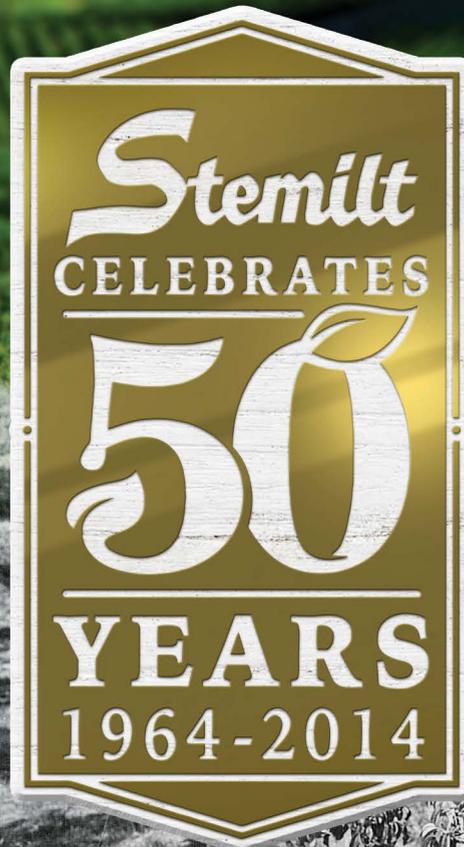


HILLTOP

Issue #6 Spring/Summer 2014



celebrating 50 years

25 years of Responsible Choice

cherry sizing goes digital

Kyle's Pick program



WORLD FAMOUS APPLES



Stemilt
CELEBRATES **50** YEARS
1964-2014



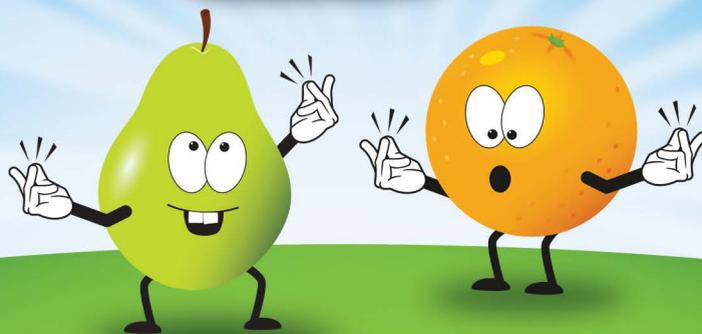
a cooperative of family farms since 1893™

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kid size fruit



Tasty, snappy, and perfectly sized for the lil ones in your life



Two great companies, one great brand!

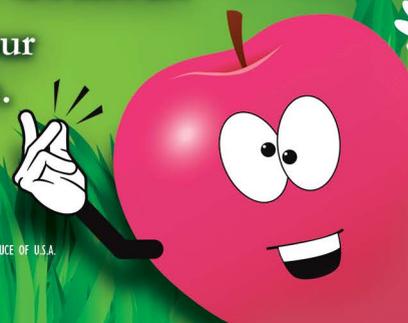
For additional information, please contact your local Stemilt or Sunkist sales representative.

— APPLES, PEARS & CITRUS —



Scan Me!
www.lilnappers.com

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Dear Readers,



2014 is a milestone year for my family and the entire team at Stemilt Growers as we celebrate our 50th anniversary of growing, packing, and shipping World Famous Fruits. This golden year is a time for us to look back and celebrate the hard work of each generation before us, but it's also a time to continue investing and innovating in order to ensure our business is prepared for the next 50 years and beyond.

To me, it's fitting that in this 50th year, we're bringing our headquarters back to Olds Station, where my grandfather started building a state-of-the-art facility in 1975 and along with it, Stemilt's presence as a leader in the tree fruit industry.

We're also investing heavily in the latest packing technology for both cherries and apples in 2014. You'll read more about our investment in electronic sizing and defect sorting of cherries in this issue, and we'll feature our new apple sizer on the A line at Olds Station (coming this fall) in a future issue of Hilltop.

It's an honor for me to be part of Stemilt's 50th year anniversary celebration. Thank you for your ongoing support of Stemilt Growers. We wouldn't have reached this milestone without YOU!

Onward,



West Mathison
President
Stemilt Growers

Editor

West Mathison

Writer

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Hilltop is a bi-annual publication dedicated to fresh fruit growing, packing, marketing, and merchandising.

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Our founder Tom Mathison and 50 years of Stemilt Growers.



WORLD FAMOUS CHERRIES

Stemilt
CELEBRATES **50** YEARS
1964-2014

HILLTOP

Stemilt 50 YEARS
CELEBRATES 1964-2014

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golden anniversary

Stemilt CELEBRATES **50** YEARS
1964-2014

50 years.

2,600 weeks.

18,250 days.

No matter how you break it down, the 50 year mark is an exciting and important milestone for a company to achieve. For Stemilt Growers and its founding family, the Mathisons, 2014 is that milestone year as the company celebrates its 50th anniversary.

Not surprisingly, there's been a great deal of change over the past five decades that has enabled Stemilt to evolve from a small fruit packing company into a global leader for apples, pears, cherries, and summer fruits. Yet there are also many similarities between the company in 1964 and the company today, most of which can be traced back to the qualities passed down to each of the five generations that have taken part in the family business. Family values, hard work, innovation, and a passion for producing high-quality fruits are all qualities that have transcended through each generation of Mathisons, and what drives Stemilt today.

The following snapshots look back at Stemilt's rich history, including how the Mathison family got its start in farming, how Stemilt came to be, and what the company has been up to the last 50 years.



Homestead Roots - 1893

The first generations of Mathisons, led by Thomas Cyle Mathison, homesteaded 160 acres on Stemilt Hill overlooking the Columbia River and town of Wenatchee, WA. They began a subsistence farm that produced staples for the family and enough wheat to sustain a living.



