



Experience
the pure
freshness
of nature.

WILDLY FRESH

We are
**TASMANIAN
GROWN.**

tasmaniangrown.au

Tasmanian grown fruit offers a fresh, vibrant taste experience. Here, flavour lasts.

Cool climate and long daylight hours

Tasmania has a temperate maritime climate, cooled by prevailing westerlies off southern oceans, providing mild conditions that are generally free from extremes in temperature. This together with long daylight hours during the summer months, allows slower ripening, enhanced flavour and longer shelf life.

Ideal soils and abundant water

The rich fertile soils and consistent rainfall, harnessed through a network of natural river catchments and irrigation schemes, ensures that plant growth is optimised.

Free from pests and disease

Being a remote island surrounded by water and aided by a robust biosecurity system, Tasmania remains relatively free from many plant-related pests and diseases. This freedom means our produce can be exported with minimal, if any, phytosanitary treatment.

Seasonal advantage

Tasmania has a relatively late growing season that complements the availability of fresh produce grown in other Australian regions and offers a counter seasonal supply to northern hemisphere markets.



No Genetically Modified crops

Tasmania has a moratorium on the production of crops which use genetically modified gene technology, giving consumers a higher level of comfort about the providence and nature of food produced here.

Speed to market

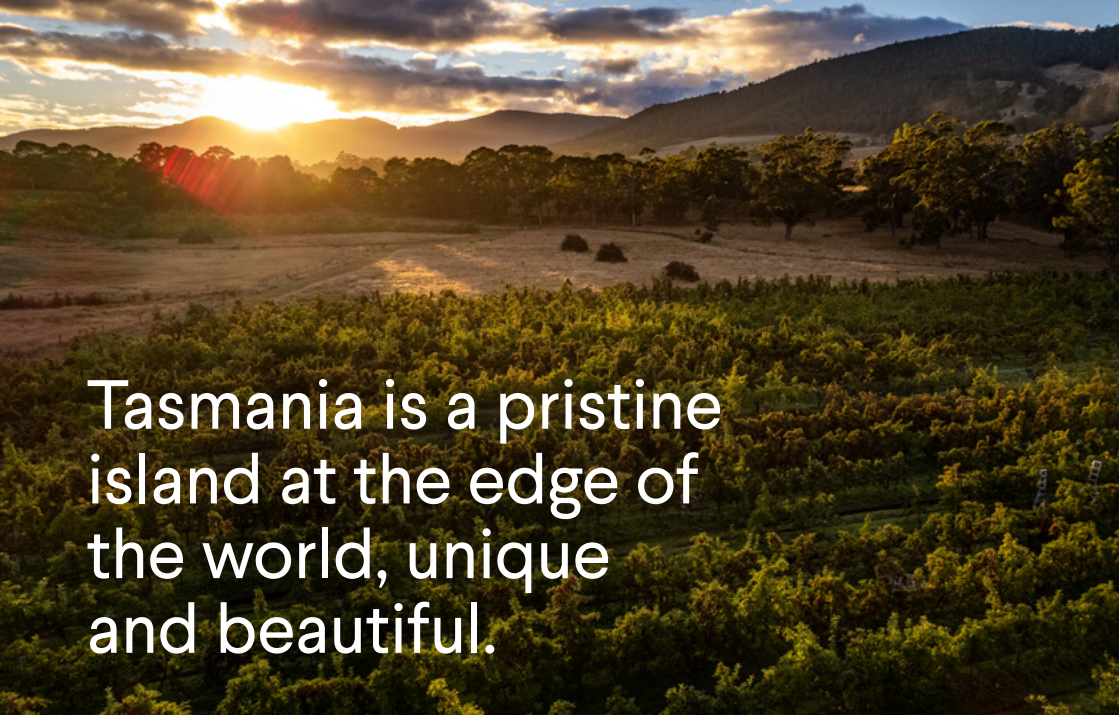
Tasmania has regular sea and air freight services. Our farms are located within close proximity to local ports and airports providing access to domestic and international distribution channels. Airfreighted fresh produce can arrive in market within 48–72 hours of leaving the farm.

