

Why We Love These *Cherries*

Canadian
Cherry
Producers

Canadian
Cherry
Producers

Romance
series

Sour Cherries
from the U of S



A little bit *Tart*
with a whole
lot of *Sweet*

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Supporting the Industry

Canadian Cherry Producers Inc. (CCPI) is a producer-driven organization working to promote the sour (tart) cherry industry, educate consumers and producers, and encourage research. Members choose the University of Saskatchewan bred cultivars and grow them because of their superior health benefits, cold hardiness, and taste. There are more than 50 operations growing cherries across the prairies.

CCPI is creating partnerships that will enable growers to thrive, and encouraging co-operative activities within the membership to create marketing and processing opportunities.

Canadian Cherry Producers Inc.
www.cherryproducers.ca
info@cherryproducers.ca

Developed with assistance from

Growing Forward 2 
A federal-provincial-territorial initiative



Developing the *Romance* Canadian Cherry Producers

The University of Saskatchewan (U of S) has the northern-most program in North America for breeding cold hardy fruit trees. Dwarf cherries have been in development since the 1940's and the first, Carmine Jewel, was released for propagation in 1999. In 2004, Romeo, Juliet, St Valentine, Cupid, and Crimson Passion were released as the Romance Series of sour (tart) cherries.

The Romance Sour cherries are crosses of Mongolian and Northern European Sour cherries. The hybrids have the fruit size of European cherries and the dwarfing qualities of Mongolian cherries.

These cherries have a deeper, darker colour, higher brix, and more intense flavour than any other tart cherry and are rich in antioxidants.

Visit the U of S breeding program to learn more about each variety
<http://fruit.usask.ca/dwarfsourcherries.html>

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**Support
Local**

If Each of Us Spent \$100 a Year More on **Local Businesses** instead of Chain Stores, It would put an Extra \$3 Million a Year into Our Economy, Not only that but it would Create Thousands More Jobs Every Year.

Tasting the Complexity

The first taste is surprising. Comparatively, these cherries are sweeter than expected from their name. Their taste is intense and complex like a fine wine.

The rich flavour of **Cupid**, **Romeo** and **Juliet** can be found at u-picks and select markets from the beginning of August to mid-September.



Jams, Jellies, Fillings, Toppings

- Go traditional! Use less sugar than with other kinds of tart cherries because of their higher sugar content with brix levels of up to 23.



Food Coloring

- The Romance Cherries' deep colour remains during processing, so no additives are necessary. The juice is used commercially as a natural colourant for other food products.



Health Foods

- The high antioxidant and micronutrient content of the berries makes them strong additions to healthy foods and supplements.



Juice - The antioxidant rich juice can be used alone or in concert with other fruit juices, smoothies, teas, or seltzers to add intense flavour and colour.

FRESH!



*Flavour / Sweeter / Richer
Intense / Complex*

Commercial Applications - Romance cherries are already used anywhere a healthy, local ingredient is required. In baking, in yogurt, in ice cream...



Wine and Spirits - Carmine Jewel has the most intense colour and is used by wineries, microbreweries and distillers to produce award winning wines, beer and liqueurs.



Savoury Dishes - These cherries will make the taste of sauces, dressings and marinades pop. They can also be used to enhance the taste and fiber content in sausages.

