

Ooh la la

SEASON REVIEW

2024






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2024 RECAP

The 2024 Northwest Cherry season began on June 1, 2024 and the first cherry picked to the last cherry shipped seemed to have the size, sugars, and firmness that the market has come to expect from our grower base. The season got off to an ominous start when a mid-January cold front devastated the higher elevation orchards in North Central Washington. As the harvest began, it was clear that the 2024 crop size was “moderate” at best. Many within the industry believed that the crop given normal size and packouts would likely come in at the 16 million box range. The good news is that the larger sized cherries our growers produced in 2024 translated into higher packouts and increased tonnage that allowed the final crop number to exceed 19 million 20 lb. equivalent boxes!

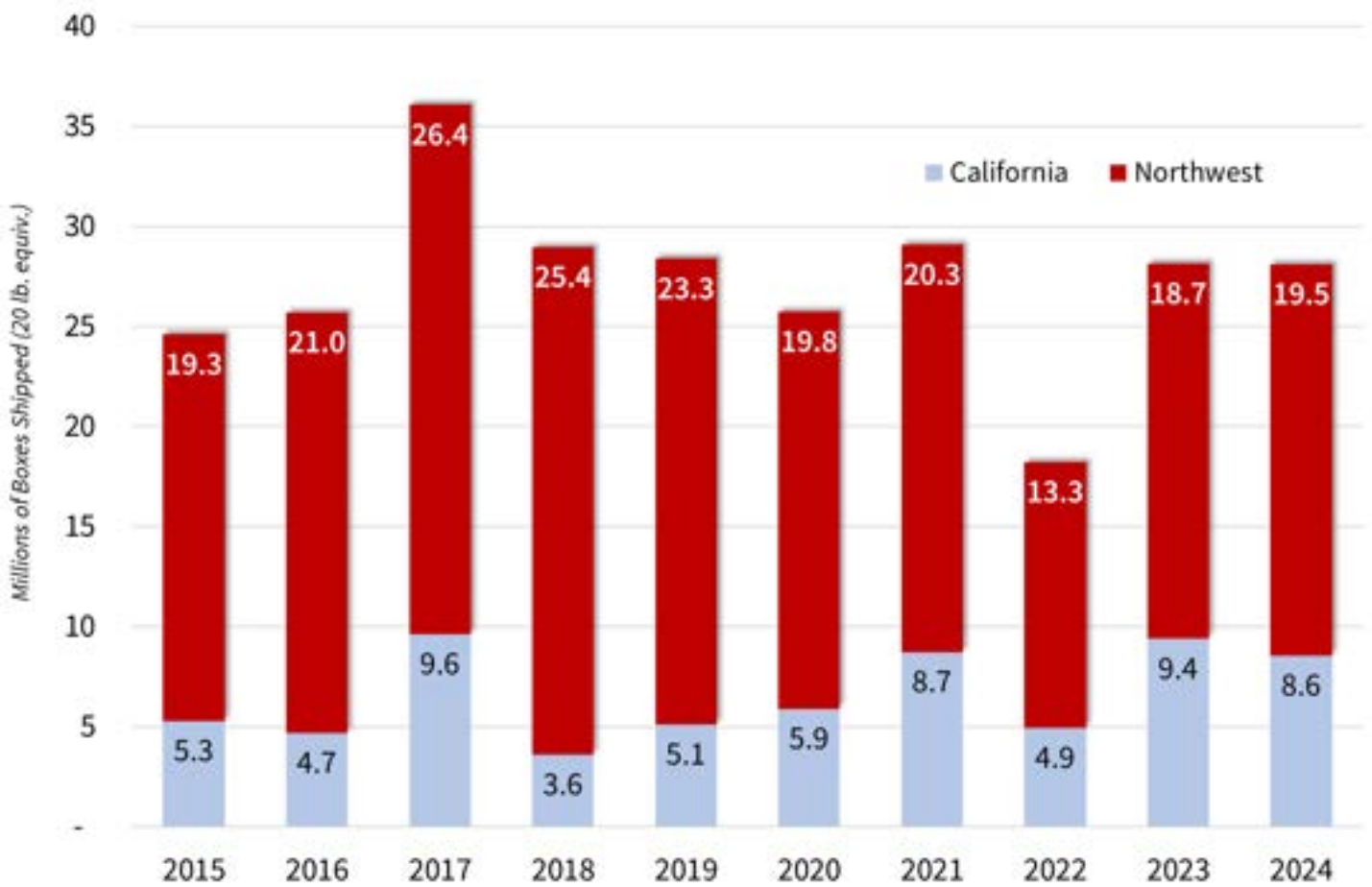


The California industry packed 2.1 million 18 lb. equivalent boxes in June, with their final shipment being recorded on June 16, 2024. Their pre-season estimate expected to see close to 4 million boxes shipped in June. In what turned out to be a critical positive development to both industries, the large crossover of volume between the Northwest and California did not materialize. The Pacific Coast crop came in at just over 28 million 20 lb. equivalent boxes. This total constitutes the 4th largest Pacific Coast crop ever shipped.

Demand exceeded supply for most of the 2024 season. A heat wave that began over the 4th of July holiday saw temperatures reach 109 degrees over several days. The extreme heat compressed more fruit than was expected into early July. The brief back-up of tonnage passed quickly as high quality fruit and strong promotional support kept our cherries moving into the waiting hands of cherry consumers around the world.

