

# 2018 Victorian Cherry Association Season In Review



**Date:** 9.30am - Friday, 11th May 2018 *(Registration opens at 9.00am)*  
**Venue:** Yarra Valley Cherries  
585 Victoria Rd, Seville

On the 11th of May the Victorian Cherry Association will hold its annual Season in Review at Yarra Valley Cherries in Seville.

The day will feature an array of notable guest speakers:

- Tom Eastlake - CGA President: *National Overview/Future of CGA/Export Update/National Fruit Fly Strategy*
- Dr. Dugald Close – Ass. Professor in Horticulture: *Symposium in Japan*
- Bronwyn Koll - QFF Regional Coordinator Yarra Valley - *Update*
- Tim Jones & Martin Sebire - *“A Chile Perspective”*
- Simon Mandelbaum, Category Manager, Coles Supermarket - *“A supermarket perspective on the cherry category.”*

**Register online now \$80.00**

**<https://www.trybooking.com/377370>**

*Registration includes full day attendance, morning tea and lunch.*

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**Cherries**  
The Victorian Cherry Association

# 2018 VCA Season In Review Program

Yarra Valley Cherries, 585 Victoria Road, Seville

|                     |  |
|---------------------|--|
| 9.00 am to 9:30 am  | Registration   |
| 9.00 am to 9.10 am  | Conference Welcome – Alison Jones, Victorian Cherry Association President  |
| 9:10 am to 9.30 am  | Bronwyn Koll - QFF Regional Co-Ordinator for Yarra Valley - “ <i>Yarra Valley QFF Update</i> ”   |
| 9.30 am to 10.00 am | Tim Jones/Martin Sebire- “ <i>A Chile Perspective</i> ”  |
| 10.00 am—10.45 am   | Tom Eastlake - CGA President: <i>National Overview/Future of CGA, Export Update, National Fruit Fly Strategy</i>                             |
| 10.45 am – 11.00 am | Morning Tea  |
| 11.00 am - 11.45 am | Dugald Close, Associate Professor in Horticulture - “ <i>Symposium in Japan</i> ”  |
| 11.45 am—12.00 pm   | VISY/GLAMA Pak - Proud supporters of the Victorian Cherry Association.   |
| 12.00 pm – 12.30 pm | Simon Mandelbaum, Category Manager, Coles Supermarket - “ <i>A supermarket perspective on the cherry category.</i> ”                         |
| 12.30 pm – 1.30 pm  | Lunch  |
| 1.30 pm – 2.30 pm   | Season in Review: <i>Popular Q&amp;A interactive style forum.</i>  |
| 2.45 pm             | Orchard Tour— Opportunity to Tour <i>Yarra Valley Cherries</i> , an Australian owned and operated premium cherry orchard located in Seville. |
| 4.00 pm             | Close of Day   |



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