

MONTANA'S

Famous Flathead Lake Cherries *Quick-Design* Media Kit

Provided by "The Flathead Lake Cherry Growers, Inc." FLCG®



FIND YOURSELF NEEDING TO



Quickly Develop An Interesting Article?
Find Content and Sources For A More "In-depth" Story?

The Flathead Lake Cherry Grower's *Quick-Design* Media Kit

.....allows you to quickly and conveniently assemble information and pictures into an interesting story about Montana's famous "Flathead Lake Cherries." Unlike the typical Press Release or PSA, *Quick-Design* gives you tools to instantly develop your own story using only those elements you feel will be interesting and important to your audience.

How can *Quick-Design* work for you?

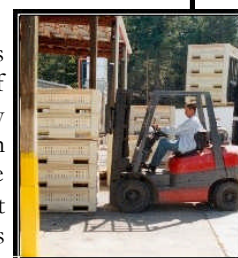
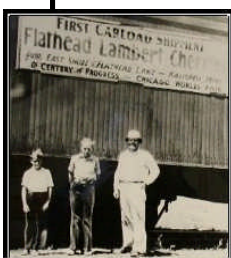
- ***Mix and Match Content Design***
 - Each block offers interesting information about that block's title to use directly, or edit, to create your own story. You can arrange, in any order, the information to develop a story with only those elements you feel important to your audience, or size article you need.
- ***Choose Your Picture(s)***
 - Each block offers two related pictures reflecting that block's copy. In total, you have 18 different pictures available at the click of your mouse to select to fit your story.
- ***Download Your Pictures Instantly and for Free***
 - Each block offers a link at the bottom that will download a larger version of that picture from our website to your computer. You have complete authorization to use the pictures, crop or resize as needed.
 - If you are reading *Quick-Design* using Acrobat Reader, you should be able to point at the link, left click your mouse, and in a short time the picture will download to your computer from our site's photo library.
 - If you are using another program to read this PDF file you may need to copy and paste the link into your browser to have the picture download to your computer.

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History of Flathead Lake Cherries and its Growers Association

Cherry trees were first introduced to Montana in 1866. In 1893 the Flathead Valley was found to be the best climate for growing sweet cherries. Montana's first train car load of Lambert variety cherries left the original packing plant in Kalispell in 1932. In 1935 a cherry grower's cooperative, now called the Flathead Lake Cherry Growers, Inc. was organized. In 1984-85 the packing plant moved to the southern tip of Flathead Lake at Finley Point where today's cherries arrive in large bins from the orchards, are hydro-cooled and sent overnight to a large packing company in Washington State. Today, there are over 100 growers in this grower's group dedicated to producing one the best tasting cherries available in the U.S.



www.montanacherries.com/photographs/fc5003lg.jpg <Download Pictures> www.montanacherries.com/photographs/fc2010lg.jpg

Montana's Flathead Lake Cherry Production

Nestled in Northwest Montana, along the east shore of Flathead Lake is Montana Highway 35. If you drive from Bigfork to Polson you will pass many beautiful cherry orchards. While Mother Nature and pollination can influence each year's crop volume, The Flathead Valley has produced as high as 7 million pounds, but the normal average is approximately 3-5 million pounds. While Montana's crop volume is low in comparison to states like Washington, Montana's cherry reputation has spread across the United States with large grocery chains, promoting Montana Cherries as far away as California, Illinois, Indiana, Ohio and the southeast U.S.



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Why Cherries Grow Well In Montana

The Flathead Lake Region of Montana offers an ideal climate for cherry production. It is approximately 3000 feet above sea level with beautiful, sunny, warm days, and cool evenings. Montana's rocky, well drained soil and pristine, glacier fed water supply is well suited for cherry tree growth. Long warm days with plenty of sunshine helps develop outstanding fruit. Cool 40-50 degree evenings extends the growing season which allows the fruit to mature over a longer period of time. These conditions contribute to the outstanding taste of Montana cherries. FLCG members concentrate their efforts on one fruit—Sweet Cherries!

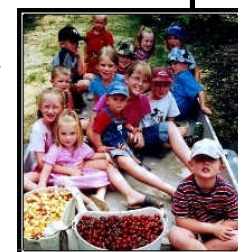
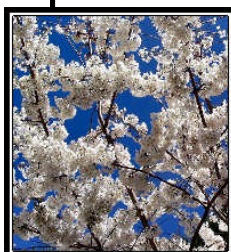


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Plan A Vacation To Montana During Cherry Time

Vacationing in Montana during cherry season can provide an experience never to be forgotten. You have two choices.