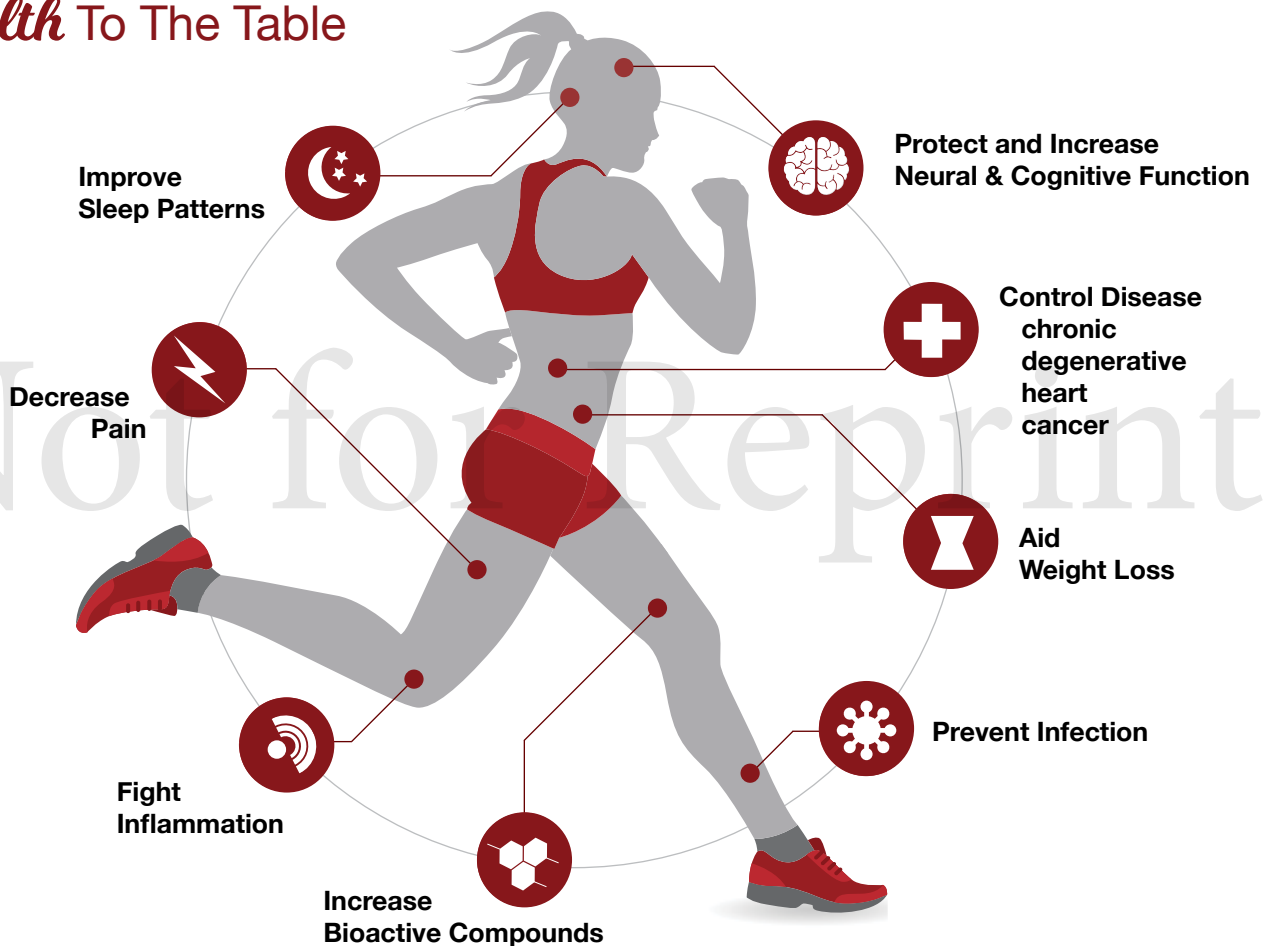


Intensely healthy, intensely flavourful, intensely colourful, eat cherries and **BE Intense!!**

Brix - a Measure of the Percentage of Sugar in a Food in Respect to it's Volume. It's used to Express Sweetness.

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Bringing *Health* To The Table



What are Functional Foods?

Functional foods offer unique health benefits that go beyond simply meeting basic nutrient needs. They may help reduce the risk of developing chronic disease. Functional foods contain what nutrition researchers call “bioactive compounds,” or naturally occurring chemicals.¹

Cherries as Functional Foods

In 2012, the Manitoba Food Centre showed the U of S cherries can be successfully processed to produce flavourful, healthy food products for use as functional foods that address consumers’ nutritional and health needs.²

Bioactivity

The antioxidants in tart cherries can work with other nutrients in healthy foods to increase their beneficial effects.

