



USAID
FROM THE AMERICAN PEOPLE



John Ogonowski
Latin America
Farmer-to-Farmer Program

Executive Summary

This research project, prepared by marketing major students attending Florida International University during its 2008 Summer Term, aims to “determine the United States market potential of Nance. It evaluates current potential for market and provides useful marketing information, especially in the areas of demand tendencies and product sourcing. These findings will be provided to farming cooperatives interested as part of the John Ogonowski Latin America Farmer-to-Farmer Program.

Consumers today are willing to try new and exotic food products either as part of their taste for new foods or as a result of their travel experiences with these exotic foods in this every increasing globalized world. One example of this is the Chinese Gooseberry, which was taken from China to New Zealand where its name changed to melonette then to kiwifruit. It is believed that the kiwi bird of New Zealand influence it name. The Kiwi fruit is now a successful food commodity in the United States.

These trends and characteristics are important to analyze, especially when the little is heard of an exotic fruit, such as Nance, in the country of potential market. It gives ample reason for this study and for the evaluations and assumptions made, especially given the fact that there is a scarcity of secondary data on the Nance.

Our research indicates that there is a vibrant source and usage of the Nance in Belize. However, it is used to some degree in many other countries in Central and South American, and the Caribbean.

With no significant exports, Nance presents both challenges and opportunities. One notable challenge is sourcing for export. There are no cultivable industries, nor are they very easy to develop. The fruit grows on trees up to thirty-three (33) feet tall and at altitudes of up to sixty-six feet above sea level. There is a significant time frame between planting and harvesting, since the seedlings must grow to a mature stage. On the positive side, once a crop is established, farmers can look forward to a fruits somewhere around August. This seasonality presents a challenge to marketers, since the fruit is very perishable and has a short self life.

It demand tendencies, in countries like Belize, will have to be modified and or adapted for a market in the United States. Our research points to the production of a secondary product, using Nance as a raw material. For example, rum, candies and preserves.

Nance however presents untapped opportunities. As in the case of the Kiwi fruit, cross breeding to increase self life and taste remains un-explored. There were no indications that any study in this regard has been done. Scientists are however optimistic that local medical uses, as an anti-microbial agent, could one day be produced on a larger scale that would benefit not only the locals, but also the entire world.

Paul S. Lowman
Karina Leiva
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Introduction

Program Rationale

The John Ogonowski Farmer-to-Farmer Program, funded by the United States Agency for International Development, provides voluntary technical assistance to farmers, farm groups, and agribusinesses in developing and transitional countries to promote sustainable improvements in food processing, production, and marketing. The program relies on the expertise of volunteers from U.S. farms, land grant universities, cooperatives, private agribusinesses, and nonprofit farm organizations to respond to the local needs of host-country farmers and organizations.

To date, approximately one million farmer families (representing about five million people) have been direct beneficiaries of the FTF Program. Volunteers have provided direct hands-on training to over 80,000 people.

Winrock International and Florida International University's College of Business Administration have combined their resources and knowledge to implement the John Ogonowski Farmer-to-Farmer Program in Latin America, from 2003-2008.

The MAR 4613 course was created to add value to the Farmer-to-Farmer Program and prevent scarce volunteer resources from being diverted to requests for assistance, which are best, completed in the United States. The resulting freed up resources allow the program to fulfill requests with volunteers where an in country expert is a necessity. Of added value, hosts receive this additional US-based volunteer service at no cost to the FTF program.

Introduction

Research Objectives

The objective of this research is to analyze the US market potential of a variety of commodities. Our goal is to provide information on a variety of commodities, which can then be applied by our in-country partners to their business strategies. The primary beneficiaries of these reports are small and medium-sized farming cooperative groups which do not have the capability nor the resources to conduct these studies on their own.

It is of critical importance that while drawing conclusions to satisfy the research objective, a thorough analysis is carried out. In order to do so, some of the questions which must be analyzed are:

1. What is the demand of the product in question?
2. Who are the buyers and consumers of the product?
3. What are the quality standards and packaging requirements?
4. What is the distribution system for the product?
5. Who are the competitors?
6. What government regulations apply to the import of this product?