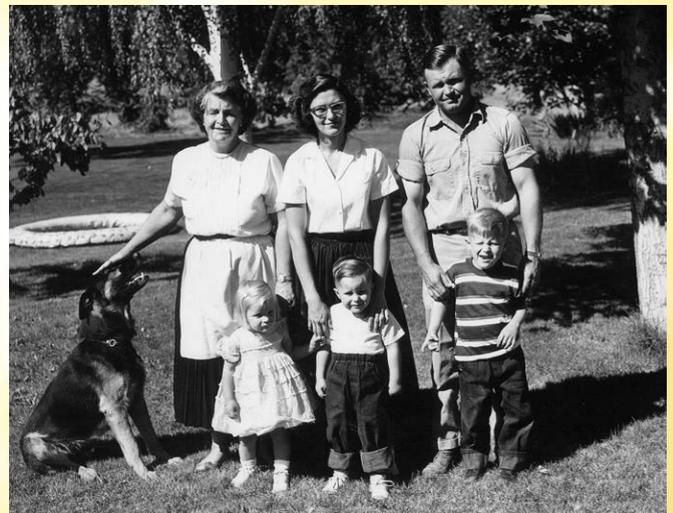
First Orchard Plantings - 1914

Thomas Cyle was able to bring water to his family's land, opening the door to plant the family's first 10 acres of apples, pears, and cherries. The Stemilt Hill locale reminded him of his homeland, Scotland, with its mild desert climate and deep snow in the winter. He knew it would be the perfect place to grow tree fruits.



The Second Generation - 1926

Over the next decade, Chris Mathison, Thomas Cyle's son, took over the family farm. He gradually expanded the business with new orchard plantings, and along with his wife, A.J., raised a family. In June 1926, A.J. gave birth to a surprise set of twins, one of which was Thomas Kyle, or Tom.



The Third Generation - 1947

In 1947, Tom returned home from serving in World War II and resumed work on the farm. His father, Chris, died in a tragic farm accident that year, leaving young Tom as the leader of the family farm. The family persevered and kept the farm going - albeit barely - over the next decade. Tom married Lorraine Goldy in 1950, and the couple quickly started a family, with Bob, Kyle, and Lavonne born within a span of three years.



The Cherry Crop Disaster – 1958

In 1958, a disastrous cherry crop returned Tom a mere \$88 on his 100 ton cherry crop. He faced a huge problem - his fruit looked great when leaving his farms, but did not fare well quality-wise after traveling to the East Coast where it was sold. Tom found himself and his farm at a turning point, and his wife laid it out clearly for him: “Figure out what’s wrong and fix it, or go get a job to support this family.”



Stemilt Growers is Founded – 1964

In 1959, Tom followed his cherries to the East Coast and saw just how poorly they made the journey. The next year, he traveled to California to study how cherries were harvested there. He returned home, changed his harvest practices, and began packing his own cherries in a small-scale facility that he constructed on Stemilt Hill. In his first year as a grower-packer, Tom followed his cherries to the same market on the East Coast where they sold for \$40 per 20-pound box!

The following year, several neighbors asked Tom to pack their cherries. In 1964, Tom founded a fruit packing business, calling it Stemilt Growers. The mission of Stemilt was simple: maximize long-term return to the land by building consumer demand.



Tom Builds the Olds Station Facility – 1975

Stemilt’s success in the 1960’s led to continued expansion. In 1975, Tom built a state-of-the-art apple, pear, and cherry packing and storage facility at Olds Station in Wenatchee, and moved the company headquarters from Stemilt Hill to that location.



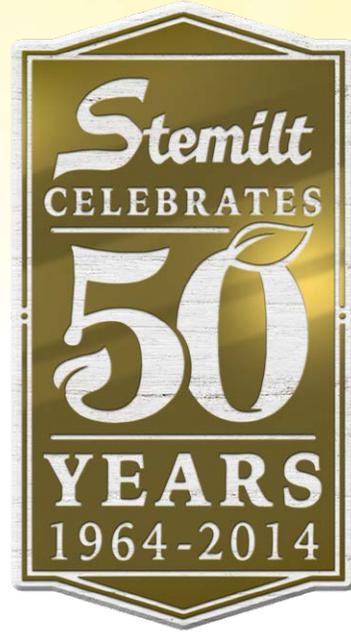
The Third and Fourth Generations – 1980-2000

Following the opening of Olds Station, Tom’s sons, Bob and Kyle (4th generation), became involved in the farming side of the business, while Tom managed packing operations, and traveled the world promoting the Stemilt brand. In 1982, Tom led the industry by becoming the first to place branded stickers on apples. In 1988, he helped Stemilt enter the export market for cherries, with the company’s first shipment going to Japan. And in 1989, Tom invested in R&D, launched the Responsible Choice sustainability program, and made sure Stemilt was the first in the industry to ship cherries in bags. For two-plus decades, the third and fourth generations lead Stemilt’s investment in new packing technologies and orchard development.



The Fifth Generation – 2005

Through hard work and persistence, Tom helped Stemilt grow from a small packing company to the leading tree fruit growing, packing, and marketing operation it is today. As he looked towards retirement, Tom knew he wanted Stemilt to remain family owned and operated. In 2005, he passed on the company presidency to his young grandson, West Mathison. With the same innovative spirit as his grandfather, West continues to ensure Stemilt is preparing for the future by investing in new packing technologies, new orchards, and proprietary varieties like Piñata® and SweeTango®.



Stemilt Celebrates 50 Years – 2014

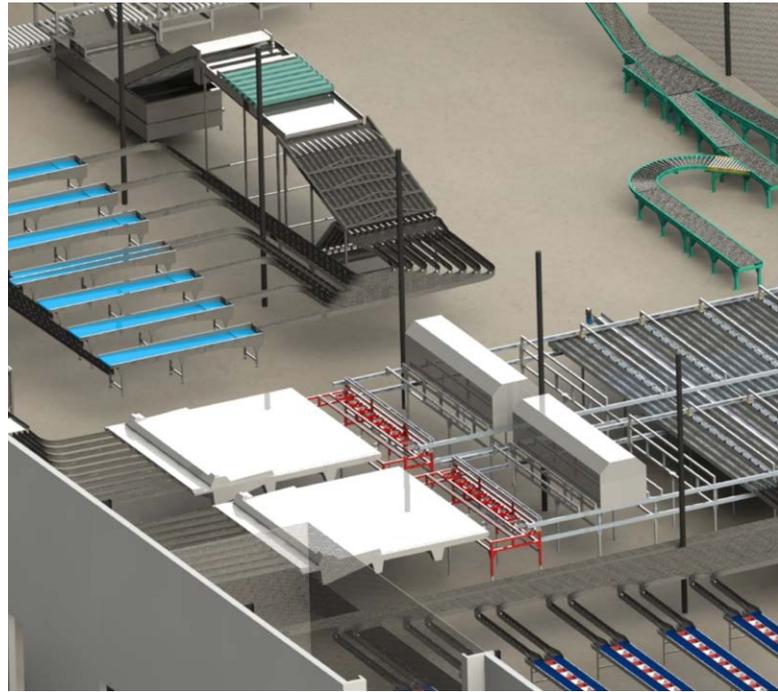
The fourth and fifth generations mark Stemilt's 50th anniversary in 2014, and continue to prepare the company for future growth. Continued investments in new varieties, a headquarters location change, and the installation of the latest apple and cherry packing technologies fuel Stemilt into the future.

