

Plan for Northwest Cherry Crop Estimation - 2020

Objectives: To improve on the system developed during the past 23 years (1997-2019) for estimating the PNW fresh sweet cherry crop. Specifically, to provide:

- (1) Predictions of total volume of both Dark Sweet and Rainier cherry production;
- (2) Estimates of when the summit of peak receipts from the orchard will occur, and from this to estimate when peak fresh shipments will occur;
- (3) Estimates of the proportion of the total crop that will be shipped fresh, as well as the predominant sizes of cherries to expect.

Participation: At least 18 of the largest shippers from Washington and Oregon.

Information to be provided: Using <https://cherries.agrimgt.com>, each participant will be asked to provide information on bloom dates and daily estimates of production for the current season as follows:

- a) **Round One: Bloom time data** (to be submitted by **Mon, April 20**).
 - i) Dates of first bloom for *Bings* (observed or predicted) by district (described on page 2).

Note: “First bloom” means 10% of full bloom (more or less).

 - ii) Dates of full bloom (observed or predicted) by production district, for *Bings*.
 - iii) Preliminary estimate of date when the house expects to receive its *first* fruit.
 - iv) Preliminary estimate of date when the house expects production (receipt from its growers) to *peak*.
 - v) Estimate of total tonnage of Dark Sweet and Rainier cherries that the house expects to receive this year.
- b) **Round Two: GA application time data** (submitted by **Mon, May 11**).
 - i) Dates of full bloom by production district for *Bings* (final observations).
 - ii) Revised estimate of the date that the house expects to receive its first fruit.
 - iii) Revised estimate of the date on which the house expects production to peak.
 - iv) Revised estimate of total Dark Sweet and Rainier tonnage that the house expects to receive.
 - v) Preliminary estimate of the total Dark Sweet and Rainier tonnage that the house expects to ship fresh.
 - vi) Daily bin or tonnage receiving expectations. (Typically this is submitted as a copy of what is already being generated in-house for the sales and production departments.)
- c) **Round Three: First arrival/startup time** (submitted by **Mon, June 1**).
 - i) Estimated date of first arrival of fruit at house (actual if known).
 - ii) Revised estimate of the date on which house expects production to peak.
 - iii) Revised estimate of total Dark Sweet and Rainier tonnage that the house expects to receive.
 - iv) Revised estimate of the total Dark Sweet and Rainier tonnage that the house will ship fresh.
 - v) An indication of the fruit size -, e.g., average, larger or smaller than average, or any other pertinent observations about the crop.
 - vi) Daily bin or tonnage receiving expectations.



Plan for 2020 Cherry Crop Estimation Project (page 2)

d) Round Four: **Mid-Season check** (submitted by **Mon, June 29**).

- i) Revised actual date of first arrival of fruit at house.
- ii) If possible at this point, identify date of actual peak receipts.
- iii) Revised estimate of total tonnage that the house expects to receive.
- iv) Confirmation of packout rate and any other indication of crop quality.
- v) Actual daily Dark Sweet and Rainier tonnage received to date, and updated daily bin or tonnage receiving expectations.

Information on Actual Receipts. Participants will also be asked to keep a record of their daily Dark Sweet and Rainier cherry receipts, by growing district. This information will be provided to WSFC at the end of the season, by October 31, to be used in analyzing the results of the season and to be kept in a database for use in future years' projections.

Confidentiality. The Washington State Fruit Commission and its consultants will hold the data provided by each participating shippers in strictest confidence. It will be used to make predictions which will be shared among the participants themselves and which may be shared among other shippers, but in no case will the specific information supplied by the individual participants be disclosed.

Reporting Districts. The eight districts, as defined for reporting in the past, have worked well and we will continue with these same districts this year. The definitions of the districts are shown below. (Naturally, you are only expected to report for a district if your company receives fruit from that district.) If you receive fruit from outside these districts (such as Canada or Montana), please report it as such.

District 1. Tri Cities - to include everything down river in Washington, plus Benton City, Basin City, and Mesa areas in the lower Columbia Basin.

District 2. Other Columbia Basin. Grant and Adams Counties, and parts of Franklin not included in District 1.

District 3. Lower Yakima Valley - Prosser to below Union Gap and west in L. Valley.

District 4. Upper Yakima Valley - Union Gap and above.

District 5. Lower Wenatchee and North - Rock Island / Malaga areas, lower elevation in Wenatchee Valley, and everything north to the Canadian border.

District 6. Upper Wenatchee - upper elevations in Wenatchee Valley, including Wenatchee Heights and Stemilt Hill.

District 7. The Dalles

District 8. Hood River

The Reports

After Rounds One, Two, Three and Four, predictions will be made as soon as the participants supply the information. This will usually take a few days to a week. A copy of the results will be available at <https://cherries.agrimgt.com>, only to participating houses. The Fruit Commission may make this information available to the industry as a whole.