If it is a new product for the market, additional questions must be asked:

1. Who are the potential buyers of this product?
2. What are the potential distribution channels?
3. What are the additional important issues which must be investigated before attempting to export the product?
4. Are there any regulations which might inhibit this product from being sold in the US market?

Research Method

Given that the research objectives include getting background information of the potential market of the commodities included in the report, the research was conducted using an explorative design. Two main methods were employed: secondary data research and personal interviews. In some instances focus groups with consumers were conducted.

The secondary research was conducted by searching and interpreting existing information relevant from governmental and private electronic sources. When specific information about a commodity was not found secondary research was guided by similar commodities relevant to the information needed.

In order to complement the secondary research, personal interviews with experts were conducted. The interviewees were either academic or commercial experts in the production and commercialization of the commodities in question. In some cases, the researchers felt the need to complement this information direct input from the consumers; in those cases focus groups session were conducted.

The sources of the information are cited through out the content of the report. Contact information of the experts is provided. At the end of the report conclusions and recommendations for future action are suggested.



Yellow Cherry (Nance)

Product Description

The Nance fruit, more commonly known as the Yellow Cherry is a sweet fruit produced from a small, slow growing tree. The tree's height usually ranges anywhere from 33 feet, all the way up to 66 feet. The fruit itself has a white colored meat and a skin that varies in color, from green to yellow to orange, depending on how ripe the fruit is. The Nance fruit has a round shape with a diameter that is usually 5/16 to 7/16 of one inch (8 – 12 centimeters). The fruit has a very distinct foul odor due to its high levels of Tannin. Its flavor has been described as being either acidic or sweet, again depending on its ripeness. On several occasions the fruit has also been said to have a cheese-like taste which is extremely rare for a fruit. In the center of the fruit, a large core can be found which contains anywhere from 1 to 3 seeds for the *Byrsonima crassifolia* tree. The Nance fruit also has similar characteristics to the Barbados cherry. ¹

Despite the various local names, the demand tendencies are similar throughout the countries where it is grown. The fruit from this slow-growing shrub are eaten raw or cooked as a dessert. Indications are that it could also be used in soups and as stuffing for meat. Some locals also make a preserves called Dulce de Nance. Dulce de Nance is a candy made by cooking the fruit with sugar and water. As can be said for most fruits, Nance also finds its way into home-made vats where it is allowed to ferment into an oily, acidic beverage called Chica. Carbonated Beverages and flavored mescal based ligers are also made with Nance. In Costa Rica, rum called Crema de Nance is distilled from it. "Children and adults alike like to smash the fruit and mix it with evaporated milk for a desert. But one special treat made with the craboo is

Yellow Cherry

when it is stewed. The stew is made according to this simple recipe. In a pot, rinse and wash fruit properly and add ingredients; sugar tried these things that were being sold in the market... they are about the size of olives, are yellow, water, spice seed and cinnamon. Place on medium heat and leave to simmer until mixture turns syrupy and the fruit brown. You can add more water and sugar to its contents and longer on the heat, which is usually the best thing. Let it cool and the serve. This stewed craboo and countless more can also be bought in San Pedro at Antojitos Letty's on Pescador Drive.

Not everyone considers Nance a delectable treat. Belizeans label the fruit as odorous and offensive, yet it is eaten with rice. Several persons, who live or visited Belize, have posted comments about Nance on the Brazilian website Belizeforum.com. Blogger, Lissa.r writes "...they look like some sort of fruit, but the resemblance to food ends there...they have that "sour stomach up" kind of taste...they were definitely not soaked in any sort of sugar... they had a really bad taste! (to put it bluntly, my son hit it on the nail when he opened the jar and sniffed it and said "kind of smells like someone threw up in here"). I'd cringe here, except the little old lady who made them (and was selling them) looked pretty clean and presentable. My son bought them, so I didn't have the opportunity to ask what they were." Another Blogger, know only as ysmile had the following comment: "if it were craboo...they were not supposed to be eaten that. Not that there is a right way or wrong way. It tastes much better after you throw out the water, rinse and mash with SWEET condensed milk. Ask any local that is the most enjoyable way to eat sour Nance. Rod Allen who also had a posting on the Belizeforum.com website summarizes the various perceptions

in tastes this way: "you have to grow up here in order to really enjoy them. They are nearly in season; the fruit is yellow with a single seed.... and real sour if not completely ripe. The ones in the jar are the same, just canned with a lot of sugar. They do have that vomit smell but it does not stop "craboo aficionado"