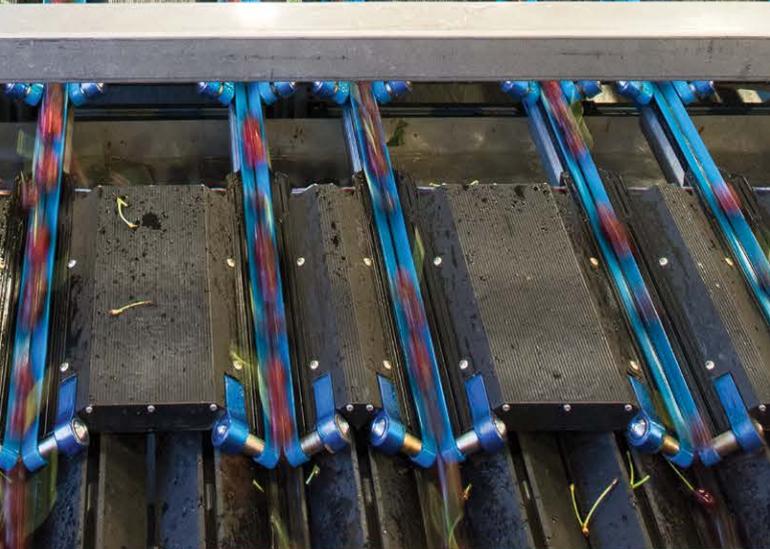
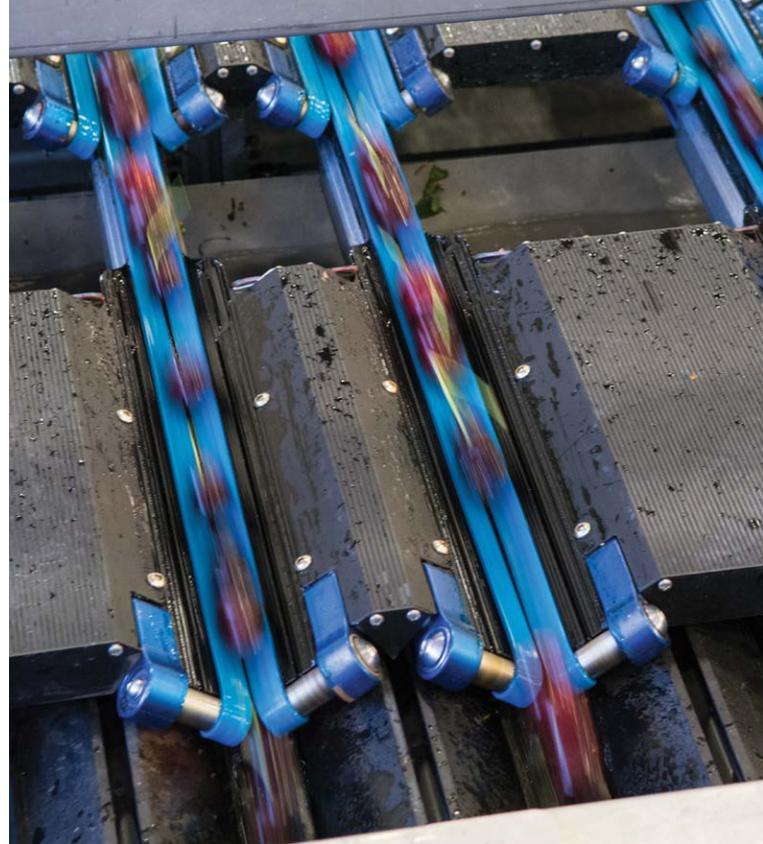


cherry packing goes digital

The next evolution of cherry packing technology has arrived at Stemilt Growers, and in a big way.

Last June, Stemilt unveiled a new, high-tech cherry packing line at its Euclid Street facility in Washington State. The new line featured 20 lanes of electronic sizing and defect sorting equipment that promised to reduce manual labor costs while simultaneously delivering a consistent, high-quality pack of cherries. Impressed by the results of the new technology, Stemilt has spent the off-season for cherries bringing electronic sizing and sorting to its main packing line for California cherries, located in Stockton, and through the addition of another new line at Euclid Street, located on the other side of last year's addition.





“We spent over 5 years tracking the electronic sizing and defect sorting technology for cherries before investing in the new Euclid Street line. Now, we’re rapidly expanding the use of this technology by adding a combined 60 lanes of digital sizing/defect sorting to our packing lines in California and Washington because of its many benefits to our growers, customers, and the end consumer,” said West Mathison, Stemilt president.

Like any digital technology, computers are used heavily to segment cherries on the new lines. As cherries enter the optical sizer/grader, high-speed cameras take a series of pictures of the fruit and then send the data to a computer where each piece of fruit is analyzed and then kicked to the appropriate packing lane based on its size, color, and quality. The whole process takes less than a second, which keeps cherries moving through the line efficiently. Line operators have control over the computers and can help dial the technology in on certain quality parameters based on the realities of the crop.

“It’s a bit mind boggling when you think about how small cherries are relative to most other fruits, and how quickly – and accurately – this technology sizes and sorts the fruit,” said Stemilt marketing director Roger Pepperl. “It is revolutionizing the industry and we’re excited about packing the majority of our cherries on these lines equipped with the new technology this season.”

Stemilt is using Unitec and their proprietary Cherry_Vision© sorting system on both the remodel of their A line in Stockton, CA, and the new line at Euclid Street in Wenatchee, WA.

The new technology moves away from traditional method of using a diverging roll sizer to size cherries and the human eye to sort fruit. The electronic defect sizer provides such accuracy in cherry sizing that Stemilt is able to size on the half row (I.e. 9.5, 10, 10.5), versus always sizing on the full row. The sorting component allows automatic sorting of soft or bruised cherries, and improves sorting capabilities for both color and quality. The new lines also focus on gentle handling of cherries with padding and reduced drops and drop height.

Investing in the new technology now serves to elevate the quality of each pack of Stemilt cherries, and also prepares the company for anticipated large cherry crops in both states in the future, Pepperl noted.

