

What is in a name?

Members of Canadian Cherry Producers (CCPI) met and discussed a multitude of brand names several years ago. At one such meeting a resolution went forward to CCPI's Directors to adopt Prairie Jewel as the name. Registering a trademark for exclusive use in Canada by its owner is about a two year process. CCPI's Directors approved that decision and the process was started. Today CCPI owns Prairie Jewel.

Prairie Jewel is intended to represent the primary region the products are grown in...the Prairies. Further, it honours the first variety (of the new dwarf plants) developed and released from the University of Saskatchewan...Carmine Jewel. And a major consideration by the members was that "jewel" recognized the superior unique traits and it implied something of great value. The decision of CCPI's membership stands tall and speaks to the value of listening equally to all.

Prairie Jewel represents all the varieties developed by the University of Saskatchewan (U of S) Plant Sciences department under the guidance and dedication of Dr. Bob Bors since the release of Carmine Jewel (1999)...essentially that is Carmine Jewel and the Romance Series. As research continues at the U of S new varieties will be considered by CCPI.

CCPI needs to develop standards that are required to be met for use of the name. Prairie Jewel will be licensed for members use likely at little or no cost to members. Prairie Jewel can also be considered by other food grower associations in their marketing campaigns after they establish quality standards that are acceptable to CCPI. It is intended that Prairie Jewel will be used with products that provide consumers with one name they recognize as being of superior quality.

Until CCPI sets down the criteria and approves the use of Prairie Jewel by growers and processors that name cannot be used by anyone except CCPI. Prairie Jewel will be used on labels, brochures, and web sites to promote to consumers the exceptional quality of products. It is anticipated that consumers will soon see Prairie Jewel Organic Cherries, Prairie Jewel Fruit Spread, and possibly Prairie Jewel Haskaps or Apples or Strawberries or Sea Buckthorn. CCPI has taken a leadership role that affords a tremendous opportunity to market products to consumers who can be assured of quality.