

HILLTOP

™ Issue #10 Spring/Summer 2016

**the new Olds
yellow vision
face-to-face with Tim & Jocelyn
going higher**



A century of farming experience and a deep passion for delivering a dessert eating experience set Stemilt cherries apart.

Learn the story of our World Famous Cherries at:

www.Stemilt.com/Our-Stories

fromtheeditor

Dear Readers,



Hello from Wenatchee, where big changes are happening at Stemilt following the unfortunate fire event at our Miller Street facility last summer. In this issue of Hilltop, we share our major plans to create a logistics hub at Olds Station through the construction of a brand-new distribution center. We also give you a look at our new 24-lane electronic cherry line at Olds, which was designed to be “hybrid” and has the ability to pack either Rainier or dark-sweet cherries depending on production needs.

As we embark on another busy summer season, it’s great to see long-term programs like Artisan Organics summer fruits and Fruit Tracker category management celebrate milestones. It’s also exciting to look ahead to new plantings that will bring the Skylar Rae® cherry variety and more high-elevation Moon cherries to round out our great cherry program at Stemilt.

Before you dive into this edition of Hilltop, I wanted to take a moment and thank you all for your ongoing support of Stemilt Growers. We are excited about how the capital projects at Stemilt will continue to enhance our ability to serve you, our valued customers.

Onward,



West Mathison
President
Stemilt Growers

HILLTOP

Editor

West Mathison

Writer

Brianna Shales

Designer/Photographer

Landon Michaelson

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

Subscriptions: Free to qualified subscribers around the world.

Copyright © 2016 Stemilt Growers LLC

onthecover



Amigos Orchards home of “Moon Cherries” high on Stemilt Hill overlooking the Wenatchee Valley



Stemilt RUSHING RIVERS™

— THE BEST PEAR LOCALES IN THE WORLD —



Our **Rushing Rivers Pears** proudly call Washington's famous river valleys home. Orchards blanket locales like the Wenatchee River Valley and Entiat River Valley, where **mountain slopes** meet **pristine rivers** and **fertile soils**.

HILLTOP



30

contents

Issue #10 Spring/Summer 2016

letter from the editor 1

lifestyle

- face-to-face with Tim & Jocelyn 4
- Fruit Tracker turns 12 10
- 8 years later 20
- Artisan Organics new logo 28
- yellow vision 30

technology

the new Olds 14

agriculture

going higher 26

what's new in produce

content is king 38

recipes

- Skylar Rae cherry-orange-jalapeño slaw 12
- fresh peach pie 34

parting shot

raptors as natural pest bird abatement 40



4



20



24

face-to-face with Tim Harrington & Jocelyn Gerard



Located 2,993 and 1,955 miles from Stemilt's headquarters in Wenatchee, WA, Tim Harrington and Jocelyn Gerard are more than just merchandising managers, they are energetic advocates of our company and brands who spend most of their time on the road spreading their passion for fruit and produce with anyone and everyone. In this double edition of face-to-face, you'll learn how (and why) they joined the fruit industry and some of their favorite travel and personal experiences.



Boston



Chicago

Brianna: Your career paths are quite different but you both found your way to Stemilt. Explain the path that led to your current role as Merchandising Manager.

Tim: My entire career has been in the grocery and produce business. My first real job at 16 was as a bagger at our local Hannaford. I worked my way into the produce department and was eventually promoted to produce manager. After a few years, I decided to step down to a part-time clerk position so that I had time to pursue a college degree in marketing. After earning my degree, I joined Shaw's Supermarket as store manager and oversaw day-to-day operations. Eight years later, I returned to my favorite place in the grocery store – produce – and worked as a quality assurance inspector for the next 13 years. I've always loved produce because it's dynamic and constantly changing. Every day is a new adventure. In 2009, I saw an ad for an opening at Stemilt that would allow me to shift into a marketing concentration by serving as their East Coast merchandising manager. I thought it would be a good fit and my wife was supportive of the change. The rest, they say, is history!

Jocelyn: My background is in communications and marketing and for 10 years, I worked in marketing at an interior design company. People in interior design are very passionate and I enjoyed the field a lot. It was creative and fun, but somewhere in those 10 years I noticed that I didn't have the same passion as my colleagues. At the same time, I started getting very involved in my community garden group and an initiative to bring a farmer's market to our community. I volunteered to run the group's social media pages and website which allowed me to learn all about our local farmers. I guess you could say that experience transformed me, and I knew that promoting fresh, quality food would not only be a great career fit, but was my passion. I began working part-time as a brand ambassador for an aquaponic greens grower and did lots of in-store demonstrations. I loved being able to spread my knowledge and excitement with shoppers. When I saw an opening at Stemilt on LinkedIn for a Merchandising Manager in the Midwest, I was so excited to find what seemed like a perfect fit for me. I started in April 2014 and have spent the past two years in awe that I get to do this for a living!



“

By far my favorite part of the job is in working with our customers. -Tim

”

Brianna: Anyone who knows you knows that you are on the road a lot. Explain your role at Stemilt and your favorite part of the job.

Tim: I see myself as the local face of our company. I get to represent customers in my region and assist them with promotion planning, special events, training and education, and much more. By far my favorite part of the job is in working with our customers. I love collaborating on dynamic programs that will delight their shoppers, and helping to create awareness for Stemilt's new products and innovations.

Jocelyn: Like Tim, I get to work with our retail customers in the Midwest/Southeast to create and develop promotions that increase sales and create excitement in their produce departments. It's fun to help boost what they are doing and find solutions to promote Stemilt fruits. The best part of this job is working for family farmers and promoting a healthy product and building the long-term relationships with our customers that connect them back to our business. Food is a center of happiness and life for many, and it's very rewarding to be able to raise awareness about farmers and fresh produce to shoppers across the U.S.

Brianna: Not many people get to say that they mostly travel for their job. What is the most interesting thing about traveling? How about the most challenging?



“

Food is a center of happiness and it's very rewarding to help raise awareness about farmers and fresh produce.

-Jocelyn

”



Tim: I love traveling for work, and seeing different parts of our country that I might not otherwise have seen. The people I meet while traveling are fantastic. The weather is by far the most challenging part of traveling. When I first started at Stemilt, our long-time merchandising manager told me to always have a plan B and C for when plan A doesn't work out and you need to get where you need to go. It was great advice and something I have (unfortunately) put into practice on more than one occasion. I think all of us East Coasters remember trying to get home from PMA Fresh Summit in Anaheim when Hurricane Sandy hit. Despite the weather, traveling for work is very fulfilling.

Jocelyn: I love to see different places. It's fun to drive or walk around and experience the environment of each city and see how people live. For me, the most challenging thing about traveling is just being away from the comforts of home. It can get lonely at times and after a long stretch, I'm always anticipating a home-cooked meal.

