

Tart Cherry

Wednesday morning 9:00 am

Where: Gallery Overlook (upper level) Room E & F

MI Recertification credits: 2 (1C, COMM CORE, PRIV CORE)

OH Recertification credits: 1.5 (presentations as marked)

CCA Credits: PM(1.5)

Moderator: Kurt Dowd, MSHS Board, Hartford, MI

- 9:00 am CMI Marketing Program Update
- Carolyn Westcomb, Weber Shandwick, Wheaton, IL
- 9:30 am Update on Monitoring and Management of SWD (OH: 2B, 0.5 hr)
- Danielle Kirkpatrick, Entomology Department, MSU
 - Julianna Wilson, Tree Fruit IPM Outreach Specialist, Entomology Dept., MSU
 - Larry Gut, Entomology Dept., MSU
- 10:00 am Comparing Application Strategies and Insecticide Efficacy for SWD (OH: 2B, 0.5 hr)
- Nikki Rothwell, NWMHRS Coordinator, MSU Extension, Traverse City, MI
 - Emily Pochubay, MSU Extension
- 10:30 am Implications for Cherries: Using SWD Biology to Determine Management Decisions in Small Fruit (OH: 2B, 0.5 hr)
- Hannah Burrack, Entomology Department, North Carolina State Univ.
- 11:00 am Session Ends

**Great Lakes Fruit, Vegetable and Farm Market EXPO
Cherry Marketing Institute Session Summary
December 2016**

Cherry Marketing Institute Marketing Plan
Building Demand for Montmorency

Moderator:
Carolyn Westcomb
Weber Shandwick, on behalf of Cherry Marketing Institute
cwestcomb@webershandwick.com

Overview of CMI Marketing Efforts and Objectives

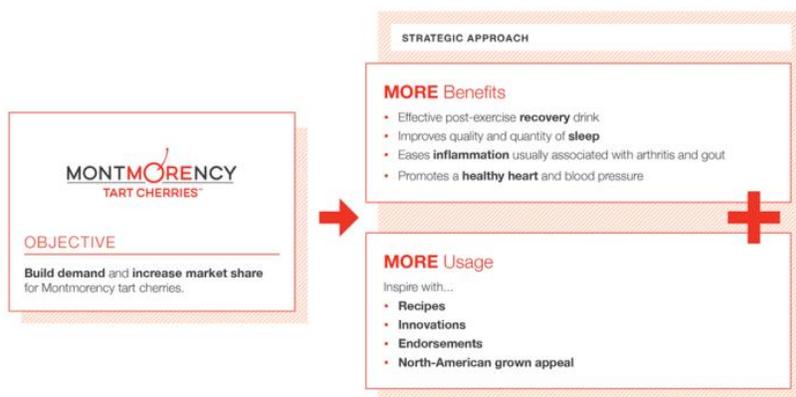
The Cherry Marketing Institute (CMI) is an organization funded by North-American Montmorency tart cherry growers and processors. In the tenth year of the marketing program, our goal is to increase demand and market share for the Montmorency varietal, combating foreign imports. Our strategy is to strengthen the link between Montmorency tart cherries benefits and usage, focusing on the science-backed health benefits (including exercise recovery, sleep, inflammation and cardiovascular health) and showcasing usage ideas (such as recipes, innovations, endorsements and North American-grown appeal) – all of which position Montmorency tart cherries as “The Cherry With More.”

Figure 1. CMI met aggressive goals in the 2015/16 fiscal year, surpassing expectations for media impressions by securing coverage in top-tier outlets and exceeding our goal for website visits by developing engaging digital content.



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Figure 2. For the 2016/17 fiscal year, our marketing program drives home that **Montmorency Matters**, especially when compared to imported varieties. Through the promotion of the health benefits associated with Montmorency tart cherries and the usage ideas, CMI aims to communicate that Montmorency Matters, therefore driving demand for the fruit and educating consumers and trade professionals on what makes Montmorency “The Cherry With More.”



Showcasing the Benefits of Montmorency Tart Cherries

Research suggests that Montmorency tart cherries offer a handful of potential health benefits. In fact, they have been researched in more than 50 studies in relation to exercise recovery, sleep, inflammation and heart-health benefits. To access the research that has been done on the Montmorency varietal, visit www.choos cherries.com.

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Exercise Recovery

Athletes may want to consider Montmorency tart cherries as a way to naturally manage pain. Researchers have found that tart cherry juice may help reduce strength loss and aid recovery after extensive exercise. For instance, runners in two studies who drank Montmorency tart cherry juice before and after long-distance races experienced a faster recovery of strength compared to those who drank a different beverage.

