



There's Only **NE** California Cherry

California's cherry industry is small, but mighty. Our cherries are known throughout the world as the first sweet taste of summer.

The California Cherry Board (CCB) exists for one purpose: to help our industry thrive. Every program we fund, every report we publish, and every partnership we build is focused on one ultimate goal – the successful marketing of California cherries.



CALIFORNIA
C H E R R I E S



Message from the Chairman of the California Cherry Board

There really is only one California cherry. It is famous worldwide as one of the few truly seasonal fruits that consumers eagerly anticipate each year. At the time of writing, there are 196 days, 13 hours, 28 minutes, and 59 seconds until the start of the 2026 harvest – and the countdown is on.

Over the past five years, our industry has faced its share of challenges. In 2020, cherries were among the first seasonal crops affected by COVID-19 restrictions. Despite this, production exceeded 10 million boxes in both 2021 and 2023, and reached nearly 9.5 million boxes in 2024 – all amid increasing pest and disease pressures, new variety introductions, post-harvest challenges and rising global competition.

The California Cherry Board (CCB) continues to be a vital resource for our entire industry, addressing key issues as they arise, funding research central to CCB's mission, opening and maintaining export markets around the world and providing accurate, actionable data and information on our production.

The following pages summarize CCB programs and accomplishments over the past five years. While growing and marketing the one and only California cherry presents a unique set of challenges, with the California Cherry Board in existence, none of us face these challenges alone. The California Cherry Board is committed to supporting our growers and strengthening our industry for seasons to come.

NICHOLAS SOLARI

CHAIR, CALIFORNIA CHERRY BOARD

California Cherry Board Budget & Income Statement

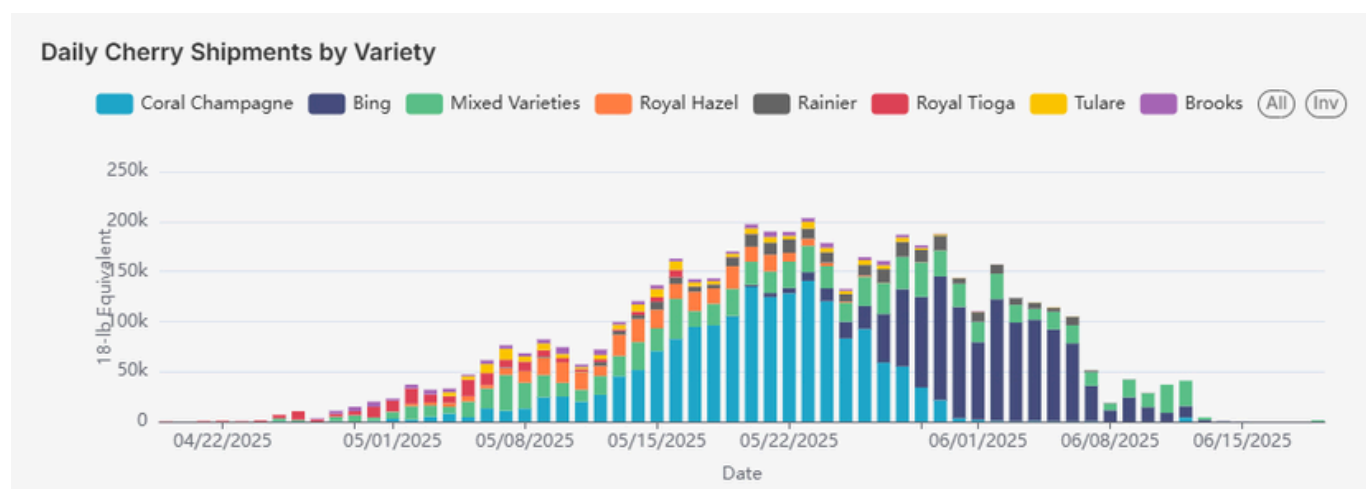
	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	
INCOME							
Assessments	921,611	1,112,485	732,323	1,207,660	662,513	840,000	\$ 12,663,460
Export Grants	618,668	784,641	639,883	471,736	426,334	996,069	\$ 6,655,899
Miscellaneous	3,463	2,522	960	12,301	23,650		\$ 45,499
Block Grant	169,798	116,777	182,575	183,525	37,445		\$ 1,490,128
TOTAL INCOME	1,713,540	2,016,425	1,555,741	1,875,222	1,149,941	1,836,069	\$ 20,854,985
EXPENSES							
Export Outreach & Admin	923,197	1,034,236	1,005,831	811,800	617,420	1,134,200	\$ 12,229,362
Other	259,274	238,278	248,824	252,165	235,781	267,250	\$ 2,986,198
Research	268,792	396,292	285,190	340,119	247,074	360,000	\$ 3,810,008
Trade Policy/Market Access	132,000	132,000	144,500	154,500	157,000	174,500	\$ 2,120,200
TOTAL EXPENSES	1,314,471	1,404,514	1,399,155	1,218,465	1,010,201	1,575,950	\$ 21,145,769



