

# Sweet Summer Celebration of Cherries

The appearance of cherries on the market is a sure sign that summer is not far away, and conjures up thoughts of getting outdoors and celebrating the festive season with family and friends.



## Victorian Cherry Trail

What better way to celebrate summer than gathering up family and friends and heading out to a cherry orchard to meet the growers, pick your own cherries or buy farm fresh cherries?

To make it easy for everyone to find cherry orchards that are open to the public, the Victorian Cherry Association has produced the Victorian Cherry Trail, which is available for viewing and downloading at [www.cherries.org.au](http://www.cherries.org.au).

The Victorian Cherry Trail includes 13 cherry orchards and businesses located in four cherry growing regions in Victoria: Upper Goulburn Valley, Yarra Valley & Ranges, Macedon Ranges and Mornington Peninsula.

*"We hope everyone has the chance to visit at least one cherry orchard this summer to meet our hardworking growers, enjoy a first hand experience of cherries and take home delicious farm fresh cherries. The Victorian Cherry Trail is a snapshot of cherry businesses open to the public. We have included live links to key information for each business including to the address so you can easily find your way there,"* says Alison Jones, President of the Victorian Cherry Association.

*"In terms of the season's forecast, this year looks on par with one of our better years, with plenty of good quality fruit for us all to enjoy. The Victorian cherry season begins in most areas about the first or second week of November and continues through until early February. Peak season is in the weeks leading up to Christmas, making it easy to add a special touch to festive dining.*

*Whether visiting a cherry orchard, your local market, greengrocer or supermarket, watch out for boxes of cherries in a variety of sizes to suit your needs. And what better gift when visiting family and friends than a box of sweet and juicy cherries!*

*Apart from the domestic market, the big news for our industry this year is that we gained back access into Vietnam. So we will hopefully have a very successful supply program for the whole of the Australian cherry industry."*

## Social Media Hashtags

When posting on social media please use hashtags [#australiancherries](#) [#victoriancherries](#)

## Industry Snapshot

- Australian cherries are produced in six states – Victoria, Tasmania, New South Wales, South Australia, Western Australia and Queensland.
- New South Wales, Victoria and Tasmania are the three largest producers of cherries in Australia
- In Victoria there are six cherry growing regions: Yarra Valley & Ranges, Mornington Peninsula, Upper Goulburn Valley, Northeast Victoria, Macedon Ranges and the Victorian High Country.
- Australia produces 13-15,000 tonnes of cherries annually depending on seasonal conditions.
- Approximately 80% of Australian cherries are consumed on the domestic market and 20% are exported.
- The current per capita consumption level of Australian cherries is approximately 600g per annum.
- Exports of cherries have steadily increased each year from 2011-12 to 2015-16, rising from \$16 million to \$76 million.
- In 2015-16 Australia exported over 5,600 tonnes of cherries.
- Exciting news for cherry growers is that trade has once again opened between Australia and Vietnam.
- Australia also exports cherries to China, Hong Kong, Malaysia, India, Indonesia, Taiwan the Middle East, Japan and Korea.

## Contacts

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