

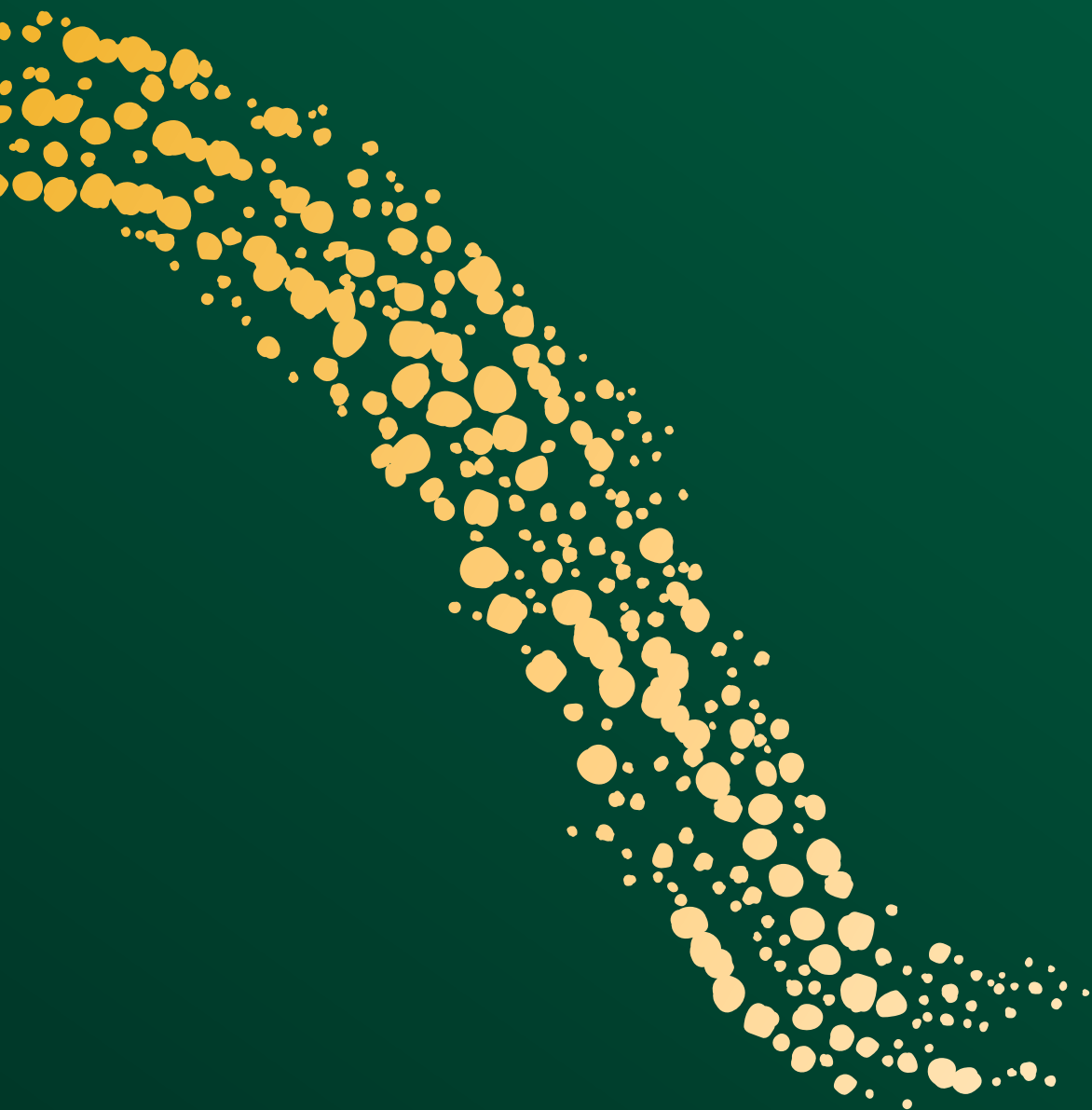


AUSTRALIA

Australian Cherries

Treat yourself to our fresh luscious cherries





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Acknowledgement of country

In the spirit of reconciliation we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Honey & Fox





Introducing Australia's Cherry Industry

Australian cherries, full of juicy goodness and loved around the world - straight from the tree to the plate

Grown in some of the most spectacular natural landscapes in the world. From granite mountains to desert oases to cool abundant volcanic soils, the variety of Australian cherries is as distinctive as its regions.