“Stemilt has a history of innovation, and these major investments in the latest cherry packing technology are the next chapter in that story. Electronic sizing and sorting allows us to pack a high-quality box of cherries efficiently and with great consistency of size, color, firmness, and more. It’s a technology that will continue to help us with our goal of delivering World Famous Cherries for consumers everywhere to enjoy each and every day,” said Pepperl.





red, white & blue layered fresh cherry cake

Servings: 10-12

Ingredients:

1 to 1 1/2 pounds of fresh cherries (approximately 50 to 75), stemmed, pitted and halved
 1 tablespoon berry jam (raspberry, blackberry, strawberry, as preferred)
 3 cups unbleached, all-purpose flour, plus 1 teaspoon
 1 1/2 teaspoons baking powder
 1/2 teaspoon baking soda
 1/4 teaspoon salt
 2 cups granulated sugar
 1/2 cup unsalted butter, room temperature (1 stick)
 1 egg
 4 egg whites
 1/2 teaspoon vanilla extract
 1 cup plain Greek yogurt

For icing:

1 1/2 cups powdered sugar
 4 to 5 tablespoons freshly squeezed lemon juice



Procedure

Preheat oven to 350 degrees F. Place berry jam in a pot over moderate heat, stir continuously until just melted. Remove from heat. Add halved cherries to melted jam and stir gently to lightly coat. Set aside.

Grease and flour loaf pan. This is easily done by using a paper towel to spread a thin layer of butter along sides and bottom of pan. Then, add 1 teaspoon of flour and gently roll and tap pan to dust buttered surfaces. Invert pan over sink to remove excess flour. Set pan aside.

In a large mixing bowl, whisk flour, baking powder, baking soda and salt to combine. Set aside.

In a separate bowl, mix sugar and butter on medium speed until creamy. Add egg and egg whites, one at a time, mixing thoroughly between additions. Add extract and yogurt and continue mixing until both are well incorporated. Reduce speed to lowest setting and begin adding flour in batches, until all has been thoroughly mixed in, scraping sides of bowl as you make additions.

Layer portion of batter (1/3 for 2 layers of cherries or 1/4 for 3 layers of cherries) in bottom of pan. Top batter with one layer of cherry halves, nestled side by side to cover. Repeat batter and cherry layers, ending with final batter layer. (Use a kitchen knife or small offset spatula to spread batter to edges of pan, covering cherries.)

Bake for approximately 1 hour and 15 minutes, until cake is lightly golden and toothpick inserted in cake comes out clean. Transfer pan to wire rack to cool for about 30 minutes. Using a dinner knife, lightly “cut” around edges of pan to help loosen cake, then invert and remove cake from pan. Allow cake to rest on wire rack until completely cooled. Once cooled, cake can be iced or served immediately. Cake also keeps beautifully if made the day ahead.

For icing, simply combine powdered sugar and fresh lemon juice until smooth and of desired consistency (add more sugar or juice, as needed). Pour over cake. Let icing set before serving, approximately 1/2 hour to 45 minutes.

Nutrition Information per serving:

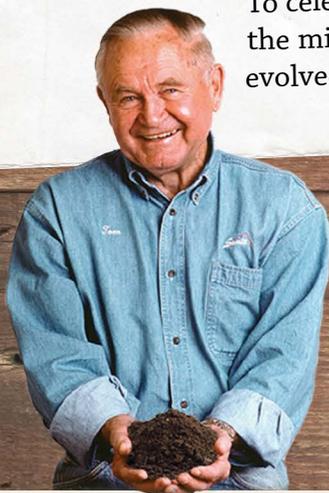
(Per Serving, without icing): Calories 335 (22% from fat); Fat 8.2g (sat 4.9g, poly 0.4g, mono 2.4g); Protein 6.8g; Carbohydrates 61.2g; Fiber 1.6g; Sugar 38g; Cholesterol 36.2g; Potassium 137.3mg; Sodium 194mg.



25 years of Responsible Choice

The 50th year anniversary is not the only milestone at Stemilt Growers in 2014, as the company is also marking the 25th year of its Responsible Choice program. Tom Mathison, Stemilt's late founder, started the program back in 1989 to focus on sustainability in the orchards. Fast forward 25 years and you'll find Responsible Choice initiatives flourishing throughout the company's operations – including water conservation in the field, energy efficiency practices at its packing facilities, and many programs that benefit Stemilt's employees and the communities it does business in.

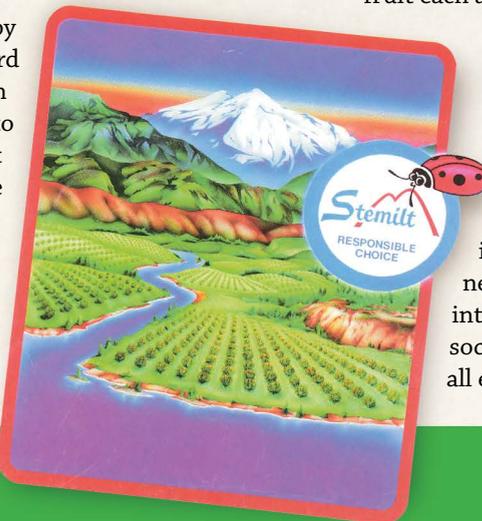
To celebrate 25 years of Responsible Choice, let's take a look back at the milestones of this program since its inception to see how it has evolved and what's coming for Responsible Choice in the future.



Responsible Choice Launched

1989

Tom Mathison launches Responsible Choice and focuses the program's first initiatives on reducing chemical use in orchards by 50 percent and transitioning orchard acreage to organic production. Tom adds a ladybug to the Stemilt logo to convey the company's commitment to the environment. Ladybugs have long been considered beneficial insects to orchardists.



Sustainability at Stemilt Evolves

1990-2005

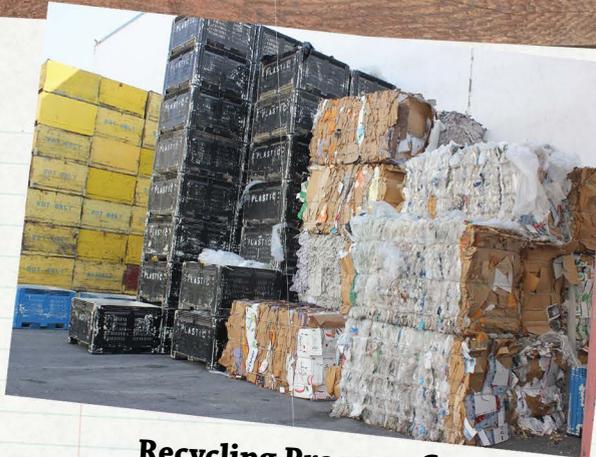
The vision to make the Responsible Choice when producing fruit each and every day evolves over the next 15 years at Stemilt. Integrated Pest Management (IPM) techniques that focus on the least hazard to people, property, and the environment become the norm for Stemilt growers and orchards. Water conservation is achieved through regular moisture monitoring of the soil so that irrigating is done properly and only when necessary. Responsible Choice also expands into the packing facilities and now includes social initiatives, such as benefits packages for all employees.

