Chukar Cherry Company
Post Office Box 510
Prosser, WA 99350-0510 USA

Chukar Cherries Supports Northwest Nonprofits

Small business helps rural Northwest communities through Social Responsibility Gifting Program

Prosser, WA, March 15, 2013—Chukar Cherries focused their giving in 2012 toward important causes in their community and the greater Northwest. In addition, through the company's Social Responsibility Gifting Program, Chukar provided a revenue stream to three nonprofits—the Breast Cancer Research Foundation, Autism Speaks, and Wallowa Resources in Enterprise, OR.

Chukar's Social Responsibility Gifting Program is not just a donation program; it's a way the business uses its 25 years of expertise in creating farm-based foods to give back to the Northwest. According to Pam Montgomery, Chukar's Founder and CEO, "It's a partnership. When our customers purchase select products, 100% of the proceeds go to causes near and dear to us. We give, our customers give, and the community benefits." The program was started in 2011, but grew by leaps and bounds in 2012.

The impetus behind Chukar's Social Responsibility Gifting Program was Montgomery's interest in a nonprofit in Wallowa County, Oregon. Surrounded by mountains, majestic forestlands, and working farms and ranches—this region boasts endless opportunities for hiking, biking, hunting, fishing, and wildlife observation. Montgomery knew that although Wallowa Resources was a modest-sized nonprofit, it was making a big difference by stewarding this important region.

Wallowa Resources began in the midst of social tumult when a large portion of the community was put out of work due to three sawmills closing. This was taking place across the western USA, but in this small community a few key players began to meet in a local bakery to try to mend the rift between landowners, the environmental community, and government agencies. What emerged in 1997 was a nonprofit dedicated to balancing economy, community, and ecology in such a way that the working and recreational lands of Wallowa County could be sustained.

By providing critical business assistance, weed control, forestry management, environmental education, and leading-edge development of alternative fuel sources, Wallowa Resources has helped to create new industries so the rural community can thrive. One of their most exciting new projects is a biomass campus, which includes a post and pole plant, firewood businesses, and the manufacturing of wood fuel for biomass burners. The campus will employ 24 people by the end of 2013. Visit wallowaresources.org to learn more and see how you can help preserve critical natural resources.

Chukar's Social Responsibility Gifting products and their full line of naturally dried cherries, chocolate-covered cherries, fruit and nut mixes, and cherry sauces can be purchased at Chukar's stores in Pike Place Market, Leavenworth, and Prosser, WA, as well as online at chukar.com.

###

Media Contact:
Beth Cole
Phone: (406) 845-2092 mobile, (800) 624-9544 corporate headquarters
Fax: (509) 786-2591, E-mail: press@chukar.com, Online: www.chukar.com