COMBINED NW & CALIFORNIA

Total Season Volumes

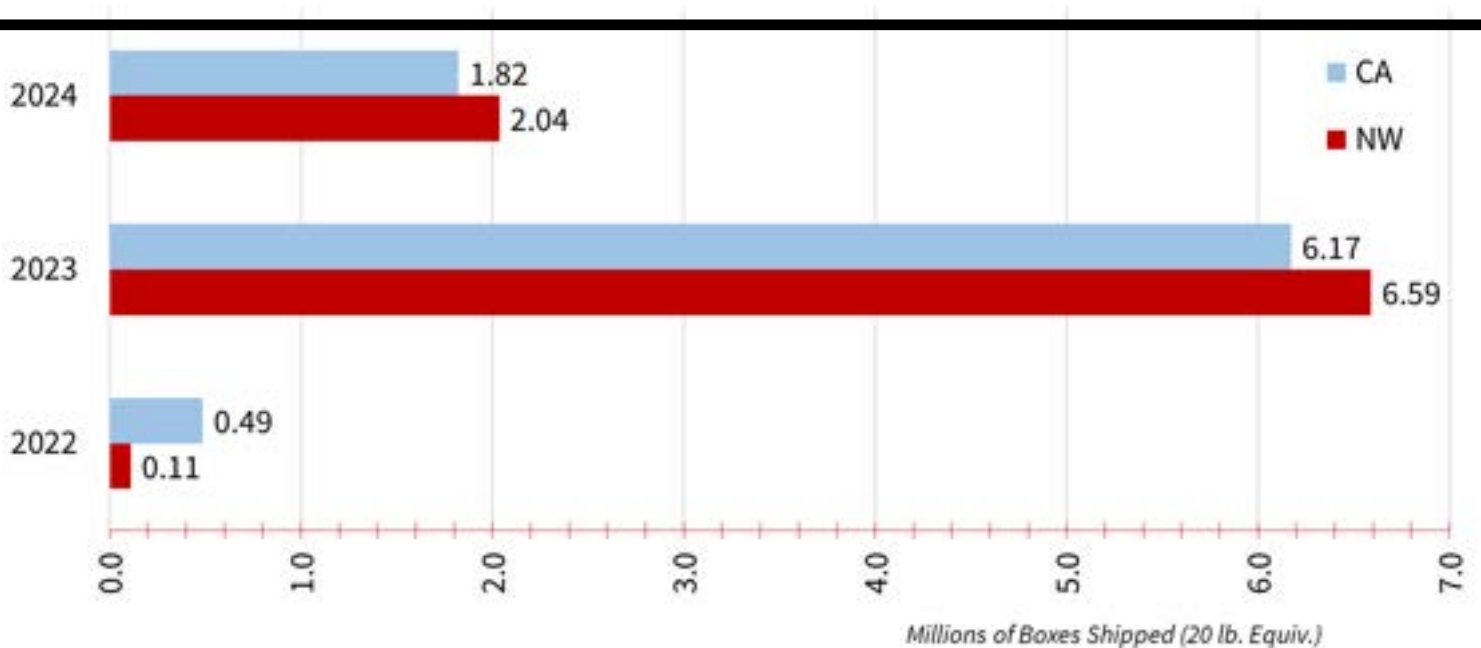
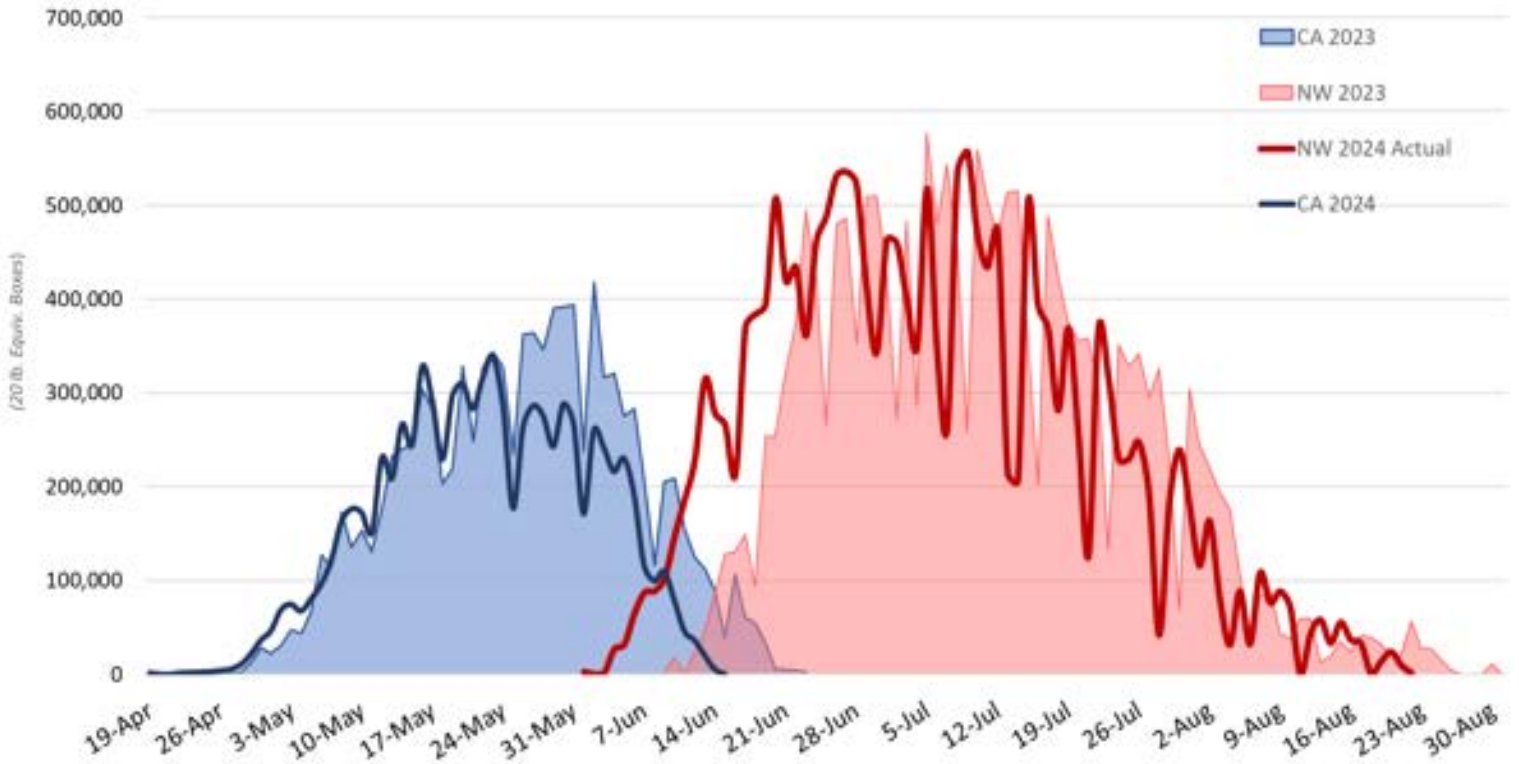


