



VICTORIAN CHERRY ASSOCIATION

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MEDIA RELEASE

“Cherry Industry hit by frosts”

Cherry growers in the Goulburn Valley, Central Victoria and North East have reported varying amounts of damage caused by the recent frosts.

Mr Tony Allen, Secretary of the Victorian Cherry Association said that growers were advising him of losses varying from light to extreme although as the trees are still blossoming it is a little early to accurately assess losses.

At Mt Bruno in the Warby Ranges of North East Victoria Tony and Marion Rak from Cherrybrook Orchards reported losses of 90-95% in their cherries. They also suffered severe damage to their vineyard.

At Alexandra and Yarck in the Upper Goulburn region growers have reported light to moderate losses. Michael Rouget from Koala Country Orchards said that he has had losses on two blocks but that the main orchard was okay.

Orchards in Cobram and Wangaratta were only reporting light losses. In the Goulburn Valley, where stone fruits have been very hard hit, losses to cherries are evident but at this stage it is still too early to precisely predict losses.

Despite these losses the Victorian Cherry Association wishes to advise consumers that there will still be plenty of cherries available this season. Prices may be a little higher than normal but cherries still represent excellent value for money.

Further information can be obtained from:
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