Table #

Nutritional Content of Nance	
Food Value Per 100 g of Edible Portion*	
Moisture	79.3-83.2 g
Protein	0.109-0.124 g
Fat	0.21-1.83 g
Fiber	2.5-5.8 g
Ash	0.58-0.69 g
Calcium	23.0-36.8 mg
Phosphorus	12.6-15.7 mg
Iron	0.62-1.01 mg
Carotene	0.002-0.060 mg
Thiamine	0.009-0.014 mg
Riboflavin	0.015-0.039 mg
Niacin	0.266-0.327 mg
Ascorbic Acid	90.0-192.0 mg
Source: http://www.hort.purdue.edu/newcrop/morton/nance.html#Food%20Uses	

Statistical Data

U.S. Production Data

According to the research there was no accurate information found on the production of Nance or Yellow Cherry. The research showed that Sour Cherries were grown in 27 countries at 2.3 billion pounds on 613,000 acres worldwide.¹⁹

Statistics of Foreign Trade: Exportations and Importations

Currently, there are no specific indicators of any trade in this commodity. The International Trade Centre (ITC), a collaborative venture of the United Nations Joint Technical Cooperation Agency, the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) compiles data on several broad areas of trade. Nance, while not a single commodity on the ITC's list, can be placed into its product group: 057 - Fruit and nuts (not including oil nuts), fresh or dried¹⁶. Table #1 summarizes the exports in product group: 057 - Fruit and nuts (not including oil nuts), fresh or dried from countries where Nance is grown, source countries, while Table #2 below provide a statistical overview of US imports of Product group: 057 - Fruit and nuts (not including oil nuts), fresh or dried from these source countries.

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Table: #1

International Trade Statistics by Product Group and Country

Countries	Product group: 057 - Fruit and nuts (not including oil nuts), fresh or dried				
	Value	Value	Value	Value	Value
	2001	2002	2003	2004	2005
	US\$ '000	US\$ '000	US\$ '000	US\$ '000	US\$ '000
Barbados	74	80	58	36	
Belize	13,253	17,059	36,207	39,167	
Brazil	339,854	362,717	496,568	584,858	
Dominica	12,188	12,191	9,669	11,235	
Dominican Republic	60,855	0	0	0	
Grenada	332	308	244	291	
Guatemala	223,284	252,106	248,838	267,740	
Guyana	1,109	1,934	1,572	2,806	
Honduras	366,999	187,699	167,251	201,987	
Jamaica	29,110	26,103	27,675	19,022	
Mexico	731,679	730,725	991,647	1,174,594	1,174,594
Peru	54,006	78,967	92,873	118,189	154,381
Trinidad and Tobago	622	712	1,011	1,443	
United States of America	3,953,724	4,141,999	4,667,601	5,266,481	6,000,000

Source: <http://www.intracen.org/tradstat/sitc3-3d/ip057.htm>

Table: #2

International Trade Statistics by Product Group and Country

Reporter	US Imports of Fruit and nuts (not including oil nuts), fresh or dried				
	Value	Value	Value	Value	Value
	2001	2002	2003	2004	2005
	US\$ '000	US\$ '000	US\$ '000	US\$ '000	US\$ '000
Barbados	8,371	9,023	9,761	9,319	8,840
Belize	628	420	875	725	542
Brazil	187,531	142,091	126,412	163,199	236,099
Dominica	170	150	146	149	187
Dominican Republic	15,147	0	0	0	0
Grenada	313	272	284	498	
Guatemala	22,800	25,763	24,179	31,122	28,228
Guyana	491	253	334	403	263
Honduras	24,304	22,964	10,650	13,711	14,124
Jamaica	3,730	3,691	3,281	3,331	0
Mexico	503,283	490,317	510,771	509,984	578,155
Peru	33,248	21,802	22,674	26,225	29,988
Trinidad and Tobago	8,871	8,371	10,109	10,517	13,064