COMBINED NW & CALIFORNIA

Year-over-Year Overlapping Volume

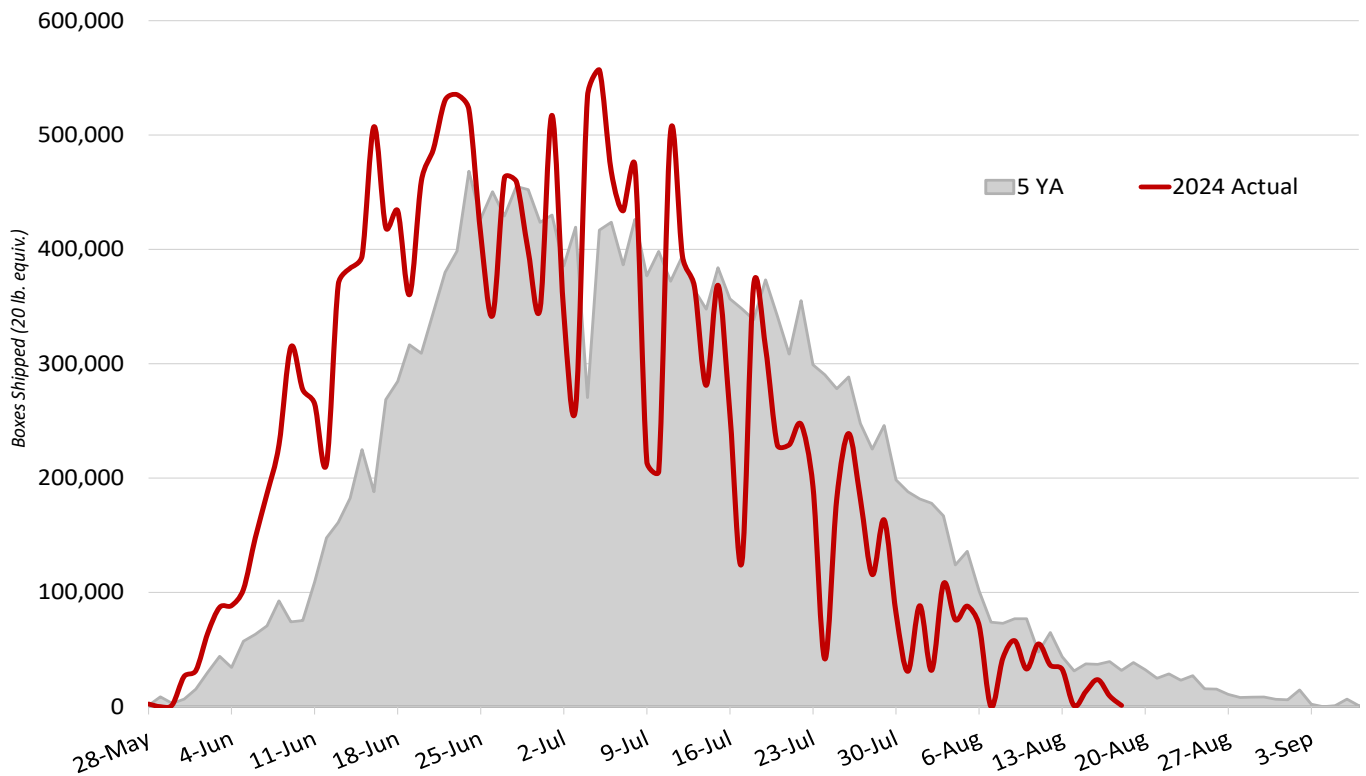
OVERLAID NW & CALIFORNIA

Total Daily Shipments



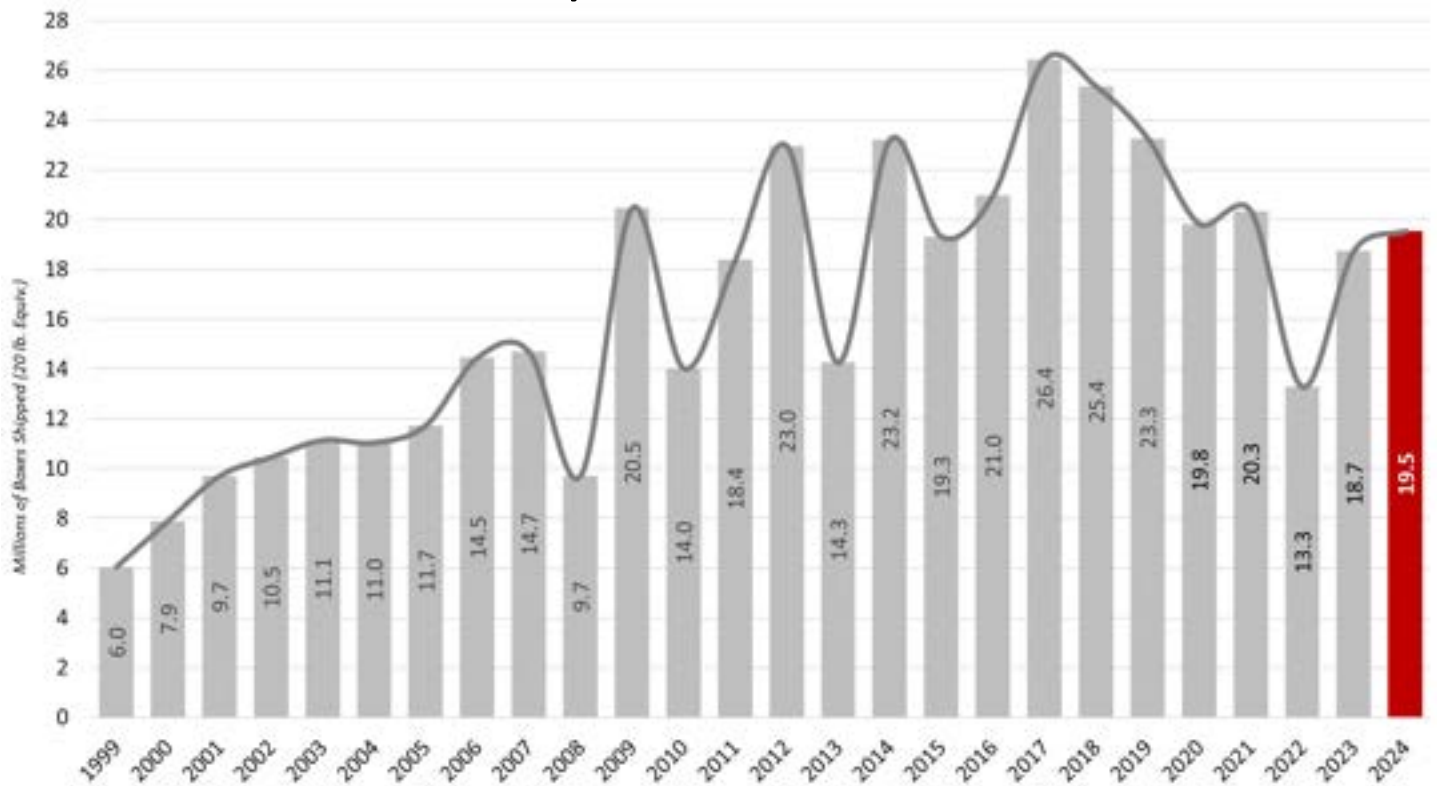
DAILY CHERRY SHIPMENTS

2024 & 5-Year Average



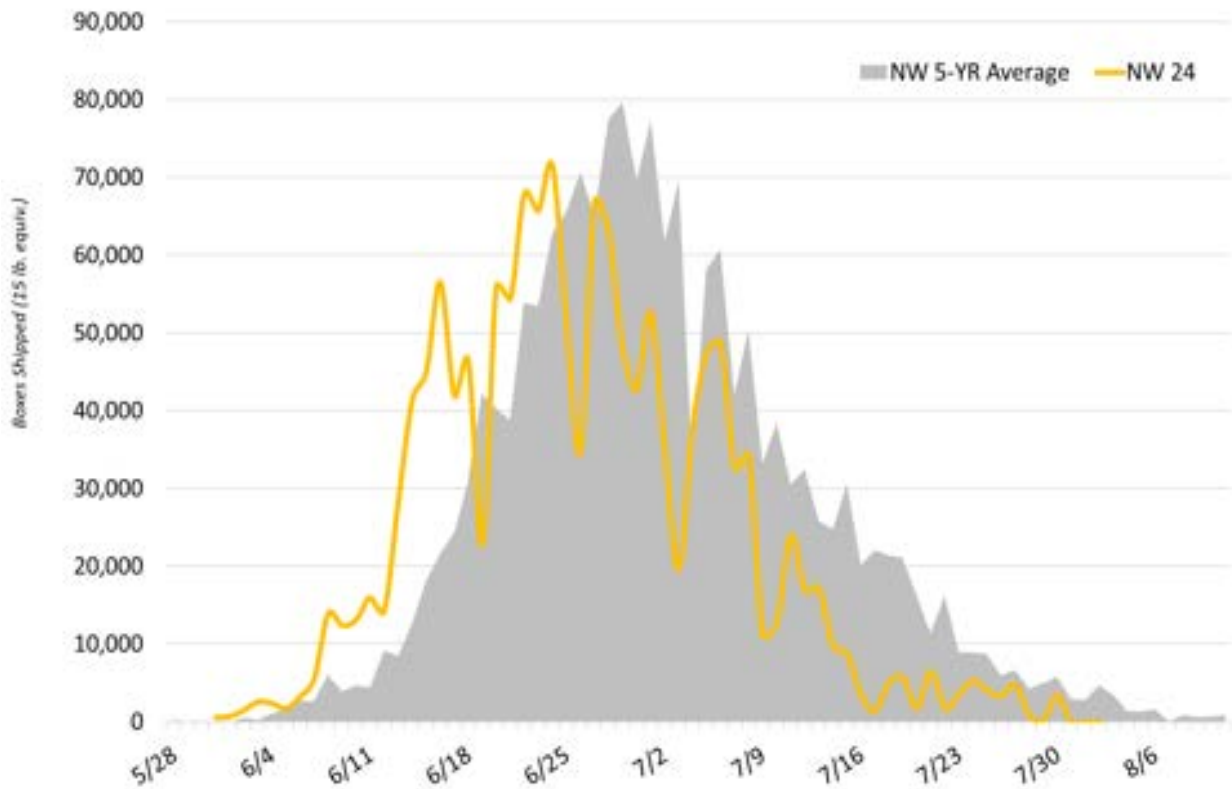
NORTHWEST CROP TOTALS

Combined Shipments of All Varieties



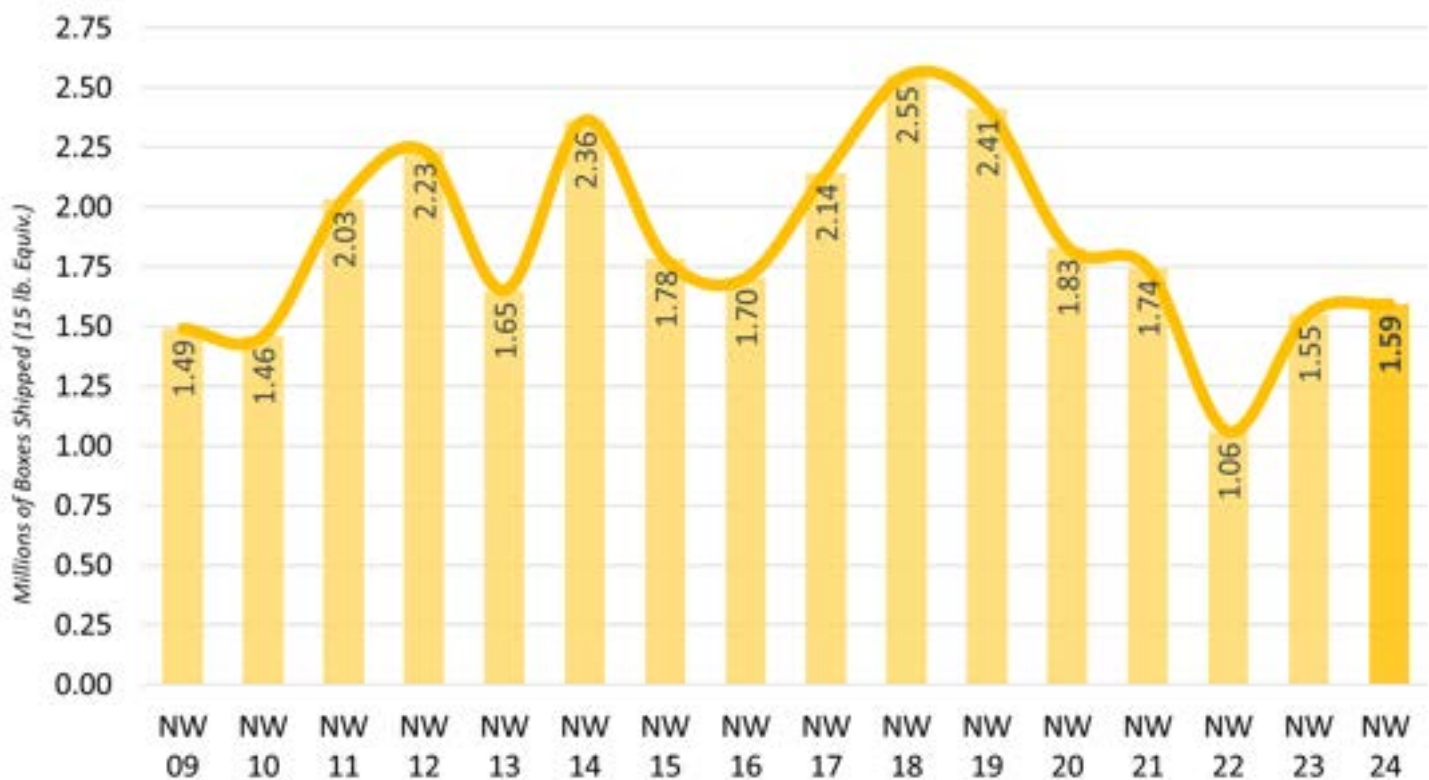
DAILY RAINIER SHIPMENTS

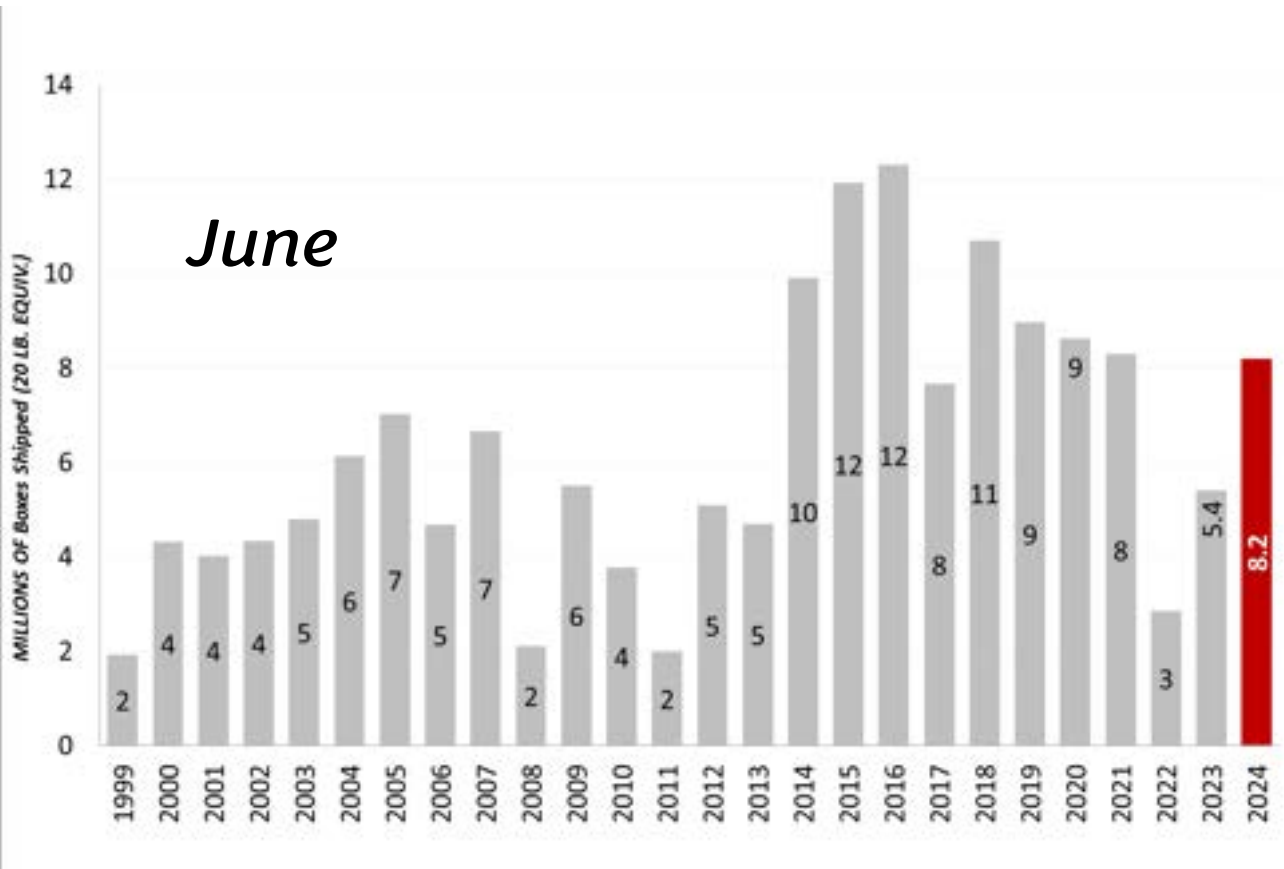
2024 & 5-Year Average



RAINIER & YELLOW CHERRIES

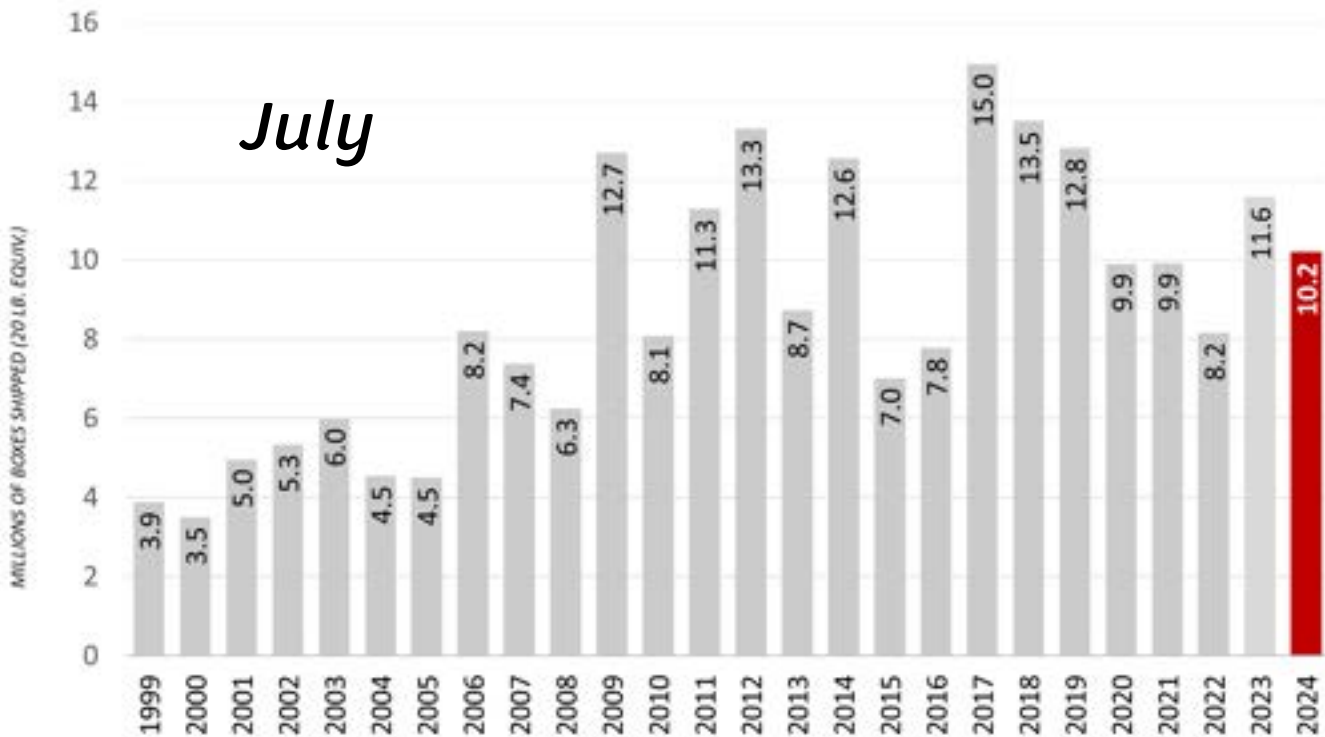
Historical Shipment Comparisons



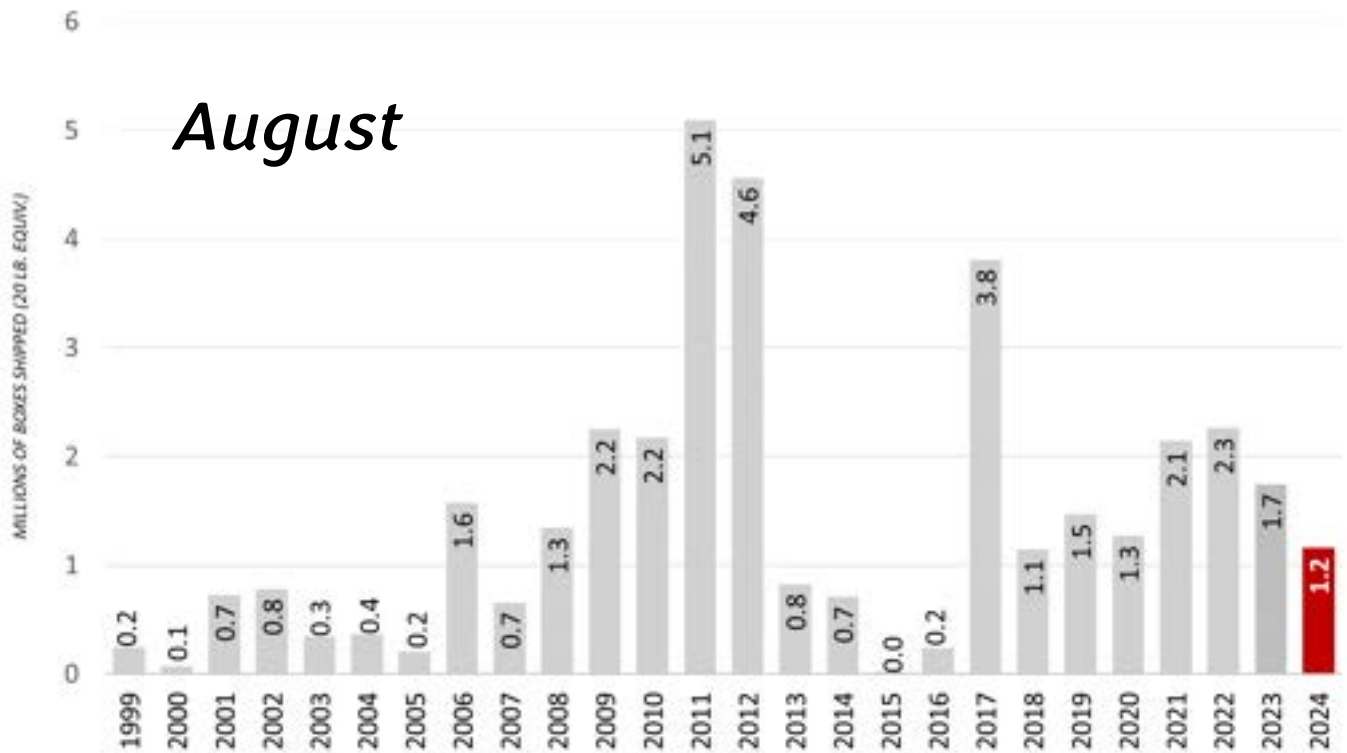


SHIPMENTS BY MONTH

Historical Comparison of Total Shipments

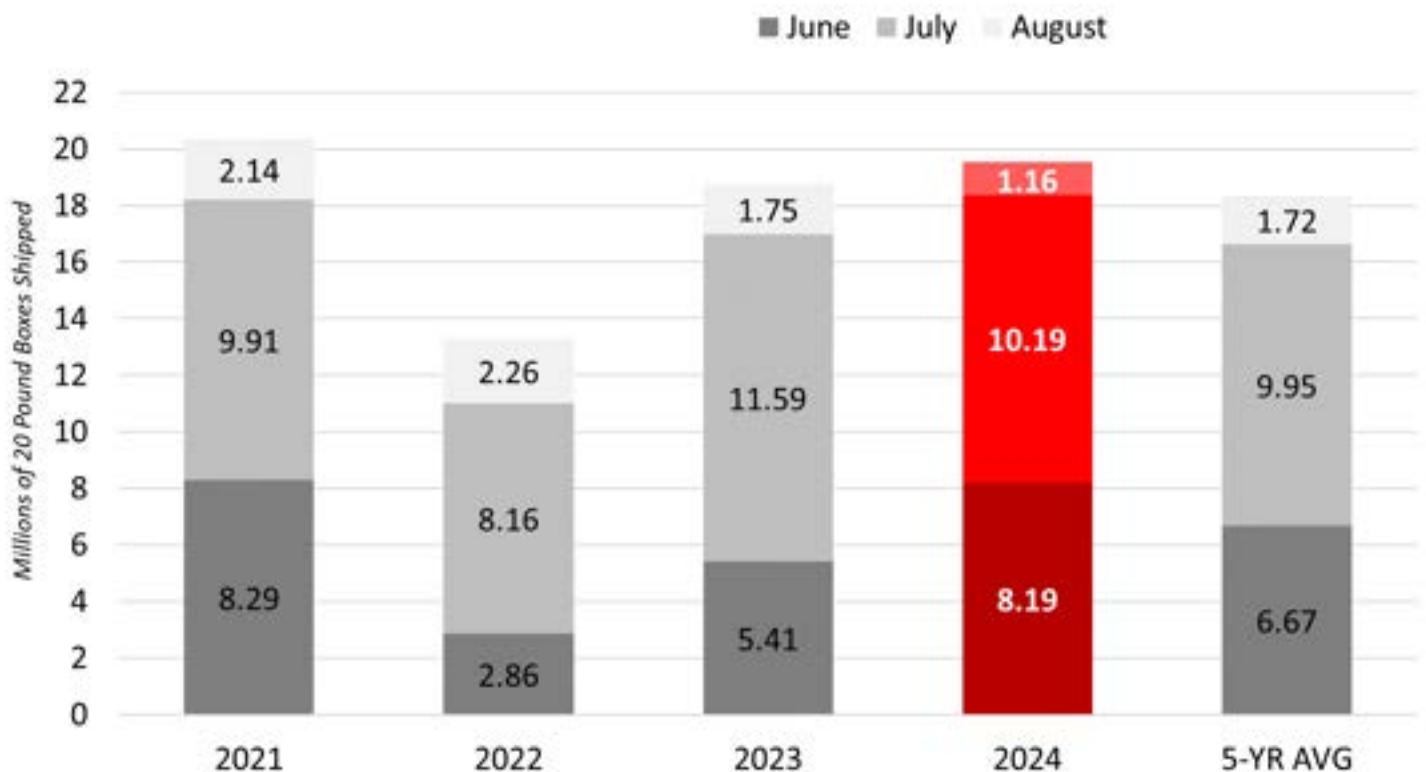


August



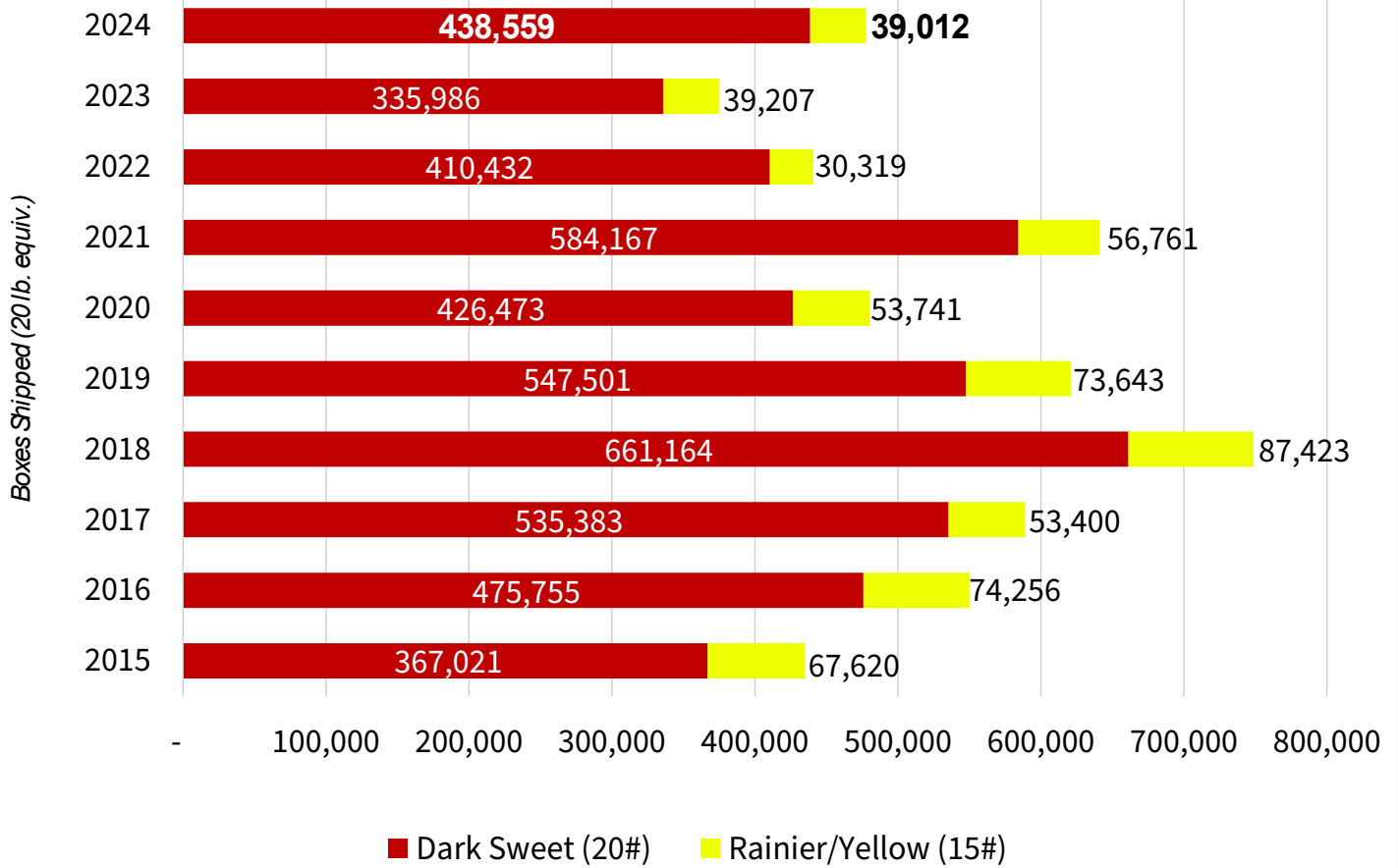
SHIPMENTS BY MONTH

Historical Comparison of Total Shipments



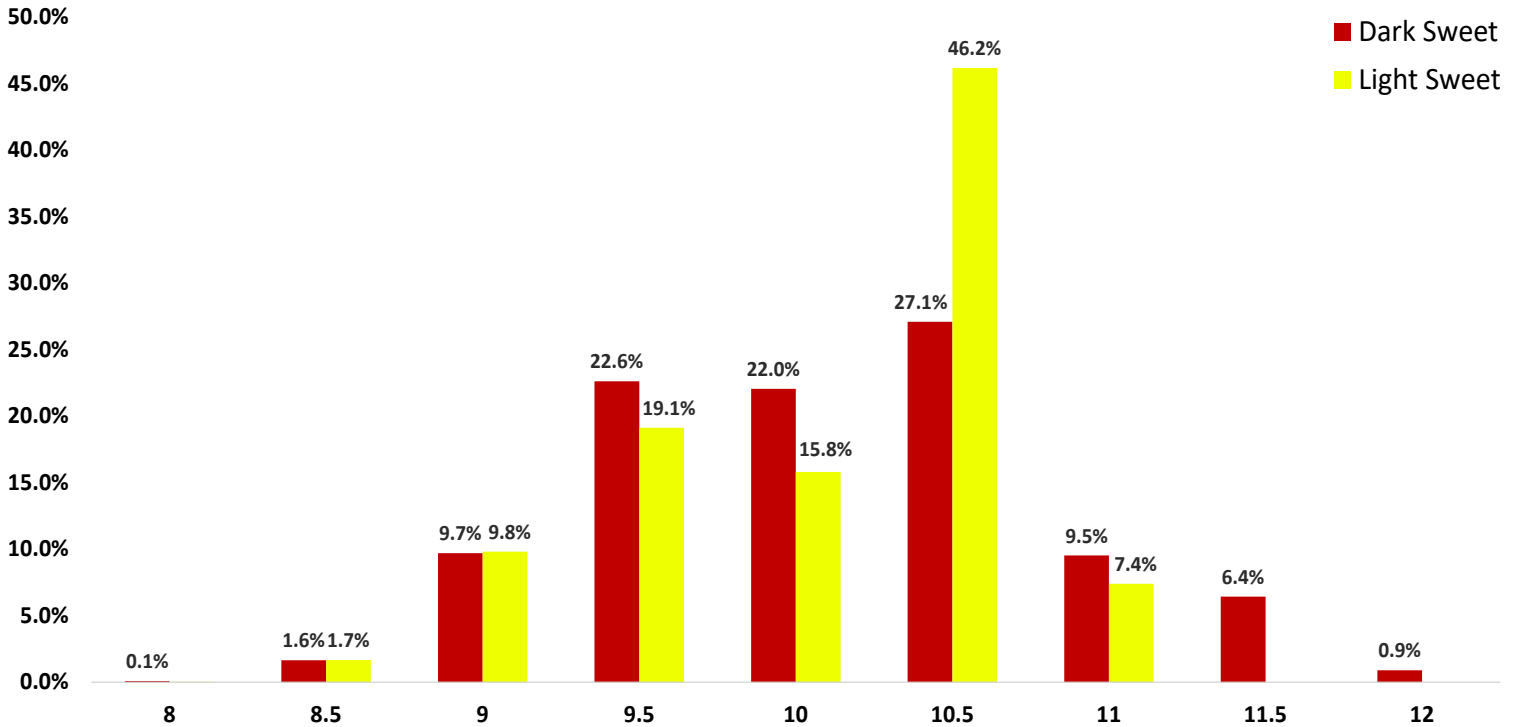
