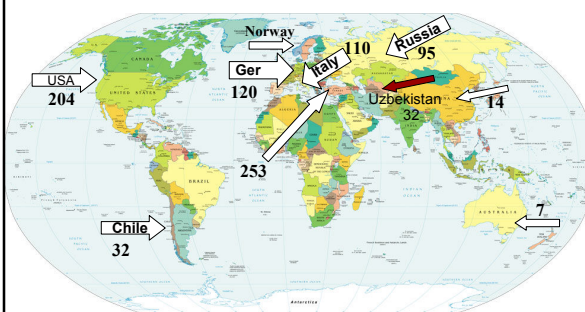
- Due to northerly location subject to summer rains



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World Sweet Cherry Production
2001-2005 Annual Average (metric tons)



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Uzbekistan & Kyrgyzstan

- Uzbekistan
 - 2000-02: 20,567 mt
 - 2006: 53,605 mt





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Central Asia

- Plots of ~ 1 A
- Mixture of fruit trees





Central Asia

- Production primitive
- Tall trees
- Cherry fruit fly
- Other pests and diseases
- Chemicals from China



Central Asia

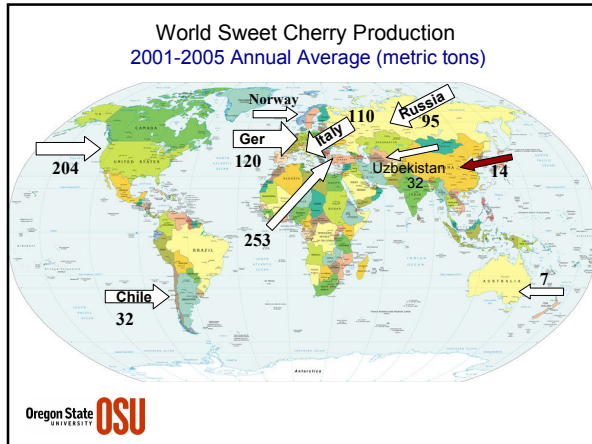
- Three varieties
- Local children climb trees to harvest



Central Asia

- Cherries piled on ground
- Buyers select the best for export to Moscow
- \$1.00/lb. in Bishkek
- \$2.00/lb in Moscow





China

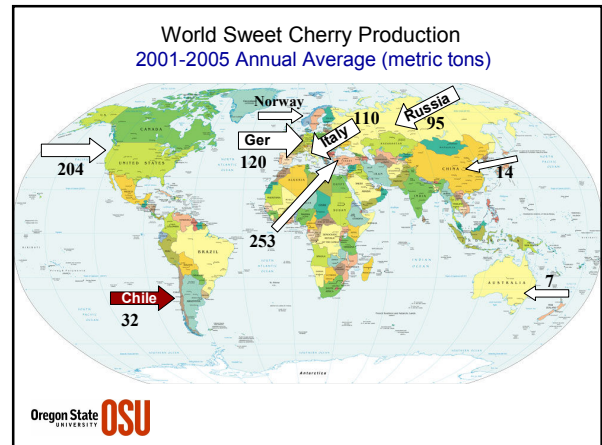
- UN, FAO
- 1996
 - 1,000 ha (2,470 A) harvested
 - 3,800 mT
- 2005
 - 4,500 ha (11,115 A)
 - 17,000 mT

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China

- UN, FAO
- 2005
 - 4,500 ha (11,115 A)
 - 17,000 Mt
- USDA, FAS
- 2005
 - 40,500 ha (100,000 A)
 - Over 50% newly planted
 - 89,600 mT
 - 233 mT exported
- Varieties - new plantings
 - Lapins
 - Ukrainian

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Chile

- Largest producer in S. hemisphere
- 1985-2005 production increased 160%
- Harvest Nov. to Jan.
- New orchards are modern
- Consultants are well educated

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Chile

- Largest market is USA
- Main variety is Bing
- Rootstocks
 - F12/1 (Mazzard)
 - Colt
 - MxM14
 - Gisela 6

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Chile

- Solaxe System
 - Developed in France
 - Adopted from apples
- Balance crop by spur thinning (extinction)
- Did not work
- Increased precocity
- No vigor in trees



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The Future of Cherries

- Processing markets are flat
- Fresh markets have been strong
- And even though there has been 55% increase in sweet cherry production in N. Am.
- May be worth considering fresh cherries for local market

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The Future of Cherries

- Expanding markets
- Lengthening harvest season
- Grow high quality cherries
- There will always be a market
- Opportunity for a good return

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