



MEDIA RELEASE
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AUSSIE CHERRY GROWERS SET TO DELIVER SWEET SUMMER

Cherry-lovers across the nation are set to enjoy a sweet summer with growers of the ruby red gems from Young to Manjimup, and everywhere in between, predicting an abundant, high-quality crop of ripe, juicy fruit come November.

Excellent winter weather and good soil conditions have helped deliver promising early fruit development giving hard-working growers the expectation of a strong flowering followed by a full crop. The winter rains have also set up water storages, providing much needed security for the season ahead.

President of Cherry Growers Australia, Andrew Smith, said all signs are pointing towards a bumper harvest of around 13,000 tonnes of fruit.

“At this stage, we find ourselves at the starting grid, in pole position with the race about to begin. The outlook is as good as we could hope for so, as long as the weather holds, there should be plenty of luscious local cherries to enjoy throughout the short but sweet season, which only lasts for around 100 days,” said Mr Smith.

“Consumers should look for plump glossy cherries with relatively smooth, unblemished skin. Bright green stems in good condition are also indicative of healthy fruit,” he said.

CEO of Cherry Growers Australia, Simon Boughey, said the fruit is an absolute summer favourite both here and afar, with 80 per cent of the crop being eaten by local consumers and 20 per cent gobbled up overseas.

“Thanks to great demand, our industry is on a growth curve but to sustain increased production and help support regional economies through jobs and investment, we need local consumers to continue to embrace the Aussie cherry season,” he said.

Mr Boughey said cherries can genuinely lay claim to the much-coveted ‘superfruit’ tag making them the perfect everyday summer snack and a brilliant edible Christmas present.

“Cherries are a good source of Vitamin C, contain zero fat or cholesterol and are packed full of antioxidants so they have fantastic health credentials. Research suggests that other phytonutrients contained in cherries may even offer protection against heart disease and ease arthritis pain, so there’s no excuse not to be eating this gorgeous fruit,” he said.

“A box of Australian cherries is a fantastic gift idea as it’s something the whole family can enjoy. You can tuck in to a them fresh as a picnic treat, at the beach or at home on a hot afternoon or incorporate them

into a healthy fruit salad. They make a fantastic addition to a range of desserts and can be used in savoury dishes, teaming well with fish, roast duck and lamb in particular, so they are a truly versatile fruit," said Mr Boughey.

Australian cherries will be available from early November to February with supply peaking in December, just in time for Christmas, and January.

Key growing regions include Young, Orange and Bathurst in New South Wales, the Dandenong Ranges and Goulburn Valley in Victoria, the Adelaide Hills and the Riverland area of South Australia, the Huon Valley and Derwent Valley in Tasmania, and the elevated south west region of Western Australia.

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For more information, please visit www.australiancherries.com.au or www.facebook.com/cherrygrowers

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