Brianna: Speaking of free time at home, what are some of your hobbies and things you enjoy doing when you're not working?

Tim: I love all sports and enjoy carpentry and working around the home. You'll often find me spending time and laughing with my large, extended family and my two sons, Conner (19) and Donovan (16). Camping has always been a big part of our family's lifestyle. For many years, we would travel from our home in New Hampshire to Disneyworld and then rent an RV to camp and visit the parks. I also love to visit the Caribbean with my wife, Donna.

Jocelyn: I'm lucky to live two blocks from Lake Michigan in Chicago and we love to go to the beach during the summer with our dog and enjoy the sun and water. I'm a big reader and love to cook and bake. I also spend a lot of time volunteering and have successfully planned four community garden projects that helps make our neighborhood more attractive to birds and bees. My husband, Steve, and I love to go on hiking trips. Since we live in the "flatlands," we have a bucket list of places to go and do so as vacations. We can't wait to backpack in Glacier National Park this summer.

Brianna: What is your favorite thing about working in the produce industry?

Tim: The people that work in produce are such a genuine group. It's fun to work with others that have the same passion and excitement for what they do as you do.

Jocelyn: There is always something new going on because the market is constantly changing and evolving. It's exciting because we get to evolve with it. There is so much to know and a huge opportunity for learning. I love the challenge to continue to get better at my job.





Brianna: When you walk into a produce department, what's the first thing you see?

Tim: My background as a QC inspector makes me a pretty fussy person, so quality is the first thing I notice. I love to look at the store signage, and nothing beats seeing a big, creative display of a fresh produce item. It grabs your attention and makes you want to stop right there and eat it!

Jocelyn: I'm always looking to see how the store is promoting what is in season at the time. The best produce departments make that very apparent. I also love to look in the section or wall that stocks greens. The varieties and different colors make for a great visual scene.

Brianna: Who has made the biggest impact on your career?

Tim: My first boss, Al. He was like a father to me. I was 16 years old when I began working for him. Al followed every rule to a tee and was a very hard worker. He took a young Tim with lots of energy and helped me channel that. I got to do what I love and be the people person in the produce department while Al was the brains of the operation. He was a great coach and teacher and he is dearly missed.

Jocelyn: My parents. They instilled many values and qualities in me that I use in my produce career today. My mom was a salesperson with an impressive professional career. Her style of sales being service-focused has influenced my own approach to working with customers in a supportive capacity. My father, who just turned 80, loves to travel and that has rubbed off on me quite a bit.

Brianna: Last but certainly not least, tell our readers what your favorite Stemilt fruit is?

Tim: I must have an affinity for sweet flavors because Rainier cherries and Fuji apples are my two favorite Stemilt fruits. They both have sweet and crisp appeal. Our peaches and nectarines are out of this world too.

Jocelyn: I really do love all of our fruits. Pears, and specifically Starkrimson pears, might edge out as my favorite. The fruit sustains you for a long part of the year. Pears are very good for you but eating one feels like a treat.



“

I love walking in the cities I travel to. It's my way of really experiencing the environment and how people live there.

-Jocelyn

”



“

The best part of traveling for work is the people I meet along the way. -Tim

”

Fruit Tracker™ category management program turns 12

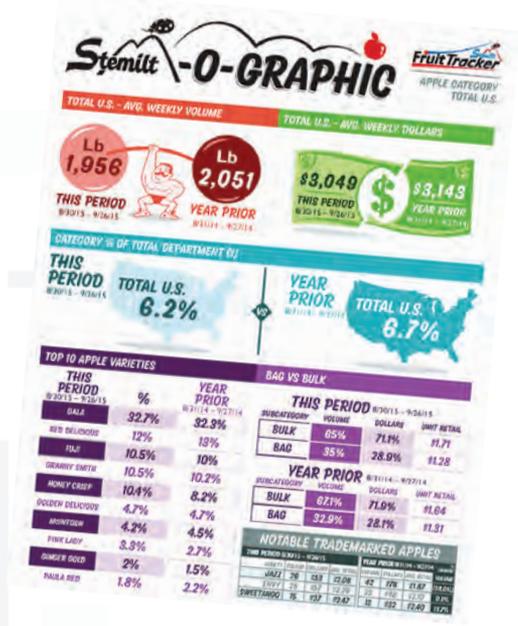
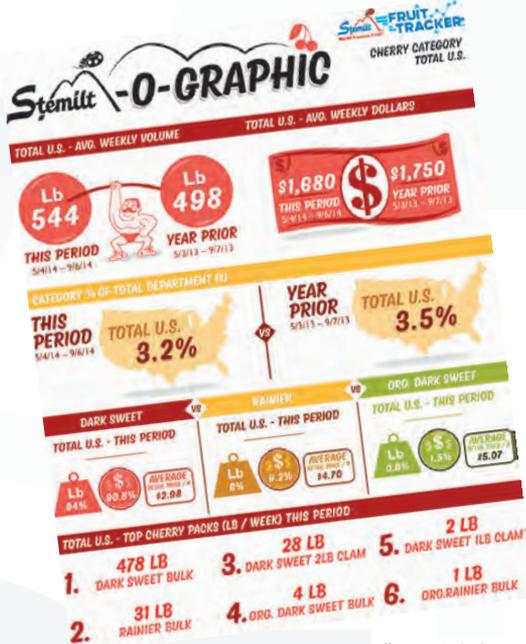
Over the past 12 years, the emergence of new varieties and products has drastically changed the retail scan data that produce departments are able to provide, and Stemilt's category management program – Fruit Tracker – is evolving right along with it.

Stemilt is celebrating its 12th year of Fruit Tracker™ this spring. The company recently unveiled a new logo to better showcase the wide array of data analysis the program is now providing..



Twelve years ago category management was brand new to grower-shippers in the apple industry. Stemilt marketing director Roger Pepperl recalls: “For a long time, category management was a service that the industry provided to retailers as a whole, but we felt that having our own program could help our retail customers better understand their data in order to implement changes in their department and boost the performance of their apple, pear, and cherry categories. Fruit Tracker was developed, and has since become the leading program in the industry for tree fruit category management and data analysis, and consumer research on a variety of produce-specific topics,” Pepperl said.

In 2007, Travis Chin joined the Stemilt team to manage and develop the Fruit Tracker program. He was an experienced statistician who worked for several years at a market research firm in Seattle. His skills allowed Stemilt to expand the Fruit Tracker program beyond quarterly category management reporting for customers, and provide retailers with current category snapshots based on real-time data and promotional analysis. He also began designing and conducting consumer surveys to better understand produce shoppers and their purchasing habits around apples, pears, and cherries.