With the first cherry trees planted in the late 19th century, Australia now has 200 cherry growers many of whom are multi-generational family-owned businesses. Using the knowledge that has been passed down through generations ensures Australian cherries are grown sustainably and to strict quality and safety standards.

Today, Australia's cherries are some of the most sought after in the world because of our reputation for high quality, premium fruit that is firm, sweet and good for you

The Australian cherry season is short, starting at the end of October and finishing in late February. There are 40 varieties grown and each variety is harvested over a one to two week period. Harvesting and transport to market happens quickly.

Innovation is part of the Australian cherry industry's DNA. State of the art technology and processes means that our cherries are freshly picked, packed and dispatched to arrive in Asian markets within 72 hours.

Growing international demand is driving cherry production expansion. Australia produces over 20,000 tonnes of cherries every year and exports over 4,700 tonnes to 41 countries.

It goes without saying that buyers can be confident that Australia's cherries meet the strictest standards for safety, sustainability and quality.



Grown in ideal conditions



Over 40 varieties



Exported to 41 countries



Healthy and nutritious



Technology and innovation



Safe and trusted source



Ideal Growing Environment



Our premium cherries are grown in the safest environment with the cleanest air, soils, and water

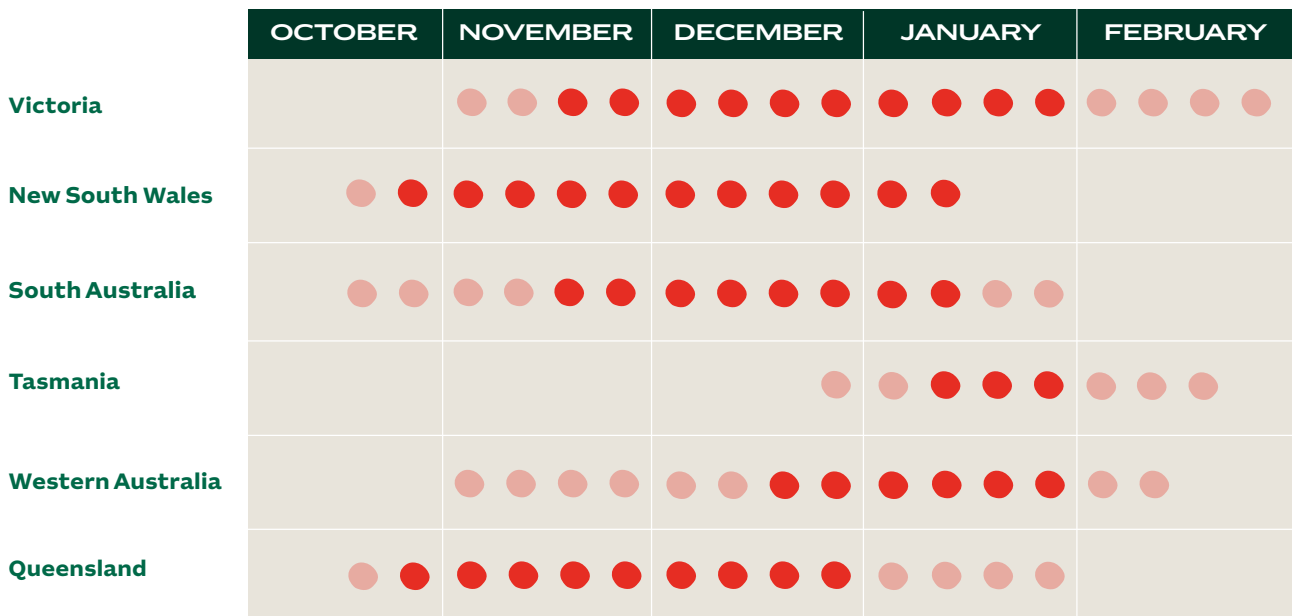
From the humidity of Queensland to the dry Victorian Sunraysia region and the temperate climate of Tasmania – the variety of Australian cherries is as distinctive as its regions.

The different cherry varieties grown in Australia display unique characteristics that reflect our various regional climates, rainfall and soils. These climate differences mean production can be staggered, providing a longer period of supply.

More than 20,000 tonnes of Australia’s premium cherries are picked, packed and sold each season.