World Famous Compost is Born

2005

Fourth generation farmer and Stemilt co-owner Kyle Mathison starts a multi-acre compost farm atop Stemilt Hill near Wenatchee, WA to regenerate green waste from Stemilt's packing plants and orchards into nutrient-rich compost that will eventually fuel over 1,000 acres of orchard.

COMPOST



Recycling Program Grows

2006

Stemilt ramps up recycling efforts across its operations and in a one-year period (Aug. 2006 – 07), the company recycles nearly 1.9 million pounds of cardboard and more than 30 dumpster loads of plastic/strapping material. Select Stemilt packaging also moves to more environmentally friendly materials.



Stemilt Increases Energy Efficiency

2007

Stemilt begins making its packing plants more energy efficient through the installation of new lighting systems, automatic closing doors for cold storage rooms, and a switch from propane to electric forklifts. Many of the initiatives are fueled by a rebate program with the local utility district and result in significant energy and cost savings.

Responsible Choice Gets a New Logo

2008

Stemilt introduces a new logo for Responsible Choice that brings together all three pillars of the program. The fish and bird on the logo represent Stemilt's commitment to caring for the environment and natural resources, while the hand and growing plant signifies the company's responsibility to people, including its employees and the members of the communities where Stemilt does business.



Stemilt Forms Sustainability-Minded Committees

2009

The Responsible Choice Council is formed in order to catalog and monitor the company's existing program initiatives and develop new initiatives to put into place. A second committee, Stemilt's Community Investment Committee forms to oversee the company's community involvement as it relates to education, nutrition, and fitness/health.



Stemilt Consolidates Footprint

2010

Stemilt acquires its next-door neighbor, Dovex Fruit Company which led to significant consolidation of the company's overall footprint. Approximately 90% of Stemilt's controlled atmosphere storage facilities for fruit are now located within 10 miles of a Stemilt packing facility, which reduces food miles and makes operations more efficient. The acquisition also makes Stemilt the largest organic tree fruit supplier in the nation.

Employee Programs & Community Giving

2010-2014

In 2010, Stemilt opens an employee health clinic at its Olds Station facility to provide free, routine health care to employees. The company also adds several employee programs, including a voluntary wellness program, free English classes, and college scholarship opportunities through the Washington Apple Education Foundation. Stemilt's Community Investment Committee oversees financial donations to the community that total more than \$60,000 annually. Stemilt initiates a large fundraiser for the local chapter of Future Farmers of America and hosts a restoration project near its Olds Station facility on the Columbia River to restore the site back to its natural state.



Responsible Choice: What's Ahead

2014 & Beyond

Stemilt's Responsible Choice Council continues to develop goals around new sustainability initiatives in order to benefit one of the three values of the program: social, economic, or environmental. With a system in place to track initiatives, the company looks to continue its leadership in sustainability and social responsibility for years to come.





RESPONSIBLE CHOICE

SUSTAINABILITY & SOCIAL RESPONSIBILITY SINCE 1989

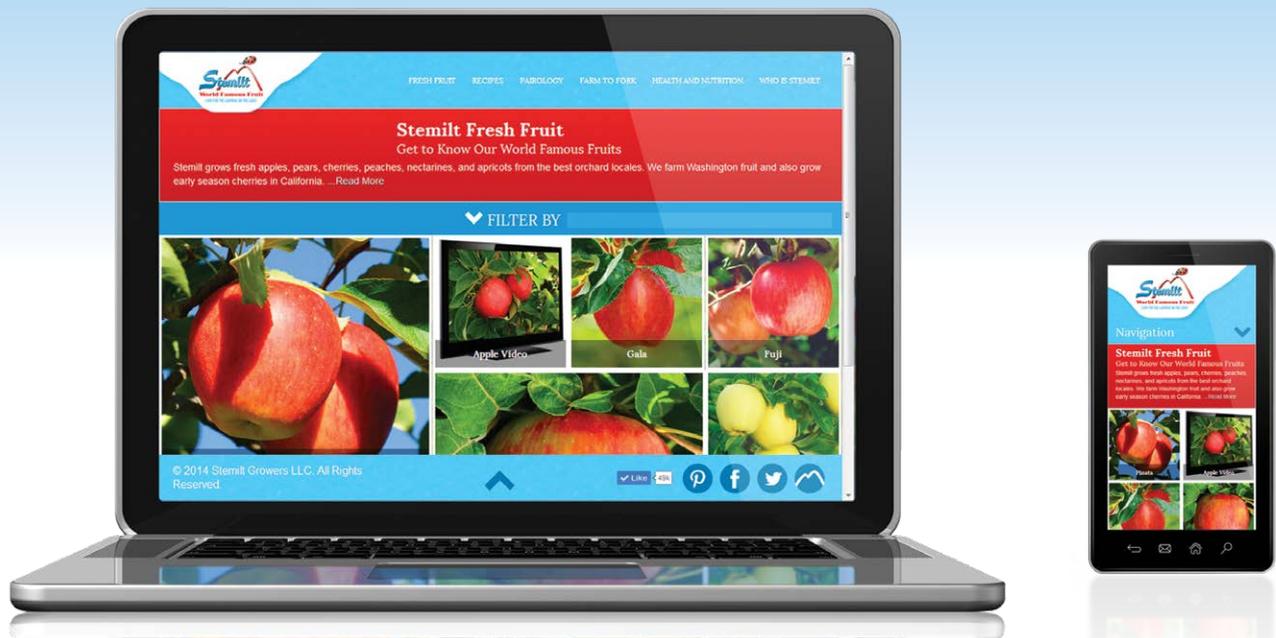


Stemilt CELEBRATES **50** YEARS 1964-2014

the new Stemilt.com

The Internet recently celebrated its 25th anniversary, and like most technology, much has changed over the past two plus decades. To keep up with one change – the increased use of mobile devices to access websites - Stemilt has relaunched its website, Stemilt.com, to feature a responsive design that automatically adjusts a web page in order to fit the screen size the user is accessing the site from.

