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Superfresh Growers anticipates longest, largest cherry season in the Pacific Northwest

April 17, 2024

[Superfresh Growers](#) is eager for the upcoming cherry season, which is anticipated to be the longest and largest in the Pacific Northwest region. With cherries expected to be available as early as late May and extending into August, consumers can anticipate an extended period of enjoying one of produce's most seasonal items.



Superfresh

Growers has vast geographical diversity, spanning from the Canadian border down to Hood River, OR. This diversity creates an ideal environment for cherry cultivation and helps protect us from Mother Nature's often ill-timed curveballs.

The company leverages this natural advantage to grow cherries of exceptional quality, flavor and freshness. The company's orchards, strategically located across a diverse region, benefit from varying microclimates and soil conditions, contributing to the unique characteristics of each cherry variety.

Last year's addition of a third state-of-the-art cherry facility further enhanced its ability to deliver the freshest cherries to retailers and consumers alike. All three advanced packing facilities are equipped with cutting-edge technology, ensuring that cherries are handled with care throughout the packing process and onto trucks. From rigorous quality checks to efficient packaging processes, every step is optimized to uphold Superfresh high standards.

"Superfresh Growers is proud to uphold our position as the Northwest's longest and largest cherry crop for the past two seasons. Anticipate nothing less as we gear up for another successful harvest," said Destiny Nash, cherry sales lead. "The addition of the third packing line last year optimized our turn-around times from orchard to retail partners. With a notable 30 percent increase in production

capabilities, we are poised for continued growth and success.”



The company’s jumbo lineup, branded as Super Cherry, boasts the largest cherries on the tree. These offerings are available in both random-weight bags and clamshells. Promoting jumbo-sized fruit alongside your day-to-day program is a proven strategy to increase incremental rings at the register.

Retailers and consumers can anticipate a bountiful harvest of cherries characterized by their vibrant color, firmness and unmatched taste. From classic dark sweet cherries to Rainier, and organic and Super Cherry (jumbo) versions of both, Superfresh Growers' cherry lineup promises a delightful assortment for every preference.

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