Passionate and committed growers

Our growers are passionate, committed and knowledgeable about this unique environment. They work with nature, growing produce with a light touch. Their knowledge is picked up and passed down from one generation to the next.

Enduring relationships

Our growers forge strong relationships with in-market buyers and retailers throughout Australia and the world. These partnerships have been built on trust, endurance, and a shared commitment to quality, over many years.

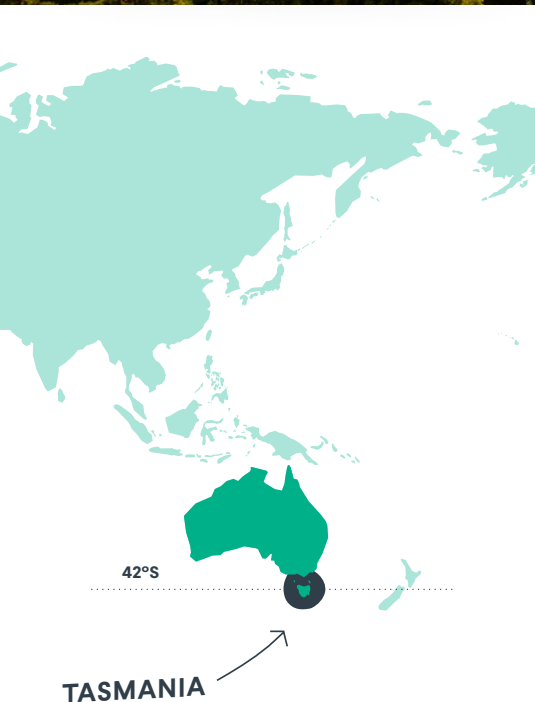


Tasmania is a pristine
island at the edge of
the world, unique
and beautiful.

Our isolation is our gift

Tasmania's landscape is mountainous, with deep valleys of fertile soils and fast flowing rivers. Pure cool rain washes in from southern oceans, the air is fresh and clear, the produce is grown in protected valleys surrounded by native forests. Here our plants flourish naturally, protected from pests and diseases.

Tasmania's temperate maritime climate, with essential winter chill hours followed by a long mild growing season, provides the ideal growing conditions to support the slow ripening and enhanced flavour of temperate fruit.





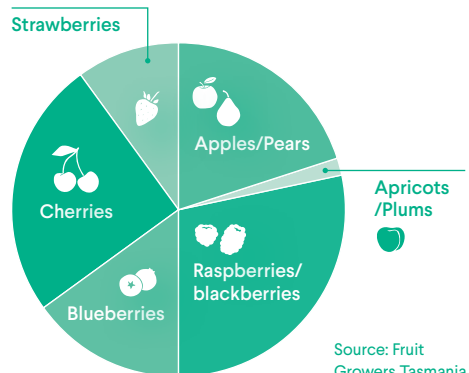
The state's mountainous geography also creates niche micro-climates, allowing a diverse variety of products to be grown and harvested fresh from late spring (October) through until late autumn (May).

Our main fruit crops are cherries, apples, blueberries, raspberries, blackberries and strawberries. We also grow pears, apricots and a range of other stone fruit.

Fruit is the fourth largest agricultural sector in Tasmania after red meat, dairy and vegetables. It is a growing sector with the scale of production increasing; currently over 2,790 hectares in fruit production.

Tasmania's fruit industry has a farm gate value of over A\$300 million and export trade worth in excess of A\$46 million. The vast majority of production is sold in the local and domestic markets with 7% of volume going into over 20 different global markets.

Value of the Tasmanian Fruit Industry





We don't do
things by halves
down here.

Our growers work with the cool temperature, good soils and plentiful clean water to produce fruit with naturally intense flavour, colour and size.