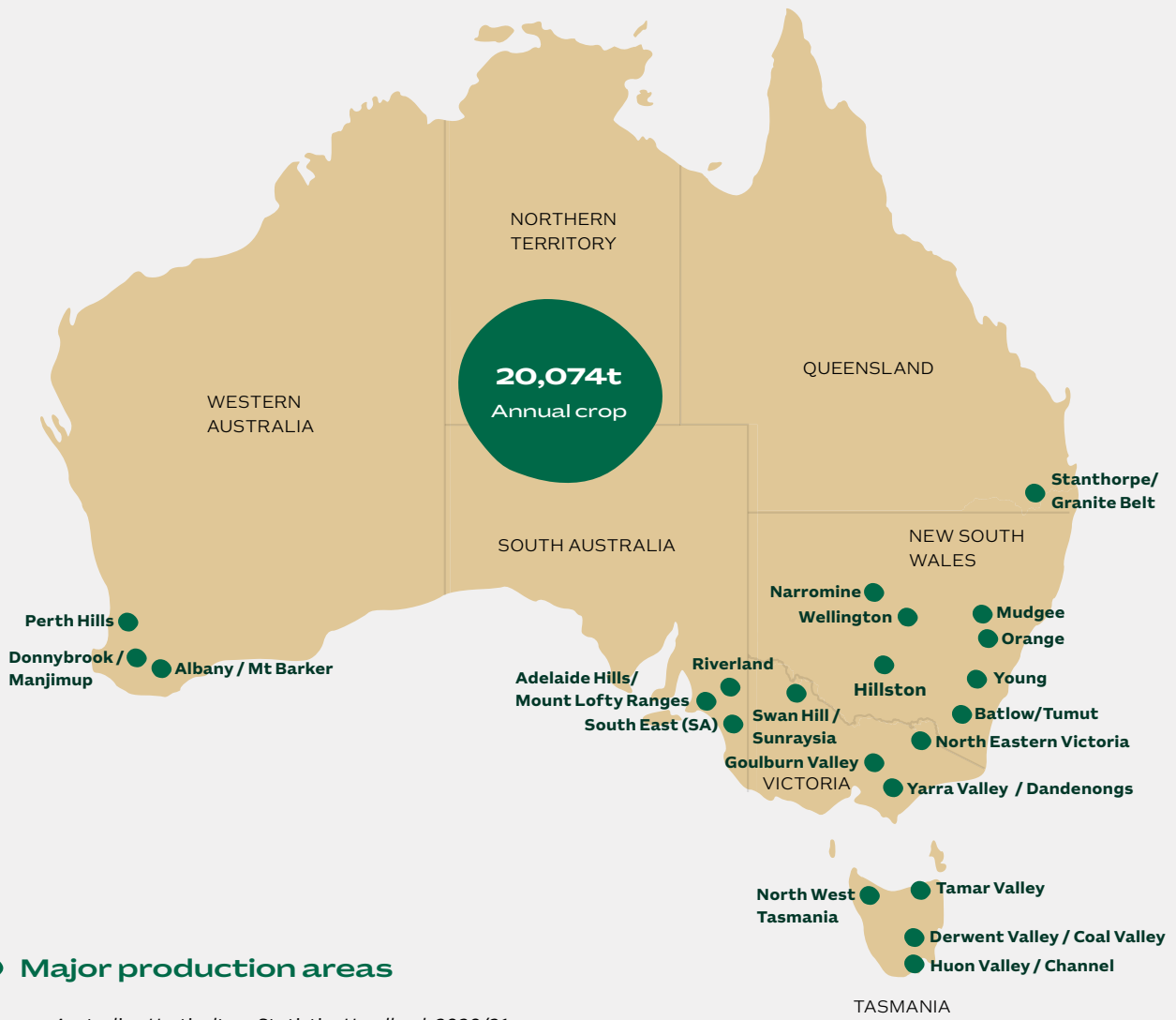
Australia’s cherry season is short. Spanning our spring and summer months, the first cherry harvest starts in October in the eastern mainland states and extends through to late February. The majority of cherry crops are harvested during December and January.

Harvest windows



● **Darker shades represent main crop volume**

Source Cherry Growers Australia Inc.



● Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



Tasmania

Cherries in Tasmania have a long gentle growing period which allows the fruit to develop slowly and become full flavoured. The Tasmanian cherry season commences in late December and continues through to mid to late February. The peak of production is mid to late January.



