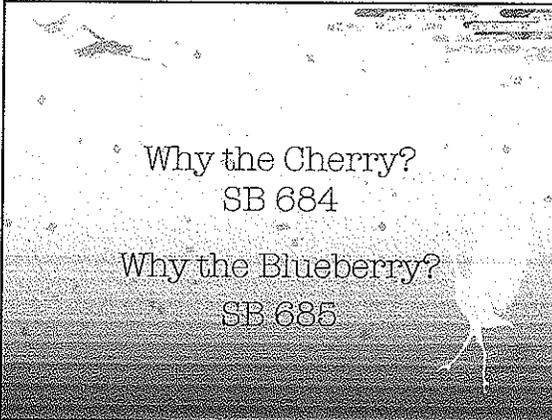


Why the Cherry? SB 684

Why the Blueberry? SB 685



History in Michigan

CHERRIES:

- ◆ Cherry trees were part of the gardens of French explorers when they established Detroit.
- ◆ Peter Dougherty, a Presbyterian missionary and the first European settler in the Traverse City area, became the first cherry grower when he planted a cherry orchard on Old Mission Peninsula in 1850.

BLUEBERRIES:

- ◆ The development of the modern blueberry industry began in the early 1900s. In Michigan, Dr. Stanley Johnston led the development of the Michigan industry. He established a test planting in the 1930's on Michigan State University's South Haven Agricultural Research Farm. Commercial planting soon followed.

Large Quantities

CHERRIES:

- ◆ Today, there are at least 3.6 million tart cherry trees on **32,000 acres** of land in Michigan.
- ◆ In addition, there are **7,200 acres** of sweet cherry trees in Michigan.

BLUEBERRIES:

- ◆ Today, Michigan has almost **21,000 acres** of blueberries on about 600 farms.

Leading Producers

CHERRIES:

- ◆ Michigan is the leading producer of tart cherries in the United States, producing 70 to 75 percent annually.
- ◆ Michigan usually produces 200 to 250 million pounds of tart cherries every year.
- ◆ Michigan ranks fourth in the production of sweet cherries, producing about 20 percent of the annual crop.
- ◆ The Grand Traverse Region produces about 80 million pounds of sweet cherries every year.

BLUEBERRIES:

- ◆ Michigan leads the nation in growing blueberries, producing over one-third (33%) of all of the blueberries eaten in the U.S.
- ◆ Michigan produces about 100 million pounds of blueberries every year.

Health Benefits

CHERRIES:

- ◆ Cherries are known as a "super-fruit." They are packed with antioxidants which aid in the reduction of heart disease and cancer.
- ◆ Cherries are an excellent source of beta carotene (vitamin A). They contain 10 times more beta carotene than blueberries and strawberries.
- ◆ Cherries are rich in vitamins C, E, potassium, magnesium, iron, and zinc.
- ◆ The cherry has anti-inflammatory properties that reduce joint pain and symptoms of arthritis.
- ◆ Cherries are referred to as "brain food." They contain two antioxidant compounds that improve memory, vision and concentration.
- ◆ Cherries are one of the few food sources that contain melatonin, an antioxidant that helps regulate sleep patterns and is used to treat insomnia.
- ◆ Regular consumption of cherries can reduce the risk of stroke.

BLUEBERRIES:

- ◆ Blueberries are also considered a "super-fruit." They have consistently been recognized as the fruit with the highest antioxidant activity. They help protect you against heart disease and cancer.
- ◆ Blueberries are rich in vitamins A and C.
- ◆ The blueberry also has anti-inflammatory properties.
- ◆ Blueberries are a "brain food" that help lower the risk of developing age-related diseases, such as Parkinson's disease and Alzheimer's.
- ◆ Blueberries are known to prevent vision loss, due to aging.

BLOSSOMS to FESTIVALS

CHERRIES:

- ◆ In 1884, the Traverse City area held a spring ceremony known as the "Blossoming of the Blossoms" to celebrate the cherry.
- ◆ In 1931, the Michigan state legislature passed a resolution making the Cherry Festival a national celebration.
- ◆ The festival promotes tourism in Michigan - entertaining 600,000 people from around the world every year.
- ◆ Traverse City is known as the "Cherry Capital of the World."

BLUEBERRIES:

- ◆ There are four cities that host Blueberry Festivals in Michigan.
- ◆ The festival in South Haven is one of the longest running blueberry festivals in the nation; it began calling itself the National Festival in 1969.
- ◆ There are nearly 50,000 people that attend the National Blueberry Festival every year.

For All Seasons

- ◆ The Cherry Republic was founded by Bob Sutherland in 1989.
- ◆ They now have four retail locations that sell over 170 cherry products for people to enjoy all year round.
- ◆ The Cherry Republic is considered "the world's largest exclusive retailer of cherry food creations."
- ◆ The Blueberry Store has a single location in South Haven. They have been in business since 1990.
- ◆ They sell a variety of different blueberry and blueberry-related products for people to enjoy all year round.

Great Endorsements



"The cherry as the state fruit makes sense. Michigan is the top tart cherry-producing state in the nation. And there is a renowned cherry festival in Traverse City each year."

Michigan Lawyers Weekly, October 22, 2013.

But What About the PITS?



- ◆ The international cherry-pit spit in Esau Claire, Michigan, may seem like a small event, but in the fruit-growing hills of southern Michigan, pit spitting is big business!
- ◆ "I guess you could say we're the pit-spitting capital of the world," said 85-year-old Herb Teichman, owner of the Tree-Mendus Fruit farm, where the event has been held for 40 years.

Economic Development

Hudsonville Ice Cream Flavors (Inspired by Governor Snyder):
Mlive.com, May 11, 2011

Michigan Blueberry Fields, featuring the Governor's favorite fruit, Michigan blueberries from National Flavors in Kalamazoo

AND

Michigan Miller Sundae (as Michigan Black Cherries from Triple O Orchards in Empire)

Governor Snyder see opportunities to do business with China (mlive.com, September 16, 2013)

- ◆ "There's a growing appetite for imported fresh blueberries, but Chinese regulations only allow them from Chile. State agriculture officials are trying to change that, since Michigan is the nation's top producer of highbush blueberries."

- ◆ "If Chinese firms want to sell to North America, it's becoming more likely that they'll set up shop overseas. Governor Snyder wants Michigan to be the go-to place to enter the North American market."

THANK YOU

- ◆ Thank you for letting my students participate in the democratic process!
- ◆ This has been an incredible learning experience for all of us!

