



CALIFORNIA
C H E R R I E S

CALIFORNIA CHERRIES

Social Media Kit

CALCHERRY.COM

CALIFORNIA CHERRIES

6 WEEKS

**OF HARVEST
EVERY YEAR**

LATE APRIL TO EARLY JUNE

7 MILLION

**18 POUND
BOXES WILL BE
HARVESTED**

SAFETY IS ALWAYS HIGHEST PRIORITY

- DAILY SAFETY MEETINGS
- ADDITIONAL
HANDWASHING
- SOCIAL DISTANCING
- FREQUENT SANITIZATION
- MONITORING EMPLOYEES
FOR SIGNS OF ILLNESS
- PAID SICK LEAVE



ABOUT THE SOCIAL MEDIA KIT



California cherries are typically the first cherries in the U.S. to be harvested each year. However, the season is short, usually lasting only about six weeks. That's why we want to help you make the most of the short but sweet California cherry season!

This kit provides ready-to-use messaging and imagery. Use this as inspiration or simply copy and paste content into a new post on your account.

NUTRITION

POST 1



Facebook

Does all this social distancing have you in a funk? Try boosting your mood with California cherries! Studies have shown that eating cherries can promote a better nights sleep, decrease anxiety and improve overall mood! Learn more about this 'good mood food' here:

<https://bit.ly/3eQ12dM>

Twitter

Does all this social distancing have you in a funk? Try boosting your mood with California cherries! Learn why cherries are considered 'good mood food' here:

<https://bit.ly/3eQ12dM>

Instagram

Does all this social distancing have you in a funk? Try boosting your mood with California cherries! Studies show that eating cherries can promote a better night sleep, decrease anxiety and improve overall mood!

•

Learn more about this good mood food at calcherry.com

POST 2



Facebook

Looking to get a better night sleep? Cherries are one of the only natural foods that contain melatonin! Melatonin can promote healthy sleeping patterns by controlling the body's internal clock. Learn more at

<https://bit.ly/3eQ12dM>

Twitter

Cherries are one of the only natural foods that contain melatonin. Melatonin can promote healthy sleeping patterns by controlling the body's internal clock. Learn more at <https://bit.ly/3eQ12dM>

Instagram

Looking to get a better night sleep? Cherries are one of the only natural foods that contain melatonin. Melatonin can promote healthy sleeping patterns by controlling the body's internal clock!

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Learn more at calcherry.com



[DOWNLOAD IMAGES HERE](#)

POST 3



Facebook

#DYK cherries contain anti-inflammatory properties? This can be especially beneficial for people who suffer from arthritis and can also help sore muscles recover faster after exercise! Learn more: <https://bit.ly/3eQ12dM>

Twitter

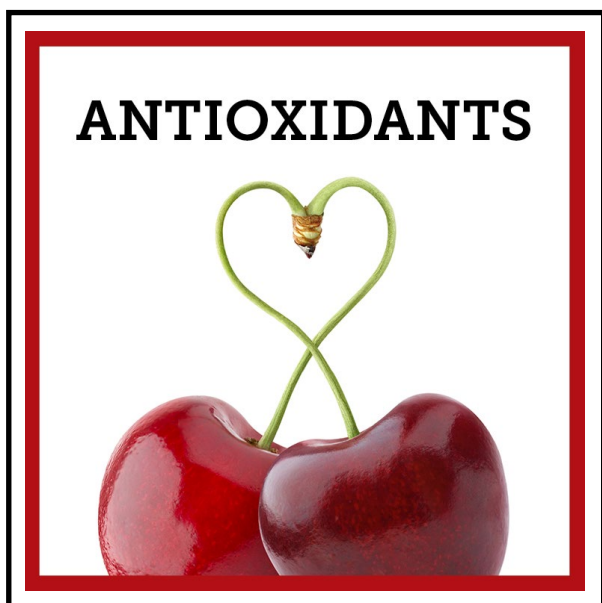
Cherries contain anti-inflammatory properties, which can be especially beneficial for people who suffer from arthritis and can help sore muscles recover faster after exercise! Learn more: <https://bit.ly/3eQ12dM>

Instagram

#DYK cherries contain anti-inflammatory properties? This can be especially beneficial for people who suffer from arthritis. Cherries can also help sore muscles recover faster after exercise thanks to their anti-inflammatory powers!