New South Wales

The cherry season in New South Wales starts mid to late October and continues through Christmas finishing around mid January. A number of varieties and growing areas are used to achieve this extensive spread in fruit maturity.



South Australia

There are three cherry production areas in South Australia. The major one is the Mount Lofty Ranges (commonly referred to as the “Adelaide Hills”). The other two are located in the Riverland region and the South East of South Australia. The main production season is mid November to mid January, with some early varieties starting in mid October (Riverland). The season can last until late January with the newer later maturing varieties.



Western Australia

The main cherry growing regions in Western Australia are located in a narrow growing belt stretching from Donnybrook to Pemberton in the south west of the state. The main production season is mid December to late January, with some early varieties starting in early November and with later varieties available until February.



Victoria

The main production season is mid November to late January, with some early varieties starting in early November and later varieties lasting until the end of February. Because of the wide range of climate growing areas local growers can produce fruit for about three months of the year from November to February.



Queensland

The main cherry growing area of Queensland is the Granite Belt region of south east Queensland, centred around Stanthorpe. The main production season is late October to late December, with some early varieties starting in mid October with later varieties available until late January.





Australian Cherry Varieties



Bursting with flavour and goodness, Australian cherries signify the taste of summer like no other fruit

More than 40 different varieties of cherries are grown in Australia which have their own unique properties and seasonality.

There are 25 varieties exported, including Bing, Lapin, Sweetheart, Ron, Skeena, Regina, Royal, Simone and Kordia.

There are also white cherry varieties including Stardust, Rainier and Royal Rainier.

With so many premium cherries on offer, consumers are sure to find a variety that stimulates their tastebuds and delights their senses

Perfect for a summer picnic, lunchbox treat or festive family feast.

Sweet Cherry

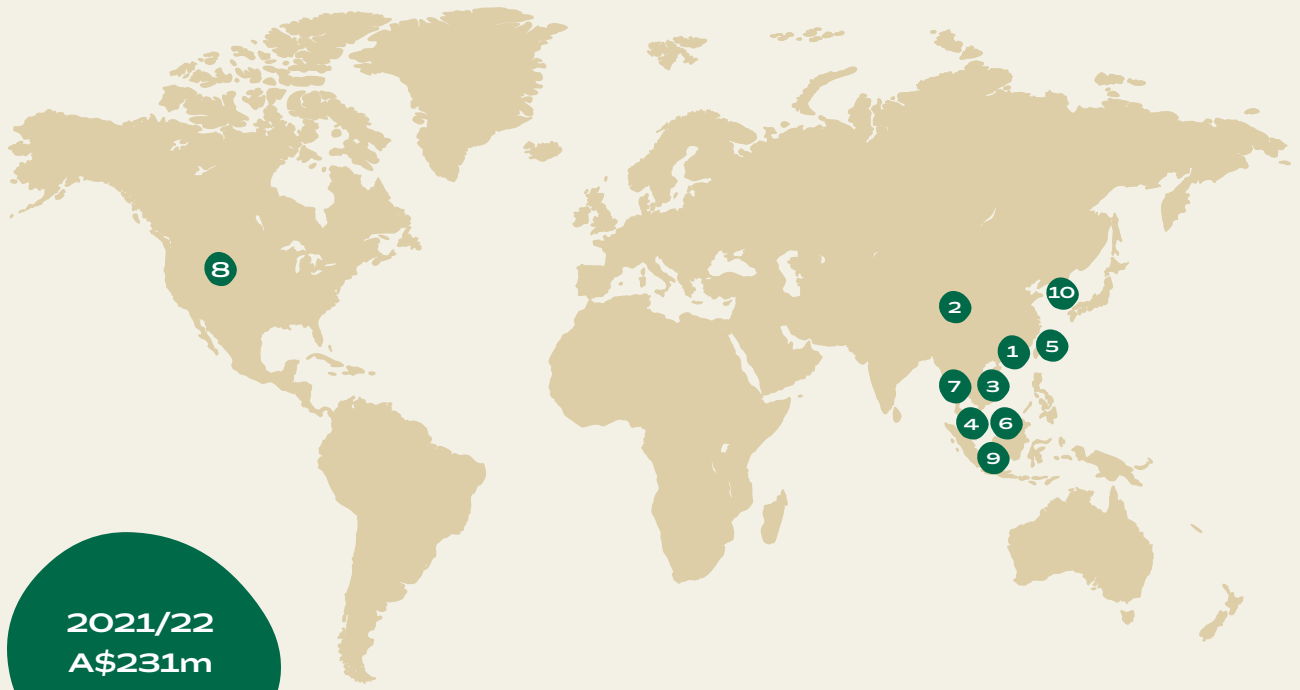


Each variety crops for only a week or two and differ slightly in terms of size, flavour, firmness and colour.

