



Launch of the 2013 Victorian Cherry Season



Snapshot

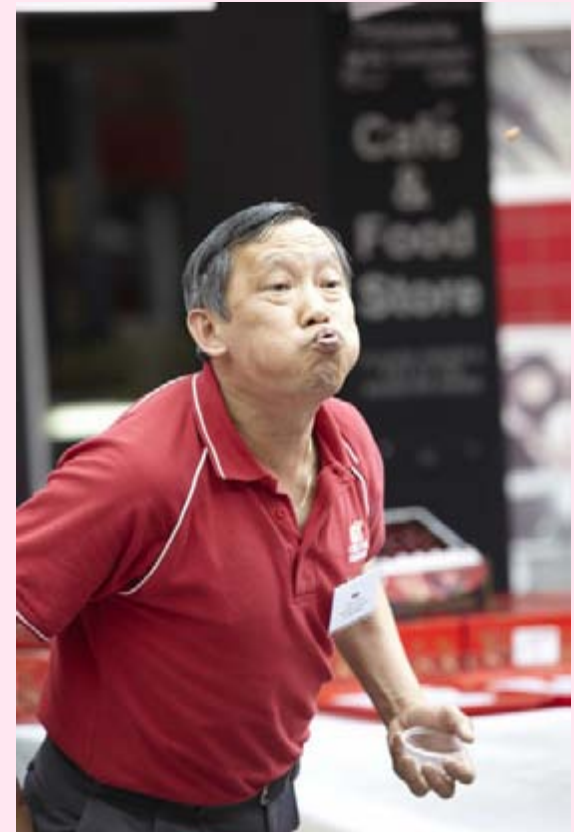
- Vikki Leng Enterprises (VLE) has conducted the VCA Victorian cherry season launch in 2009, 2010, 2011 and 2012
- We have run cooking activities, co-promotions with chefs and sold cherries (thanks to the kind support of VCA growers and families!)



Launch snapshots

- The Cherry Pip Spitting Competition has been the key launch activity capturing the interest of consumers
- The launch event as been staged at Prahran Market (2009), Harvest Picnic (2010 and 2012) and Queen Victoria Market (2012)

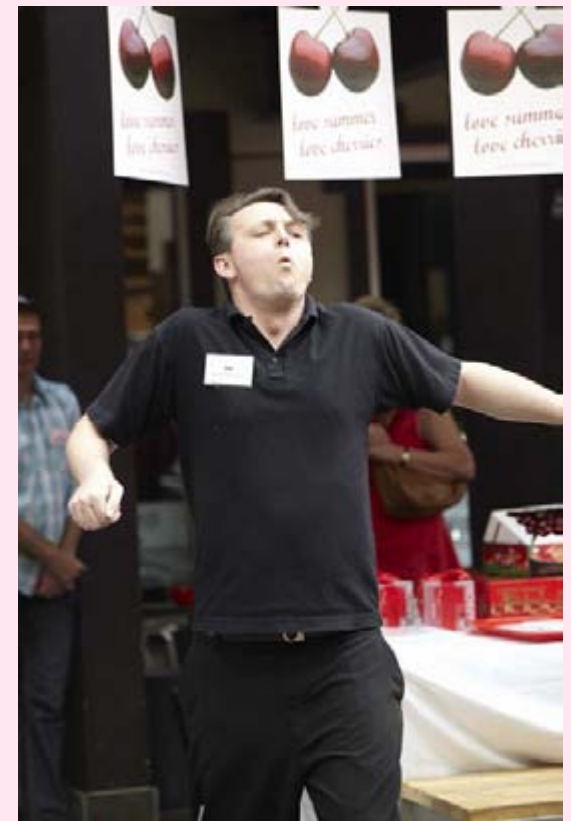
2009 at Prahran Market



2009 at Prahran Market



2009 at Prahran Market



2010 at Harvest Picnic



2010 at Harvest Picnic



2011 at Harvest Picnic



2011 at Harvest Picnic



2011 at Harvest Picnic



Proposed Launch of the 2013 Victorian Cherry Season by Vikki Leng Enterprises (VLE)

2012 at Queen Vic Market



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Victorian Cherry GROWING REGIONS

Pop into one of these cherry orchards to treat yourself to the freshest cherries you have ever tasted!

