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• Chile Cherry Season Update

GENERAL ISSUES OF INTEREST TO THE CCB:

Chile Cherry Season Update

- Chilean cherry exports began in late October with initial air shipments, while the first maritime arrivals are expected in early December, entering the key Western New Year to Chinese New Year sales window, according to recent [media reporting](#).
- Initial forecasts estimated approximately 134 million 5-kg boxes, though this has been revised to 110-120 million boxes due to weather unpredictability and quality variability, roughly in line with last year. The season is expected to wrap up by late February or early March, depending on late varieties and market absorption.
- Early season volumes are lower than initially projected, with quality variability and softer demand in China affecting market sentiment. Additionally, cold and rainy conditions in Guangzhou and Shanghai slowed wholesale traffic, further dampening early sales. Overall consistency in orchards and packing houses is expected to improve as the season progresses. Chinese market prices may remain under near-term pressure, but improvements anticipated as high-quality fruit dominates arrivals approaching Chinese New Year.
- Additional [media reporting](#) on exports to the U.S. indicate the first cherries arrived in early November via air, while vessels are expected by December 15. U.S. importers are confident volumes can be sold without disrupting the market, supporting retail growth and year-round consumer demand.
- Overall, exporters are focusing on premium positioning of Chilean cherries and the ongoing challenge of expanding the consumer base, both in Asia and the U.S.

A REPORT FOR
THE CALIFORNIA
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