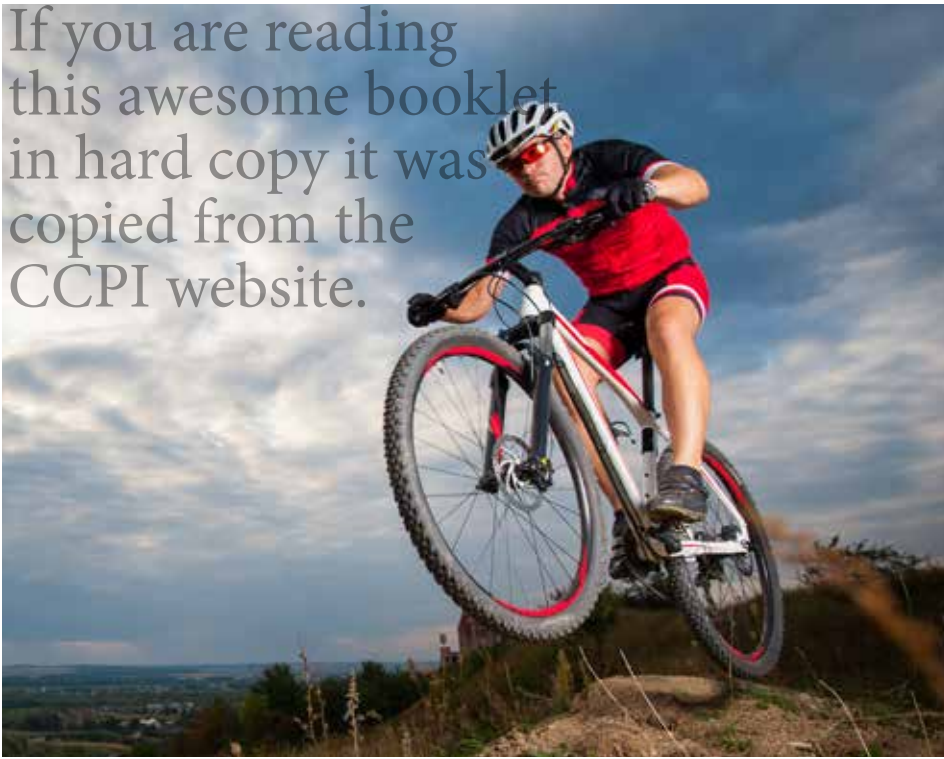


Support
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Cherry Bushes Planted in a Row Running North and South are **More Productive** than those Planted in Rows going East and West

Looking at How Our Bodies Use *Cherries*

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Athletic Performance - Dr Philip Chilibeck, U of S College of Kinesiology, has been studying Carmine Jewel cherries and pure tart cherry juice, and his team has found that this cherry is giving competitors beneficial results.

Have Better Muscle Recovery - In a study of exercise performance and recovery, pure U of S tart cherry juice is superior to a leading brand of sports drink for the prevention and recovery of muscle damage in competition.³ The lower GI of the juice makes it a healthier choice too!

Score with Our Cherries!

The Glycemic Index (GI) measures how quickly food breaks down into sugar in your bloodstream. (Low 0-55, Medium 56-69, High 70+) Higher GI foods will cause your blood sugar to rise higher and faster. Low GI diets are associated with decreased risk of type 2 diabetes, and cardio vascular disease.

Let's hear it for the GI of Carmine Jewel cherries and pure juice at a

45 GI Score!⁴

Visit us at www.cherryproducers.ca to find information on new research.