LEGEND
 Pick your own
 Buy fresh from farm

- Keala Country Orchards**
 Location: 8847 Mooroolbath Hwy TARRY
 "Pride in the quality of the fruit and the care taken in growing them. We offer a wide range of cherry varieties including 'Premier', 'Sweet' and 'Black' cherries."
- Carric Cherries**
 Location: 86 Wilsons Road FLOWERDALE
 "We are a family owned business and have been growing the fruit since the 1950s. We offer a wide range of cherry varieties for you to choose from and we are always ready to provide you with the best quality fruit."
- Johnson Brothers**
 Location: 805 Benack Road DEVILLE
 "Our family has been farming in this area for over 100 years. We are a 3rd generation family with the family name growing cherries, producing quality products since 1950 and still at the heart of the business."
- Wandin Valley Farms**
 Location: 71 Wollington Road WANDIN NORTH
 "While enjoying the beautiful surrounds of the Wandin valley, why not visit our Wandin Valley Farms, where you can purchase your fresh cherries to take home and enjoy! Premium quality and superbly situated!"
- CherryHill Orchards**
 Location: 474 Queens Road WANDIN
 "George Woodhouse founded the first orchard in this beautiful Wandin Valley in 1910. The land remains a family owned business in 2012 and we are proud to produce the highest quality cherries in the Wandin Valley."
- Big Falls Cherries**
 Location: 38 Boundary Rd COLDESBREAM
 "We are proud to produce the highest quality cherries in the Big Falls area. We offer a wide range of cherry varieties for you to choose from and we are always ready to provide you with the best quality fruit."
- Chappies**
 Location: 21 Parker Road SILVAN
 "Chappies is the name of the pick a cherry, we offer you the best quality cherries in the area. We have a wide range of cherry varieties and we are always ready to provide you with the best quality fruit."
- Blue Hills Berries & Cherries**
 Location: 27 Parker Road SILVAN
 "The Chappies family has been growing fruit since 1950 and we are proud to produce the highest quality cherries in the area. We offer a wide range of cherry varieties for you to choose from and we are always ready to provide you with the best quality fruit."
- Oakson Cherries**
 Location: 27 Harbuck's Gravel Road WANDIN EAST
 "Welcome to the home of Oakson Cherry & Berry. Oakson Cherry and Berry has been producing quality cherries since 1950."
- Red Hill Cherry Farm**
 Location: 87-89 Peasebarn Lane RED HILL
 "Red Hill Cherry Farm is the oldest Pick Your Own cherry farm in Victoria. We have been growing cherries since 1910 and we are proud to produce the highest quality cherries in the area. We offer a wide range of cherry varieties for you to choose from and we are always ready to provide you with the best quality fruit."
- Mt Gisborne Cherries**
 Location: 423 Mt. Gisborne Road GISBORNE
 "We grow our quality Victorian cherry varieties, including our 'Sweet' and 'Black' and have recently added our 'Premier' variety. We are proud to produce the highest quality cherries in the area."
- Smith & Sons**
 Location: 47 Old Home Highway ISLEWOOD
 "Smith & Sons is a family owned business and we have been growing the fruit since the 1950s. We offer a wide range of cherry varieties for you to choose from and we are always ready to provide you with the best quality fruit."

Cherries
 The Victorian Cherry Association
www.cherries.org.au



2013 Launch

1. Synchronise with the national campaign
2. Send local media release, cherry pack and board game to key Melbourne media
3. Run Cherry Pip Competition at Queen Victoria Market (QVM)
4. Consider staging a life size “Spit or Miss” game adjacent to the Pip Competition to drive consumers to QVM cherry retailers and Facebook
5. If mobile life size game available run “Spit or Miss” **pop up games** with contrasting targets such as school of ballet, William Angliss Institute chefs, mechanics workshop – get each target to post on Facebook, instagram and tweet



2013 Launch

1. Roll out cherry week at QVM.
2. Consider rolling out cherry week via Markets of Melbourne including Prahran, South Melbourne and Dandenong Markets – as well as QVM (pegging into their communication networks).
3. Be ready to respond to impromptu opportunities for greater radio, TV, e-news and social media coverage.



2013 Launch budget items

- Large scale signage for event including large map of Victorian Cherry Regions
- Local media engagement and social media posts
- Venue liaison, planning, communication, coordination and event management
- Event equipment hire including sound production
- Event staffing
- Photography
- Retailer engagement and cherry week promotions
- Expenditure not to exceed that of 2012.
- A detailed proposal and budget to be submitted once this broad plan is approved by the VCA.