



Cherries

Not just another berry.

Choose Cherries – “America’s Super Fruit”

Cherries have always been an all-American favorite, and science continues to show that they’re also a powerful “Super Fruit” with many potential health benefits. Cherries have been linked to some of the most important health benefits for Americans, including reduced risk factors for heart disease, alleviating arthritis pain and reducing inflammation.

With a renewed sense of American pride, consumers are becoming increasingly aware and interested in where their food comes from, with “eating local” an emerging trend. Research shows consumers also feel more confident in the safety and quality of food grown on American soil. In fact, recent consumer surveys indicate about half the respondents think about “local” in the context of “made in America”(Hartman Group, 2008).

Cherries are “America’s Super Fruit” because nearly all cherries consumed in the United States are grown here. So, you don’t have to go to the Amazon for exotic berries to get antioxidant-rich super fruits. Cherries are readily available year-round in the United States in dried, frozen and juice forms.

Learn more about “America’s Super Fruit:”

- The U.S. cherry crop yields between 200 and 300 million pounds of tart cherries per year.
- Approximately 94% of cherries consumed in the U.S. are grown here.
- Michigan grows the most cherries, producing 70 to 75 percent of the crop each year. Other states with commercial crops of cherries include Utah, New York, Wisconsin, Washington, Oregon and Pennsylvania.
- There are about 7,000 cherries on an average cherry tree, with each tree capable of producing more than 100 pounds of fruit in a season.
- There are two main types of tart cherries. The most commonly grown tart cherry in the U.S. is the Montmorency.
- It takes six to eight pounds of cherries to make one pound of dried cherries, and there are about 100 cherries in an 8-ounce glass of cherry juice.
- Tart cherries are available year round in dried, frozen and juice forms. Dried cherries are perfect as toppings on salads and oatmeal, and are great tossed in a trail mix. Frozen cherries are ideal for baking or making sauces and a great swap for raisins. Cherry juice concentrate and 100 percent ready-to-drink cherry juice are gaining popularity. One way to enjoy cherry juice is in a post-workout smoothie to help relieve the pain of arthritis and gout.

The Cherry Marketing Institute

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- Cherries contain phytonutrients known as anthocyanins. These plant pigments are responsible for the color of these fruits and have been linked to a variety of health benefits, including protection against heart disease and some cancers.
- Tart cherries may offer health and disease-fighting benefits for many Americans. Research suggests a diet rich in cherries may help reduce inflammation and many risk factors associated with heart disease. A compendium of peer-reviewed research and outlines are available online and in “The Cherry Nutrition Report.”

Visit www.choosecherries.com for more information on the science supporting the unique health benefits of cherries, for cherry recipes and ideas you can enjoy year round and more homegrown statistics about “America’s Super Fruit.”