



# Canadian Cherry Producers Inc.

Amended in a CCPI General Meeting  
October 13<sup>th</sup>, 2007 Outlook, Saskatchewan

## VISION

***Canadian Cherry Producers Inc., a producer-controlled organization, exists to support a thriving and sustainable prairie-centred industry that provides premium University of Saskatchewan cherries to the world.***

## MISSION

***Canadian Cherry Producers Inc. (CCPI), a non-profit organization, will assist members to successfully grow superior University of Saskatchewan (U of S) cherries on environmentally and financially sustainable farms by providing information and opportunities for joint action in the areas of production, processing, marketing and research.***

***CCPI will grow with its members and encourage the development of a sustainable cherry industry in the largest pristine agricultural area in Canada.***

## GOALS

- 1. Develop a cherry industry designed and managed by the growers.***
- 2. Document and share the best practices of members.***
- 3. Process co-operatively to maintain efficiency and meet quality standards.***
- 4. Extend the value of the cherries through a common marketing effort.***
- 5. Support research into relevant aspects of the U of S cherry industry.***