other competitive fruits.
digital/online positions and conversations, as compared to
- In six months, achieve Top Three ranking in "Super Fruit"

**Expected Outcome:**

- Industry decision makers in online audience of media, consumers, influencers and
differentiation (pain relief, unique compounds and taste) to
- Use digital tools and advocates to communicate our points of

**Strategy:**

B2B customers.
- Make tart cherries as a Super Fruit among consumers and potential

**Objective:**

GranT ObJective, StrateGy and
Cherries: Since program started, health-related conversations have grown 1,220%.

Our engagement has led to more.
Topics: Melatonin, Joint Pain, Anti-inflammatory, Arthritis, Inflammation, Heart Disease, Diabetes, Antioxidants,

1. Tart Cherries: 72,966*
2. Grapes: 96,530
3. Strawberries: 80,986
5. Pomegranates: 46,778
7. Raspberries: 37,427
8. Blackberries: 12,397
9. Prunes: 11,454
10. Gojib: 2,194

October 2009
Up from #6 in

Health Conversation (FY 2010)
Tart Cherries are #4 in the Super Fruit
While Cherries' health-related conversations overall did not reach a #3 spot, there is a noticeable increase in health-related conversations with targeted outreach (i.e., heart health in February).

Ranking Through The Year

Cherries' Health-Related Social Media
<table>
<thead>
<tr>
<th>Percent Change</th>
<th>October 2010</th>
<th>September 2009</th>
<th>Outlet</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.238% Increase</td>
<td>1,214 views</td>
<td>342 &quot;likes&quot;</td>
<td></td>
</tr>
<tr>
<td>234% Increase</td>
<td>1,144 &quot;likes&quot;</td>
<td>240 followers</td>
<td></td>
</tr>
<tr>
<td>380% Increase</td>
<td>1,154 followers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Athlink's DailyMile

niche social networks (e.g.)

Additional engagement on newsletters

MapmyRide and MapMyWalk

subscribers of the MapMyRun

deployed to 923K+

Train to manage Pain article

Niche Social Networks (ongoing)

Engaging Runners/Creatives/Advocates on

Cherries

Train to manage Pain with Tart Cherries
On social media best practices (January 2010)

Educated Michigan Cherry Processors and Growers

Learning a lot at social media training.

Choosecherries Great info. we are panel and admin.

Panel on social media today. Thanks for all the

Choosecherries, thanks for all the

Stephenville
Cherise
Robert King

Thanks again to @ChoosetheCherises for marathon 2:13! #recovery about the Dexter to Ann Arbor 1/2. I'm feeling pretty great. The support is amazing too! Please keep smiling and doing amazing things.

Colleen Ke Abed

Best training buddy ever! Keeping me PR! I've got a marathon in April. I need to stop training for the moment. I'm right there in a 1/2 marathon.

Samantha

If you're headed to @ChoosetheCherises, doors open at 7:00.
Immerson Event (July 2010)
Bloggers and media attended Farm-to-Fork
8 Key Food, Health and Travel
Cherries

sweet cherry specializing in tart and production, focusing on fruit horticultural facility multidisciplinary Able to see a

Tour of Cherry Bay Orchards

Cherry Republic

Science 101

Here in the United States, that 94% are grown right here and are harvested and reinforced how tart cherries are provided a first-hand look at. Attendees TASTED the benefits of cherries health and nutrition benefits of cherries. Longtime cherry advocate Dr. Wendy Bazilian talked up the

Tour VIP Festival Welcome Dinner/

Festival experience reception and

Tour Orchards Cherry Bay

Experience examples retail/use age and Cherry Republic to see experience the famous

How We Told The Cherry Story
THANK YOU! #RedKerry

Today = such a productive day an
ad

Sources of melatonin #RedKerry

Walnuts and cherries are natural

RedKerry

than aspirin at reducing pain markers.

That cherry juice is 10x more effective

Having a great time with the cherry

#RedKerry

about cherries already! #RedKerry

Marketing Institute and learned so much.

Hiring the best of Cherry experts.

RedKerry

Share a Cherry Love #RedKerry

Lessing the love of Cherry consumption

OK, I'll all done. But I'm like

How They Told The Cherry Story
We Hosted a Travel-Themed Twitter Party (August 2010)

#Redeemed #Tagged

4,760+ Tweets
event
to/during the #TNI
immediately prior
Twitter Followers
• Gained 30 new
impressions
712,000 unique
corresponding to
impressions,
• Total of 12 million
• Tweets
493 users sent 4,760

Awareness About Cherries and Travel
#TNI Partnership Increased