

37th

Australian Cherry Industry Conference

Shepparton, Victoria

1–3 August 2006



Speaker Profile

John Morton
Field Operations Manager
Oregon Cherry Growers
The Dalles Oregon USA

Education:

B.S. Degree in Agricultural Engineering from Oregon State University in 1970. Minor study in Agronomy and Horticulture.

Personal:

Married to Doriene. 4 grown children. We farm about 90 acres of cherries near The Dalles Oregon. Growing late season cherry varieties. Skeena, Kordia, Regina and Sweetheart. We are primarily growing Fresh market cherries and are replanting old Bing orchards as quickly as possible using newer varieties and training systems.

Professional:

Field Operations Manager for Cherry Link LLC. A joint venture company of Oregon Cherry Growers, The Dalles Oregon and CM Holtzinger Co. of Yakima, Washington.

Responsible for contacting, purchasing and field quality assessment of about 10,000 tons of fresh cherries, and 8,000 bins of apples and pears.

Acts as field assessor for export fruit buyers and coordinator between grower, sales and the packing plant for fruit delivery and sales. Also responsible for the field assessment and purchase of about 6,000 tons of processing cherries.

Responsibilities include inspecting and buying fruit under contract in the field and directing it to the proper markets based on quality. Responsible for 32 growers delivering fruit in the Mid Columbia region of Oregon. Also responsible for inspecting cherries for outside purchases from non-contract growers.

Non harvest responsibilities include winter training programs and pruning one on one with growers to optimize fruit quality for the coming season.