White Cherry



Another sweet cherry variety is the less common 'white' cherry, which has a beautiful creamy-yellow skin with a red blush.



2021/22
A\$231m
20,000t

Top export markets

- 1 - Hong Kong
- 2 - China
- 3 - Vietnam
- 4 - Singapore
- 5 - Taiwan
- 6 - Malaysia
- 7 - Thailand
- 8 - United States
- 9 - Indonesia
- 10 - South Korea

Straight from the tree to the markets of Asia – all within 72 hours



Growing Global Demand



The Australian cherry is a delight – it looks good, tastes good and is highly sought after across the globe

Australia produces approximately 20,000 tonnes of cherries annually, valued at A\$213m.

Australian cherries have a reputation for premium quality that meets and exceeds the requirements of even the most discerning buyers. With over 40 varieties, Australian cherry exporters can satisfy many different preferences in taste, colour and flavour.

Currently, 23% of Australian cherry production is exported to 30 countries, mainly to destinations such as Hong Kong, China, Vietnam, Singapore, Taiwan, Malaysia, Thailand, United States, Indonesia and South Korea.

The industry is strongly focused on long-term sustainability and growth, by building existing and expanding to new markets.

Australia has 16 Free Trade Agreements in force that benefit Australian exporters and their overseas customers in major markets. Recent trade and economic partnership agreements negotiated between Australia and other international markets are focussed on making Australian fruit and vegetables even more competitive.

The world loves Australian cherries so much that we have significantly increased our exports in both in volume and value

Australian exports of cherries are highly sought after across the globe but even more so in Asia. Our dedicated cherry growers put their customers first and our cherries are picked, packed and delivered to Asian markets within 72 hours.

Australian cherries are made for giving

Our premium cherries are sought after for special occasions and gift giving.

Cherries are available at Christmas and Chinese New Year and make a perfect gift. The colour red has special significance in some cultures. For example, red symbolises joy, vitality, long life and happiness in China. It is also thought to bring luck, recognition and fame. In India, red represents love, commitment, strength and bravery.

A range of unique gift boxes to suit every occasion are available.

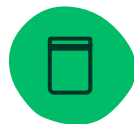
Pack sizes and formats



Gift boxes: 10x 1kg and 6 x 2kg



Pre-pack punnets: 16 x 500g



Consumer ready, press-to-seal bags: 12 x 680g



5kg boxes



8kg bags

Nutrition and Health Benefits



Australian cherries not only taste delicious but are very good for you too!

Australian cherries contain vitamins, minerals, antioxidants, fibre and melatonin. Cherries do not contain any fat or cholesterol.

The dark red pigments that give cherries their characteristic colour and provide various health benefits are from powerful antioxidants called anthocyanins.

Anthocyanins are believed to be good for heart health and reduce inflammation.

A one-cup serving of Australian cherries (10-12 cherries) contains:

- More anthocyanins than raspberries, blackberries and blueberries, elderberries and strawberries.
- 16% of vitamin C requirements, fibre, potassium and antioxidants.

Cherries also contain high levels of melatonin, which can help you get a good night's sleep.

Vitamins		
Amounts Per		% RDI*
<i>servings = 1 cup with pits or 138g</i>		
Vitamin A	88.3 IU	2%
Vitamin C	9.7mg	16%
Vitamin D	-	-
Vitamin E (Alpha Tocopherol)	0.1mg	0%
Vitamin K	2.9mcg	4%
Thiamin	0.0mg	2%
Riboflavin	0.0mg	3%
Niacin	0.2mg	1%
Vitamin B6	0.1mg	3%
Folate	5.5mcg	1%
Vitamin B12	0.0mcg	0%
Pantothenic Acid	0.3mg	3%
Choline	8.4mg	-
Betaine	-	-