ORGANIC SHIPMENTS

Washington-Origin Only

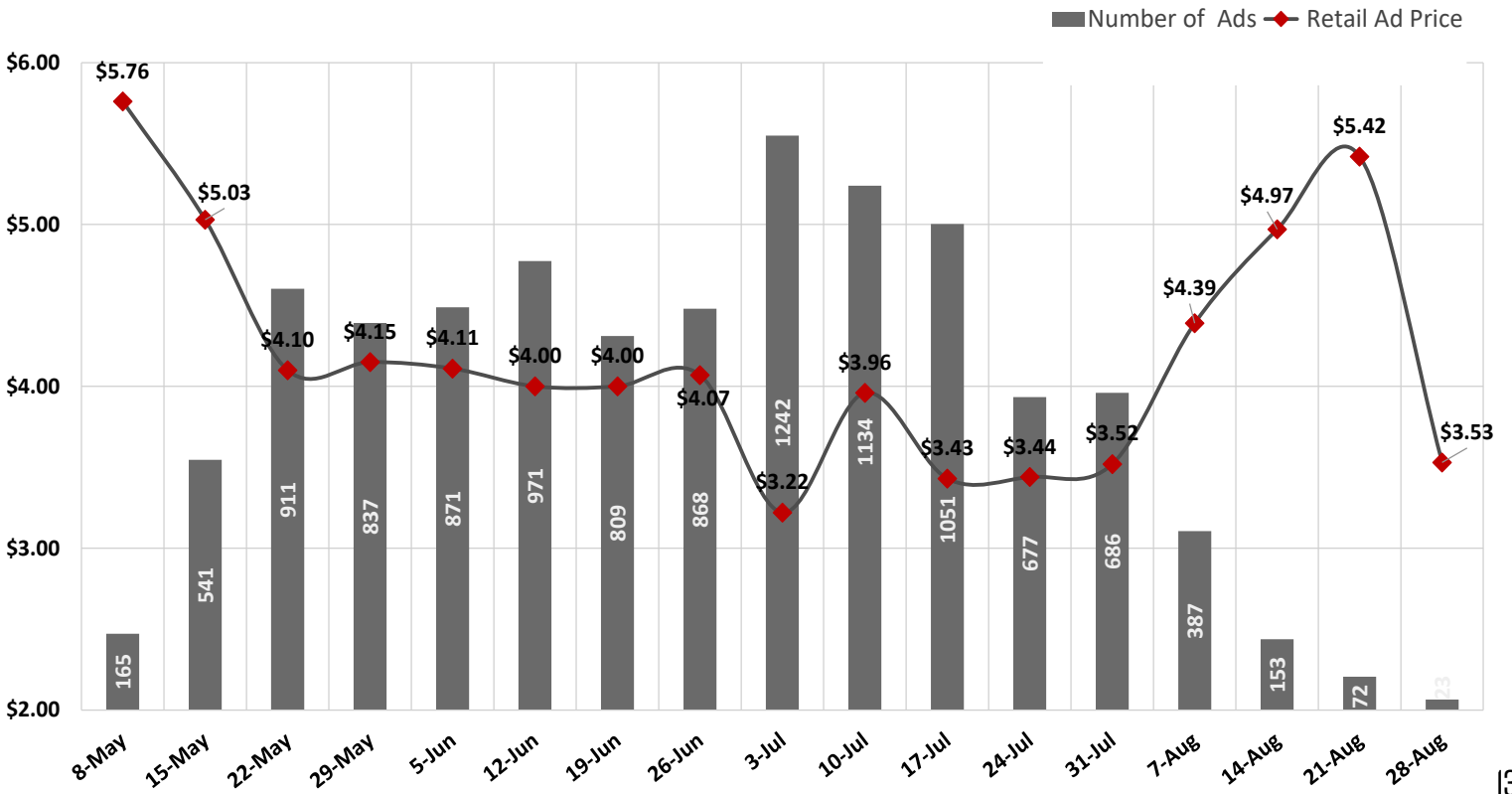


SIZING UP THE CROP

2024 Row Size Dark & Light Sweets

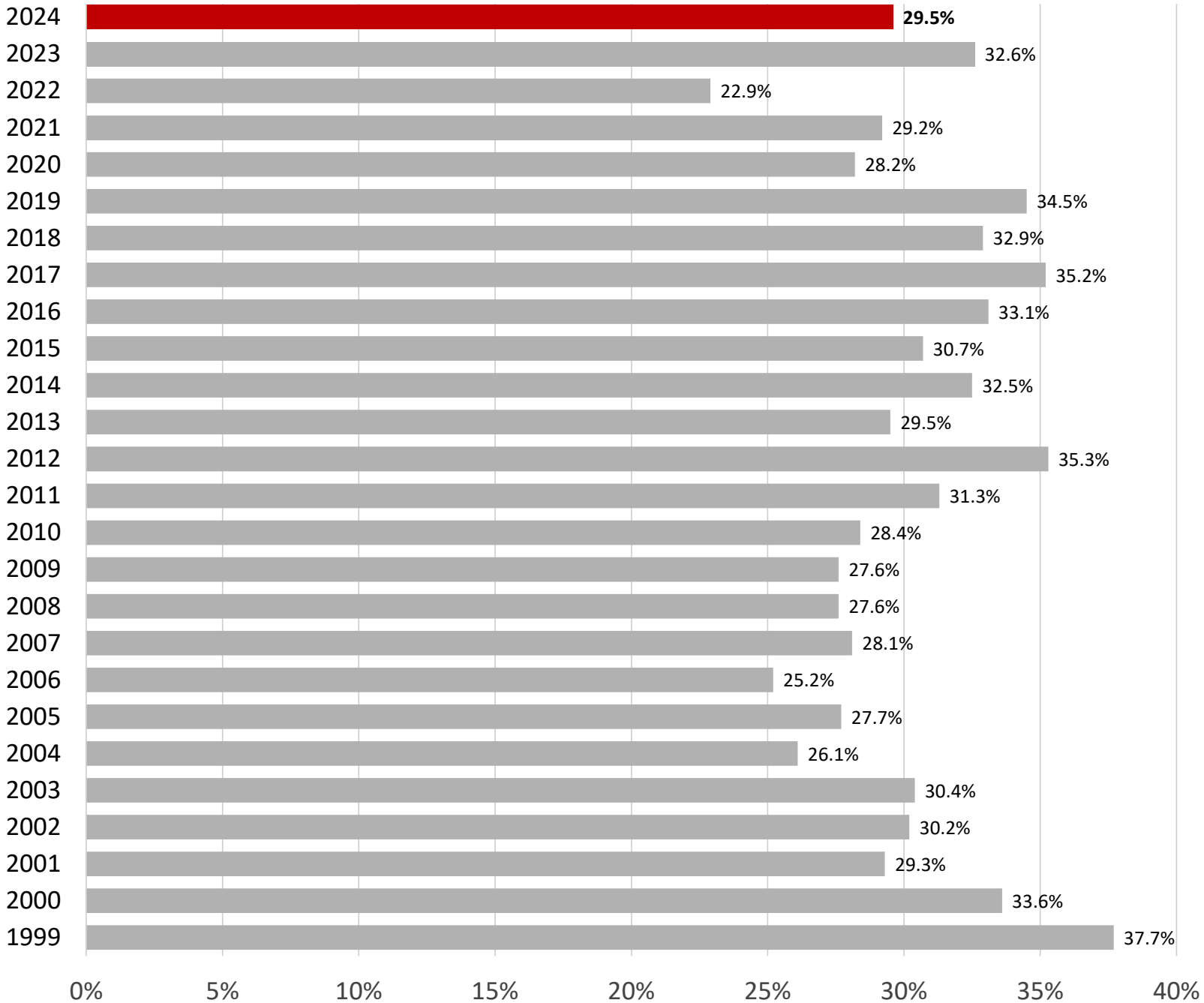


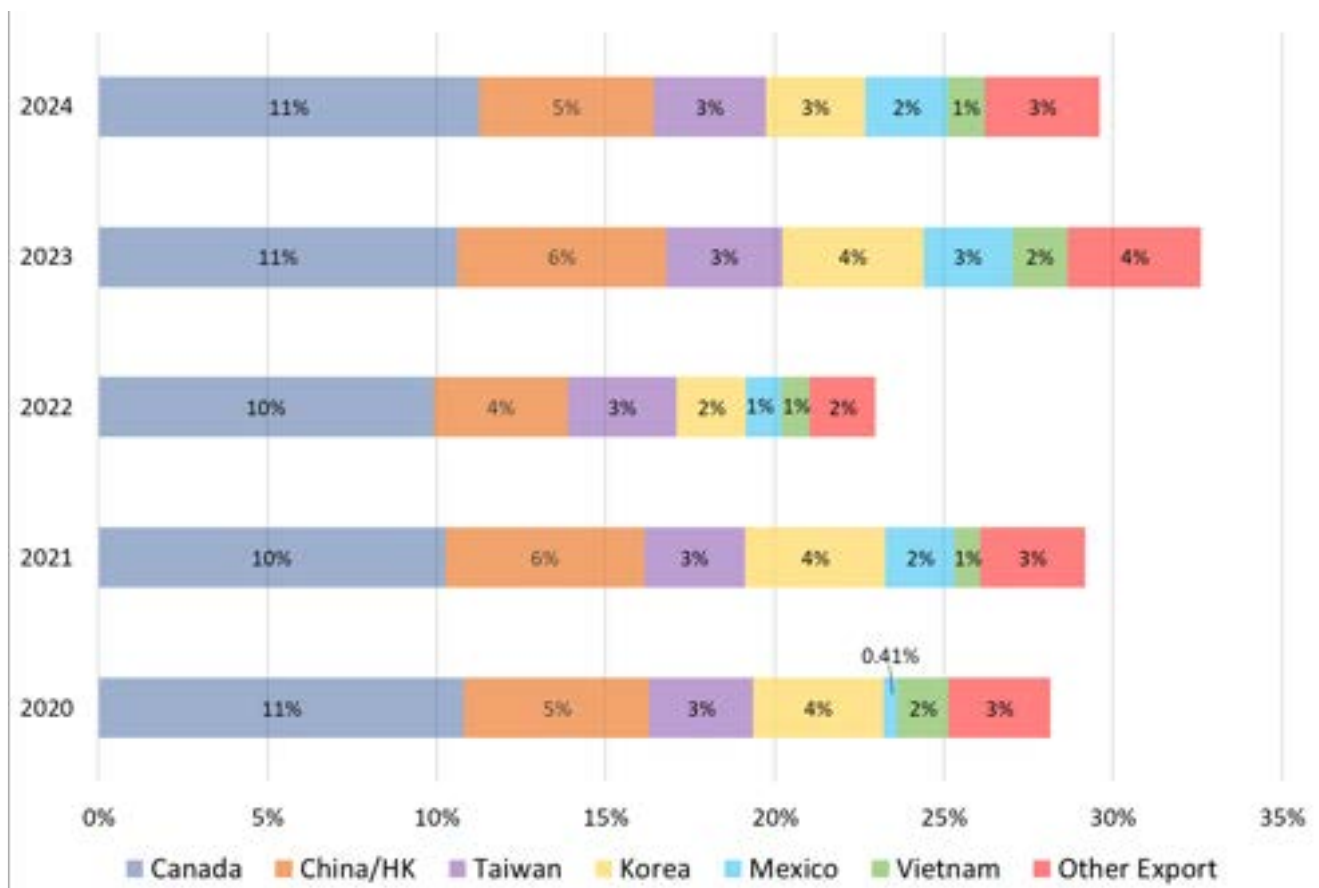
RETAIL PRICE VS. NUMBER OF ADS



HISTORICAL EXPORT PERCENTAGE

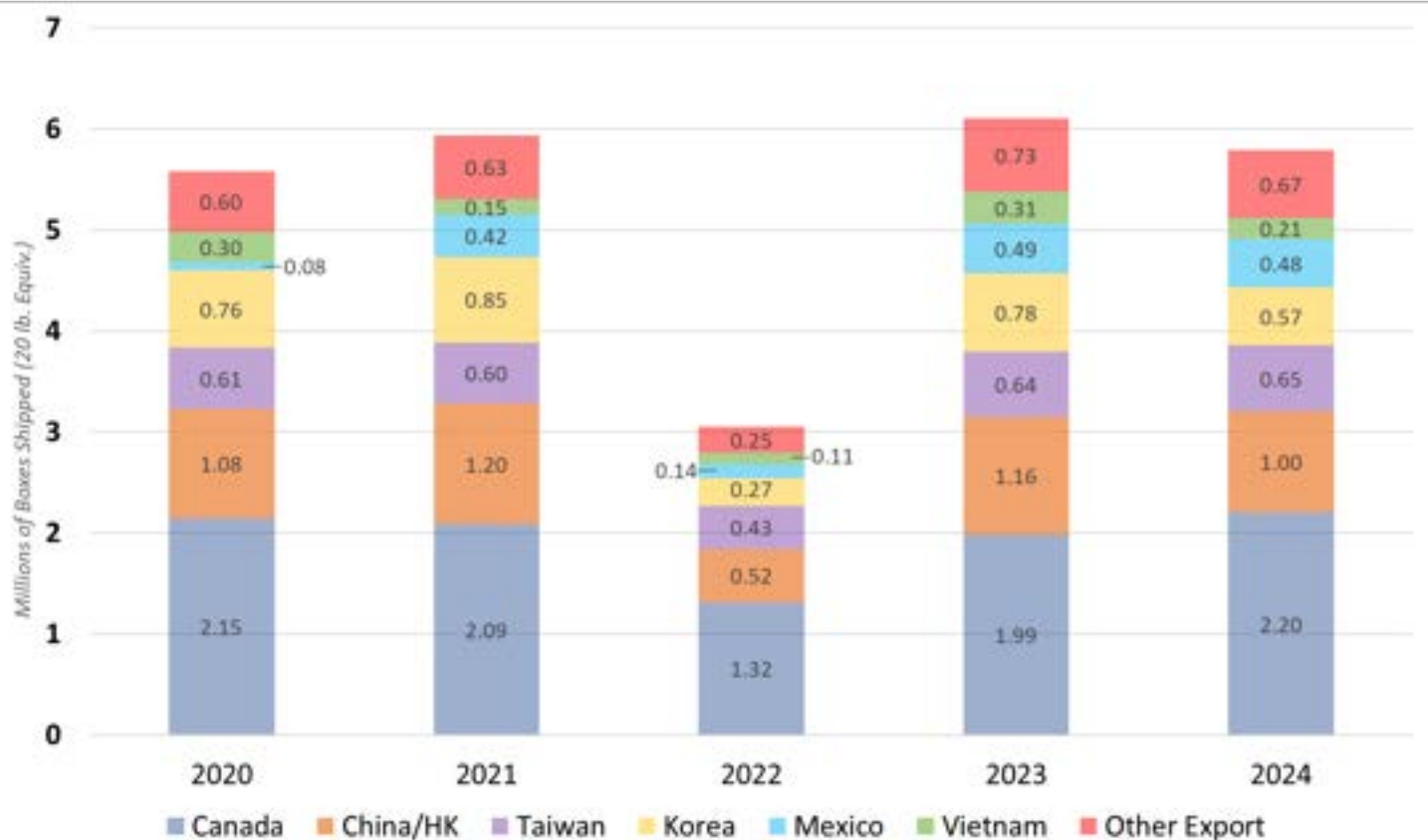
Northwest Cherry Crop





SHIPMENTS BY DESTINATION

Dark Sweets & Light Sweets



ESTIMATING THE NORTHWEST CROP

Accuracy and Consistency Matter

For the past 25 years, the Northwest Cherry Growers have been working with a field team from 18 of the key cherry shippers/packers across the 5-states (WA, OR, ID, UT and MT) to forecast the year's cherry crop. Over the years, the estimate has developed into a 4 round process where industry field representatives have weighed in with insight and data before and during the season. The team