“Travis’ has an uncanny ability to read and understand data, and is a big reason why our Fruit Tracker program has become such a trusted source of category information for retailers,” said Pepperl.

Over the past few years, the Fruit Tracker program has evolved again. Stemilt continues to provide category management reporting to customers, and has expanded the program by providing retailers and the trade media with infographics, called “Stemilt-O-Graphic’s”, that visually show category highlights for a given timeframe.

“Retail scan data can be time consuming to read and difficult to follow,” said Pepperl. “We wanted to simplify data through infographic reports. Stemilt-O-Graphic’s provide the industry and retailers with an easy-to-follow snapshot of a certain category for a set time period. It’s a great way for retailers to get quick facts about the health of their apple, pear, and cherry categories, all of which are very important to the overall performance of the produce department.”

The new Fruit Tracker logo incorporates data points and chart graphics in order to convey the many points Stemilt’s program touches, Pepperl said.

“The produce department – and in particular the apple category – is introducing more new varieties and packages each year. Our Fruit Tracker program continues to evolve in order to provide retailers with relevant data and information to help them make better decisions around which items to promote and when to promote them. It’s important to plan for the future, and with accurate data from Fruit Tracker, retailers have category intelligence to do just that,” he said.



Skylar Rae® cherry orange-jalapeño slaw

This is an easy, fresh slaw that beautifully balances the subtle sweet notes of Stemilt's Skylar Rae® cherries with a hint of heat.

Makes approximately 8 cups slaw

About the recipe

A hint of heat is delivered by the addition of green onions and jalapeño in this mix, and the bright, tangy drizzle of a fresh lime-infused vinaigrette. It's a great side to most any grilled entrée (like brown-sugar glazed salmon!). Here, we've used a packaged, pre-shredded slaw (with both green and red cabbage and carrots) to make assembly quick and easy.

Ingredients

½ pound Stemilt Skylar Rae Cherries, stemmed, pitted and halved
2 navel oranges, supremed
6 cups mixed cabbage "slaw" (packaged, grated green cabbage, red cabbage and carrots)
⅓ cup sliced green onion
1 jalapeño pepper, cored, seeded and minced

for dressing:

¼ cup freshly squeezed lime juice
1 teaspoon olive oil
1 teaspoon apple cider vinegar
1 teaspoon honey
1 teaspoon peach jam
pinch salt

In a large bowl, combine cherries, orange segments, cabbage slaw, green onion, and jalapeño. Set aside.

In a separate bowl, whisk fresh lime juice, olive oil, cider vinegar, honey, and peach jam until jam is fully incorporated. Add a pinch of salt to taste. Drizzle vinaigrette over slaw and toss until mixed through. Serve immediately or refrigerate.

Nutritional Information (based on 8 servings):

Per Serving: Calories 66.0 (8.18% from fat); Fat 0.6g (sat 0.1g, poly 0.1g, mono 0.4g); Protein 1.1g; Carbohydrates 15.3g; Fiber 2.7g; Sugar 7.0g; Cholesterol 0mg; Potassium 90.3mg; Sodium 27.9mg.



Euclid Facility

the new Olds

Olds Station Facility

New
Distribution
Center

“

The distribution center will serve as the hub for packed fruit for our entire Olds Station and Euclid Street complex.

”



Last summer, the Sleepy Hollow Fire raged through Wenatchee destroying homes and causing significant damage to businesses along its way. Stemilt's Miller Street facility, where many Rushing Rivers™ pears were packed and stored, was among the industrial buildings damaged by the fire. Now, nearly one year later, Stemilt is beginning to rebuild all that was lost and preparing for exciting growth and change at its headquarters facility, Olds Station.

According to Jay Fulbright, VP of Operations & Special Projects at Stemilt, the company has broken ground on a new distribution center at Olds where palletizing, repack, shipping QC, rack storage, and shipping will all be housed in order to enhance the capacity to fulfill orders.

"The distribution center has been an idea at Stemilt for some time, and following the unfortunate fire event at Miller Street, we began seriously looking at it as a way to further centralize our shipping operations. The cards have fallen into place and we are excited to start construction on the Olds Station distribution center, which is targeted to open in January 2017," said Fulbright.



Kyle, West & Tate Mathison look over plans as ground breaking began.



Stemilt is working with Tim Duffy, a consultant with Winslow Consulting, and St. Onge, a company out of York, PA that specializes in logistics planning, to design the new distribution center. The design team has relied on data and the overall flow of the company's production and distribution to come up with a plan that will work for Stemilt now and in the future.

The first phase of the new distribution center will be building 11 controlled atmosphere storage rooms to house 19,500 bins of fruit – primarily packed pears. This replaces what was lost at Miller Street in the fire. From there, the distribution center will begin to take shape. Thousands and thousands of rack storage space for pallets of fruit will make up the majority of the center, with a repack room, post-harvest Thermal Tech pear ripening rooms, temperature pull-down room for jet cooling cherries and pears, and more than a dozen shipping docks filling out the rest. Stemilt's shipping department will be equipped with a lounge for those hauling the fruit, lunchroom for employees, and a QC inspection area for both Washington state inspectors and customers.

“Just like its name implies, the distribution center will serve as the hub for packed fruit for our entire Olds Station and Euclid Street complex. It's designed to be a one-stop shop and we're focused on making it as efficient as possible for order fulfillment,” said Fulbright.

A conveyance and skybridge system will connect the distribution center to Olds Station production, so that packed apples, cherries and eventually pears, will all meet at a common site for palletizing and shipping. Push back racking where a new pallet pulls into the space that the pallet to be shipped was once in will be used widely and Stemilt is looking into a hybrid approach to automate pallet selection.

“We are working to minimize forklift movement in order to increase efficiency. Automation will be used to tell forklifts where to put and pick pallets,” said Fulbright.

The completion of the Olds Station distribution center will kick-off another capital project to build a new room and line for packing pears at Olds Station. In 2018, Stemilt will have completed its capital projects at Olds Station and finish the centralization of its production and shipping at the Olds Station and Euclid Street neighboring facilities.

“There's a great deal of work to be done, but we are eager and excited about building the 'new Olds Station' because of how it will enhance our distribution network and the customer service we can provide to our retail partners,” said Fulbright.



multiple loading bays



racking systems



pear ripening rooms

apricots

Tree-ripened cots soak up a little more sun before they are hand-picked.



**FLAVORFUL
ORGANIC
TREE RIPENED**



Stemilt's entire crop of peaches and nectarines is grown and certified organic. Learn the story of our Artisan Organics summer fruits at:

www.Stemilt.com/Our-Stories

Artisan Organics summer fruit: 8 years later

Eight harvests ago, the Douglas family of Pasco, WA and Stemilt Growers completed the transition process to bring its entire crop of peaches and nectarines to organic production. At the same time, the majority of their apricots also went organic. The bold move was done to combine an ideal growing locale with natural growing practices to boost the fruit's flavor and create a differentiation point that retailers could promote at the point-of-sale.