Figure 3. Montmorency tart cherries are the cherry with more health benefits, including exercise recovery. CMI continues to elevate the exercise recovery benefits with endurance and recreational athletes. Tactics include a partnership with the leading active lifestyle platform Competitor Group, Inc. that includes print and digital advertising efforts, partnering with targeted influencers and strategic media relations and social and digital support.



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Sleep

Another health benefits associated with Montmorency tart cherries in particular is potentially better sleep. Montmorency tart cherries have been found to contain melatonin, a sleep-inducing hormone. In one study, researchers found that drinking Montmorency tart cherry juice daily helped reduce the severity of insomnia and time spent awake after going to sleep.

Figure 4. With many Americans turning to over-the-counter medications to enhance sleep, the marketing program will showcase Montmorency tart cherries as a natural source of melatonin. To help credibly tell our story, CMI will conduct consumer research to document that current state of America's slumber, recruit a trusted partner (and tart cherry advocate) The Sleep Doctor: Dr. Michael Breus to be the voice of the program with media and socially share recipes and tips with consumers at times they typically have trouble sleeping.





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Inflammation

Montmorency tart cherries are one of the highest sources of phenolic compounds, specifically anthocyanins, which have been shown to fight inflammation and inflammatory-related conditions. This inflammatory benefit is behind Montmorency tart cherries' ability to reduce risk for arthritis and gout, promote cardiovascular health and most recently to aid muscle recovery and reduce oxidative stress in athletes.

To help promote the anti-inflammatory components of Montmorency tart cherries, further supporting messaging surrounding the unique health benefits, CMI will work with influential bloggers to create tart cherry recipes that include other in-demand anti-inflammatory ingredients and share these recipes socially and with editorial media contacts.

Heart Health

Scientific research increasingly indicates that eating red foods, specifically Montmorency tart cherries, may be effective in reducing certain risk factors for heart disease. Benefits of consuming this bright red superfruit have been linked to reduced stroke risk, lower triglycerides and decreased risk of heart attacks in women – all thanks to the high concentration of anthocyanins found within Montmorency tart cherries.

CMI will leverage the timeliness of American Heart Month (February) to share the relevant heart-health benefits of tart cherries by distributing existing cardiovascular research, heart-healthy recipes and tapping media-genic Registered Dietitians to share this information during media segments.

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Cherry Marketing Institute Begins New Foodservice Initiatives to Further Amp Up Montmorency

Faced with a large crop and the goal to distinguish Montmorency tart cherries as The Cherry With More against imported varieties, CMI identified additional opportunities to help drive a larger volume of tart cherries and determined a new target in the foodservice space could help drive industry growth and bolster awareness surrounding the Montmorency varietal. With restaurant industry sales expected to reach \$783 billion in 2016, we continue to eat more food away from home while seeking ingredients that offer functional benefits within a health halo.

Within this new space, we have a strong, homegrown story to tell, combating the imported varietal of tart cherries, as Montmorency tart cherries are:

- Available year-round
- Offered in a range of product forms
- Pertinent across a broad variety of menu applications
- A source of health benefits that cater to consumer wishes for functional foods
- An ingredient offering on-trend taste as consumers preference evolve towards more sour flavors
- North American-grown status which is increasingly important to foodservice and their customers

Figure 5. The new foodservice plan for CMI includes editorial outreach, print and digital advertising efforts telling the Montmorency Matters story, chef engagement and efforts showcasing the evolution of cherry pie.



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Manufacturing Trade Professionals Remain a Priority for Montmorency Matters Messaging

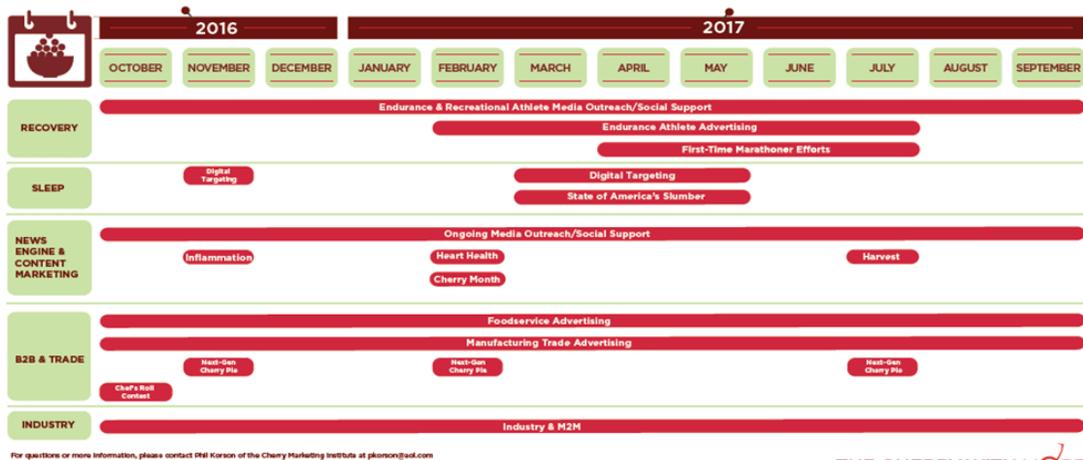
In addition to diving into the new foodservice space, Cherry Marketing Institute continues to prioritize the manufacturing trade industry, reaching key ingredient decision makers with Montmorency tart cherry messaging, educating manufacturing professionals on how the cherry with more can impact their product offerings. Trade advertising creative touts The Cherry With More messaging, showcasing how Montmorency tart cherries can provide “more” potential health benefits, “more” North American-grown appeal, “more” availability and “more” product applications to manufacturing products, such as snack foods, beverage options and bakery items.

