

US Cherry Performance: May 2017

(4/30-5/27)



Cherry season is now in full swing – it kicked off with a much later start than Last Year out of California, but fruit size and quality were the best we have seen in years.

May Volume & Dollars both came in short of Last Year due to the delayed start of the season.

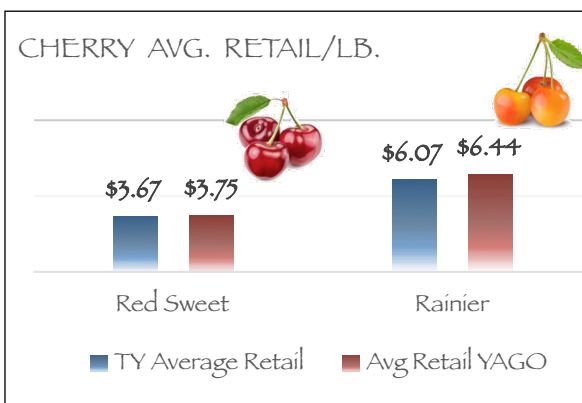
Category	May Dollars	Change vs. Last Year	% Change	May Pounds	Change vs. Last Year	% Change
Cherries	\$90,981,130	(\$16,787,164)	-15.6%	24,560,650	(3,800,112)	-13.4%

Variety	May Pounds	Change vs. Last Year
Red Sweet	24,221,108	(3,581,676)
Rainier	339,542	(218,435)

Total US Cherry Sales \$91 Million, down **-\$16.7 M** vs. LY. Tonnage came in at 24.5 M lbs. (**-3.8 M lbs.**).

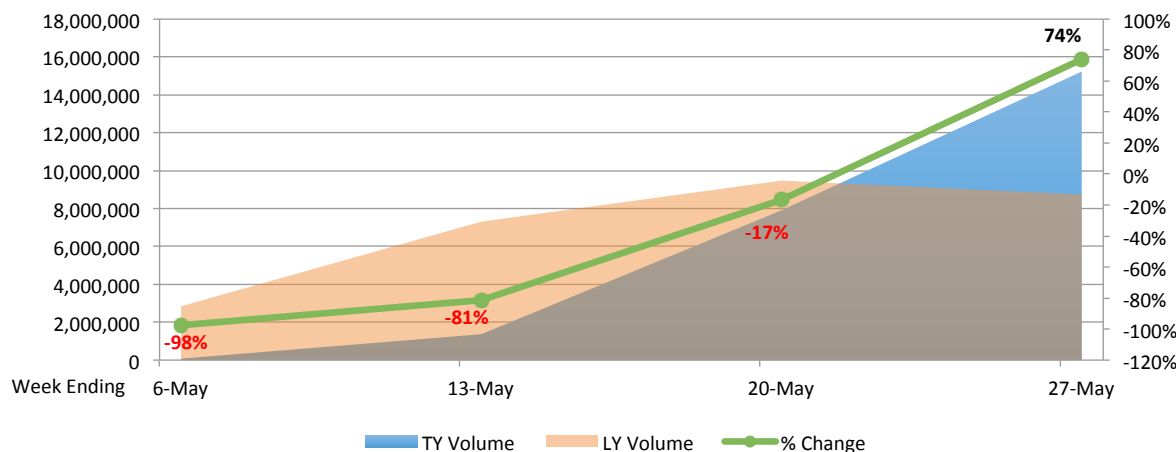
Dollar loss was a little deeper (-15.6%) than pounds (-13.4%) due to retail deflation.

Last year's volume started earlier, but leveled off quickly, this year started a little later, but continued to grow rapidly – resulting in a smoother transition into the NW crop.



***Source: Nielsen Data – Last 4 Weeks, ending 5/27/2017

TY vs. LY Volume by Week



If you would like to dig deeper into the data at a more granular level by region, variety or package type, please don't hesitate to reach out to us.