at Northwest Cherries contracts with a third-party Agricultural Economist to collect the data that is plugged into a crop model that has many years of historical weather, volume, and timing data built into the model. This data is considered proprietary, as all individual data is only viewed by the third-party agronomist. In the earliest stages of our four rounds of estimates, our growers rely on bloom timing and the number of flowers per bud. That gives us the roughest sense of a start date and the theoretical maximum crop size. However, not every flower gets pollinated and not every pollinated bloom stays on the tree to become a cherry. Over a period of several weeks following bloom, our growers begin to get a better picture of what their individual crop will look like in terms of size and timing. Thus, with each of our subsequent projections, the timing curve and final tonnage generally becomes more accurate.

Round 1: This is the bloom timing data

In this round the estimate is based around the dates of first bloom, by district. Note: "First bloom" means 10% of full bloom (more or less). Next, will be the dates of full bloom by production district. Likewise, the estimation model uses historical weather, bud potential, and timing data to compare the coming crop to past crops. At this point, the field team members share a preliminary estimate of the date when the packing house expects to receive its first fruit and when the house expects production to peak. Lastly, their estimate of total tonnage of Dark Sweet and Rainier cherries that their warehouse expects to receive this year.

Round 2: This number is provided directly by the growers and shippers during the annual 5-state meeting hosted by the Northwest Cherry Growers

