



Fruit
Growers
Tasmania Inc

ABN: 175 629 98069

Tel: 03 6231 1944

Fax: 03 6231 1929

Mobile: 0408 977725

Email: bdm@fruitgrowerstas.com.au

Macquarie Wharf No 1, Hunter Street,
Hobart Tas 7000

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MEDIA RELEASE – TASMANIAN FRUITS FARM GATE GUIDE

What: Launch of the 2010-2011 Tasmanian Fruits Farm Gate Guide

Officially Launched By: Jason Purdie, Editor, The Advocate

Launch Date: Monday 29th November

Where: Perfecta Cherries, 45 Kimberleys Road, Ulverstone

Time: 11.00am

Fruit Growers Tasmania is launching the 3rd edition of the Tasmanian Fruits Farm Gate Guide on Monday 29th November: just in time for the fresh fruit season. The inaugural Tasmanian Fruits Farm Gate Guide was released in 2008 with resounding success and the publication is now released on an annual basis.

The Farm Gate Guide has been designed for locals and visitors alike to source some of the freshest fruit direct from the grower. This year the Guide has over 40 participants with new additions including Kate's Berry Farm at Swansea and Hillwood Strawberry Farm in the Tamar Valley - both iconic tourist attractions in the state.

The inaugural 2008-2009 Tasmanian Fruits Farm Gate Guide had just 24 entries compared to the 45 in the current 2010-2011 Guide and the number of pages has grown from 12 to 20. This year also see the introduction of separate sections for the Channel as well as for the Central & East Coast.

Tasmania provides the perfect environment to grow premium fruit with clean air, select natural environments and abundant water supplies. Locals and visitors can source a wide variety of apples, pears, cherries, berries and stonefruit from a vast array of fruit growing districts across the state.

Tasmania's bountiful supplies of fruit are renowned for their delicious flavour and are recognised by food connoisseurs across the world. Our mild temperate maritime climate provides the ideal environment for slow maturation and flavour development.

The state's topography and geography allows for niche micro-climates throughout the state and provides a diversity of produce to be harvested from early summer through to late autumn.

The Guide will generate consumer awareness as well as brand recognition of Tasmanian produce. With many mainland visitors seeking out Tasmanian- grown produce once they return home. The mail-order service also offered by some of the participants has also been popular for those consumers wanting to enjoy the optimum taste sensation of Tasmanian fruit.

The brochure will be distributed through various tourism outlets including the Spirit of Tasmania vessels and major airports. It will also be available to download from the Fruit Growers Tasmania website: www.fruitgrowerstas.com.au

Jason Purdie, Editor of The Advocate newspaper, is a self-declared Tasmanian “foodie” and connoisseur of fresh Tasmanian produce will officially launch the 2010-2011 Tasmanian Fruits Farm Gate Guide on Monday 29th November at Perfecta Cherries at 11.00am.

Key Benefits of the Tasmanian Fruits Farm Gate Guide:

Tourism

- Promotes Tasmanian produce locally, nationally and globally through various distribution systems
- Increases Tasmanian Brand awareness in national markets – specific marketing of the Tasmanian brand
- Provides a unique Tasmanian food experience for tourists, especially at pick-your-own establishments
- Provides an agri-tourism experience which is ideally suited for Tasmania

Employment

- Links backpackers with regional work opportunities as pickers and packers
- Increases employment in rural and regional towns/districts through working in cafes, shops, value adding etc
- Stabilises regional work force and in some cases allows all year round employment or provides the mechanism to move staff from casual wages to full time employment
- Provides an environment for more diverse on the job training – i.e retail, catering, service etc

Regional and Rural Development

- Meets the increasing demand for consumers to purchase “farm gate”
- Meets the demand for linking consumers with producers – understand food production systems
- Provides a value-adding opportunity to convert waste fruit into jams, juices etc
- Allows for increased on-farm diversity - agri tourism opportunities, mail-order etc
- Allows individual brand awareness driven by the producer
- Reduces on-farm risk due to diversification
- Provides an opportunity to market small fruit lines (not otherwise commercially feasible via supermarkets)
- Provides an opportunity to market second grade and jam grade fruit – reducing waste, increasing income

- Diversifies exposure to markets – reduces risk by not only having retail or export outlets
- Guide is used extensively by local providores, restaurants and retail outlets to seek local produce for sale and incorporation into menus etc.

Health

- The connection between consumer and producer and understanding the food supply chain has been linked to increased awareness of consumers and increased consumption. Anecdotal evidence from our participants has linked increased fruit consumption with the ability to pick and taste fresh product. Some of our participants also encourage school groups to tour and visit their establishments.
- Food security for regional and rural areas – especially for fruit and vegetables. In some instances the local Farm Gate supplier is the most accessible point in rural and regional areas for people to purchase fresh fruit and vegetables. Without the Farm Gate Supplier some people would not be able to access fresh fruit and vegetables.

For further information please contact:

Lucy Gregg
Business Development Manager
Fruit Growers Tasmania
PH: 0408977725
Email: bdm@fruitgrowerstas.com.au