

FLATHEAD LAKE CHERRY GROWERS®

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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Sales & Marketing Information

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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.