Source: <http://www.intracen.org/tradstat/sitc3-3d/ip057.htm>

Yellow Cherry

Main Origin of Importations

According to research studies performed by the Department of Horticulture and Landscape Architecture, Yellow Cherry (Nance) is native from the following countries:

- Southern Mexico
- Peru
- Brazil
- Trinidad
- Barbados
- Curacao
- St. Martin
- Dominica
- Guadalupe
- Haiti
- Puerto Rico
- Dominican Republic
- Cuba
- Isle of Pines

This source also mentioned that Nance seeds were brought in 1899 from Panama to the United States Department of Agriculture by Dr. David Fairchild. Parts of Central American and Mexico cultivate the Nance tree for the fruits it produces. This product is usually consumed by birds, wild and domesticated animals, and children. ²

Demand Tendencies

Seemingly, not much is known of Nance in North America. This could be attributed to the fact that the Nance tree grows mainly in South American and Caribbean. The fruit has been assimilated into the cultures where it has been given different names in different countries and even in different villages in the same country. Blogger Terry Yodder is based in Belize; he specializes in raising underutilized crops for better exposure to locals as viable alternatives to 'Slash and Burn' Agriculture. As part of this effort, he has published information of several exotic plants on his website including the Nance. One striking bit of information is the local names for the Nance ¹⁵. For instance in Mexico it is known as: "changugu, chi, nance agrio, nance, nanchi, nancen, nance de perro, nanance, and nantzin." People in El Salvador refer to it as Nance verde. Hondurans say nancito or craboo while Belizeans consume the craboo, crapoo and wild craboo. Dominican Republic: doncela and maricao. Puerto Rico: maricao cimaroon, maricao verde, peralejo and peralejo blanco. In Cuba: peralejo de sabana. Guatemala: tapal. Chaparro, chaparro manteca, maache, mantequera, nanzi, noro, peraleja hembra, yaca or yuco in Colombia. Chaparro de chinche, chaparro de sabana, manero manteco, manteco merey or manteco sabanero in Venezuela. In Brazil: murici, mirixi, murici-do-campo, and muruci-da-praia. Hori, sabana kwari moeleidan, and sabana mango in Surinam. Guyanese call it Huria. If you are from Guadeloupe you would know it as quinquina des savannes. In the Caribbean island of Trinidad and Tobago it is referred to as Savanna Serrette, Wild

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Cherry in Panama and golden spoon in the former British West Indies.

Nance has also captured the attention of medical experts and scientists. According to Belizemagazine.com, a study was undertaken in Mexico to ascertain the medicinal viability of Nance. In fact both the fruits and the trees are among the top ten most frequently used plants. "The leaves are most commonly used as a tea to treat gastrointestinal disorders, especially diarrhea and dysentery. Some Mexicans also use the pulverized bark on ulcers." In South America a study found that "all parts of the plant have antimicrobial, antibacterial and antifungal properties and are effective against common microbes like E.coli, salmonella, staphylococcus aurieus and bacillus subtclis.

Market Characteristics

Market Segments

According to the various sources of information the Nance tree is native and abundant in the wild, and sometimes in open pine forests and grassy savannas. The Nance is in southern Mexico, through the Pacific side of Central America, to Peru and Brazil; also occurs in Trinidad, Barbados, Curacao, St. Martin, Dominica, Guadeloupe, Puerto Rico, Haiti, and the Dominican Republic and throughout Cuba and the Isle of Pines. ¹⁷

Consumer Preferences

According to recourses Nance or the yellow cherry is consumed in many different ways. The Nance can be eaten raw or cooked. Costa Ricans make a jam, called *miel de jocote*. The fruit also can be included in soups, or stuffing for meats. There is also a candy made from Nance called *dulce de nance*, prepared with the fruit cooked in sugar and water. The fruit is also used to prepare carbonated beverages, flavor liqueurs or make an oily, acidic, fermented beverage known as chicha. Nance is used to distill rum-like liquor called Crema de nance in Costa Rica.

