Cherry Production and Innovation Trends Around the World

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Information Sources
World Sweet Cherry Review – Desmond O’Rourke
NCGIF Annual Reports
Food & Agricultural Organization of the UN
USDA
B.J. Thurlby, Washington State Fruit Commission
Mekjell Meland, Norway
Cihangir Korkmaz, Turkey
Stefano Lugli, Italy
Josh Reynolds, Gray and Company

Sweet Cherry Area Harvested by Region, 1985-2006 (x1000 ha)

<table>
<thead>
<tr>
<th>Period</th>
<th>Near East</th>
<th>Other Asia</th>
<th>East, Europe</th>
<th>EU-15</th>
<th>N. Am.</th>
<th>Other</th>
<th>World</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985-87</td>
<td>30.8</td>
<td>n.a.</td>
<td>69.4</td>
<td>117.3</td>
<td>19.9</td>
<td>n.a.</td>
<td>288.5</td>
</tr>
<tr>
<td>1994-96</td>
<td>50.5</td>
<td>18.6</td>
<td>59.8</td>
<td>113.4</td>
<td>22.1</td>
<td>62.8</td>
<td>327.2</td>
</tr>
<tr>
<td>2000-02</td>
<td>69.8</td>
<td>23.2</td>
<td>62.3</td>
<td>122.1</td>
<td>28.4</td>
<td>59.2</td>
<td>365.0</td>
</tr>
<tr>
<td>2006</td>
<td>75.2</td>
<td>30.9</td>
<td>62.8</td>
<td>94.2</td>
<td>34.1</td>
<td>58.1</td>
<td>355.3</td>
</tr>
</tbody>
</table>

\( \Delta \) 94-96 to 2006: 48.9% 
96.1% 
5.0% 
-16.9% 
54.3% 
-7.5% 
8.6%

Source: UN/FAO

World Sweet Cherry Production (Tonnes)

Sw. Cherry Production Forecast, 2015 vs Actual 2004-06 (mt)

Source: Belrose, Inc.

Sw. Cherry Production Forecast, 2015 vs Actual 2004-06 (% increase)

Source: Belrose, Inc.
Oregon

- Historically processing state
- Since 2000 transition
- Willamette acreage < ½
- The Dalles converting to fresh
  - 2000 A of Royal Anne removed
  - Replaced with 4000 A of fresh
  - 8,500 A total

- Market Yield (%)
  - Fresh 20,424 64%
  - Brine 6,775 21.4%
  - Canned 1,337 4%
  - Freezer 3,362 10.6%
  - Total 31,602

Oregon

- The Dalles Production Area
  - 1988 - 2000
    - 45% brine
    - 10% freezers
    - 10% canners
    - 35% fresh
  - Last decade
    - Majority of brine are sort-outs

- 2004
  - Fresh $0.96
  - Brine $0.42
  - Canners $0.45
  - Freezers $0.41
Oregon
Gray and Co.
- Alara – Turkey
- OCG
  - Chile
  - China
- Dell Packing
  - Italy

World Sweet Cherry Production
2001-2005 Annual Average (metric tons)

World Sweet Cherry Production
1991-2006

Traditional Orchard
Average orchard < ½ acre
< ½ growers prune
Often mix olives and figs with cherries
Typically don’t use bees
Modern Cherry Orchards

Modern Nursery

Grower Education

2004: 300 trainings throughout country
Av. 60-70 people each
May last 3-4 days

Pruning
Tree Training
Pest Management

World Sweet Cherry Production
2001-2005 Annual Average (metric tons)

Italian Cherry Production Areas

Italian Cherry Production (t/ha)
Modena

Trento

Located in the North
Modern Orchards
250-325 trees/acre
Central leader
Some Covers
Main Varieties: Kordia & Regina
Rootstocks: Gisela 5 & 6

Apulia

• Bari
• 45,000 T
• 17,000 ha (42,000 A)
• Vase style
• Variety: Ferrovia
• Rootstock: Mahaleb

World Sweet Cherry Production
2001-2005 Annual Average (metric tons)

Norway

• Most northerly cherry production region in the world
• 60° N latitude
  – Gulf stream
  – Fiords
• Can plant w/in 50 miles of
• First planted at rectory near Ullensvang in 1758
Norway

- Harvest late July to late August
- By mid-August Norway is the only country still exporting fruit
- Good price advantage – US$2.10/lb – US$3.50

Norway

- Production increasing rapidly
  - 10% by volume
  - Held back by available nursery stock
- New high density plantings subsidized
  – US$7,500/A

Norway

- Focus on late maturing varieties
  – Van, Lapins, Regina, Kordia, Sweetheart
- Rootstocks
  – Mazzard, Colt – Gisela 5 and 6
- Some harvested by rope
- Average orchard 7 A

Norway

- Due to northerly location subject to summer rains

Uzbekistan & Kyrgyzstan

- Uzbekistan
  – 2000-02: 20,567 mt
  – 2006: 53,605 mt
Central Asia

- Plots of ~ 1 A
- Mixture of fruit trees

Central Asia

- Production primitive
- Tall trees
- Cherry fruit fly
- Other pests and diseases
- Chemicals from China

Central Asia

- Three varieties
- Local children climb trees to harvest

Central Asia

- Cherries piled on ground
- Buyers select the best for export to Moscow
  - $1.00/lb. in Bishkek
  - $2.00/lb in Moscow
World Sweet Cherry Production
2001-2005 Annual Average (metric tons)

China
• UN, FAO
• 1996
  – 1,000 ha (2,470 A) harvested
  – 3,800 mT
• 2005
  – 4,500 ha (11,115 A)
  – 17,000 mT

China
• UN, FAO
• 2005
  – 4,500 ha (11,115 A)
  – 17,000 mT
• USDA, FAS
• 2005
  – 40,500 mha (100,000 A)
  – Over 50% newly planted
  – 89,600 mT
  – 233 mT exported
• Varieties - new plantings
  – Lapins
  – Ukrainian

Chile
• Largest producer in S. hemisphere
• 1985-2005 production increased 160%
• Harvest Nov. to Jan.
• New orchards are modern
• Consultants are well educated

Chile
• Largest market is USA
• Main variety is Bing
• Rootstocks
  – F12/1 (Mazzard)
  – Colt
  – MxM14
  – Gisela 6
Chile

- Solaxe System
  - Developed in France
  - Adopted from apples
- Balance crop by spur thinning (extinction)
- Did not work
- Increased precocity
- No vigor in trees

The Future of Cherries

- Processing markets are flat
- Fresh markets have been strong
- And even though there has been 55% increase in sweet cherry production in N. Am.
- May be worth considering fresh cherries for local market

The Future of Cherries

- Expanding markets
- Lengthening harvest season
- Grow high quality cherries
- There will always be a market
- Opportunity for a good return