Source: Self Nutrition Data

*% recommended daily intake

Minerals		
Amounts Per		% RDI*
<i>servings = 1 cup with pits or 138g</i>		
Calcium	17.9mg	2%
Iron	0.5mg	3%
Magnesium	15.2mg	4%
Phosphorus	29.0mg	3%
Potassium	306mg	9%
Sodium	0.0mg	0%
Zinc	0.1mg	1%
Copper	0.1mg	4%
Manganese	0.1mg	5%
Selenium	0.0mcg	0%
Fluoride	2.8mcg	-

Source: Self Nutrition Data

*% recommended daily intake

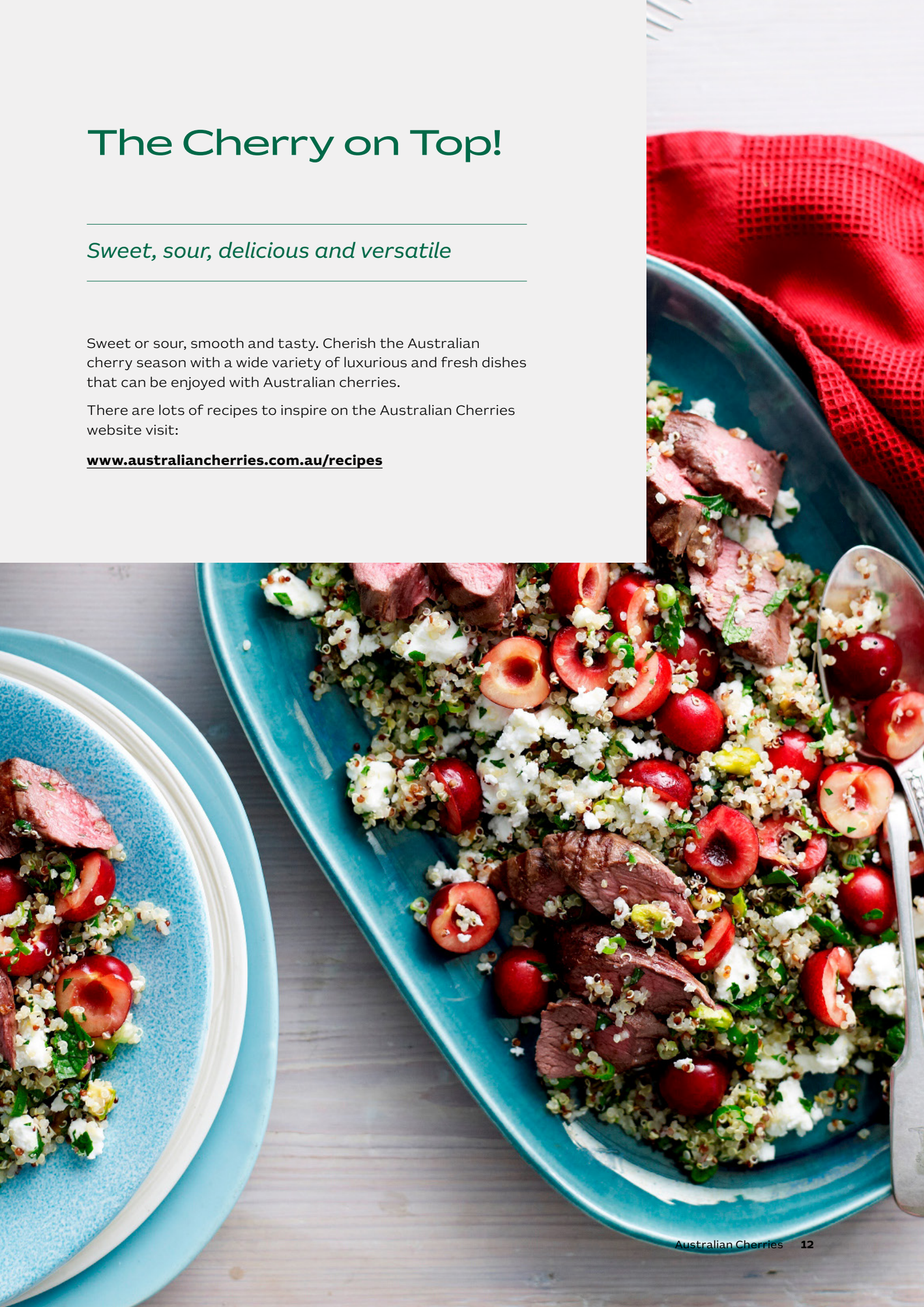
The Cherry on Top!