ONE GOAL: Turning Data into Power

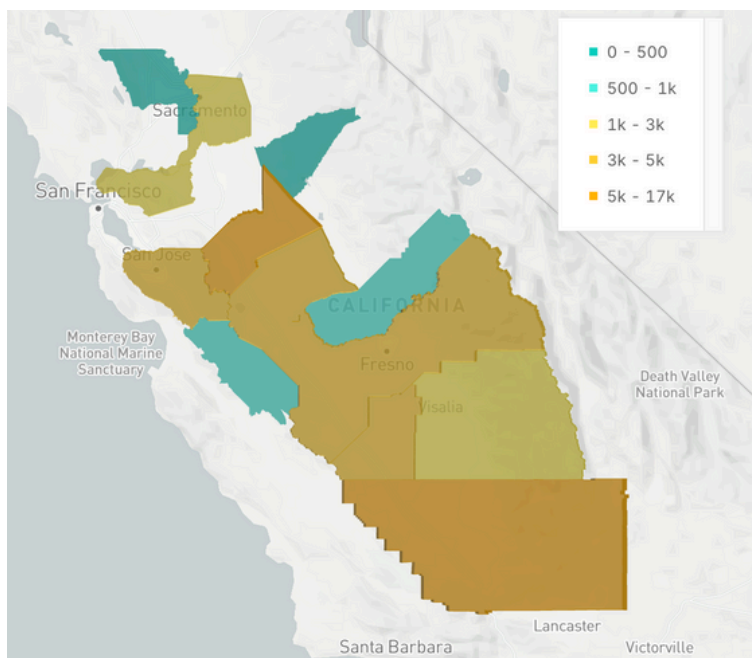
Timely, accurate data is the lifeblood of smart decisions – and CCB delivers it. During the season, daily shipment reports show the number of boxes shipped and totals to date, helping growers and shippers track the pulse of the market in real time. This data, emailed to members and available on our website, is accompanied by a deep library of historical and analytical reports.

At season's end, CCB compiles detailed summaries – production totals, breakdowns by variety and size, domestic and export shipments, crop utilization, and acreage by variety and county. These reports not only tell the story of each year but also guide planning for future success.



Thanks to a 2021 California Specialty Crop Block Grant, we've taken this transparency to a new level with the **CCB Industry Data Center**. This interactive online hub transforms raw numbers into easy-to-read, color-coded charts that are constantly updated and downloadable – giving growers and handlers the tools to analyze and customize data to meet their specific business needs.

Our **Industry Data Center** also tracks current acreage by variety, providing essential insights to help producers anticipate trends and plan production strategies.





ONE TEAM: Strength in Unity

One of CCB's greatest strengths is our ability to take collective action when the industry's future is on the line. Individually, no grower could address challenges of statewide or national scope – but together, we can.