•
Learn more at calcherry.com

POST 4



Facebook

Good news cherry enthusiasts! This tiny fruit is packed full of free radical fighting antioxidants! Studies show that the antioxidants found in cherries can be especially beneficial in reducing the risk of heart disease! Find out more: <https://bit.ly/3eQ12dM>

Twitter

Good news cherry enthusiasts! This tiny fruit is packed full of free radical fighting antioxidants! Studies have shown that the antioxidants found in cherries can be especially beneficial in reducing the risk of heart disease! Learn more: <https://bit.ly/3eQ12dM>

Instagram

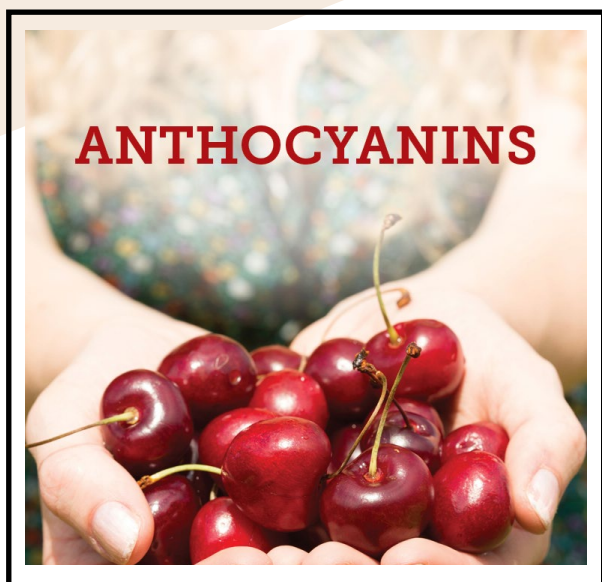
Good news cherry enthusiasts! This tiny fruit is packed full of free radical fighting antioxidants! Studies have shown that the antioxidants found in cherries can be especially beneficial in reducing the risk of heart disease!

•
Find out what else cherries can do for you at calcherry.com



[DOWNLOAD IMAGES HERE](#)

POST 5



Facebook

Do you know what gives cherries that beautiful deep red color? It's anthocyanin! This powerful pigment is also the reason cherries have so many health benefits such as reducing the risk of heart disease and Alzheimer's. Learn more here: <https://bit.ly/3eQ12dM>

Twitter

#DYK what gives cherries that beautiful deep red color? It's anthocyanin! This powerful pigment is also the reason cherries have so many health benefits such as reducing the risk of heart disease! <https://bit.ly/3eQ12dM>

Instagram

Do you know what gives cherries that beautiful deep red color? It's anthocyanin! This powerful pigment is also the reason cherries have so many health benefits such as reducing the risk of heart disease and Alzheimer's.

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For more cherry facts visit calcherry.com

POST 6



Facebook

Cherries have a glycemic index of just 22! This low glycemic index means that the sugars in cherries release slowly and evenly, which will leave you feeling fuller longer! Learn more: <https://bit.ly/3eQ12dM>

Twitter

Don't let the name fool you, Sweet cherries are one of the lowest foods on the glycemic index! This means they have a little impact on blood sugar levels. <https://bit.ly/3eQ12dM>

Instagram

Cherries have a glycemic index of just 22! This low glycemic index means that the sugars in cherries release slowly and evenly, which will leave you feeling fuller longer! This is especially helpful for weight loss or maintenance!

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Stay up to date with all the latest on California cherries at calcherry.com



[DOWNLOAD IMAGES HERE](#)

POST 7



Facebook

A serving size of 21 cherries contains less than 100 calories, making them an excellent guilt-free snack that will leave you feeling satisfied! Find more cherry nutrition facts here: <https://bit.ly/3eQ12dM>

