



VICTORIAN CHERRY ASSOCIATION

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Media Release

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Enjoy Fresh Victorian Cherries Everyday... And Help to Keep the Doctor Away

Sweet summer cherries will be in abundant supply this year, despite grower setbacks with recent frosts... and that's good news for summer fruit lovers, because cherries are not only a scrumptious seasonal treat, they're also full of health-giving nutrients.

The Victorian Cherry Association advises that despite some adverse weather events earlier in the year, we will be able to enjoy ample supplies of this wonderful summer fruit throughout the season.

But remember, the season is short, running only from November until the end of January, so don't delay!

And it's not just our tastebuds that will be delighted. Cherries are high in antioxidants, low in fat, rich in vitamins and minerals and completely cholesterol-free.

The anthocyanins in cherries are the natural pigments responsible for their glorious red colour. They have a potent anti-inflammatory effect and may benefit people suffering from chronic inflammatory conditions such as arthritis, gout, pancreatitis, or prostatitis, as well as allergic conditions including asthma, hay fever, eczema and hives.

Our bones can benefit from eating cherries as well. That's because cherries are considered to be excellent sources of boron, which coupled with calcium and magnesium has been linked to improved bone health.

When it comes to heart health, cherries are considered a nutritionally significant source of quercetin, a flavonoid that has anti-carcinogenic properties and can also help to prevent heart disease.

We all know that eating more fresh fruit is good for us and can help reduce the risk of developing a variety of diseases. Fresh Victorian cherries are a delicious way to enjoy seasonal fruit and help improve our wellbeing.

Cherries can also be very beneficial when it comes to creating more family time, because there's nothing like a generous bowl of fresh cherries on the dining room table to bring everyone together!

Store cherries in a plastic bag in the fridge unwashed and packed loosely (to minimize bruising), or place them in a shallow container in a single layer and cover with plastic wrap. Wash just prior to eating. Fresh cherries are best eaten within three days of purchase.

To pit cherries, halve with a paring knife and pry out the pit with the tip of the knife, or use a cherry or olive pitter, available in most good home-ware stores.

While prices vary throughout the season, you can expect to pay between \$10.00 and \$20.00 per kilo in store (larger fruit may attract higher prices).

Simple Cherry Delights to Enjoy this Season...

Cherry Lassie

Incorporate fresh ruby red cherries into a breakfast or brunch menu.

Remove the seeds and stems from 1 cup fresh cherries and place into a blender with 3 glasses of yoghurt and 1 cup crushed ice.

Blend till smooth and pour into 4 glasses, sprinkle with a little ground cinnamon, garnish with a whole cherry, and then simply sip and enjoy!

A dollop of cream or ice cream could be added for sheer decadence.

Frosted Cherries

Christmas means cherries, so create an amazing table centrepiece using fresh cherries and your Christmas cake, piled high with beautiful frosted cherries.

Purchase firm, ripe cherries and leaving the stem in place, use a pastry brush to brush the cherries lightly with egg white, roll in caster sugar and allow to dry on a cooling rack.

Decorate your cake with the frosted cherries or alternatively fill a large glass bowl with frosted cherries.

Jellied Cherries

Select four of your favourite glasses, long flutes, large brandy balloons or elegant tumblers.

Remove the seeds from 2 cups of fresh cherries and divide equally between the glasses.

To make the jelly, place 500ml of rose or any sweet wine in a saucepan and gently heat. Meanwhile, soak 6 sheets of gelatine in cold water to soften. Squeeze the gelatine to remove any excess water and place into the slightly warmed wine, stir to dissolve.

Pour over the prepared cherries and refrigerate to set.

Serve as a refreshing summer dessert with a creamy ice-cream.