



**bringing clarity, consistency
and a promise of flavor**

what is True Tart™?

True Tart™ means the cherries in your food or drink are Montmorency tart cherries grown on American farms. Products must meet standards for how much Montmorency tart cherry they contain in order to carry the mark.

Look for “U.S.-grown Montmorency tart cherries” in the ingredient list and the True Tart™ mark on the package.



what qualifies for True Tart™?

products bearing the True Tart™ mark must meet defined program requirements, including:

☒ **the cherries**

All cherries in the product must be Montmorency tart cherries grown in the United States.

☒ **the amount**

Products must contain a minimum amount of tart cherries. The amount required depends on the type of product.

☒ **the ingredient order**

In blends, Montmorency tart cherries must be one of the first three ingredients listed, not counting water.

☒ **the label**

The ingredient list must say, “U.S.-grown Montmorency tart cherries.”

Each product must be reviewed and approved, and the company must sign a licensing agreement before using the True Tart™ mark.



what True Tart™ tells you

- 1** The cherries are Montmorency tart cherries grown on American farms.
- 2** The product contains enough tart cherries to meet the program's standards.
- 3** The ingredient list says, "U.S.-grown Montmorency tart cherries."
- 4** The product has been reviewed and approved to carry the True Tart™ mark.



why True Tart™ matters

True Tart™ helps buyers find U.S.-grown Montmorency tart cherries for their products and menus, and it helps consumers know which cherries they're buying.

Researchers are studying how Montmorency tart cherries may support recovery, including helping muscles regain strength after exercise and supporting sleep. True Tart™ helps you identify the Montmorency variety studied in this research.

The goal is to build demand for U.S.-grown Montmorency tart cherries and help American tart cherry farms earn a better return for their crop.



To learn more about True Tart™,
please visit ustartcherries.com