"The move to organic certification has been a huge positive for our stone fruit program," said Jill Douglas, general manager at Douglas Fruit and 4th generation grower. "We've been farming peaches and nectarines for over 25 years and since transitioning to organic methods, have brought our trees into balance from a horticultural standpoint which has aided in their ability to produce fruits with higher sugars and acids. This all translates to a better eating experience for consumers."

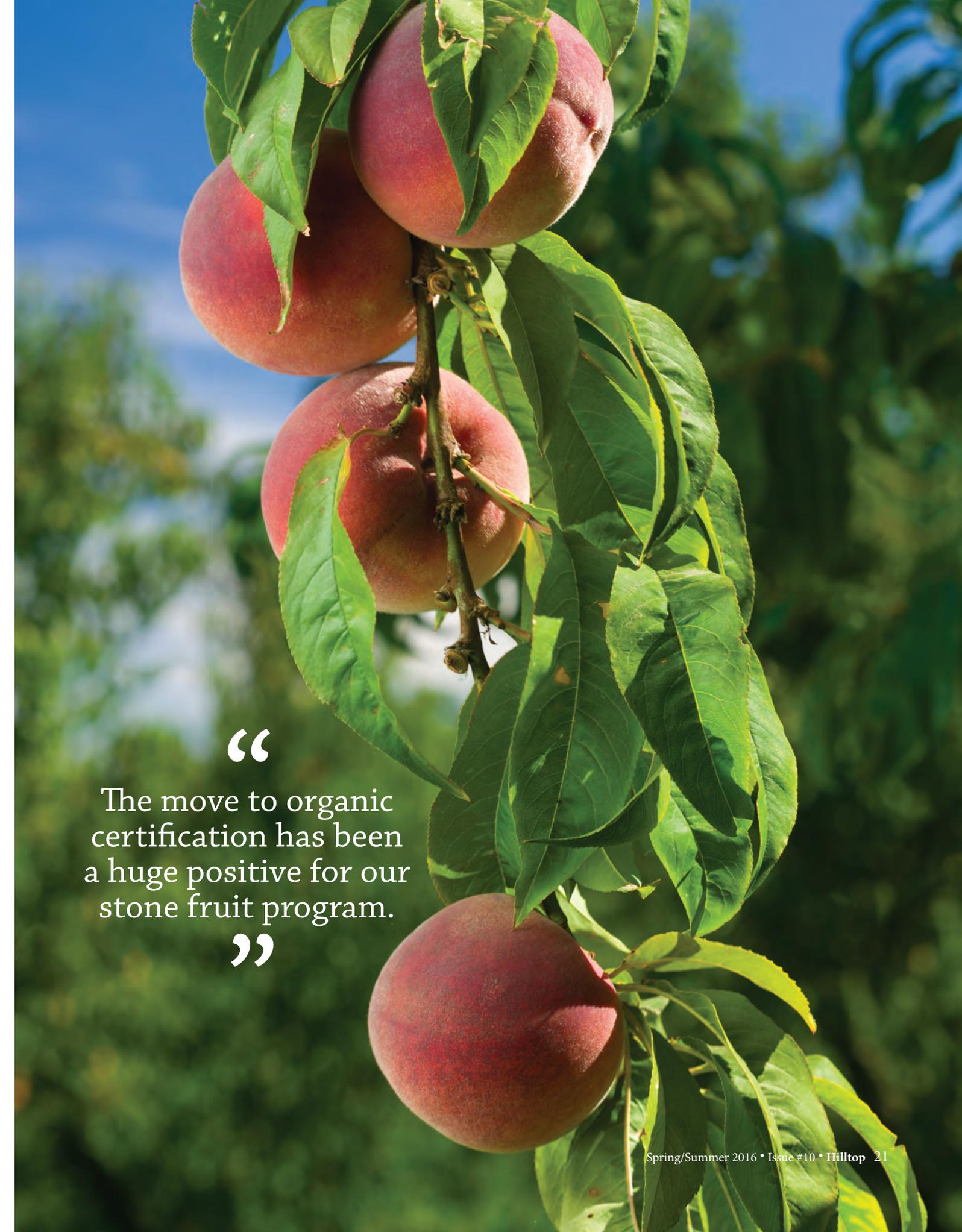
The Douglas family is the primary grower of Stemilt's Artisan Organics summer fruits, and oversees all of the packing of peaches, nectarines, and apricots. Their orchards are located throughout the Columbia Basin and Tri Cities areas of Washington State, where warm summer days and cool nights prevail.

"Without a doubt, our locale is one of the main reasons we've been so successful in farming peaches, nectarines, and apricots organically. The climate here delivers four true seasons and no rain or fog during bloom. This results in clean, large-sized fruit that is further enhanced with natural farming methods like using compost as fertilizer," said Douglas.

Beyond having the ideal environment, the Douglas family consistently modernizes its peach and nectarine orchards with the best of new varieties. They plant in small orchard blocks to ensure harvest is manageable and that each piece of fruit can be picked tree-ripened.

"Stone fruit varieties are constantly evolving and we believe in testing the latest and greatest, and planting those that have the flavor and quality characteristics that will win over consumers. Starting with the right varieties certainly makes farming organically a bit easier," said Douglas.





“

The move to organic certification has been a huge positive for our stone fruit program.

”



“

Fruits and vegetables are driving demand as the leading organic category and making up more than one-third of all organic food sales.

”

Demand for organic produce has grown right along with Stemilt’s Artisan Organics summer fruit program. According to the Organic Trade Association, fruits and vegetables are driving that demand as the leading organic category and making up more than one-third of all organic food sales.

Stemilt’s Artisan Organics summer fruit program begins in June with apricots. Peach and nectarine harvest starts in mid-July and runs through September.