When COVID-19 struck, cherries were among the first crops to harvest as other industries shut down. CCB moved quickly, uniting growers, packers, government agencies, and health professionals to develop and distribute safety guidelines and resources. We launched a weekly COVID update, helped establish vaccination sites at packing facilities, ensured plants stayed open and workers stayed safe. The result: more than 10 million boxes packed in 2021 – a success story that underscored what collaboration makes possible.

Large crops in 2023 and 2024 brought new challenges, prompting CCB to join forces with the Northwest cherry industry to share market data, align strategies, and strengthen retail partnerships

– a united West Coast effort that benefits everyone from the orchard to the shelf.

CCB continues to lead efforts to enhance fruit quality and consumer confidence. Through open industry forums, we explored the benefits of establishing a minimum Brix standard for California cherries. Following a successful voluntary pilot program in 2025, results show that maintaining high quality doesn't mean sacrificing early market opportunities – proving once again that California can lead with excellence.





OUR VISION: Investing in Research That Builds Our Future

The future of California's cherry industry depends on innovation – and innovation depends on research. For decades, CCB has invested in the science that helps growers produce, pack, and market the world's best cherries. Our research funding targets the industry's most pressing needs, including:

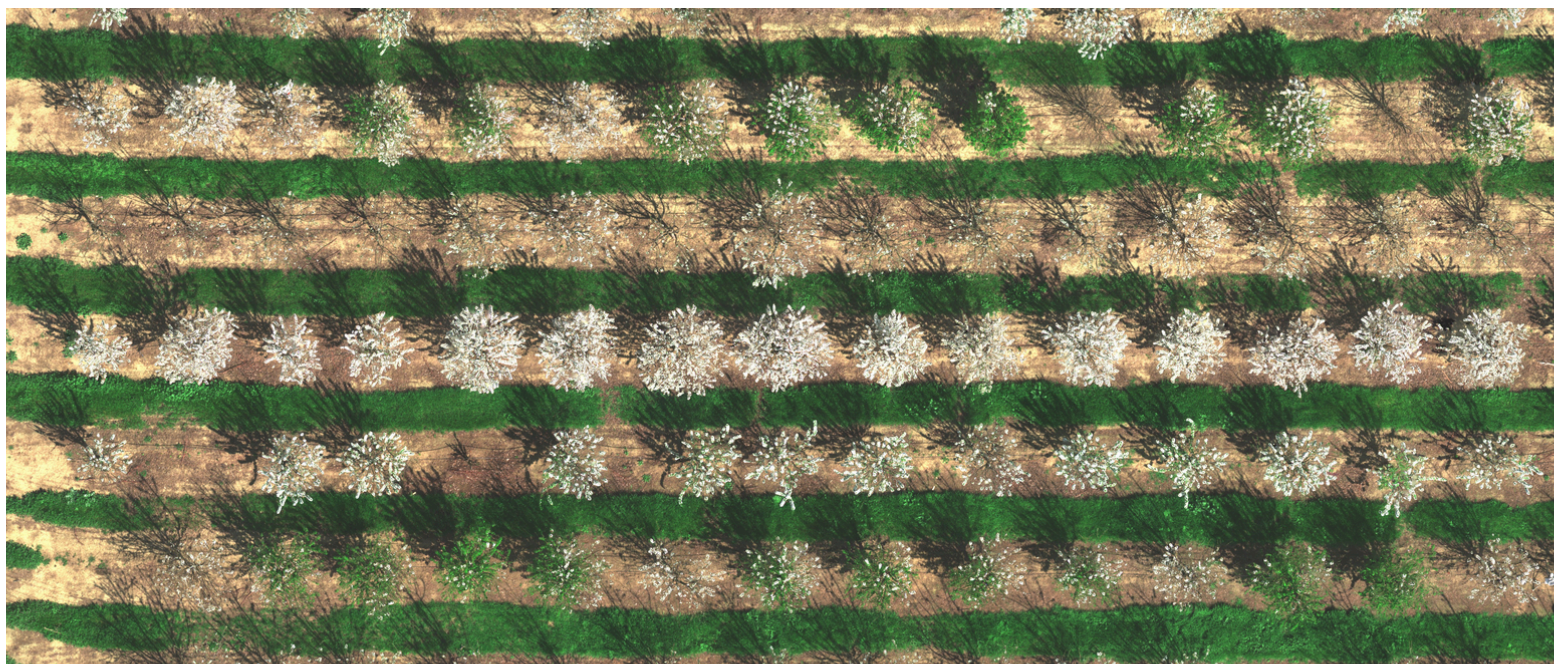
- Pest and disease management
- Variety and rootstock development
- Fruit quality, dormancy, and irrigation efficiency
- Weed and vertebrate control
- Post-harvest handling, storage, and consumer preferences

