

Cherry growers, processors vote to continue marketing order

NEW YORK, N.Y. — Red tart cherry growers and processors in eight states have voted to continue the federal marketing order which covers the handling of their crop.

States covered by the marketing order are Ohio, Michigan, New York, Wisconsin, Pennsylvania, Virginia, West Virginia and Maryland.

In a U.S. Department of Agriculture referendum March 22-31, slightly more than 72 percent of the producers voting wanted the order continued, according to Charles Brader, fruit and

vegetable marketing official with USDA's Agricultural Marketing Service.

Producers favoring the order account for about 75 percent of the cherry production represented in the referendum, Brader said.

About 60 percent of the cherry processors who voted, accounting for more than 78 percent of the 1980 processed cherries represented in the referendum, also favored a continued marketing order, he said.

Put into effect in 1971, the marketing order requires a

referendum every five years to see if producers and processors want it to remain in effect.

Brader said USDA would have considered ending the order if the referendum had showed that a majority of the growers voting—either by number or volume of production—represented favored ending the order. He said USDA also would have considered ending the program if a majority of the processors, who processed more than half the volume of cherries represented in the referendum, had voted to have it ended.

The marketing order has authority to put cherries in a reserve pool during years of excess production. These cherries, held in frozen storage, are returned to

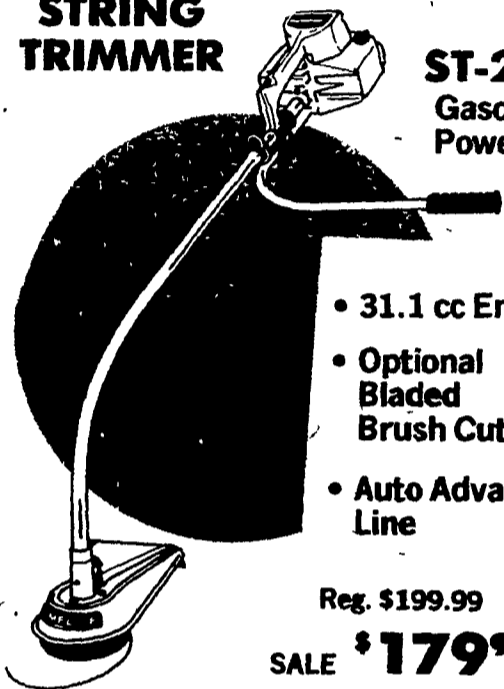
marketing channels during low production years. Brader said this is intended to stabilize supplies and prevent market shortages and gluts.



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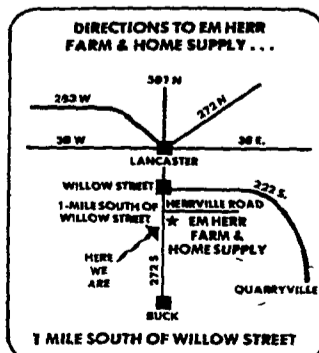


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