

## Cherries Just Right: Felicia Harper's Sweet Success with a Unique Niche



In the picturesque rolling hills of Michigan, amidst lush orchards and vibrant farmland, a unique and delectable enterprise has taken root. Cherries Just Right, founded by the passionate and dedicated Felicia Harper, is a

testament to the power of finding an untapped market and turning a love for a specific fruit into a thriving business.

## The Genesis of a Cherry-Focused Dream

Felicia's journey with cherries began as a childhood delight. Growing up on her family's farm, she spent countless hours exploring the orchard, tasting the sweet and juicy cherries that hung from the trees. As she grew older, her love for cherries only deepened, and she became fascinated by their versatility and health benefits.



### Cherries-Just Right! by Felicia Harper

★★★★★ 5 out of 5

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In 2010, after graduating from college with a degree in marketing, Felicia decided to embark on a path less traveled. Inspired by her childhood memories and fueled by a deep-seated passion for cherries, she founded Cherries Just Right. Her mission was to bring the exceptional taste and nutritional value of cherries to a wider audience, while also supporting local farmers and promoting sustainable agriculture.

## Niche Marketing: A Recipe for Success

Felicia's decision to focus on cherries as her niche was a strategic move that set Cherries Just Right apart from competitors. In an industry

dominated by large-scale producers, she identified an underserved market: consumers seeking high-quality, locally grown cherries in a variety of forms.

By specializing in cherries, Felicia could offer a level of expertise and attention to detail that larger companies often lacked. She meticulously sourced her cherries from local farmers who shared her commitment to sustainable practices and ethical growing methods. Each batch was carefully inspected to ensure it met her exacting standards for size, sweetness, and freshness.

## **Cherries in Every Form**

Cherries Just Right offers an array of cherry-based products designed to cater to the diverse tastes and needs of its customers. Whether you prefer to savor the fresh, juicy fruit whole, indulge in delectable cherry pies and pastries, or sip on refreshing cherry juice, Cherries Just Right has something for everyone.

The company's signature product is its freshly picked cherries, available in season from June to August. These plump, sun-ripened cherries are bursting with flavor and can be enjoyed on their own or used in a multitude of culinary creations.

For those who crave the taste of cherries throughout the year, Cherries Just Right offers a range of frozen and dried cherries. These versatile products retain the same nutritional value and delicious flavor as fresh cherries, making them an ideal addition to smoothies, baked goods, and trail mixes.

For a sweet and satisfying treat, Cherries Just Right's cherry pies and pastries are simply irresistible. Using only the finest ingredients and traditional recipes, these delectable creations offer a taste of homemade goodness. From classic cherry pie to flaky cherry turnovers, there's a cherry pastry to satisfy every craving.

And for those who appreciate the health benefits of cherries, Cherries Just Right's 100% pure cherry juice is the perfect choice. This nutrient-rich beverage is packed with antioxidants, vitamins, and minerals, making it a delicious and healthy way to boost your overall well-being.

### **Community Impact: Cherries with a Purpose**

Beyond its commitment to providing exceptional cherry products, Cherries Just Right is deeply involved in the local community. Felicia believes that businesses have a responsibility to give back to the communities they serve, and she has made community outreach a cornerstone of her company's mission.

Cherries Just Right actively supports local farmers by providing them with a fair and reliable market for their cherries. The company also partners with organizations that promote healthy eating and nutrition in underserved communities.

Through its "Cherries for a Cause" program, Cherries Just Right donates a portion of its proceeds to charitable organizations that support children and families in need. This program has helped provide meals, educational supplies, and other essential resources to those in the community who need it most.

## **Felicia Harper: A Trailblazer in the Fruit Industry**

As the founder and CEO of Cherries Just Right, Felicia Harper has become a respected figure in the fruit industry. Her dedication to providing high-quality cherries, her commitment to sustainable practices, and her passion for giving back to the community have earned her widespread recognition and admiration.

In 2020, Felicia was named one of Michigan's "Top 50 Women in Business" by the Michigan Celebrates Small Business program. She has also received numerous awards for her entrepreneurial spirit and her contributions to the agricultural community.

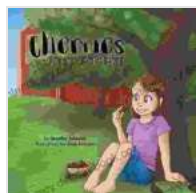
Felicia's success with Cherries Just Right is a testament to her unwavering belief in her dream and her ability to identify and fill a gap in the market. Her journey serves as an inspiration to aspiring entrepreneurs and a reminder that with passion, perseverance, and a commitment to excellence, anything is possible.

## **Cherries Just Right: A Sweet Success Story**

Cherries Just Right has become a thriving enterprise that delights customers with its exceptional cherry products and supports local farmers and the community. Felicia Harper's unique niche marketing strategy, her commitment to sustainability, and her passion for sharing the joy of cherries with others have been integral to the company's success.

As Cherries Just Right continues to grow, Felicia remains dedicated to her mission of providing the highest quality cherries while making a positive impact on the community. Through her unwavering passion and

commitment, she has created a sweet success story that will continue to inspire for years to come.



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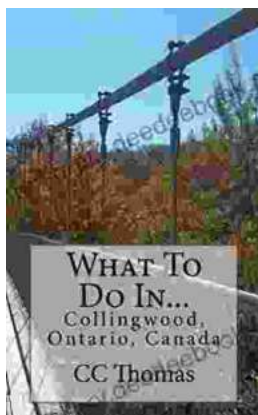
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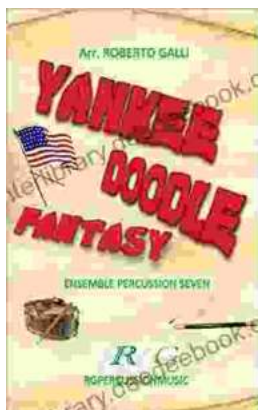
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