

## Canadian Cherry Producers Inc.

invites you to join our growing non-profit organization. In November 2006 **CCPI** was born with a 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.**

Canadian Cherry Producers Inc is actively pursuing a number of initiatives as outlined below. But currently **CCPI** has five primary areas of interest

1. Production
2. Processing
3. Marketing
4. Research

**CCPI** has received a great deal of government and University assistance in its founding days. With their support and encouragement it is moving forward with three project areas:

- feasibility and design of Primary Processing Plants.
- identifying a common brand name that might be used for all fruit products grown on the prairies.
- commissioning a Phase 3 of the MNP Marketing Study to look at the specifics of a marketing strategy and actual marketing plans.

We know that together growers can tackle a huge list of industry issues that would overwhelm individual growers. We encourage you to contact us for more information about Canadian Cherry Producers Inc.'s vision, mission, goals, and objectives and/or visit our new web site often as we add more information.

**CCPI** does not duplicate the efforts of our fruit growers' associations. In fact, we encourage our members to join one at least one; PFGA, SFGA, or AFFPA.

Our initial membership is set at **\$39.00** and you can join and support this exciting organization by contacting (or send your check, please include your contact info and e-mail address if you have one):

Bruce Hill, President  
Canadian Cherry Producers Inc  
PO Box 360  
Imperial, SK S0G 2J0  
(306) 963 2632

OR email [b.hill@sasktel.net](mailto:b.hill@sasktel.net)

Communication will be key as **CCPI** moves forward. We have developed a web site to share information among growers and **CCPI** which will be able to be reached at [www.cherryproducers.ca](http://www.cherryproducers.ca) or [www.cherryproducers.com](http://www.cherryproducers.com).

Thank you for considering Canadian Cherry Producers Inc. If you have questions do not hesitate in contacting our President Bruce Hill or one of the other six Directors:

Mel Annand	(306) 752 2707
Loretta Bors	(306) 290 0549
Ed Bueckert	(306) 283 4599
Keith Burton	(306) 357 4609
Marty Elder	(306) 867 8335
Cora Greer	(306) 544 2734

# Canadian Cherry Producers Inc.

## 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 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.

## OBJECTIVES

*Canadian Cherry Producers Inc. has specific objectives as outlined in the Articles of Incorporation. These can only be modified by membership at an annual general meeting that meets the requirements and regulations of incorporation. These objectives are:*

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2. The objects of the non-profit corporation are:
    - (a) to promote the development of cherry production and processing industries in Canada based on University of Saskatchewan cherries;
    - (b) to promote and market cherries and cherry products derived from University of Saskatchewan cherry development programs;
    - (c) to support University of Saskatchewan cherry development programs;
    - (d) to research and investigate cherry production, processing and marketing opportunities for its members.
  3. The activities of the non-profit corporation are restricted to those activities in furtherance of the objects of the corporation.
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*CCPI is a dynamic organization that invites member participation. Some of the ideas that follow coincide with the corporation objectives (above) and others need to be considered. Other ideas and objectives for current and future consideration may include:*

## **Management**

- Create an environment in which cherry producers work together (co-operatively) to manage the industry from the beginning.
- Maintain the imagination, initiative, and entrepreneurial spirit of individual growers.
- Establish quality and quantity standards for marketing the cherries.
- Ensure producers control the product and derive income from each step of the value chain.
- Allow individual producers to maintain control of their own product.
- Attract new members to the group.
- Investigate funding options for long term sustainability of the organization and the industry.
- Work with other prairie fruit producers and their organizations.
- Encourage the development of new improved varieties at the U of S through proactive fund raising and grant applications.

## **Production Objectives:**

- Identify specific suggestions for planning and best cultural practices of planting, growing, and harvesting (including soil testing, irrigation techniques, plant density, row spacing, diseases, pest management, and maintenance) using information gathered from established growers and researchers.
- Maintain and update production information.
- Make production information available to members who are encouraged to offer new ideas for best practice techniques, both successful and unsuccessful techniques. Provide networking opportunities.
- Identify the organic regulatory bodies and their requirements.
- Establish grading standards for the trademarked products that meet, or exceed, current internationally recognized sour cherry grading standards with an emphasis on the prairie cherry qualities(color, brix, size, origin of variety).
- Establish a working relationship with the U of S with the long-term goal of variety distribution, propagation, and royalty collection.

## **Processing Objectives:**

- Apply for grants for processing studies.
- Study the feasibility of regional primary processing plants (PPPs).
  - cooling, sorting, grading, pitting, scanning (for pits), freezing (IQF and bulk), and storage (regional and centralized).
  - Create designs for a primary processing plant that meets or exceeds Canadian Food Inspection regulations.
  - Link the product to the producer; (IP) identity preservation.
  - Meet the needs of both organic and non-organic regulatory bodies.
  - the PPP template should meet or exceed Kosher and Halal requirements
- Identify processing steps for different cherry products using the U of S Food Industry Development Center and test in local outlets.
- Recommend optimum future development of PPPs to the benefit of the growers.

## **Marketing Objectives:**

- Establish trademark(s) and identify long-term goals for marketing the branded products.
- Identify specific markets for the members' products.
  - name specific contacts and associations including gourmet chefs, bakeries, and organic retailers.
  - initiate studies for primary and secondary products.
- Investigate product labeling to meet Canadian standards.
- Identify the export requirements of Canadian food products, and food import regulations of specific nations.
- Investigate the feasibility of a "virtual warehouse" website which may include:
  - information on products (organic, chem.-free, etc.); product attributes...);
  - an inventory of products for sale;
  - ordering options with shipping instructions and costs;
  - profiles of growers and their operations – putting a "face" on the product; a "Members' Area" including information on production and other proprietary information.

**Canadian Cherry Producers Inc**  
**TASK LIST FROM AGM 11JAN07**

**GENERAL**

- Membership drive
- Identify plants in ground (survey)
- Look into future organizational structures for marketing
- Review and ratify **CCPI** visions, goals, objectives

**PRODUCTION**

- New variety research at U of S
- Best practices
  - deer fence
  - planting methods
  - harvesting
  - pruning
  - SWOT (strengths, weaknesses, opportunities, threats)
    - Pests, chemicals

**PROCESSING**

- Follow up Primary Process Plant RFP
  - Long Lake REDA \$20,000 approved for 50%
  - Federal funding for other 50%
  - Develop RFP
- Investigate various methods of processing
  - where, how
- Study at U of S on varieties suited for different products

**MARKETING**

- Identify growers & processors
- Identify target markets
- Identify products
- Branding
  - Develop process
  - Trademark & copyright
- Strategy for marketing
  - outside group?
  - MNP proposal