Twitter

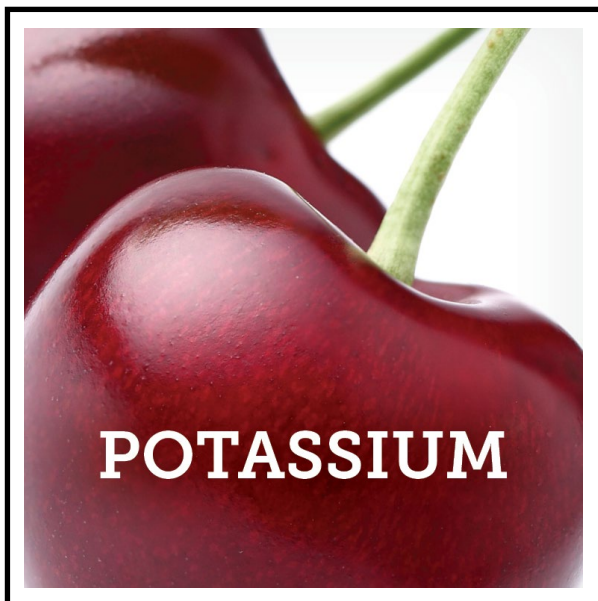
A serving size of 21 cherries contains less than 100 calories, making them an excellent guilt-free snack that will leave you feeling satisfied! <https://bit.ly/3eQ12dM>

Instagram

A serving size of 21 cherries contains less than 100 calories, making them an excellent guilt-free snack that will leave you feeling satisfied!

•
Learn more about California Cherries at calcherry.com

POST 8



Facebook

Did you know cherries are an excellent source of potassium? A diet rich in potassium is shown to help control blood pressure, reducing the risk of hypertension and stroke. <https://bit.ly/3eQ12dM>

Twitter

Cherries are an excellent source of potassium? A diet rich in potassium is shown to help control blood pressure, reducing the risk of hypertension and stroke. <https://bit.ly/3eQ12dM>

Instagram

#DYK cherries are an excellent source of potassium? A diet rich in potassium is shown to help control blood pressure, reducing the risk of hypertension and stroke.

•
Get more nutrition facts at calcherry.com



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POST 9



Facebook

Cherries have many health benefits but what may be their most appealing quality right now is their ability to boost the immune system! A compound called quercetin in cherries may even help fight off infection and viruses. Find out more here: <https://bit.ly/3eQ12dM>

Twitter

#DKY a compound in cherries called quercetin may help fight off infection and viruses according to a recent study! Learn more about what cherries can do for you here: <https://bit.ly/3eQ12dM>

Instagram

Cherries have many health benefits but what may be their most appealing quality right now is their ability to boost the immune system! A compound called quercetin in cherries may even help fight off infection and viruses.

•

Learn more about what cherries can do for you at calcherry.com/nutrition/



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RECIPES

POST 1



Facebook

The saying “easy as pie” refers not to the ease of making pie but rather the ease of eating one. However making this California Bing cherry pie really is easy as pie! Find the recipe to make your own here: <https://bit.ly/2Vz95ni>

Twitter

The saying “easy as pie” refers not to the ease of making pie but rather the ease of eating one. However making this California Bing cherry pie really is easy as pie! Find the recipe here: <https://bit.ly/2Vz95ni>

Instagram (post without recipe included)

The saying “easy as pie” refers not to the ease of making pie but rather the ease of eating one. However making this California Bing cherry pie really is easy as pie!

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Find this recipe and more at calcherry.com/recipes/

Instagram (post with recipe included)

Baking really is easy as pie with this Bing cherry pie recipe! Give it a try today! Recipe below.

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Ingredients

1 (9 inch) refrigerated pie crust
5 cups fresh California Bing cherries, pitted
1 cup sugar
1 Tablespoon tapioca flour
½ cup regular rolled oats
¼ cup white sugar
2 tablespoons all-purpose flour
1 tablespoon butter, melted
½ tsp ground cinnamon
½ tsp salt

Instructions

Preheat oven to 400 degrees F.

Pit fresh Bing cherries. A simple cherry pitting device, which can be purchased at your grocery

store, will make this task go more quickly. Combine pitted cherries in a bowl with sugar and tapioca flour. Mix well and spoon into pre-made pie crust.

To make the crust, combine all remaining ingredients - oats, white sugar, flour, butter, cinnamon and salt - into a small bowl and mix until evenly combined and crumbly.

Place in the oven and bake at 400 degrees for 15 minutes. Reduce temperature to 325 degrees and bake for another 30 to 40 minutes until bubbly and browned on top. Allow to cool at room temperature.