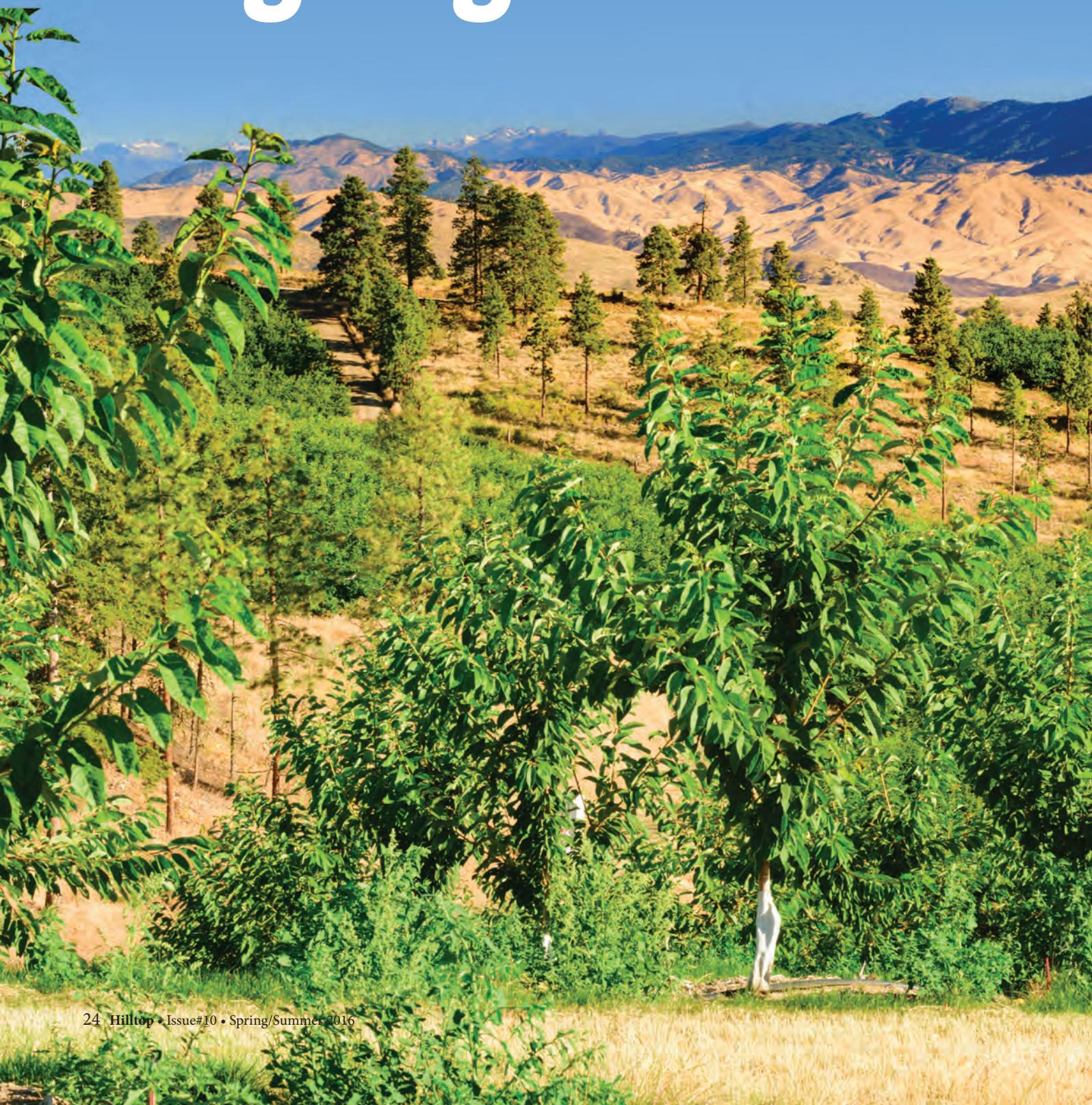
Looking ahead to the next eight years and beyond, Douglas is excited about the future for Artisan Organics summer fruits.

“Our family definitely feels like we’ve found a great niche and differentiation point by growing stone fruit organically and in a flavor-first mindset. The ultimate reward is a positive consumer eating experience and natural farming methods combine with our great locale to produce the dessert flavors that deliver just that to consumers,” said Douglas.





going higher



Kyle Mathison's dream of delighting consumers with cherries later into the summer is quickly becoming a reality. The fourth generation cherry grower is planting more late-ripening cherry varieties higher up his Amigos Orchards in order to extend the availability of Stemilt's premium, high-elevation cherries, sold under the A Half Mile Closer to the Moon™ label. The bold move brings cherry trees to new heights – or elevations of 3,000 feet plus to be exact – and will take Stemilt's premium Moon cherries into supermarkets into September.





Named after the Spanish word for friends, the Amigos ranch currently produces cherries from elevations ranging between 1,800 and 2,500 feet above sea level. Amigos is located in Wenatchee, WA and not too far from the Mathison family’s original homestead on Stemilt Hill. The high-elevations – located a half mile closer to the moon – are ideal for growing cherries in the late summer thanks to a cooler climate and nutrient-rich soils.

In the cherry world, any orchard planted above 1,800 feet is considered high elevation. Kyle surpassed that height long ago and started planting at elevations upwards of that back in 2002 to stretch his harvest, and the availability window of Stemilt cherries.

The new plantings at Amigos Orchards are taking place over several years and will feature three main varieties, all born in British Columbia, Canada at Summerland Varieties Corp. Skeena, Staccato® and the brand-new Sentennial™ cherry were naturally bred to ripen late in the summer months. Stemilt has the exclusive rights to market both Staccato® and Sentennial™ cherries in the United States.

Kyle is a big believer in all three varieties, and especially excited about the new Sentennial cherry.

“Sentennial is a very special cherry variety. It is a large-sized cherry with great firmness and bursts with sweetness. It’s complex flavors will only be enhanced by growing Sentennial at Amigos. As trees come into production, it will typically ripen and harvest in late August, which means we will soon have Moon cherries for Labor Day,” he said.

Growing cherries at high-elevations can be a risky business, Mathison noted, as colder winters increase the tree’s susceptibility to winter kill. Once you escape winter, however, the conditions during spring bloom and the summer growing season are ideal for cherries at Amigos.

“Heat is the biggest challenge when growing cherries in the late summer, but Amigos has warm daytime temperatures, usually in the 70s and low 80s and a significant temperature drop at night. This allows the trees time to rest and ensures they have the energy to grow fruits with higher sugars and flavors that deem them to be World Famous cherries,” Kyle said.





Amigos is already the latest cherry orchard to be harvested in Washington State, and the new plantings will take Stemilt's "Moon cherries" even later in the near future. That's because cherries are picked one day later for every 100 feet gained in vertical elevation. With his sights set on growing cherries at 4,000 feet and beyond one day, the sky literally is becoming Kyle's only limit.

"Extending cherry season allows me to see my vision of providing consumers with more opportunities to experience our World Famous Cherries through. Every day I wake up with the goal of growing cherries that build memory and trust with consumers. That happens when they bite into a cherry and it explodes with flavor! The ultimate reward in growing cherries at high-elevations is when the consumer goes back to the store in hopes of experiencing Moon cherries again," said Kyle.



Artisan Organics gets a new logo

Stemilt has unveiled a new logo for its organic label, Artisan Organics™. The refreshed logo uses the same red and black color scheme as the original, but new typography in order to ensure the organic designation stands out clearly for today’s growing number of organic fruit shoppers.