Over the past five years alone, CCB has invested **more than \$1.5 million in research** – results that give our industry both vision and direction.

Each year, CCB publishes a comprehensive research report (also available on our [website](#)) and hosts the Annual California Cherry Research Review, where researchers present findings directly to growers and industry members.

To further accelerate progress, CCB has also partnered with Delta College to establish a dedicated research orchard for testing new varieties and cultural practices. Our new Variety Evaluation Committee will review these findings to help identify the next generation of cherries best suited for California.

With federal and state research cuts in recent years, CCB's grower-funded research program is more vital than ever. It's the only coordinated effort ensuring California's cherry industry continues to innovate, compete, and grow.





ONE WORLD: Growing California's Global Reach

Exports are the backbone of long-term profitability for California cherries. Over the past five years, international sales have accounted for **31% of the total crop value** and **28% of all shipments** – a critical share that helps sustain grower returns and stabilize the market year after year.

Opening Doors and Building Markets

Through its long-standing partnership with **Bryant Christie Inc. (BCI)**, the California Cherry Board (CCB) ensures that California cherries not only reach markets around the world – they *thrive* there.

BCI provides strategic expertise that includes securing USDA grants, protecting and expanding market access, and managing export promotion programs that keep California cherries top of mind with consumers worldwide.

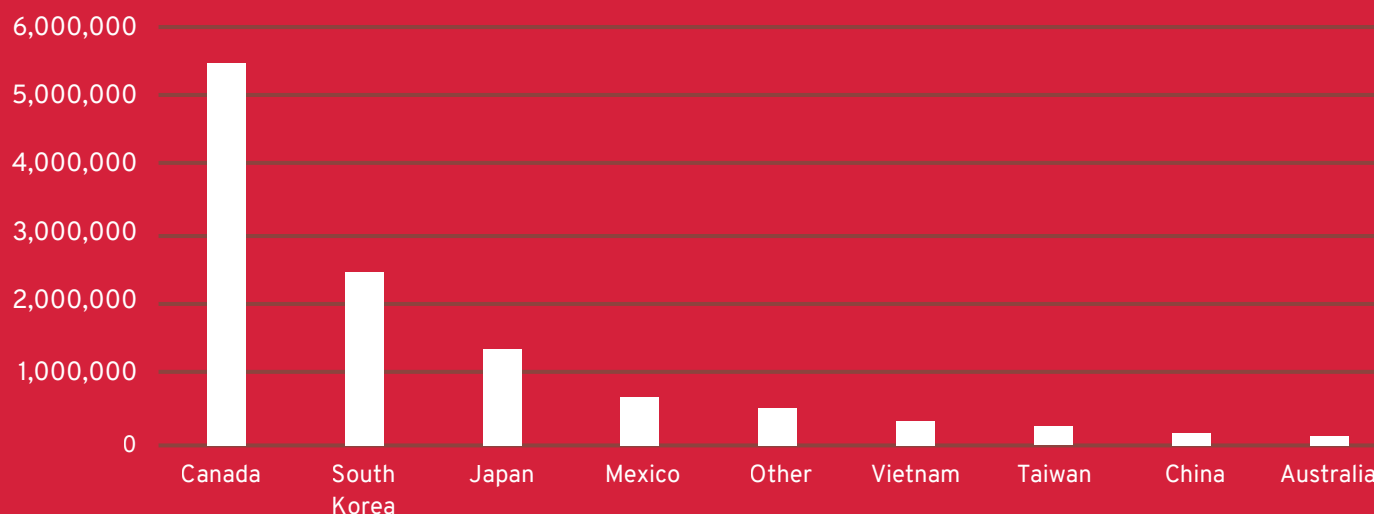
Over the past five years, BCI has helped CCB secure \$4.7 million in USDA export promotion funds. These grants have powered high-impact marketing in major export markets such as Canada, South Korea, Japan, Vietnam, and Taiwan – through in-store sampling, online retail campaigns, digital advertising, social media marketing, and special retail displays.