Find more recipes at calcherry.com/recipes/



[DOWNLOAD IMAGES HERE](#)

POST 2



Facebook

Take advantage of California Cherry season and keep the kids busy at the same time with Bing cherry thumbprint cookies! Find the recipe here: <https://bit.ly/3df7B87>

Twitter

Take advantage of California Cherry season and keep the kids busy at the same time with Bing cherry thumbprint cookies! Find the recipe here: <https://bit.ly/3df7B87>

Instagram *(post without recipe included)*

Take advantage of California Cherry season and keep the kids busy at the same time with Bing cherry thumbprint cookies!

•

Find this recipe and more at calcherry.com/recipes/

Instagram *(post with recipe included)*

Take advantage of California Cherry season and keep the kids busy at the same time with Bing cherry thumbprint cookies! Try them today! Recipe below.

Ingredients

2 cups fresh Bing cherries, washed and pitted
1/8 cup water
1 teaspoon lemon juice
1 teaspoon grated lemon zest
1 cup sugar
1 cup unsalted butter, softened
3/4 cup sugar
1 egg
1 teaspoon vanilla or almond extract
2 cups flour

Directions

Jam: Combine cherries and water in a small pot and simmer over low heat until fruit is tender, about 10

minutes. Add lemon juice, zest, and sugar and stir gently until sugar dissolves. Bring to a boil and boil rapidly for 10 minutes, stirring occasionally, until thick and syrupy. Pour into a shallow bowl and allow to cool or refrigerate until jam is set.

Cookies: Beat butter and sugar with an electric mixer until creamy. Beat in egg and vanilla or almond extract. Add flour and mix until just combined. Form dough into 1-inch balls and arrange on an ungreased cookie sheet. Using your thumb, make an impression in the center of each ball. Fill each cookie with cherry jam. Bake for 12-15 minutes. Remove from pan and cool on a wire rack.



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POST 3



Facebook

Let's face it, we can all use a drink right now. So you might as well take advantage of California Cherry season while you're at it with this Bing cherry sangria! Find the recipe here: <https://bit.ly/2KKTlYr>

Twitter

Let's face it, we can all use a drink right now. So you might as well take advantage of California Cherry season while you're at it with this Bing cherry sangria! Find the recipe here: <https://bit.ly/2KKTlYr>

Instagram *(post without recipe included)*

Let's face it, we can all use a drink right now. So you might as well take advantage of California Cherry season while you're at it with this Bing cherry sangria!

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Find this recipe and more at calcherry.com/recipes/

Instagram *(post with recipe included)*

Let's face it, we can all use a drink right now. So you might as well take advantage of California Cherry season while you're at it with this Bing cherry sangria! Recipe below.

Ingredients

3/4 cup sugar
3/4 cup water
1 cup fresh California Bing cherries, washed and pitted
1 (750 mL) bottle fruity red wine, chilled
2 cups California Bing cherries, pitted
2 oranges
2 limes
24-36 ounces mineral water
Fresh mint sprigs for garnish

Directions

Cherry syrup: Bring sugar, water, and cherries to a boil in a medium pot. Once boiling, reduce to simmer for 5 minutes. Remove from heat. Cover and chill.

Sangria: Pour wine over ice in a glass pitcher. Strain cooled cherry syrup into a large pitcher, pressing on the cherries to release their juice. Squeeze the juice of 1 orange and 1 lime and add to the wine. Stir in remaining cherries.

Slice remaining fruit for garnish and add half to the wine along with half the fresh cherries. Add mineral water, to taste.

Pour the sangria over ice and top each glass with more mineral water if desired. Garnish with sliced fruit, cherries, and mint sprigs.