The Nance bark for the tree is even used for medical purpose. The bark infusion is taken to halt diarrhea, for pulmonary complaints, leucorrhea, and tightens the teeth where the gums are diseased, an antidote for snakebite, put on different wounds, and apply on ulcers. ¹⁸

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Apparent Consumption

The Nance is mainly consumed by a number of people for different countries and cultures, and Mother Nature birds, and wild and domesticated animals. In most regions the Nance is

consumed, it is sold in large quantities in native markets at very low prices. There is some cultivation of the tree for its fruits in countries such as; Mexico and parts of Central America. ²⁰

Competition

According to the research there was no accurate information found on the competition of Nance or Yellow Cherry.

Distribution Channels

Effective August 16, 2007, the U.S. Department of Agriculture's Animal and Plant Health Inspection Service, APHIS amended the regulations pertaining to the importation of fruits. Commonly called the Quarantine 56 or Q56, the revised regulations are aimed at streamlining the approval process for new imports for fruits such as Nanche.

Prior to 1987, APHIS issued permits to authorize the importation of a fruit or vegetable. "The permits were issued without prior public notice, without rulemaking, and without specifically listing the approved commodities in the regulations (USDA.gov Website)." Post 1987, APHIS began approving new imports of fruits and vegetables using its rule making strategy, requires that APHIS conducts a pest-risk analysis for each import request. "APHIS estimates that it takes a minimum of 18 months to evaluate and approve new import requests under the rulemaking-based system. In reality, the process typically takes 2 to 3 years and longer in some cases." 14 APHIS was unable to keep up the pace with an increasing international trade in fruits and vegetables hence its adoption of the Q56 revisions. These revisions, along with strict FDA guidelines will have to be adhered to by the farmers. Since no country currently export Nanche, the specifics of the purchasing arrangements will have to be developed through research. One suggestion is for there to be purchasing and packaging centers that will not only assist farmers in harvesting their fruits, but serve as a central point for packaging.

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Systems and Terms of Payment

While there are multiple payment systems available in the US Market some may not be readily accessible to the small farmers in the source countries. The website unzco.com, in its section on Method of Payments,¹³ highlights some of the more popular options. It lists the basic methods of payments as follows:

Cash in advance;
 Documentary letter of credit;
 Documentary collection or draft;
 Open account; and

- **Cash in Advance**

Cash in advance is ideal for the exporter, but could be a cause of concern for the importer and may create cash flow problems. This is because monies are sent with the hope of receiving quality goods. Options include: Wire Transfers, Checks and Credit Cards.

- **Documentary letters**

Documentary Letters of credit are sometimes referred to as documentary drafts. These methods of payments involve payments made only after the presentation of certain documentations. Unlike the Cash In Advance Method there is built in protection for both the importer and exporter. There are two basic options: 1. The drafts can be paid immediately and is called sight drafts. 2. The payment of the drafts may be

deferred to a later date and is known as time drafts or date drafts. The details along with the operating current must be agreed to by both the importer and exporter during the contractual phase. When currency conversions are necessary, the use of a bank is important, but banks usually apply service charges to each transaction.

- **Documentary Drafts**

On the other hand, a Documentary Draft, which are also called a bill of exchange is similar to a foreign buyer's check. However, they are at a higher risk for being dishonored. One safe guard when dealing with international commerce is that the buyer of the draft does not get possession of it until he pays the face value along with the bank service charges. This ensures that the note will be legal tender for the receiving party.

- **Open Account**

Open accounts are valuable if there is a trust worthy relationship between the importer and exporter. This is usually achieved after a long-term relationship has been established, and it may not be an appropriate method of payment if the importer is dealing directly with small farmers or a distributor with whom the company has no prior relationship.

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Transportation

Research needs to be done to ascertain the most effective method of transportation from the field to a packing facility and from the facility to the consumers. From the onset, ground transportation seems to be most effective, economical and readily available. On the other hand Air transportation seems to be the quickest and most reliable, from the packing facility to the consumers. The Market research should indicate which carriers offer the best prospects while keeping overall cost at a minimum.

