

Chelan Fresh

Located in Chelan, Washington

Featured Member
TPM Member Since January 2015



Chelan Fresh was started in 2004 as a fruit marketing company to represent over 300 family owned farms in North Central Washington. Since its inception, it has grown to represent family farms from the Yakima Valley north through the Chelan Valley, Okanogan Valley and all the way up to the Canadian border. Many of the farms are still owned and operated by 4th and 5th generation families who are proud of their heritage and family farming traditions. The gentle mountain slopes of Central Washington, fertile valleys, and cool, crisp air combine with the waters of the mighty Columbia, Snake, Methow and Okanogan rivers to create ideal growing conditions for its apples, pears, cherries, and other stone fruit varieties.



Gebbers Farms in Brewster, Washington.



The SugarBee® apple is a new variety that has become a hit with consumers.

convenient three pound tub dubbed the “Millennial Mom’s cookie jar” or a two pound pouch bag. Rockit® is a small apple bursting with big flavor and grown to be the perfect snack size.

Our Orondo Ruby® cherry is a gift from Mother Nature and the perfect blushing cherry that is sweet, firm and snackable. Organic fruit production continues to be a growing part of Chelan Fresh under the Cascade Crest Organics® label. Cascade Crest Organics® is known throughout the industry for the high standards and commitment to quality.



Aerial view of the Oroville orchard.

Chelan Fresh has the exclusive rights to grow and market the SugarBee® apple which is naturally “Sweet as can Bee” and quickly becoming a favorite with everyone who tries this new apple. Our staff and SugarBee® growers held “Meet the Grower” events at numerous retail outlets in Washington, Oregon, California, Pennsylvania, and Arkansas this last year and took along the SugarBee® mascot. Consumers enjoyed talking with growers and the introduction to this new apple.

Chelan fresh also grows and markets the miniature Rockit® apple. Sold in a



The miniature Rockit® apple, is sold in a tub and is called a “Millennial Mom’s cookie jar.”

Chelan Fresh became a member of TPM in 2015. Since that time, we have taken the opportunity to participate in the TPM sponsored webinars and presentations and have found them to be very insightful. TPM has become our go to team for First Aid training annually. Kyle Phelan does a great job presenting a hands-on training in a concise manner. When we reached out to TPM for Active Shooter training, Cole Craven was only too happy to bring the training to our staff in Chelan and Yakima. Chelan Fresh is proud to be a member of the TPM family.

Vickie Short, HR Director

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Chelan Fresh has also joined with other sales companies in Washington and New York states to grow and sell the KORU® apple that originated in New Zealand and is now grown in the United States.



Red ripe fruit ready for harvest, then out to market.

Chelan Fresh farmers and warehouse operations continue their commitment to innovation and sustainability. It makes sense to be a good steward of their resources so they can continue to produce high quality fruit for future generations. As the industry has become more modernized in its ability to quantify inputs and outputs; farms and warehouse operations have adopted these practices to not only make them more sustainable, but also more efficient.

Warehouse operations such as Gebbers Farms, Crane and Crane, Chelan Fruit, Borton Fruit and Columbia Valley Fruit continue to create opportunities to significantly upgrade and re-build facilities to make their operations more technologically advanced and sustainable.

Innovation also makes sense, and when growers re-plant orchards, they do so with new high-density farming techniques that allow higher yields per acre. Smaller trees planted closer together use less water per acre, are ergonomically trained on trellis systems, and use less plant nutrients to create a smaller carbon footprint while producing higher quality fruit.

Follow on Facebook, Instagram, and Twitter for more updates, yummy recipes, and thoughtful insights into all of the pieces that make up Chelan Fresh sales, fruit growing and packing operations.



Sugar Bee and grower Kevin Stennes promoting the SugarBee® in area stores.



Growers Al and Suzanne Parsley with Sugar Bee on the road promoting the new SugarBee® apple.



Cucumber and pear gazpacho is one of the easy recipes that can be found on the Chelan Fresh website: <https://www.chelanfresh.com>. Keep up with the company at their other sites: sugarbeeapple.com, and orondoruby.com.

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