



Media Release, November 2014

Cherish every moment this summer

Luscious local cherries are here! Cherries signify the taste of summer like no other fruit. However, the Australian cherry season lasts only 100 days so we are urged to cherish the moment with this summer's bountiful harvest. There are some great varieties available, and containing only 250 kilojoules (60 calories) per 100 grams and virtually no fat, Cherries are a guilt-free treat that can be enjoyed at any occasion.

"With this season's bumper crop, everyone should be able to purchase good quality cherries for the whole family to enjoy. We'd love to see everyone having fun and enjoying cherries this season," says Alison Jones, president of the Victorian Cherry Association.

Victorian cherry season launch event – pips will be flying!

A free public celebration of the 2014 Victorian Cherry Season will be held on Saturday 29 November between 10.30am and 12.30pm at Market Square, Dandenong Market. It will be racy, fast, comical and brimming with excitement!

Under the watchful eye of competition compere Russell Bald, Dandenong Market's resident chef, contestants will go head to head to see who can spit their pip the furthest to be crowned Victorian Cherry Pip Champion for 2014.

The lucky winner will take home the highly prized trophy of an Empire Red KitchenAid Stand Mixer (RRP \$779). Come along and have a go! While you're at it you can taste some farm fresh cherries, find out where they are grown and buy some from friendly local market traders at Dandenong Market.



Event Snapshot

Date: Saturday 29 November

Time: 10.30am – 12.30pm

Location: Dandenong Market, Cnr Clow and Cleeland Streets

Cost: This is a free event open to the public

Cherry facts

- The Australian Cherry Season is here and lasts only 100 days.
- Australian cherries are produced in six states - VIC, TAS, NSW, SA, WA and QLD.
- There are six cherry growing regions in Victoria – Yarra Valley & Ranges, Mornington Peninsula, Upper Goulburn Valley, Northeast Victoria, Macedon Ranges and the Victorian High Country.
- The Victorian Cherry Season extends from November to February with the peak supply commencing in November.
- Australia produces an average of 12,000 tonnes of cherries annually.
- Cherry prices vary according to the time of the season, size and quality of fruit.
- Approximately 80 percent of Australian cherries are consumed on the domestic market and 20 percent are exported.

The healthy summer snack

- A good source of Vitamin C with potassium and fibre too, Cherries are the healthy summer snack.
- With only 250 kilojoules (60 calories) per 100 grams and virtually no fat, Cherries offer guilt-free indulgence.
- Cherries are also the richest source of certain anthocyanins, a type of antioxidant responsible for the deep red colour that has been linked to a variety of health benefits.

Cherry recipes

Check out the following delicious Cherry recipes featured at www.australiancherries.com.au (images available upon request)

- For starters or gatherings try [Cherry and Chorizo Tapas Plate](#)
- Enjoy salad freshness with [Cherry Quinoa Salad with Lamb](#) and [Zesty Cherry Salad with Salmon and Walnuts](#)
- Get your just desserts in a good way with [White Chocolate Cherry Pannacotta](#) or try [Very Cherry Trifle](#). [Black Forest Cup Cakes](#) are great to serve with coffee or tea – or why not gift package individual cakes surrounded by extra cherries for a special gift?
- Looking for a festive drink to add to the mix? Try [Cherry Sangria](#) and [Coffee Cherry Martini](#).

Out and about for family fun

There are plenty of 'pick your own' or 'buy at the farm gate' cherry farms in Victoria offering a delicious visitation experience. You may be visiting friends or family in these regions or holidaying nearby. Why not make cherries a part of the holiday cheer?

You'll find the following farms listed on the [Victorian Harvest Trail Guide](#):

- Koala Country Orchards at 6547 Maroondah Hwy, Yark
- Johnson Brothers at 605 Beenak Road, Seville
- Wandin Valley Farms at 75 Wellington Road, Wandin North
- CherryHill Orchards at 474 Queens Road, Wandin
- Big Fella Orchards at 38 Boundary Rd, Coldstream
- Chappies at 21 Parker Road, Silvan
- Blue Hills Berries & Cherries at 27 Parker Road, Silvan
- Oaksun Cherries at 77 Monbulk-Seville Road, Wandin East
- Mt Gisborne Cherries at 425 Mt. Gisborne Road, Gisborne
- Red Hill Cherry farm at 61-69 Prossors Lane, Red Hill
- Sinclair Orchards at 1 Stanley Road, Stanley
- Smith & Sons at 67 Old Hume Highway, Glenrowan

Victorian cherries offer summer fun for all ages and they're good for you too. Whether you take part in the Cherry Pip Competition on the day of the Victorian Launch, purchase some of the red beauties to take home and enjoy or gather family and friends to head out for a day of deliciousness at a local farm to pick your own bounty of cherries, don't put off delighting in summer's harvest. No matter where we are this summer let's make the most of the 100 days that Australian cherries are in season!

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