Packing, Types Used: Crates and Labels

Packaging fresh fruits such as Nance is an important aspect of the movement from the small farmers to the consumers. There are several options which can be utilized in this process. One important consideration is that, given the short shelf life of Nance and its delicate nature, it may be important to package for the market at a local packaging center. The packaging center helps to minimize the stress the fruit may incur if it has to be packaged by the farmer then repackaged. Also, it is easier to implement and maintain quality control and compliance in an effort to minimize problems at the port. The Biological and Agricultural Engineering (BAE) website of North Carolina State University state explains there are about 1500 different types of packaging is used in the U.S. It adds ¹², "Packing and packaging materials contribute a significant cost to the produce industry; therefore it is important that packers, shippers, buyers, and consumers have a clear understanding of the wide range of packaging options available." In today's "green" environment, the type of packaging can have serious impact on consumer's willingness to purchase. BAE website explains, "A growing number of U.S. markets and many export markets have waste disposal restrictions for packaging materials. In the near future, almost all produce packaging will be recyclable or biodegradable, or both. Many of the largest buyers of fresh produce are also those most concerned about environmental issues."

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As with other fresh fruit products, the basic requirements of packaging must be met. The BAE website, lists the following:

- Containment

The container must enclose the produce in convenient units for handling and distribution. The produce should fit well inside the container, with little wasted space. Small produce items that are spherical or oblong (such as potatoes, onions, and apples) may be packaged efficiently utilizing a variety of different package shapes and sizes (BAE NC State University)

- Protection

The package must protect the produce from mechanical damage and poor environmental conditions during handling and distribution. To produce buyers, torn, dented, or collapsed produce packages usually indicate lack of care in handling the contents. Produce containers must be sturdy enough to resist damage during packaging, storage, and transportation to market (BAE NC State University).

- Identification

The package must identify and provide useful information about the produce. It is customary (and may be required in some cases) to provide information such as the produce name, brand, size, grade, variety, net weight, count, grower, shipper, and country of origin. It is also becoming more common to find included on the package, nutritional

information, recipes, and other useful information directed specifically at the consumer. In consumer marketing, package appearance has also become an important part of point of sale displays (BAE NC State University).

In reviewing these considerations the best packaging methods are: Rigid Plastic Clam Shell Containers for the actual Nance which can then be packed into appropriate sized fiberboard boxes or Plastic Crates. Clams Shell containers are increasingly being used because “they are inexpensive, versatile; provide excellent protection to the produce, and present a very pleasing consumer package” (BAE NC State University). The BAE website points out that “heavy-molded polystyrene pallet bins have been adopted by a number of growers as a substitute for wooden pallet bins. Although at present their cost is over double that of wooden bins, they have a longer service life, are easier to clean, are recyclable, do not decay when wet, do not harbor disease, and may be nested and made collapsible.”

The labeling should confirm to the standard set by the United States. Some of the basic information required includes:

- Branding Information
- Contact Information for the Distributors
- identity of country of origin
- Farmers Identity
- identity of country where food is packed
- Additives
- Expiration Date
- UPC Code

Market Access

Acceptance Conditions

Similar to most fruits, the Nance is sensitive to temperature and time. The Nance fruit is found mainly in tropical as well as subtropical climates, such as those found in South America and the Caribbean where the fruit thrives. Fruits in these countries often go bad within weeks, or even days but by submerging the Nance fruit in water it can be stored for months without having to worry if it will rot. ³

Quality Standards

Similar to the Barbados cherry, the Nance fruit can spoil quickly once it is removed from the tree. Because the fruit can deteriorate quickly, it is recommended by the Post Harvest Technology Research and Information Center to keep the fruit free from decay, shriveling, cracks, and bird pecks. The color of the fruits skin and stems are also used to determine the maturity and freshness. ⁴

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Rates of Respiration Production for the Cherry ⁵

Temperature	0°C (32°F)	5°C (41°F)	10°C (50°F)	20°C (68°F)
ml CO ₂ /kg·hr	3 - 5	5 - 9	15 - 17	22 - 28

Tarriff Measurements

Based on the World Trade Organization’s Notification dated May 25th, 2005 the tariff reference number given to the *Byrsonima crassifolia* tree and its products is 0810.90.10. With this and the information found in the Customs – Tariff Schedule (Section II, Chapter 8) issued on January 1st, 2008 there is no tariff placed on the Nance fruit. ^{6/7}