“We are proud to have been early adopters in an organics with a program and label that dates back to 1989,” said Stemilt marketing director Roger Pepperl. “As we move into our third decade of organics, we wanted to give our Artisan Organics logo a modern look that appeals to organic shoppers, many of which are millennials.”

The new logo was designed in-house and has already started appearing on Stemilt’s packaged organic products and cartons. Stemilt packs organic apples, pears, cherries and summer fruits under the Artisan Organics label. The company’s entire crop of peaches and nectarines and the majority of its apricots are grown and certified as organic. The company also packs Artisan Organics versions of its Lil Snappers® kid-sized fruits in 3-pound pouch bags and recently launched organic Fresh Blenders™ apples for juicing and smoothies.

“Our founder, Tom Mathison, took a leap into organic farming long before it was trendy to do so. Organic demand continues to grow each year and we are growing right along with it by transitioning more orchards to organic production. The new Artisan Organics logo is an exciting addition to our robust and growing organic program at Stemilt,” said Pepperl.





A HALF-MILE CLOSER TO THE MOON™

Premium High-Altitude Cherries®



WHAT ARE MOON CHERRIES?

Moon cherries are the **last premium Stemilt cherries of the season** and are **harvested fresh daily in August** by fourth generation Stemilt cherry grower Kyle Mathison. These cherries come from unique locales like **Amigos Orchards** in Wenatchee, WA, a dream high-altitude growing site located between 3,000 feet above sea level and beyond – **literally a half mile closer to the moon!**

Moon cherries are the result of Kyle's horticultural expertise that focuses on everything from **compost** to **lunar cycles** and a deep **passion** for growing cherries with **world famous qualities.**

yellow vision



It's no secret that cherries with a golden hue get the royal treatment at Stemilt. The company has made the yellow colored Rainier cherry variety a focus of its cherry program for many years. In fact, Stemilt was the first to farm Rainier cherries on a large scale – planting entire orchards of the cherry, even though it was more commonly found planted throughout dark-sweet cherry orchard blocks because of its ability to pollinize those fruits.



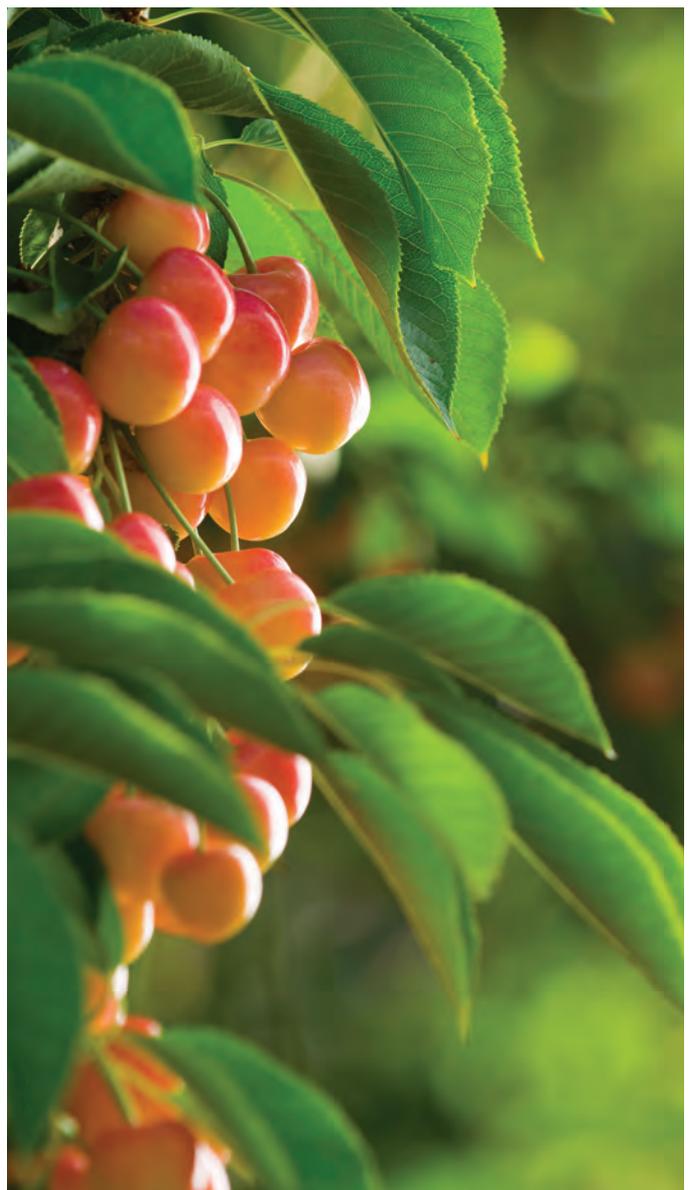
Now, Stemilt's golden cherry program is expanding as the company plants orchards of the new, bi-colored Skylar Rae® cherry variety. Skylar Rae was found growing as a chance seedling at Tip Top Orchards in Wenatchee, WA back in 2005. Usually these discoveries don't produce edible, let alone marketable fruits, but Skylar Rae was a special anomaly. The variety has unique DNA, and though closely related, is quite different than the Rainier cherry. Skylar Rae has a golden yellow background with a partial to full orange-red blush. It is sweeter than a Rainier, with sugars ranging from 23-25 and is also exceptionally firm.

"We are big fans and believers in Skylar Rae cherries," said Roger Pepperl, Stemilt marketing director. "It harvests from mid-June to mid-July and offers a truly unique sweet, dessert eating experience. Volumes will grow each year and the plan is to have similar tonnage between Skylar Rae and Rainiers by 2020."

Together, Rainier and Skylar Rae® cherries are enhancing Stemilt's industry-leading cherry program, where providing consumers with a flavor-first experience continues to be the focus.

"Today's consumers and especially those that purchase cherries – are flavor-centric. They are intrigued by niche varieties and excited to incorporate them into snacking and meals. Together, Rainiers and Skylar Rae® cherries will provide retailers with special products to offer and appeal to these shoppers," said Pepperl.

Like every cherry at Stemilt, a great deal of care goes into harvesting, packing, and shipping Rainier and Skylar Rae® cherries. Every cherry is hand-picked at optimal maturity and quickly cooled or packed. Orchards in wind-prone areas have windscreens to protect the delicate fruits, and other areas utilize reflective ground material to maximize sunlight penetration to the fruits and ensure both high coloring and high sugars.



With volumes of golden cherries growing in the near future, Stemilt spent the off-season for cherries installing a brand-new cherry packing line at Olds Station. The line is a hybrid – meaning it will handle both Rainier and red cherries – and features the latest electronic sizing and defect sorting technology from Unitec. The 24-lane line replaces what was lost in last year’s fire at the Miller Street facility and will be the top producing electronic line at Stemilt when it debuts in June.

