

# CHERRIES ARE HERE!

SHORT SEASON. LIMITED AVAILABILITY.



**EXCELLENT PROMOTABLE VOLUME!**

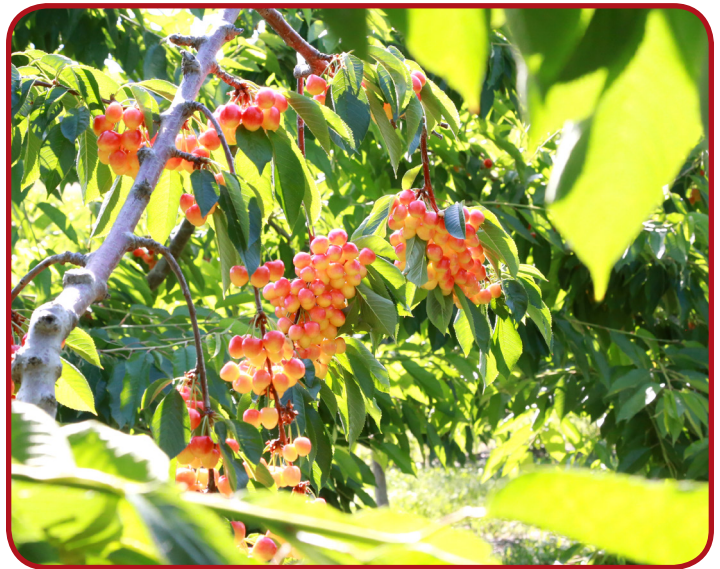
**STRONG HARVEST. SUPERIOR QUALITY.**

**THIS IS THE SEASON TO CAPTURE  
MEGA CHERRY SALES!**

## NORTHWEST CROP

### STRONG START TO THE SEASON

- The eating quality and appearance of CMI's crop this year is exceptional.
- We have not experienced any significant weather events this spring. With lots of sunshine, little wind and warm temperatures we're looking at a superior harvest with sweet, vibrant and high quality fruit for the duration of the season.
- Mixed sizing will be available, particularly earlier in the season, transitioning to larger sizing as the season progresses.
- There might be less congestion than anticipated, however there will be ample promotable volume during the peak of the season.



*Orchard of Skylar Rae® cherries.  
Learn more on the next page.*

## PEAK PROMO PERIOD

June 23<sup>rd</sup> - July 25<sup>th</sup>

**CALL US TO BOOK YOUR ORDERS TODAY! (509) 663-1955**

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## SHORT SEASON. LIMITED AVAILABILITY.



### SKYLAR RAE® CHERRIES

#### OUTSTANDING QUALITY - WHILE SUPPLIES LAST!

- Harvest is officially underway for CMI's very first crop of Skylar Rae® cherries.
- They are big, bright, blushing and sweet as can be, simply bursting with juices.
- CMI joined forces with Stemilt this year to grow and market Skylar Rae® cherries, originally discovered by the Toftness family in Washington State.
- Skylar Rae® cherries are available in a 1 LB clamshell and supply is limited.



### AMERICAN DREAM

#### GAINING RETAIL TRACTION

- CMI's American Dream® cherry program has launched in the U.S. and export markets.
- CMI is shipping the program in 5kg and 18 lb. cartons. A portion of sales from each box goes towards military and veteran programs, customized to each retailer.
- Retailers are already seeing strong sales results from the use of the program to create displays.
- Book your Summer promotions today!



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