

# FLATHEAD LAKE CHERRY GROWERS<sup>®</sup>

A Montana Agricultural Cooperative (since 1935)



## Montana's Flathead Lake Orchard Region



### Advantages of Montana Flathead Cherries

- Concentration on commercial sweet cherry production **ONLY**
- Preferred climate, soil and water conditions for cherry production
- Extended growing season—90 days “Full Bloom” to harvest
- Long days with plenty of sunshine to develop good taste
- Warm 70-80 degree days and cool 40-50 degree evenings



### Advantages of Selling Montana Flathead Lake Cherries

- Marketability of the Montana name
- Quality and Taste of Montana cherries
- Extended selling season—the latest cherries harvested
- Transitioning to larger, firmer cherries and later varieties

### Grower Information

#### Flathead Lake Cherry Growers Assoc.

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Bigfork, Montana 59911  
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Website: [www.montanacherries.com](http://www.montanacherries.com)

### Sales & Marketing Information

#### Domex, Inc.

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The Last Best Place! *brings you* The Last Best Cherry!

# WHO IS FLCG ?

## Who Are We?

- We are members of the Flathead Lake Cherry Growers Association (FLCG), founded 1935, transitioning to larger, firmer, better tasting cherries and later varieties.

## Where Are We?

- In Northwest Montana on the shores of the Flathead Lake—the largest fresh-water lake west of the Mississippi—with orchards approximately 3000 feet above sea level.

## What Do We Grow?

- We concentrate on the production of Sweet Cherries—**ONLY!**

## Why Do Sweet Cherries Grow Well In Montana's Flathead Region?

- Micro-jet irrigated orchards irrigated with fresh, clean, clear water directly from Flathead Lake and glacier-fed mountain streams.
- Well drained soil that benefits cherry production
- Warm 70-80 degree days and cool 40-50 degree evenings cooling—creating a longer growing season—90 Days “Full Bloom” to harvest—for a better tasting cherry.

## How Much Do We Harvest?

- 3-4 Million pounds in a typical year depending upon pollination and climate conditions.

## When Do We Harvest?

- Usually the last two weeks in July through the first two weeks of August depending upon full bloom and summer weather conditions.

## How Do We Ensure Quality Fruit For Our Customers?

- The Flathead Valley was established as a PMA District to control the pests that normally attack cherries.
- FLCG members are required to use current, approved, fertilization and spraying techniques.
- Growers must provide their records to FLCG before their fruit is accepted and turned over to our processor.
- Yearly “in house and “in field” seminars to develop good horticulture practices are provided by industry consultants and successful growers from outside the state of Montana.

# FLCG MARKETING ADVANTAGES

## Marketing Advantage #1

- Exclusive Packaging...informing your customers exactly where and how their purchase was grown.

## Marketing Advantage #2

- Montana's Quality Reputation...most consumers are familiar with the quality of Montana-grown beef and Montana-grown wheat, so they will be eager to experience the excellence of Montana's largest commercially grown fruit crop.

## Marketing Advantage #3

- Word of Mouth Advertising...customers will share their experience with friends and help cultivate more sales for you via...”word-of-mouth” and “repeat business.”

## Marketing Advantage #4

- Today's Allure with Montana...thousands of people throughout the U.S. and Canada vacation each year in Montana's Flathead Lake Region and already have experienced its pristine beauty, climate and outstanding cherries.

## Marketing Advantage #5

- Customer Confidence...cherries grown with fresh, non-polluted air and water, in ideal soil and climate conditions, will instill confidence in your customer's willingness to experience Montana-grown Flathead Lake Cherries.