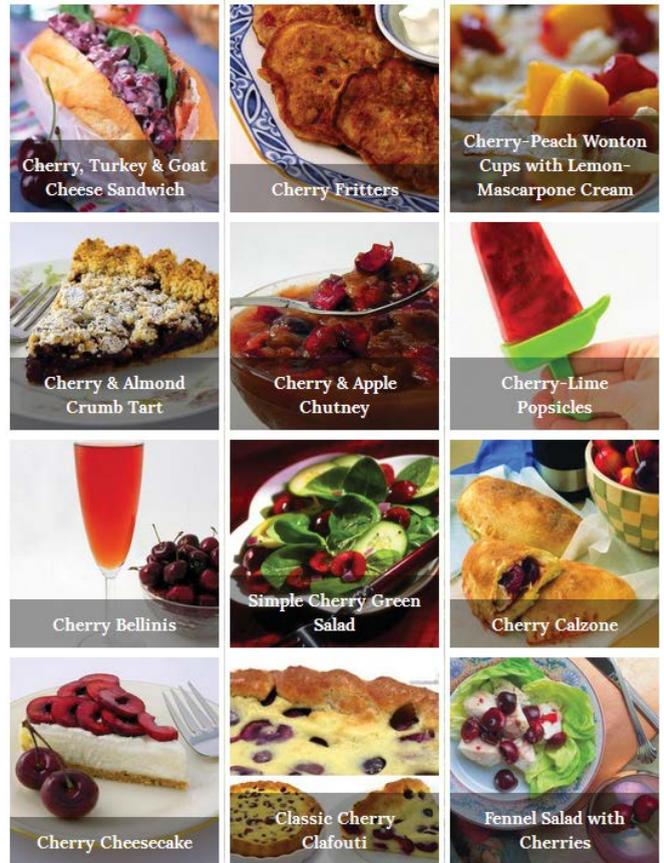
“The rise of smartphones and the release of tablets has transformed the way that people see content on websites, including our own. For instance, a 2013 joint study by Jumptap and comScore found that more than half of all time spent accessing the Internet is done through a mobile device (smartphone and/or tablet). Here at Stemilt, 43% of our website traffic last year came from a mobile device. The new responsive design of our website allows us to appeal to everyone, including those that use multiple devices to access a site. We can provide the same high level of content and dynamic visual design regardless of the device they use to access our site from,” said Roger Pepperl, Stemilt marketing director.



Mobile versions of websites sprung up during the advent of smartphones and tablets, but in many cases, provided the visitor with an abridged version of the content they would normally see if accessing from a desktop. The new Stemilt.com delivers a “one site that fits all” thanks to the responsive design platform, said Pepperl.

Social media sites and the way mobile devices work inspired the layout of the new Stemilt.com, which uses top navigation, filtering, and large graphics to guide visitors through the content-rich site. “We think the notion that people ‘buy with their eyes’ appeals to websites too, and used the visual appeal of popular sites like Pinterest to inspire our new website design. The graphics come first and foremost to entice people to either click or use their touchscreen to access the information they are seeking,” said Pepperl.





The site is broken out into five main sections, and also has a redesigned Pairology tool that helps people create custom fruit, wine, and cheese pairings based on the fruit varieties and flavors they are after.

The Fresh Fruit section goes in-depth on each variety of fruit that Stemilt grows, so that people can learn when and how to find Stemilt fruits, such as its signature apple variety,

Piñata, in season. The section is organized by fruit and by season so that visitors browsing the site view the fruits that are in season before ones that are not.

The dynamic Recipe section can be filtered according to fruit, course, season/occasion, or lifestyle, and each recipe can be printed or easily shared via email or across social media sites. Recipes range from salads to sweets, entrees, and even smoothie recipes to appeal to that growing trend.

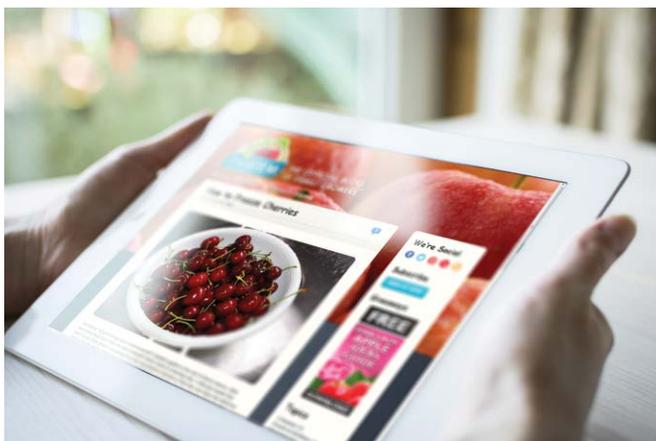
“We’re continuously adding to our recipe collection on our website, and rely on consumer feedback to guide any new recipes we make. That ensures that we are creating recipes they want to try. Fruit is so versatile and we feel it’s important to show people how to fit a serving or two in every meal in new ways,” said Pepperl.





The Health and Nutrition section provides consumers with nutrition facts and research-based information on the benefits of eating fresh apples, pears, cherries, and summer fruits.

The final two sections, Who is Stemilt and Farm to Fork, focus on Stemilt’s founding family and how each fruit is grown, harvested, packed, and shipped to stores around the world.



Stemilt’s blog, The Stem, is promoted across the site so that people can easily access the latest fruit-related post. Other features include seasonal recipes and consumer freebies to provide people with additional inspiration for enjoying Stemilt fruits.

“People want to know who grew their food and how and where it was grown. The Who is Stemilt section highlights the Mathison family, who own and operate Stemilt, and all of the innovations they’ve brought to the fruit industry over the past 50 years. Our Farm to Fork section shows how apples, pears, cherries, and summer fruits get from our farms to consumers’ tables. We show what’s happening in the orchard through each season, how we care for trees, and all the things we are doing to ensure our business is sustainable for future generations to come,” said Pepperl.

“The new Stemilt.com allows us to share our knowledge and passion for fruit with consumers in a unique way. Most importantly, it’s providing great information about our fruits to consumers regardless of which device they use to access our site. The digital landscape will keep changing and it’s important to us that we continue to evolve with it in order to inform and engage with consumers,” said Pepperl.

To see the new look, visit www.stemilt.com







scan to learn more

Kyle's Pick

Fourth generation cherry grower and Stemilt co-owner, Kyle Mathison, is known around the world for two things: his ponytail, and his never-ending passion for growing cherries with World Famous qualities.

