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FARMERS' MARKET
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HARVEST HEADLINE - CHERRIES



Cherries to Arrive Right on Schedule!

Cherry lovers rejoice! After last year's challenging season marked by heavy rain and wind, we have exhilarating news for you! California's sweet cherries are predicted to have a bountiful harvest right on schedule this year, starting in early May. Get ready to savor the sweetness of California's finest!

This year, cherry farmers are filled with optimism, anticipating a good yield, sweeter cherries, and an abundance of fruit throughout the growing and harvesting season. The ideal number of chill hours, along with a perfect mix of rain and sun, has created optimal conditions for the trees to produce loads of delicious cherries.

Missy Gotelli of [Gotelli Farms](#) says the crop looks to arrive the first week in May, right on time. The trees look good and are heavy with blossoms and fruit. She says, "Can't wait for cherry season! It's like our annual reunion at the farmers markets - catching up with familiar faces, sharing stories, and of course, seeing everyone's face light up when they see Gotelli Farms Cherries!"

Guy Allard of [Allard Farms](#), is looking forward to beginning harvest at the end of April. "The crop looks good, decent yield, and larger fruit." He says groundwater is better, giving tree roots a chance to grow deeper. His farm in Westley in the Central Valley is about 100 acres. Since 1999 they've been farming a variety of fruit

farm in Westley in the Central Valley is about 100 acres. Since 1909 they've been farming a variety of fruit and nut crops. His Champagne, Brooks, and Coral varieties should arrive at the markets first.

Mike Billigmeier is looking forward to the cherries season. At his farm, [B&B Ranch](#) in Linden, east of Stockton, they switched to a drip irrigation system and micro-sprinklers during the drought a few years ago, trying to conserve water, so with that and the abundant rain of the last two years "the trees are full of young fruit. If we don't get wind between now and harvest time it will be a good year." They've been farming 170 acres for over 50 years. The first cherry varieties to appear will be Corals and Brooks, followed by other varieties.

Harvesting a good crop of cherries depends on many factors, from good soil and good care to rain and sunshine. This year looks to be a good one, thanks to Mother Nature's cooperation. Come May and June, make your way to your local farmers' market and indulge in the irresistible flavors of California's best sweet cherries. It's a celebration of nature's goodness and the dedication of our hard-working cherry farmers. Don't miss out on this year's exceptional cherry season!

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