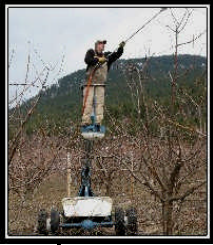
- Arrive early to mid May and you can experience the orchards white with millions of cherry blossoms awaiting pollination and, also, attend local community cherry events.
- Arrive late July through early August and experience the sweet taste of cherries right from the trees and visit local communities' Cherry Festivals and other fun events.



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The Last Best Place! *brings you* The Last Best Cherry!

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Harvesting Cherries In Montana

From pruning time to picking time, Montana's Flathead Valley stays busy preparing the trees during the winter months and finally harvesting the fruits of their endeavors in the summer. Cherry trees are pruned during the winter months when the trees are dormant. Removing older wood encourages new wood growth. Achieving a balance between new wood and existing older wood allows the trees to produce large sweet cherries. In May the trees spring forth with blooms and it's time to bring in honey bees to help pollination. From May until harvest time the trees are fertilized, watered, sprayed and nurtured to produce Montana's large, tasty sweet cherries.

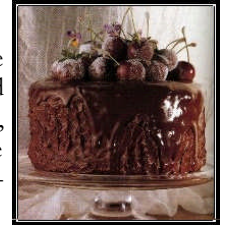


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What Exciting Things Can Be Made From Montana Sweet Cherries?

Treat your taste buds to many exciting cherry recipes from liquors, to sauces and deserts. On the Flathead Lake Cherry Grower's website the most downloaded recipe is a cherry liquor called Cherry Bounce. Other tasty cherry recipes such as Cherry Cordial, Sweet Cherry Coffee Cake, Clafouti-Limousin, Cherry Flan, Almond Dip with Cherries and Montana Maraschinos can be downloaded and printed from the website. Over 40 sweet cherry recipes are available on the website www.montanacherries.com. Select Cherry Recipes on the menu. Bon Appetite!



www.montanacherries.com/photographs/fc4001lg.jpg <Download Pictures> www.montanacherries.com/photographs/fc4002lg.jpg



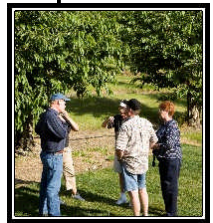
How Do I Buy Montana's Flathead Lake Cherries If I Don't Live There?

During Montana's cherry season, mid July through early August, you can visit FLCG's website at www.montanacherries.com and select the menu item titled Retail Sellers where you will see a list and contact information for those FLCG members willing to sell and ship Montana cherries and other cherry related items directly to your home.

If you want your grocery chain to offer Montana Flathead Lake cherries, ask them to contact DOMEX, our Marketing/Sales Company, at 509-966-1814, or contact FLCG at 406-982-3069.



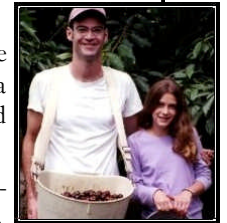
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Families Win Expense Paid Vacations To Montana During Cherry Season

In 2007 a family from Moline, Illinois won an expense paid vacation offered by the Flathead Lake Cherry Growers Association in conjunction with their local grocery chain promoting Montana Cherries. FLCG welcomed them to Montana when they arrived during the 2008 cherry season and provided an orchard tour including information how cherries are grown and harvested.

In 2008 a family from Philo, Illinois and a family from Lynchburg, Ohio won expense paid vacations to Montana. FLCG will welcome them to The Flathead Valley during the 2009 cherry season.



www.montanacherries.com/photographs/fc7706lg.jpg <Download Pictures> www.montanacherries.com/photographs/fc1001lg.jpg



Available "Just For The Asking"

If you would like a CD or DVD disk with an extensive jpeg image library of Montana cherry pictures, a PowerPoint Presentation and other files that you might find interesting, or useful, in developing your story about Montana Flathead Lake cherries, such as Cherry Nutrition Facts or Health Benefits of eating cherries. or , if you would like to arrange an interview with one of our growers, or take pictures in one of our orchards, we will be happy to accommodate you if you will—

Email us with your request at hammons@centurytel.net

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The Last Best Place! *brings you* The Last Best Cherry!