Last summer, Stemilt bottled that passion up and introduced Kyle's Pick, a program for premium cherries. The best dark-sweet cherries are reserved for Kyle's Pick, which is available in two different pouch bags that Stemilt packs throughout July and August.

According to Stemilt marketing director Roger Pepperl, the best varieties, sizes, and flavors are reserved for Kyle's Pick bags of cherries because those are the exact qualities that Kyle strives to grow in his own orchards on the legendary Stemilt Hill in Wenatchee, WA. Varieties like Hill Bings, Sweetheart, Skeena, and Staccato® all go in Kyle's Pick bags, while Lapin and several other varieties are not used for the special packs. Aside from variety, Stemilt uses fruit firmness, size, and sugar levels as parameters for determining which cherries make it into Kyle's Pick bags.

"Kyle has spent the past four decades raising the bar for cherry quality in order to provide the consumer with the best eating experience. He travels the world in search of new varieties, farms cherries in both hemispheres, and continually produces cherries that are large, firm, and full of dessert flavors. The Kyle's Pick program honors his dedication and provides us with a vehicle for sharing his vision and passion with consumers in order to differentiate Stemilt cherries at retail," said Pepperl.

After a successful launch year, Stemilt is bringing Kyle's Pick cherries back for the 2014 season but in a newly designed bag. The new design maximizes the consumers' view of the cherries inside. The first bag in the program is a random-weight pouch bag with the Kyle's Pick seal on it. It is available for dark-sweet cherries throughout the month of July and into early August, which is the same time that Kyle's cherry harvest occurs on Stemilt Hill.



Premium High-Altitude Cherries



The second bag in the Kyle's Pick series, called Half Mile Closer to the Moon (or Moon Cherries), is packed by Stemilt once Kyle starts harvest at Amigos Orchards, usually in mid-August. Amigos is located between 2,500 and 3,200 feet above sea level – literally a half mile closer to the moon – not too far from Stemilt Hill in Wenatchee, WA. Moon cherries are harvested fresh daily into late August, giving Kyle and Stemilt the latest cherries in Washington State.

“For every 100 foot increase in vertical elevation, cherry harvest is pushed back one day,” said Kyle. “The high-elevation of Amigos combines with late ripening varieties like Sweetheart, Skeena, and Staccato® and allows us to extend the season for World Famous Cherries. Amigos stays cool in the heat of the summer thanks to the altitude, making it a dream site to grow premium cherries.”

Kyle's unique approach to farming cherries also added to the inspiration for the Moon bag in the Kyle's Pick program, Pepperl said. “Kyle likes to harvest cherries during a full moon because the strong gravitational pull helps deliver nutrients to trees and build sugars in the fruit. Kyle's Pick Moon Cherries are the perfect finale to cherry season and a way to leave a lasting impression with your shoppers,” said Pepperl.

The quest to grow World Famous Cherries is what drives Kyle out of bed every morning. He farms cherries in California, Washington, and Chile, and when he is not farming, he's traveling the world looking for new cherry varieties to nurture. All of these efforts are done for one reason: to build memory and trust with the consumer.

“It's the caveman instinct. If someone eats a cherry that explodes with flavor, they remember that experience, and will likely go back to the same bush (grocery store) for more. We can build demand for cherries by delivering dessert quality fruit day in and day out. By reserving the best of our world famous cherries for our Kyle's Pick program, we are delivering just that,” said Kyle.

To learn more about Kyle's Pick cherries, contact your Stemilt Sales Representative.





scan to learn more



a guide to summer fruit varieties

Variety matters in the summer fruit world and Stemilt grows modern varieties organically to deliver great size and dessert flavors from July through September. Here, we highlight a few varieties of each of our favorite summertime fruits.

Robada: First to ripen Robada is a large-sized, freestone apricot with a bright red blush over an orange background. Robada has balanced sugar-acid levels that give it great flavor. Shipping peak is normally July 1-10.

Rival: This variety hails from the breeding program at Washington State University. Rival is large in size with an oval shape, light orange skin with blush cheeks, and a mild sweet flavor. The peak season for Rival is July 10-30.

Perfection: This apricot is large in size and firm with a bright yellow-orange skin and deep orange flesh. Just like their name implies, this variety has a perfectly balanced sweet flavor. Perfection apricots peak July 15-August 5.



apricots



yellow peaches

Sierra Rich: A freestone yellow-fleshed peach that grows large in size and has a fantastic sweet flavor. Peak shipping time for Sierra Rich is August 2-12.

Sweet Dream: A freestone peach with a bright yellow background that is covered by a full red blush. This variety has low acid levels and very high sugars and is in peak season from August 15-30.

August Lady: One of the last yellow peach varieties to ripen in Washington State, Stemilt's season gets a great finale from this large sized, firm, and dessert flavored fruit. Peak shipping time for August Lady is September 8-18.



yellow nectarines

Summer Flare: A yellow-fleshed nectarine with balanced sugar and acid levels for a well-rounded flavor. Summer Flare helps begin Stemilt's yellow nectarine season with peak shipping from August 2-12.

Washington Pride: A favorite of nectarine growers in Washington, this full-colored freestone variety grows very large with a firm texture and juicy yellow flesh. Its shipping peak is August 15-30.

August Bright: This clingstone nectarine has a yellow flesh and deep red skin color. August Bright is a firm variety that tends to be large in size and has a bold sweet flavor with moderate acidity. It helps wrap up Stemilt's nectarine crop, with peak shipping time from September 7-20.



white peaches & nectarines

Grand Pearl: A clingstone, white-fleshed nectarine variety with a perfect round shape, very sweet flavor, and full red color with occasional freckling. Peak season for this variety is August 9-16.

Summer Sweet: A freestone, white-fleshed peach variety with a very sweet flavor, large size, and prominent red blush over a white background. Peak season for Summer Sweet is August 12-24.

Snow Giant: A super sweet flavor with little acid makes Snow Giant white peaches special. This large sized fruit is firm with a red blush mostly covering a creamy white background. Snow Giant white peaches typically peak from September 8-25.



STONE FRUIT
NATURALLY FARMED
FOR ULTIMATE FLAVOR



Stemilt
CELEBRATES **50** YEARS
1964-2014

peach health



Bursting with Vitamin C

Peaches are a good source of vitamin C, with one large-sized fruit delivering 19% of your daily recommended dose of vitamin C. This water-soluble vitamin keeps the body functioning normally and helps maintain a healthy immune system. Vitamin C also functions as an antioxidant, fighting free radicals from damaging the body's cells during oxidation. Studies have even shown vitamin C to reduce the onset of lung, breast, colon, rectum, stomach, and esophageal cancer.