1. www.dieticians.ca

2. Fractionation and processing of small fruits for applications in functional foods and nutraceuticals, Manitoba Rural Adaptation Council Project CAAP P11-C, Food Development Centre Project 3344, Nov 2012)

3. www.clinicaltrials.gov/ct2/show/NCT03313388

4. Gao, R & Kaviani, Mojtaba & Chilibeck, Philip & Toles, Keely. (2016). Glycemic index testing of cherry juice, a potentially beneficial beverage for endurance athletes. (Poster CSEP, Victoria.)

5. U of SK Cherry Constituents: Antioxidants and Nutraceuticals in U of S varieties of *Prunus cerasus*. CAAP:3D-C . 2013. James Dawson and Bob Bors

Antioxidant Power

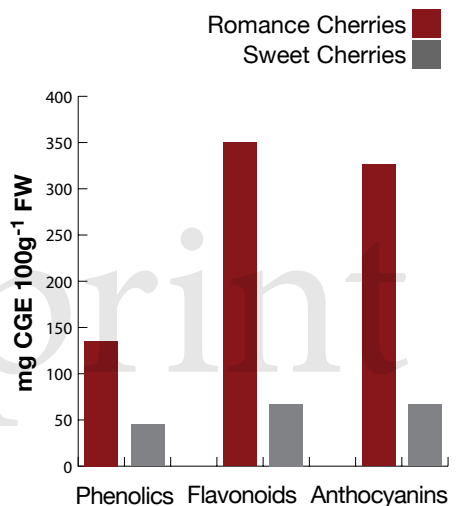
In 2013, researchers found more antioxidants - **3x** more phenolics, **5x** more flavonoids, and **4.5x** more anthocyanins - in the Romance series than in sweet cherries. This means that there is more potential for cardiac protection, anti-inflammation, weight loss and neural-protection when you enjoy a Romance cherry!⁵

Phenols are important for prevention of infection, degenerative disease and inflammation.

Flavonoids are a type of polyphenol and play a role in anti-inflammatory, anti-cancer, and supportive cardiac and neuro functions in humans.

Anthocyanins help to prevent heart disease and improve cognitive function.

Romance Cherries Are Not Created Equal



Antioxidants in Romance Cherries

Did You Know- It takes One Hive of Honey Bees to Pollinate One Acre of Cherries

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Growing the Intensity

These cold hardy cherries grow in the extreme prairie climate that discourages pests and disease, allowing growers to use fewer chemicals in orchard management.

These cherries grow 2 to 2.5 meters tall, have glossy green leaves, bloom in May, and produce fruit in late July or early August. Each variety has distinctive characteristics that aid in choosing a favourite.



Qualities	Carmine Jewel	Juliet	Cupid	Romeo	Crimson Passion	Valentine
Fresh Uses		●	●	●		
Highest Antioxidants ⁵	●		●			●
Largest Cherries		●	●		●	
Deepest Colour	●		●			
Reddest Colour						●
Great for Juice	●	●		●		
Hardier Farther North	●	●	●			●
Most Commercial Potential	●	●		●		●
Mechanical Harvesting	●	●		●	●	●
Mechanical Pitting	●	●		●	●	

Buying *Local*

Romance Cherries are grown under the clear, clean skies of the Prairie Provinces, concentrated mostly in Saskatchewan. You can find a current map of our growers and information about their products at www.cherryproducers.ca/ourgrowers.html

Hear from Our Amazing *Growers*



"My favourite is the Carmine Jewel because it is so versatile. If I had to pick only one variety to grow, that would be the one."

- Marilyn Lazorko,
LorMar Orchard



"To convince someone to try a cherry, I would say: taste this, you won't regret it. And most people want to pick a gallon after that because once you try one, you can't stop. Plus, they are good for you!!

- Kim McKenzie,
Symmetree Orchard



"Imagine the taste of your favorite cherry dessert and then add lemonade. When you eat those lovely, big Crimson Passion berries, that's what you get".

- Marilyn Lazorko,
LorMar Orchard



"Tart cherry juice? It's just like drinking a cherry pie!"

- Dave Delidais,
DNA Gardens



"Growing cherries in Saskatchewan has been a rewarding challenge. We are excited to share the taste with you!"

