

JULY 15, 2025**INSIDE THIS ISSUE**

- **USDA Publishes Taiwan Cherry Market Update**

SPECIFIC ISSUES OF INTEREST TO THE CCB:**USDA Publishes Taiwan Cherry Market Update**

- USDA FAS recently published a Stone Fruit Annual [GAIN report](#) for Taiwan, highlighting key trends in the cherry market.
- Taiwan is a fully import-dependent market for cherries and remains a highly reliable and mature destination for U.S. exports. It is the fourth-largest export market for U.S. cherries, accounting for approximately 8% of annual U.S. exports.
- Taiwan primarily sources cherries from Chile in the winter and the United States in the summer. The market follows distinct seasonal consumption patterns, with winter imports driven by Lunar New Year gift-giving and stable summer demand for fresh U.S. cherries. Fresh cherry imports from both countries are subject to Taiwan's 7.5% most favored nation (MFN) tariff.
- In marketing year (MY) 2024/25 (April–March), strong Lunar New Year demand pushed cherry imports to a ten-year high of 15,568 metric tons (MT). Looking ahead, USDA forecasts that total cherry consumption will reach 16,500 MT in MY 2025/26. While Taiwan is considered a mature market, the report projects modest long-term growth, with U.S. suppliers maintaining a strong competitive position in the summer season.

**A REPORT FOR
THE CALIFORNIA
CHERRY BOARD**

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