



Media Release

5 November 2007

The Great Victorian Cherry Trail

The Great Victorian Cherry Trail brochure was produced by the Victorian Cherry Association to promote growers throughout Victoria where consumers can visit and either “*pick your own*” or purchase ready picked Cherries.

The Victorian cherry season starts in early November and continues through until early January. The peak season is in the weeks leading up to Christmas.

Victoria’s cherry growers have rich soils and a moderate climate in order to grow the best cherries for the consumer to enjoy. Most growers have 10 or more varieties which mature throughout the season. Each week one or more varieties are usually available.

“**The Great Victorian Cherry Trail**” brochure is available from Tourist Information Centres throughout Victoria or is available by sending a stamped self-addressed business envelope to the Victorian Cherry Association PO Box 310 Neerim South Victoria 3831.

Media enquiries:

Tony Allen
AAA+ Communication
03 5628 1717
aaa.plus@bigpond.com