

Introduction to  
“Achieving Premium Cherries for  
World Demand”  
&  
Introduction to the  
Tasmanian Cherry Industry

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By Howard Hansen

“Achieving Premium Cherries for  
World Demand”

- Australian cherry production is rapidly increasing
- Will the domestic market handle all the increase in volume if all regions have a clean season ?
- If we accept that a larger % of the crop will go to export what are the customers requirements
- What management practices do we need to employ to ensure fruit is of exportable size and quality

Speakers and Topics

- Ingrid Hofma – LeFresh International is the largest volume exporter of cherries from NZ. She will set the scene by explaining the requirements of international customers
- The speakers after Ingrid will address the topics that need to be considered to ensure we can consistently meet these requirements including, nutrition, physiology, planting systems, pruning and training, use of GA, pest and disease control, and fruit specification to allow sea freight

Introduction to the  
Tasmanian Cherry Industry

- Cherries grown in Tasmania since soon after settlement
- The Smith, Clark, Cripps, Owens and Bond families have concentrated on cherry production for many generations
- Predominantly local market in Tasmania with some exports to mainland from the early 1940's
- Small volume used by H. Jones & Co for processing, mostly jam

Recent Industry Expansion

- Mid to late 1990's potential of cherry industry started to be recognised
- Cool maritime climate and southern latitude mean one of the latest maturing cherry regions in SH
- Cooler growing conditions and longer season assist in the production of larger and firmer fruit

The Past Decade

- Significant new plantings state wide
- North West – Mersey Valley, North - Tamar Valley, South – Derwent, Coal, Huon Valley's
- Based on current plantings potential production of 5,000 tonne/annum by 2010
- Unlikely to ever achieve this production due to rain damage
- 3,000 tonnes packed more realistic by 2010

## Varieties

- Recent planting concentrating on late season varieties from Canadian breeding program at Summerland
- Lapins and Simone, backbone of industry, consistent reliable high quality cherries
- Van, high yielding, smaller size, loosing consumer preference
- Stella, loosing consumer preference, softer, stem quality

## Varieties (cont)

- Kordia and Regina, quality cherries but poor yields
- Sylvia, very large, high quality, minimal rain damage, light cropper, slow to bear
- Sweetheart, very firm, medium size, very prone to rain damage

## Planting Systems

- High Density 1,000-2,000 trees/ha
- Majority of production must be bird netted
- Predominantly Spanish Bush at 4.25-5.0m between rows and 1.5-2.5m between trees, 1,000-1,250 trees/ha, pedestrian orchards, slow to bear, usually 4<sup>th</sup> leaf
- Tatura trellis most popular of trellis system 2,000-2,200 trees/ha
- DPIWE-Grove Research Station planting trail comparing various systems

## Packing and Marketing

- 20 packing facilities, many handling fruit for multiple growers
- 2004 25% export, 75% domestic, mostly Sydney & Brisbane
- Taiwan by far the largest export market followed by Continental Europe, UK
- Total over 15 countries
- Recent access to USA and Japan