



Ontario Tender Fruit Growers



To: Produce Department
Re: Ontario Chilled Pitted Cherries – Annual Merchandising

The Ontario chilled pitted cherry season is nearly upon us! **Tentative availability dates for product is typically the 3rd week of July in any given year.**

Immediate posting of the enclosed material will alert customers in advance and increase pre-order sales opportunities. For best results, place posters in high traffic areas in the produce department or front windows and entrance doorways of your store.

Important information:

- Cherries are pitted, chilled and packed to order - red tarts in 5 kg pails with 10% sugar added (ask your supplier about cherries with no sugar added).
- **This product is highly perishable.** Upon receiving chilled and pitted cherries, make sure they are kept in cold storage freezers at 30° to 32° F (-1° to 0 C°) for up to four days. For longer periods of time, keep the cherries frozen.
- **Practice the first in, first out rule:** code date the product to ensure the first pails received are the first pails sold.
- Your customers need to know that immediately after purchase, chilled, pitted cherries should be frozen in freezer bags or containers in 4 cup portions for pies, and 2 cup portions for desserts and other dishes.
- Consumer care and storage info is printed on all pails.



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www.ontariotenderfruit.ca