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COVID-19 AND CHERRY HARVEST

POST 1



Facebook

California cherry season is here! While this season may feel different from years past due to COVID-19, consumers can be assured that California cherries are safe, healthy and ready to be enjoyed now! Learn why here: <https://bit.ly/2zPnZr0>

Twitter

This California cherry season brings with it many changes due to COVID-19. Learn how growers and packers are adapting to provide consumers with fresh cherries while also protecting employees. <https://bit.ly/2zPnZr0>

Instagram

California cherry season is here! While this season brings with it many new changes due to COVID-19, it's also a reminder that many good things in life continue on. California cherry growers and packers are taking extra precautions to protect their employees while still providing consumers with fresh cherries this season! Learn more at calcherry.com/covid

POST 2



Facebook

California cherry growers and packers are adapting to provide consumers with fresh cherries while also taking extra precautions to protect their employees from COVID-19. Learn more here: <https://bit.ly/2zPnZr0>

Twitter

California cherry growers are taking extra precautions this harvest season to protect workers from COVID-19 and ensure consumers still receive safe and top quality cherries. Learn more here: <https://bit.ly/2zPnZr0>

Instagram

California cherry growers are taking extra precautions this harvest season to protect workers from COVID-19 and ensure consumers still receive safe and top quality cherries.

Learn more at calcherry.com/covid-19/



[DOWNLOAD IMAGES HERE](#)

POST 3



Facebook

While 25% of California's cherry crop is usually exported, this year growers will be relying on domestic sales due to disrupted markets caused by COVID-19. Learn more about California cherry farmers and how they are adapting here: <https://bit.ly/2zPnZr0>

Twitter

While 25% of California's cherry crop is usually exported, this year growers will be relying on domestic sales due to disrupted markets caused by COVID-19. Learn more: <https://bit.ly/2zPnZr0>

Instagram

While 25% of California's cherry crop is usually exported, this year growers will be relying on domestic sales due to disrupted markets caused by COVID-19. Now more than ever is the time to support farmers by buying domestically grown products!

•

Learn more about California cherry farmers and how they are adapting at calcherry.com/covid-19/

POST 4



Facebook

California cherry packers are working to protect their employees from COVID-19 using a variety of methods such as daily safety meetings, frequent equipment sanitation and additional handwashing requirements. Learn more: <https://bit.ly/2zPnZr0>

Twitter

California cherry packers are working to protect their employees from COVID-19 using a variety of methods such as daily safety meetings, frequent equipment sanitation, and additional handwashing requirements. Learn more: <https://bit.ly/2zPnZr0>

Instagram

California cherry packers are working to protect their employees from COVID-19 using a variety of methods such as daily safety meetings, frequent equipment sanitation, additional handwashing requirements and checking for signs of illness.

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Learn more at calcherry.com/covid-19/



[DOWNLOAD IMAGES HERE](#)

POST 5



Facebook

While harvesting this year's cherry crop workers are able to follow social distancing guidelines by working one person to a tree. Learn more about sweet and safe california cherries here: <https://bit.ly/2zPnZr0>

Twitter

While harvesting this year's cherry crop workers are able to follow social distancing guidelines by working one person to a tree. Find out more here: <https://bit.ly/2zPnZr0>

Instagram

While harvesting this year's cherry crop workers are able to follow social distancing guidelines by working one person to a tree.

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Learn more about sweet and safe california cherries at calcherry.com/covid-19/

POST 6



Facebook

California cherry season is here! They're fresh, healthy, safe and on their way to you now! Learn more here: <https://bit.ly/2zPnZr0>

Twitter

California cherry season is here! They're fresh, healthy, safe and on their way to you now! Learn more: <https://bit.ly/2zPnZr0>

Instagram

California cherry season is here! They're fresh, healthy, safe and on their way to you now!

-

Visit calcherry.com/covid-19/ to learn more.



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POST 7



Facebook

#DYK California cherries are typically the first to be harvested in the U.S each year? Cherry season in California usually starts in late April and wraps up in mid to early June. Learn how cherry growers and packers are adapting to harvest this year amid the COVID-19 pandemic here: <https://bit.ly/2zPnZr0>

Twitter

California cherries are typically the first to be harvested in the U.S each year. Cherry season usually starts in late April and wraps up in early June. Learn how cherry growers and packers are adapting to harvest this year amid COVID-19. <https://bit.ly/2zPnZr0>

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CHERRY HASHTAGS

Use the following socia media hashtags.

#healthhopecherries #cherry #cherries #CAGROWN
#farming #California #farm2fork #f2f #thankafarmer
#inseasonnow #agriculture #F52grams #orchard #cherrypie
#cherriesontop #CAcherries #healthy #onthetable



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