The hybrid line features two dumpers and two cluster cutters. The rollover dumper gently handles red cherries and a lug dumper is designed specifically for Rainiers and Skylar Rae cherries. The cluster cutter for golden cherries has less blades to ensure good separation of the fruit and no damage to the delicate fruits.



“
 The hybrid line will primarily be used for Rainiers and Skylar Rae and has the ability to analyze 775,000 pieces of fruit per hour at a 60% fill rate.
 ”



According to Jay Fulbright, Stemilt’s VP of Operations and Special Projects, the hybrid line will primarily be used for Rainiers and Skylar Rae and has the ability to analyze 775,000 pieces of fruit per hour at a 60% fill rate. Golden cherries will run 7-8 tons per hour while red cherries run 12-14 tons per hour.

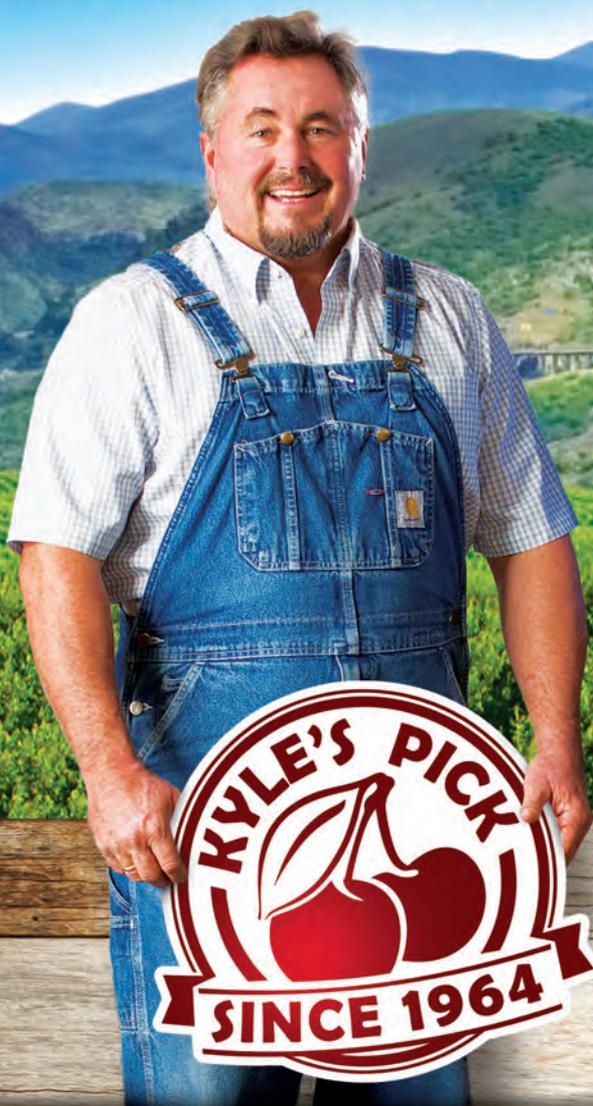
“The line was specifically engineered to gently handle yellow cherry varieties, but will also be highly efficient at handling red cherries. With the ability to electronically size and sort Rainier and Skylar Rae cherries for color and defects, we expect to gain efficiencies and produce a higher quality final pack with uniformity in color and sizing. We’re excited about bringing it into operation to further enhance our leadership in golden cherries,” said Fulbright.

From the field to the final box, the future sure is golden for Stemilt’s cherry program.



KYLE'S PICK™ CHERRIES

STEMILT'S
PROGRAM
FOR PREMIUM
CHERRIES



WHAT ARE
KYLE'S PICK™
CHERRIES?



JULY IS THE MONTH FOR STEMILT'S KYLE'S PICK™ CHERRIES THAT WILL IMPRESS YOUR SHOPPERS AND BRING THEM BACK FOR MORE:

- Kyle's Pick™ is a Stemilt Signature program for a true premium cherry experience during the month of July
- All cherries in this program are from the exact qualities that Stemilt's fourth generation cherry grower, Kyle Mathison strives to grow
- Large sizes only with 10, 9½, 9, and 8½ row being the options
- Only premium varieties (no Lapin's in July) and featuring our widely planted Skeena variety that we are well known for
- Firmness levels are measured for the best eating experience
- High sugar lots that all measure above 20 brix
- Packed in 12/2# bags, 8/2.25# bags and 2# clam shells

fresh peach pie

This peach pie recipe uses a flaky lattice crust design and combines fresh organic peaches with cinnamon and sugar to create a delicious summer dessert to feed a crowd with.

Ingredients

For the pie crust

2 3/4 cups all purpose flour
1 tablespoon granulated sugar
1 teaspoon salt
16 tablespoons unsalted butter, cut into cubes and frozen for 15 minutes
1/2 teaspoon white vinegar
1/3 cup ice water, plus extra if needed

For the peach filling

6 to 8 medium to large Artisan Organics peaches, sliced
1/4 cup granulated sugar
1/4 cup corn starch
1/2 teaspoon ground cinnamon
2 teaspoons vanilla extract
1 teaspoon lemon juice
2 tablespoons unsalted butter, cut into cubes
1 egg yolk mixed with 1/2 teaspoon water
1 tablespoon turbinado sugar

Prep time: 40 active minutes

Cook Time: 35-40 minutes plus cooling time

Level of difficulty: Moderate

Serving size: 8 slices

Procedure

Prepare the pie dough by pulsing the flour, sugar and salt in the bowl of your food processor until blended. Add the frozen cubes of butter and pulse for about 10 seconds or until it looks like a coarse meal. Mix the vinegar into the ice water and pour the water over the mixture. Pulse again a few times until the dough comes together when pinched between your fingers. If needed, add just a bit more water.

Divide the dough in half and shape into two disks. Wrap in plastic wrap and refrigerate for at least 1 hour.

Preheat your oven to 375 degrees.

On a floured surface, roll out one of the disks to fit a 9 inch pie pan with an inch overhang. Leave the other disk in the refrigerator until needed. Press the pie dough into your pan, leaving the edge overhanging for now.

In a large bowl, combine the peach slices, sugar, corn starch, cinnamon, vanilla and lemon juice. Stir until the peaches are coated. Pour the mixture over the crust and dot the top with the butter cubes.

Roll out the second disk of pie dough. Using a pizza cutter, pastry wheel or sharp knife, cut into one inch strips. Arrange the strips over the top of the pie in one direction, leaving about 1/2 inch in between and using the longest strips in the center. Lay the remaining strips in the opposite direction, weaving in and out of the first set. Once done, pinch the edges of the strips into the bottom crust, then crimp the edge all around.

