



## Media Release

25 October 2011

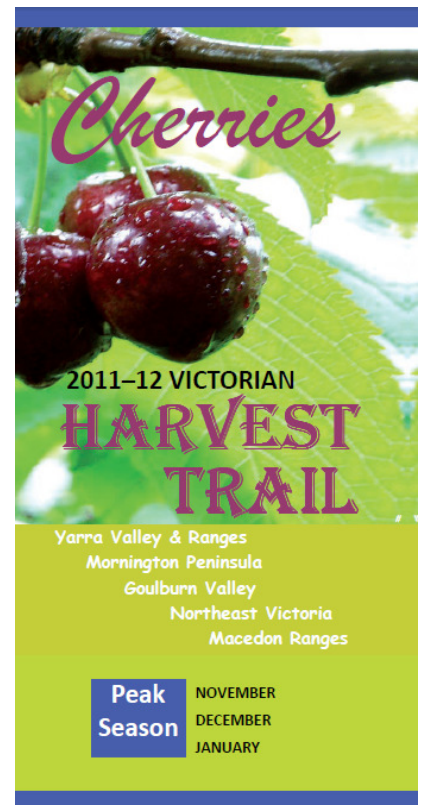
### Victorian Cherry Harvest Trail

**The Victorian Cherry Trail** brochure has been produced by the Victorian Cherry Association to show Victorian Cherry Lovers the best places to visit and either "*pick your own*" or purchase ready packed Cherries fresh from the tree.

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

Victoria's cherry orchards have rich soils and a moderate climate which are ideal for growing some of the best cherries in the world. Cherry Lovers can choose from up to 10 varieties throughout the season. Each week during the season one or more varieties mature so the enjoyment of the Cherry Harvest trail can last for months.

"**The Victorian Cherry Harvest 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 612, Mooroopna, Victoria 3629. The brochure can also be downloaded from website [www.cherries.org.au](http://www.cherries.org.au)



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