Through year-long outreach across a variety of platforms, Cherry Marketing Institute reaches this target demographic through print, digital and editorial efforts, all of which support the Montmorency Matters narrative.

A Vast Network of Industry Members Help Support CMI Efforts

Each month, CMI distributes relevant, timely communications to industry members, informing them of upcoming programming and providing materials for their use to further align the Montmorency messaging across channels and platforms. These monthly e-blasts often share: brochures and marketing materials surrounding current research surrounding the Montmorency varietal, video content promoting strategic initiatives, recipe content with engaging images, digital posts and ideas to promote across social media channels and updates regarding relevant happenings, such as National Cherry Month in February.

Figure 6. The CMI marketing program provides year-round support by developing relevant content that resonates with key target audiences.



Sustainable Spotted Wing Drosophila Management for United States Fruit Crops

A USDA Specialty Crops Research Initiative (SCRI) supported project (Award number 2015-51181-24252)

Project information

Four years: 15 Sept 2015 through 14 Sept 2019

Participants:

NC State University

Hannah Burrack, Entomology

Max Scott, Entomology

Zack Brown, Ag & Resource Economics

Jean-Jaques Debois, Southern IPM
Center

Rhonda Conlin, Extension IT

Michigan State University

Rufus Isaacs, Entomology

Larry Gut, Entomology

Ke Dong, Entomology

University of Maine

Frank Dummond

University of Notre Dame

Zain Syed

University of Georgia

Ash Sial

Oregon State University

Vaughn Walton

Nik Wiman

Cornell University

Greg Loeb

Miguel Gomez

Rutgers University

Cesar Rodriguez-Saona

University of California, Davis

Joanna Chiu

Frank Zalom

University of California, Berkeley

Kent Daane

USDA-ARS

Kim Hoelmer

**Stakeholder advisory board members
(13)**

Goals:

To integrate SWD management practices with those necessary for other pest species, to reduce the reliance on insecticides as the sole means of SWD management, to deliver this information to stakeholders, and to facilitate stakeholder adoption of recommendations.

Mechanics:

Our project is headquartered at North Carolina State University and directed by Dr. Hannah Burrack. Activities are grouped by primary objectives, and each activity is led by a team member. Activity leads develop standard methods, design projects, coordinate data collection, and summarize and interpret results.

Specific objectives and activities:

1. Implement and evaluate SWD management programs
 - 1.1. On-farm evaluation and optimization of SWD management programs (Lead: Burrack)
 - 1.2. Build bioeconomic models that measure SWD impact, predict losses, and suggest mitigation strategies (Lead: Gomez)

- 1.3. Provide stakeholders with results, applications, and interpretation (Lead: Burrack)
2. Develop tactics and tools that predict SWD risk
 - 2.1. Field validate population models (Lead: Walton)
 - 2.2. Determine sources of SWD populations before and during growing seasons (Leads: Loeb and Chiu)
 - 2.3. Develop monitoring tools that accurately estimate SWD populations and predict infestation (Lead: Rodriguez-Saona)
3. Optimize sustainable SWD management programs
 - 3.1. Reduce reliance on insecticides in management programs (Lead: Isaacs)
 - 3.2. Detect, monitor, and minimize insecticide resistance (Leads: Sial and Brown)
 - 3.3. Discover natural enemies capable of contributing to SWD population reduction (Lead: Daane)
 - 3.4. Reduce infestation rates in fruit post-harvest (Lead: Burrack)
 - 3.5. Develop genetic SWD management tactics (Leads: Scott and Brown)

For more information and future updates, see:
SWDManagement.org
or contact Hannah Burrack (hjburrac@ncsu.edu)

We need your help to measure SWD impact and guide future project direction

**Please complete this approximately 30 minute survey:
<https://survey.ncsu.edu/swd/>**