In this round, a broad group of growers meet to discuss crop size and potential dynamics of the coming crop.

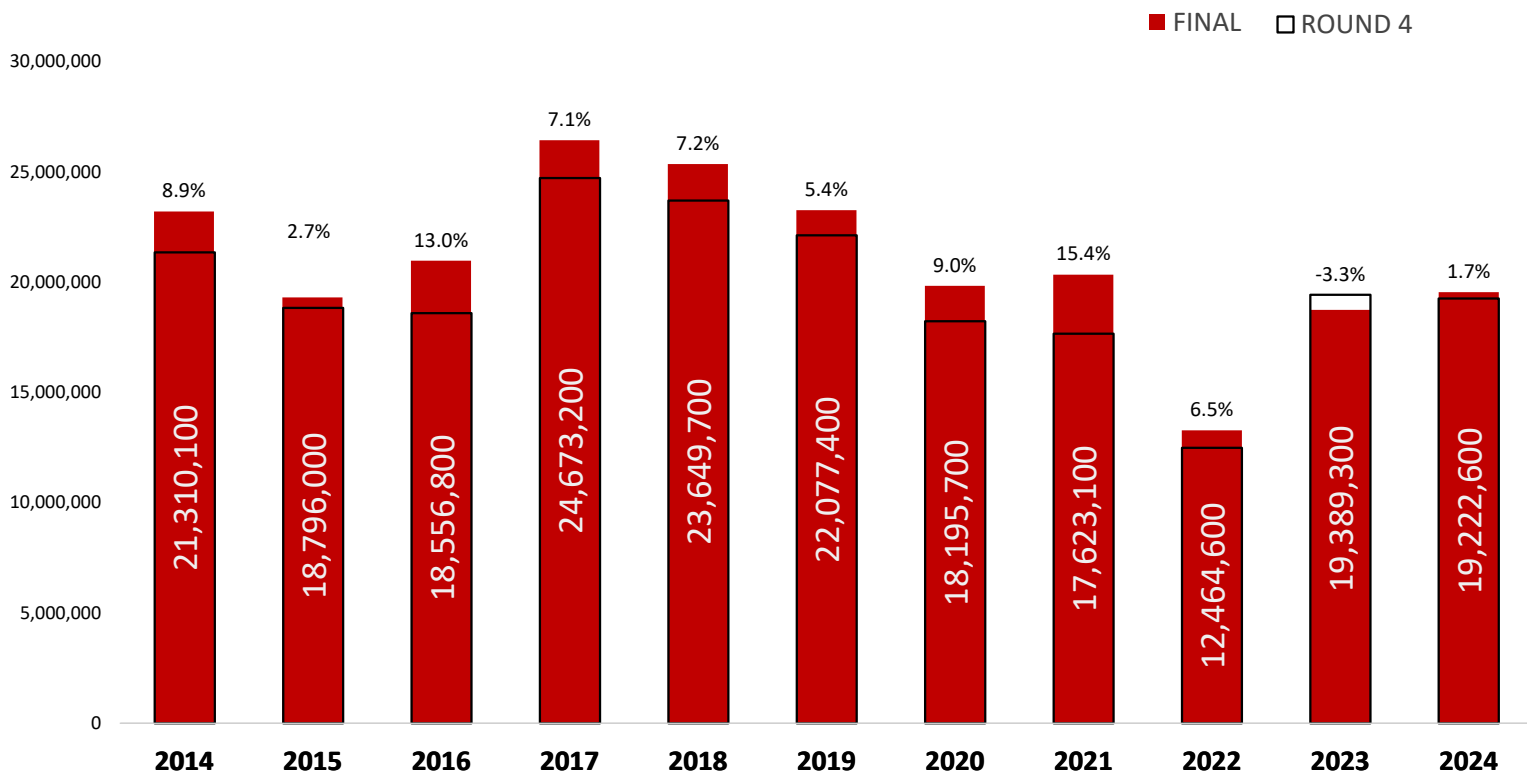
During the meeting, growers from different growing regions are broken out into groups by state to discuss bloom timing, what they are seeing as far as any possible damage, or what the bud count is looking like. From this, each state provides their respective state’s crop estimate; the estimates are combined by region to produce a number to share with the world.

Round 3: Startup Estimate

Round 3 has historically been targeted for release in early June, in an effort to provide a crop picture as the season is just getting underway. This round provides a clearer picture of what the early growers are harvesting and allows later harvesting growers to have a more accurate look at their crop potential. The Northwest Cherry season will generally last from 80 to 90 days. This round of estimation provides the timing peaks of the season, the estimated tonnage, and factors in any weather events that have occurred since the previous round estimate.

Round 4: The Final Estimate

The final estimate helps account for any issues that appeared as potential crop issues coming out of the 3rd round estimate. This can be heat, wind, rain damage, sizing issues, etc. This round allows us to communicate any foreseeable adjustments to the total number that have been provided. Lastly, the final estimated tonnage is provided in Round 4.



2024 PROMOTIONAL CAMPAIGN TAKES OVER THE WORLD!

In honor of the 2024 season olympics, Northwest Cherries took on a french theme - which resulted in this gorgeous lady popping up all over the world!



Ooh la la!
Mon Cherry!



12 HEALTH BENEFITS OF CHERRIES