Brush the top with the egg wash and sprinkle with the turbinado sugar.



Bake for 20 minutes, then use either a pie shield or some foil to cover the outer crust to prevent it from becoming too dark. Continue to bake for 15 to 20 more minutes or until the top is golden and the filling is bubbly.

Remove and cool on a wire rack for at least 15 minutes. Serve warm or at room temperature with a scoop of vanilla ice cream or a dollop of whipped cream.

Nutritional Information:

Per Serving: Calories 463; Fat 24g; Protein 6g; Carbohydrates 58g; Sugar 22g; Sodium 254g.

Stemilt Creek Winery

We love our Wine Club Members!

Wine Club

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.



Pioneer Spirit

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.



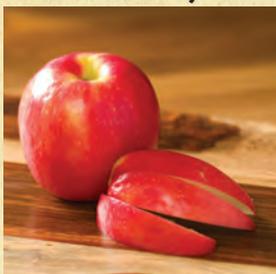
www.stemiltcreekwinery.com

PAIR^{OL}OGY™

the art of pairing



Pink Lady



Kasseri



Pink Lady apples are zippy with a dense skin, tart flavor, and effervescent finish.

Kasseri is slightly tart with subtle sweetness and olive-like flavor.

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!



d'Anjou



Brie



D'Anjou pears are juicy with a sweet brisk flavor and hint of citrus.

Brie is rich and creamy cheese with a slight sweetness that contrasts the earthy flavor of the edible rind.

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. Full of electricity and pizzazz, it 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.



Honeycrisp



Provolone

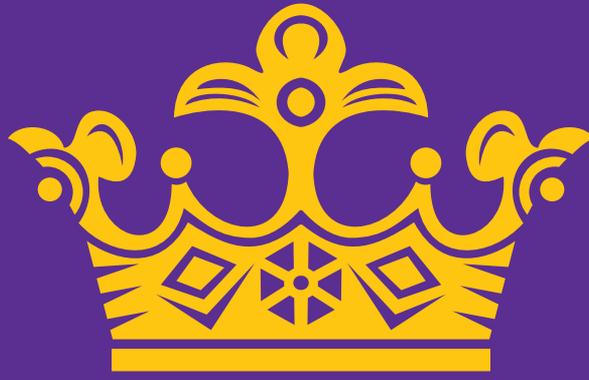


Honeycrisp is juicy with a refreshing sweetness similar to fresh apple cider. Just like the name implies, Honeycrisp apples are crisp with a unique skin that fractures cleanly with each bite.

Provolone is a tangy cheese that grows sharper as it ages; occasional smoky taste.

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: content curating

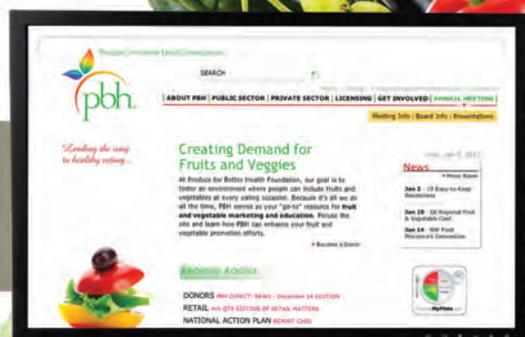


CONTENT IS KING

This notion is preached all across the marketing world today, but how does the produce department fit in? Produce definitely needs a place in your brand's content strategy. Follow these tips and start curating original content in order to engage with your shoppers in new ways.

- 1. Know your audience and what they enjoy:** The most important rule in content creation is to know the audience that will be reading, viewing, or watching what you create. Find out what is trending in the food world by reading related articles and frequent the sites that your target audience is using in order to find out what they enjoy most.
- 2. Block out time specifically for content creation:** When there is hardly enough time in the day to get your job done, how are you going to find time to create original content? It's never easy, but the best way to create new content to promote the produce department is to schedule out time to do so. Block out your calendar, have a plan in place, and create! Your content creation time can be as simple as snapping a photo of Rainier cherries as they come in for the first time, or complex like creating a video that shows your shoppers how to select a ripe mango.
- 3. Lean on your suppliers for help:** Looking to write a guest post for your corporate blog about a new item in produce, but not sure where to start? Start with your suppliers! Visit their website to get basic product information and reach out to someone in marketing for help in drafting the post or for pictures that will tell its unique story.
- 4. Be the authority:** For any given topic you are creating content around, it's important to know it well so that you are viewed as an authority. It keeps your audience engaged and coming back for more. On Stemilt's consumer blog, **The Stem**, we share our expertise in apples, pears, cherries and summer fruits.
- 5. Give it away and then share, share, share:** Original, thoughtful, and quality content helps drive people back to your brand, and hopefully into your store. It's important to give content away for free whenever possible and share it well across any social platform you have (even your personal accounts).

Bountiful Resources



PBHFoundation.org

Free access to PBH's up-to-date
fruit & veggie marketing research

Free downloadable marketing toolkits

Sign-up for PBH's free fruit and vegetable
communications (*Recipe of the Week* and
Fruits & Veggies in the News)

Free social media tweets & posts

Find out how you can use the
Fruits & Veggies—More Matters logo

Sign-up for PBH's free health related fruit
& veggie news and research magazine,
Fruit & Veggie Connection



@FruitsAndVeggiesMoreMatters



fvmorematters



FruitsAndVeggiesMoreMatters



@Fruits_Veggies



parting shot

The best defense is a natural offense.

Raptors take to the skies over licensed falconers that release them to ward off pest birds that enter the orchards to snack on ripening cherries each morning and evening.



a cooperative of family farms since 1893™

Lil Snappers™

kid size fruit



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



Two great companies, one great brand!

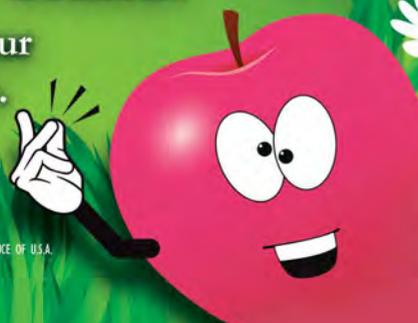
For additional information, please contact your local Stemilt or Sunkist sales representative.

— APPLES, PEARS & CITRUS —



Scan Me!
www.lilsnappers.com

SUNKIST AND DESIGN IS A REGISTERED TRADEMARK OF ©2013 SUNKIST GROWERS, INC., SHERMAN OAKS, CA 91423, U.S.A. ALL RIGHTS RESERVED. PRODUCE OF U.S.A. Lil Snappers is a trademark of Stemilt Growers, LLC, used under license.





facebook.com/stemilt



twitter.com/stemilt



stemilt.com/blog