Harvest and availability calendar

Tasmanian stone fruit and berries have a clear, late season production advantage both within Australia and overseas which provides a defined market advantage. The timing of Tasmanian production also provides counter-seasonal supply opportunities to northern hemisphere markets.

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Tasmania's relative pest and disease free status offers trade opportunities for importing countries seeking to access a variety of quality Tasmanian temperate fruit with minimal if any phytosanitary treatments.

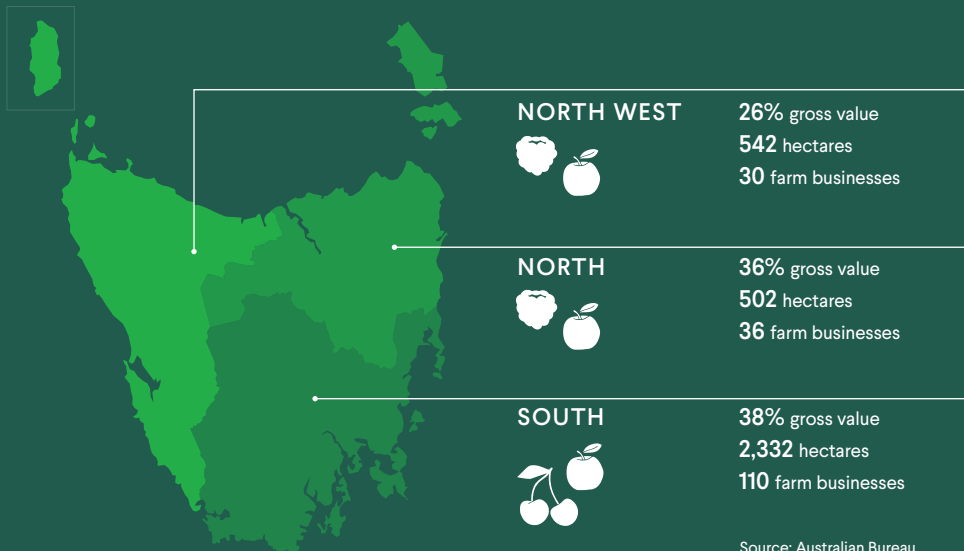
- KEY**
- ★ Open without restriction
 - ✓ Open with preferential conditions
 - ✚ Open with conditions
 - ✗ No existing pathway

Import pathways from Tasmania

| | China | Hong Kong | Indonesia | Japan | Malaysia | South Korea | Singapore | Thailand | Vietnam | Taiwan | USA | Philippines |
|--------------|-------|-----------|-----------|-------|----------|-------------|-----------|----------|---------|--------|-----|-------------|
| Apples | ✓ | ★ | ✚ | ✚ | ★ | ✗ | ★ | ✓ | ✗ | ✓ | ✓ | ✓ |
| Apricots | ✓ | ★ | ✚ | ✗ | ★ | ✗ | ★ | ✓ | ✗ | ✗ | ✗ | ✓ |
| Blackberries | ✗ | ★ | ✗ | ✓ | ★ | ✗ | ★ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Blueberries | ✗ | ★ | ✚ | ✓ | ★ | ✗ | ★ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Cherries | ✓ | ★ | ✚ | ✓ | ★ | ✓ | ★ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Pears | ✗ | ★ | ✚ | ✗ | ★ | ✗ | ★ | ✓ | ✗ | ✗ | ✓ | ✓ |
| Raspberries | ✗ | ★ | ✗ | ✓ | ★ | ✗ | ★ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Strawberries | ✗ | ★ | ✚ | ✓ | ★ | ✗ | ★ | ✓ | ✗ | ✗ | ✓ | ✗ |

Major production areas in Tasmania

Due to the cool climatic conditions, good soils and plentiful fresh water temperate fruit is grown around the State.



Source: Australian Bureau of Statistics

We are
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tasmaniangrown.au

Looking to buy Tasmanian fruit?

Please register your interest at tasmaniangrown.au and we will share your details with our growers.

If you are looking to be kept informed about our season please contact trade@tasmaniangrown.au.

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