Restrictions and Regulations

There are no U.S. Grades for the Nance fruit. However the Red Cherry, similar to the Nance, is graded by United States Standards for Grades depending on the quality of the color, the quality of the skin and whether or not it has any defects, and how clean it is. The listed characteristics will grade the

cherry as Grade A (U.S. Fancy), Grade B (U.S. Choice), Grade D (Seconds), or U.S. Combination Grade. ^{7/8}

Technical Procedures

When importing agricultural products into the United States, a standard technical procedure comes into place. The product’s country of origin needs to apply for a written permit by the USDA for a particular commodity. Once permitted by the USDA, that commodity can enter the U.S from that specific country of origin. There was no information on any countries with permits for the Nance fruit; however in the case of the cherry, permits have already been issued to Argentina, Australia, Bermuda, Chile, Grenada, Mexico, New Zealand, Saint Vincent, and The Grenadines. The importers from those countries would not need to apply for a permit to bring the Cherry to the United States.

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Prices

According to the research there was no accurate information found on the price of Nance or Yellow Cherry. Research showed that the Sour Cherries were valued at 70.8 million dollars at 213 million pounds. The return to the growers of the Sour Cherries was increased from 10- 18 cent per pound to 33- 45 cent per pound. This was a substantial increase of the profit returned on each pound of Sour Cherries. ²¹

Sales Promotion

A comprehensive marketing research needs to be undertaken to determine which aspects of the demand tendencies can be effectively marketed. The research will not only be vital in determining what can be sold in the U.S Market, but how it can be promoted. It is important to note that a cohesive advertising and sales promotion campaign may be necessary for there to be Market penetration. In the short-term value proposition free samples, tasting give-away at places of purchase are recommended sales promotions strategies, which based on marketing research can be integrated into the advertising campaign.

Importers List and Distribution Networks

Similar to the Nance, below you will find a list of National Cherry Shippers and Producers that can be useful to the Nance Industry: 9

- **Del Monte Fruit**

<http://www.delmonte.com>

- **Diana Fruit**

P.O. Box 268, Santa Clara, CA 95052

- **Cherry Central**

<http://www.cherrycentral.com>

- **California Fruit Processors**

2851 N. Bozzano Rd.

Stockton, CA 95215

- **Penninsula Fruit Exchange**

2955 Kroupa Road, Traverse City, MI 49684

Upcoming Commercial Events

- **Cherry Connection: Bringing Together Festival, Farm & Fruit**

Date: July 7th-11th, 2008

Time: 10AM- 1PM

Location: 6686 S Center Hwy
Traverse City, MI 49684

The National Cherry Festival and Michigan State University Extension invite you to escape to a 100 acre research farm in the heart of "Cherry Country". Visit a productive orchard in beautiful Leelanau County, where fruit and festival come together at the Northwest Michigan Horticultural Research Station operated by Michigan State University Extension. Besides the guided orchard tours, there are exhibits and samples of the newest cherry products and technology inside the station. There are all sorts of "cherry" fun for the kids, including a petting zoo, hands-on experiments, kids poster coloring contest and many other activities. ¹⁰

- **Cherry Industry Program**

Date: July 8th, 2008

Time: 1:30PM-2:30PM

Location: 6686 S Center Hwy
Traverse City, MI 49684

Cherry industry information is presented in this special program, bringing industry leaders, Festival officials and the National Cherry Queen together.¹¹

Conclusions and Recommendations

At the conclusion of our research, it was found that because the Nance fruit is so foreign to the United States it may be profitable to market the product with our South and Central American target markets. Based on our research on the distinct taste and flavor of the Nance fruit, we are skeptical on its possibilities of being profitable. This doubt of ours was brought upon by the shoddy reviews on its bitter and cheese-like taste. Many people in the United States consume fruit for its sweetness and lightness; the Nance on the other hand has such a heavy and thick taste that would divert most Americans from consuming it on a regular basis. However, we do think that the Nance fruit is an acquired taste and testing its market in South and Central American communities would allow us to see whether or not this product would sell in the U.S. The fact that the Nance fruit is foreign to the United States might actually boost its sales simply because those in the health and fitness arenas are always looking for the newer and healthier options, and the Nance fruit is just that.

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