Together, these efforts have strengthened brand awareness, expanded consumer demand, and built lasting relationships with key importers and retailers across the globe.

Protecting Market Access

In today's tightly regulated global marketplace, access can be won or lost overnight. CCB and BCI are constantly on the front lines defending the industry's ability to sell abroad.

Total Exports 2020-25 - 18lb Box Equivalent





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When a major pest violation in June 2024 threatened to close the Australian market – valued at **\$4-\$6 million annually** – CCB and BCI worked swiftly with regulators to preserve access and secure new methyl bromide fumigation schedules that kept exports flowing.

BCI has also helped CCB resolve unwarranted Korean inspection issues and successfully push back against proposed “zero-tolerance” rules for leaves in shipments – which would have been impossible to meet. In Canada and the European Union, CCB and BCI fought restrictive packaging reduction proposals that, if left unchallenged, could have seriously disrupted shipments to these key markets.

Their advocacy extends beyond crisis management. Working alongside successive U.S. administrations, BCI has championed tariff reductions and regulatory reforms that keep California cherries competitive in a volatile global trade environment.

Ensuring Safety and Compliance

Another pillar of CCB’s export success is food safety and pesticide compliance. BCI continually monitors Maximum Residue Level (MRL) requirements around the world, tracking regulatory updates that affect California growers. In the past year alone, BCI reviewed 567 international notifications and communicated 51 key MRL changes across ten major markets.

To ensure full compliance, CCB publishes an annual **International Cherry MRL Memo**, produced by BCI, that gives shippers and growers clear, easy-to-use guidance on established residue limits, pesticide trade names, active ingredients, and usage data for each export destination.

A Global Future, Rooted in California

Because of the California Cherry Board’s leadership and partnerships, California cherries enjoy strong demand and trusted access in markets around the world.

Every dollar invested in CCB’s export programs protects market access, opens new opportunities, and drives global recognition of the California cherry brand.

Simply put – **without international markets, California cherries would be far less profitable.**

And without the coordinated leadership of the California Cherry Board, these markets wouldn’t exist.

The CCB keeps California cherries connected to the world – and keeps the world coming back for more.





THERE IS ONLY NE WHY

Vote Now

The work of the California Cherry Board cannot exist without the support of cherry growers like you. Your vote counts.

From providing real-time data to advancing research and protecting our shared interests, the California Cherry Board is the force that keeps our industry moving forward. When we work together, we don't just react to change – we shape it.

Supporting the California Cherry Board means investing in the success, sustainability, and strength of California cherries – today and for generations to come.

If you value the ability for California cherry growers to unite behind common goals with the strength of one team and one voice, then be sure to vote in the California Cherry Board's continuation referendum.

You should have received a ballot in the mail. If you did not receive it, please contact us at:



+1 916-446-1063



info@calcherry.com



www.calcherry.com