Peaches & Potassium

Peaches are among the best food sources for potassium with 333 milligrams (10% of a person's daily recommended value) in one large-sized fruit. Potassium is an electrolyte that works in concert with sodium to balance water levels in the body. It's a necessity to heart and nervous system functioning, and consumption of potassium has been linked to improved blood pressure control, kidney health, and cardiovascular disease.

A Low Calorie Choice

Don't let the sweetness of a fresh peach fool you, this is a low calorie fruit! In fact, one large peach has just 68 calories. Peaches are naturally free of fat, sodium, and cholesterol and contain both fiber and protein. Enjoy this delicious summertime treat without an ounce of guilt!

Lower Cholesterol with Peaches

A recent study by Texas AgriLife Research found that peaches contain bio-active compounds that may help fight obesity-related diabetes and reduce the oxidation of bad cholesterol (LDL), which is closely associated to cardiovascular disease. The compounds in peaches fight metabolic syndrome (where obesity and inflammation and were also found in other stone fruits, including plums and nectarines).

grilled peach & mixed baby greens salad with balsamic-fig vinaigrette

Servings: 4

Ingredients:

2 large Artisan Organic yellow peaches, halved lengthwise and pitted
6 cups mixed baby greens, loosely packed
2 cups thinly sliced radicchio
6 small fresh figs, stems removed, quartered
1/4 cup roughly chopped roasted, unsalted almonds

For dressing:

1 teaspoon fig jam/spread
1 tablespoon balsamic vinegar
¼ cup extra-virgin olive oil, plus additional to brush peaches

Procedure

Whisk fig jam and balsamic vinegar in a small bowl, to combine. Add olive oil and continue whisking until ingredients are fully incorporated. Set aside.

Lightly brush peaches with olive oil and place on hot grill (at a slight angle to “squared center” of fruit, to achieve grill marks at a diagonal); grill for approximately 2 to 4 minutes (depending on heat of grill), lifting just slightly to test doneness before removing. Using tongs, transfer peaches to a plate (grill marks up). Set aside. (Note: a stovetop grill also works great).

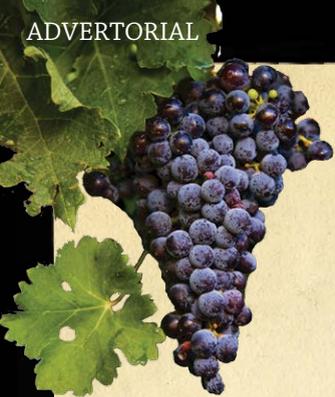
Place mixed greens and radicchio in a large bowl, dress with 2 to 4 tablespoons of vinaigrette, to taste, tossing lightly to coat. Add figs and gently toss to incorporate figs. Divide greens among plates. Top with a peach halve and sprinkle with chopped almonds. Serve immediately.

Nutrition Information per serving:

Calories: 267.8 (60.49% from fat); Fat 18.0g (sat 2.3g, poly 2.1g, mono 10g); Protein 4.5g; Carbohydrates 26.9g; Fiber 5.4g; Sugar 20.6g; Cholesterol 0g; Potassium 199.6mg; Sodium 16.3mg.*







Stemilt Creek Winery

We love our Wine Club Members!



Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

winery@stemiltcreekwinery.com*

*Due to Shipping Laws, not all states are open for shipping wine.

Please contact us at winery@stemiltcreekwinery.com for availability in your state.





It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Jan Mathison, our winemaker, lovingly crafts the wines using grapes that Kyle Mathison grows on the same land that his

family has cultivated for over a century. The winemaking style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.



A Day's Work - Honors Scottish Pioneer, Thomas Cyle Mathison - A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!

Boss Lady - AJ Mathison - Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint - this wine is dazzling. All full of electricity and pizzazz which dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.

Caring Passion - TK Mathison - Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse - never hiding a thing - he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. This 2nd vintage of "Caring Passion" resembles that trait introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be - comfortable - just like TK. Sit with it a while and enjoy.

what's new in produce

Instagram



The What:

A social networking platform for sharing photos and videos instantly with friends on Instagram, or a variety of other social networks. A user takes a new photo or video through Instagram or uploads an existing one in order to post. Instagram puts everything into a classic square frame and also supplies digital filters that can be applied to photos and video to change their appearance.

The Who:

In March 2014, Instagram announced it had surpassed the 200 million user mark with 20 billion photos shared total and 60 million photos shared daily. Of its users, 70% check Instagram at least once a day, with 35% checking in multiple times a day. Over 90% of the users on Instagram are under the age of 35. Of Instagram's global users, about 40% live in the United States.

The Name:

It's a combination of "instant camera" (think Polaroid) and "telegram."

Fun Fact:

Instagram was originally developed by Stanford grads Kevin Systrom and Mike Krieger in 2010, but is now owned by Facebook.

About Those #Hashtags:

According to BuzzFeed, 83% of all posts on Instagram contain hashtags. The most popular hashtags are: #love, #beautiful, #cute, #me, and #tbt (throwback Thursday). Knowing popular hashtags, especially as they relate to your company, is a great way to be found in the Instagram crowd. Top food-related hashtags include: #food, #foodie, #yummy, and #hungry among others.

Why Instagram Matters to Produce:

It's hard to beat the beauty found in a produce department! Fresh and healthy foods, bright colors, and incredible displays are asking to be shared visually, and Instagram's platform is perfect for that. More importantly, Instagram is growing rapidly, especially among the Millennial audience, and may just be the best place to reach this curious crowd as they adopt grocery shopping preferences. At the very least, companies should dedicate some time to seeing how their brand name(s) are used on Instagram in order to join any conversation taking place about them.

Stemilt on Instagram:

We're sharing all things fresh fruit on Instagram. Follow **stemiltfruit** today!



Social Media



Expand Your Consumer Outreach with PBH's Social Media Channels!

Read our daily PBH Facebook posts for the latest news, tips, and information about fruit and veggies (232,000+ likes).

Join our Twitter parties on the first Wednesday of each month for seasonal fruit and vegetable information and ideas.

Follow us on Twitter for healthy recipes and menu planning.

Let PBH retweet your fruit and vegetable tips and recipes (35,200+ Twitter followers).

Post fruit and veggie tips, images, and videos on our Pinterest board (6,000+ users).

To find out more about how we can assist you in your own social media outreach, contact PBH at CorpComm@PBHFoundation.org.





WORLD FAMOUS PEARS

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