

## NASS Survey Training

# Cherry Production Inquiry – June 2025 (CHERRIES AP)



**United States Department of Agriculture  
National Agricultural Statistics Service**

Workforce Performance and Staff Development Section  
May 2025



# General Survey Information

- Project Code: **134 - Noncitrus Fruit Survey**
- Questionnaires:
  - Mail date May 21<sup>st</sup>
  - Web reporting option available
- Release:
  - *Crop Production*
  - June 12, 2025, 12PM ET

# Cherries, By the Numbers

- Sweet Cherries:
  - 354,300 tons from 87,000 bearing acres
    - 4.07 tons per acre
  - Washington is #1 state, with 39,000 acres
    - CA #2 with 37,000
  - Around 80% of crop is for fresh market
- Tart Cherries:
  - 200 million pounds from 33,700 bearing acres
    - 5,940 lbs/ac
  - Michigan is #1 state with 26,500 acres
  - 99% of crop for processing

# Tart vs. Sweet Cherries

- Almost all tart cherries grown in the U.S. are the Montmorency variety.
- Montmorency tart cherries, also known as sour cherries, are bright red when harvested, and they retain that bold color when dried, frozen or juiced.
- Tart cherries are typically used for processing.
- Sweet cherries are usually consumed fresh.
  - Some sweet cherry varieties include Bing, Lambert, Rainier, Burlat, and Royal Ann

# Questionnaire Versions

- 3 Versions:
  - V1: Sweet Cherries only
    - California, Oregon, Washington
  - V2: Tart Cherries only
    - Utah
  - V3: Sweet and Tart Cherries
    - Michigan

# Questionnaire Changes

- No changes for the June 2025 survey

# Screening for Cherry Tree Acres

- Any cherry tree acres?
  - If “**NO**”, Will this operation have any I the future?
    - Yes, No, or DK – then go to conclusion
- No additional screening questions at this point, so good notes about the operation’s status are *vital*
  - Leave good notes if the operation is completely out of business (no agricultural activity)
  - What happened? New operator? Any other info?

# Survey Information

- Looking for **2025** *expected* production of Sweet and/or Tart cherries (depending on state)
- Like with most fruits and vegetables:
  - A wide variety of units may be reported
  - Sometimes with varying weights



# Survey Questions

- Any cherry tree acres during 2025?
- Total acres of [sweet or tart] cherries
  - Of these, how many were **bearing age** this year
    - Report acres if they are of bearing age even if they will not produce a crop this year due to frost, disease, etc.
- Expected **total** production for 2025
  - Quantity, unit, pounds per unit
  - Report only in **pounds** for Tart cherries
    - Leave a note if reported in other units

# Things to Watch Out For

- Current total and/or bearing acres differs from previous
- **Bearing acres cannot be greater than total acres**
- Low bearing to total acres ratio
  - We are asking about *bearing age*....and not what will actually bear a crop this year
    - This can cause some confusion if there is a late frost, disease/insect issues, etc. that impact production
- Bearing acres reported but no production reported
  - Can be possible: crop was lost to a late freeze, etc.
- Yield seems high or low

# Conclusion

- Referring to **2025** crop year *expected* production
- Watch the decimal points:
  - Acres, pounds per unit
- Encounter anything odd or unexpected? Leave a note.
- Practice on your iPad
- Contact your supervisor or RFO with any questions
- Have a Great Survey!