- Merv and Jocelyn Zurevinsky,
Everyday Farms



"Our cherries have intense flavour that will surprise and intrigue you. Cherries in Saskatchewan, you say!"

- Mel Annand,
Creekside Orchard

Have you thought about using *Cherries* for

- Salsa
- Nutraceuticals
- Alcohol - wine, brandy, kirsh
- Sausage, burgers, jerky and other meat products
- Cherry pit heat bags
- Cherry oil
- Food colouring
- Puree
- Hot or savoury condiments
- Cherry mustard, honey, vinegar or vinaigrette
- Cosmetic and home products
- Casseroles
- Tea
- Abrasive agents (ground pits)
- Sauce, dressing and marinade

The Romance Series Cherry Bushes are
Self Pollinating – You Only Need One!

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Sour Cherry Pie Pastry

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Renée Kohlman has been cooking and baking professionally for almost twenty years. Every day she counts her lucky stars that she's been able to turn her passion for food into a career she loves. When not whipping up delicious treats for her popular food blog, Sweetsugarbean, she can be found at her desk (with a cup of tea and a baked good of some sort) writing articles for her weekly columns in the Saskatoon StarPhoenix. She is also a busy freelance recipe developer and hopes to one day have a dishwasher in her kitchen. Renée lives in Saskatoon, Saskatchewan. All the Sweet Things is her first cookbook.



Sour Cherry Pie Pastry

2¾	cups	all-purpose flour
½	cup	cold unsalted butter, cubed
½	cup	cold shortening, cubed
1	tsp	salt
2	tsp	vinegar
1	large	egg yolk, cold and slightly beaten

Sour Cherry Filling

5	cups	pitted fresh sour cherries
1¼	cups	granulated sugar
¼	cup	cornstarch
½	tsp	pure almond extract
1	Tbsp	butter
¼	cup	whipping cream, for brushing top
1	Tbsp	coarse or granulated sugar
		Vanilla ice cream or whipped cream, for serving

To make the pastry, in the bowl of a food processor fitted with the steel blade, place the flour, butter, shortening and salt. Pulse until the dough is crumbly. Place the vinegar and egg yolk in a 1/2-cup measure and enough cold water to fill. With the food processor running, add the liquid to the flour mixture. Then add a teaspoon or so more cold water. The dough should come together and be soft, not crumbly at all.

On a floured surface, divide the dough into 3 evenly sized portions and form each into a disc. Wrap each tightly in plastic. Chill 2 discs in the refrigerator for an hour. Freeze the remaining disc in a resealable freezer bag for future use. The pastry keeps well in the freezer for up to 2 months.

Preheat the oven to 400°F.

To make the filling: In a large bowl, stir together the cherries, sugar, cornstarch and almond extract. Let stand while you prepare the pastry.

On a lightly floured surface, roll out 1 disc of pastry into a 12-inch circle, or thereabouts. Place it in the bottom of a 9-inch pie plate, with the pastry overhanging the edges of the pie plate.

Pour the cherry mixture into the bottom of the pie. Dot with the butter. On a lightly floured surface, roll out the pastry in another 12-inch circle for the top crust. Use a ruler to guide you when cutting the pastry into 6 wide, long strips to keep the edges straight. Save the 2 end pieces in case you need to do any patching. I like wide strips, but if you like a thinner look, feel free to cut thin strips of pastry. Weave the pastry strips, going over and under, making sure they connect with the edges of the pie crust. Fold over the edges of the bottom crust, tucking in the lattice ends. This will help to trap the juices and give a rustic look.

Place the pie on a baking sheet and bake at 400°F for 15 minutes. Turn the heat down to 350°F and bake for one hour, until the top is a deep golden brown and the juices are bubbling.

Remove from the oven and cool on a wire rack. Makes 6 servings.

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canadiancherry1
 cherryproducers
 @canadiancherry1
 canadiancherryproducersinc