Sweet, sour, delicious and versatile

Sweet or sour, smooth and tasty. Cherish the Australian cherry season with a wide variety of luxurious and fresh dishes that can be enjoyed with Australian cherries.

There are lots of recipes to inspire on the Australian Cherries website visit:

www.australiancherries.com.au/recipes



Technology and Innovation



Innovative technology that looks to the future

Digital fingerprints

Southern Tasmania's family-owned business, Reid Fruits, has teamed up with the brand and product integrity start-up Laava to prevent counterfeiters from copying Reid's distinctive packaging.

Unlike bar codes or QR codes, Laava's smart fingerprint technology is much harder to impersonate or replicate and much more secure, making it more resistant to counterfeiting. It also delivers detailed brand and product information and interactive experiences to customers.



Laava Fingerprints are designed to enable better experiences, trust and transparency for consumers and to ensure safety and security for brands

- Gavin Ger, Commercial Director, Laava

Real time tracking

Australian cherry customers benefit from world-class supply chain technology, designed to protect quality and safety during transit.

Data about the journey can be provided in real-time, allowing growers to ensure their product is delivered in perfect condition

Real-time analytics give suppliers and logistics managers insights on how to improve supply chain management, ultimately delivering the very best product to the end consumer.



Cherry sorting - optical grading technology

Australian growers use optical grading technology to sort cherries by size, shape and colour and to remove cherries with defects.

Each machine has a number of cameras which are able to see surface and internal defects, used to reject blemished fruit. This allows cherries to be sorted into different grades, or classes such as “export quality”, first, second, or third grade fruit.

World class technology plays a central role in sorting and grading Australian cherries for export

Cherries are moved and sorted using a short burst of air to ensure fruit is not damaged during the packing process.

Immediately after harvest cherries are hydro-cooled and packed on state-of-the-art specialist cherry grading equipment. Cherries are typically packed into 2kg and 5kg cartons designed to meet export market protocols.

This ground breaking technology was first developed in Australia and has seen the cherry industry changed forever.



Australian Cherry Export Specifications

Colour



Cherry 1



Cherry 2



Cherry 3



Cherry 4



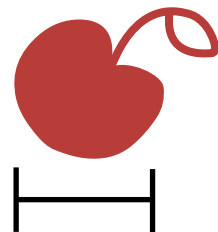
Cherry 5



Cherry 6

Size

- 22mm
- 24mm
- 26mm
- 28mm
- 30mm
- 32mm
- 34mm



Safe and Trusted Source



The Australian horticultural industry's food safety and environmental standards are amongst the highest in the world



Australian Government
Department of Agriculture,
Fisheries and Forestry



Export credentials

The **Australian Government** administers export laws to ensure that exported products meet all Australian and importing country requirements. This maintains the integrity of our cherry exports, Australia's positive relationships with trading partners and our reputation as a reliable exporter of safe and high-quality products.

Biosecurity Standards

A national Biosecurity Management Program facilitated by **Plant Health Australia** has been adopted by the industry to ensure Australian cherries are free from pests and diseases of quarantine concern. The Biosecurity Program in conjunction with a Government approved export Crop Monitoring program and Integrated Pest and Disease Management allows growers to achieve export-ready biosecurity standards.



Food Safety Standards

Australia has very strict food safety standards that apply to retail, wholesale, exporting and processing. These standards are developed jointly by leading Australian retailers and **Food Standards Australia New Zealand (FSANZ)**.



Organic Standards

The Australian Certified Organic Standard is one of the most respected and rigorous standards in the world for organic production ensuring integrity of organic products in the marketplace for consumers.

Australian Grown Horticulture Sustainability Framework

As a nation, we are committed to protect our environment now and for future generations

Nourish & Nurture

Food to nourish people
Plants to nurture communities
Safe, traceable, quality

People & Enterprise

Productive, profitable growers
Safe & ethical work
Leadership & governance
Innovation
Thriving communities
Trade & economic value

Planet & Resources

Water
Landscapes
Climate
Energy
Biosecurity

Less waste

Food waste
Packaging
Farm waste

More Information

Trade & Investment related enquiries:

Australian Trade & Investment Commission

www.austrade.gov.au

Industry-related enquiries:

Cherry Growers Association

www.cherrygrowers.org.au

