



WILDLY FRESH

We are
**TASMANIAN
GROWN.**

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.



Cool climate fruit that is juicy, sweet and crisp to the bite.

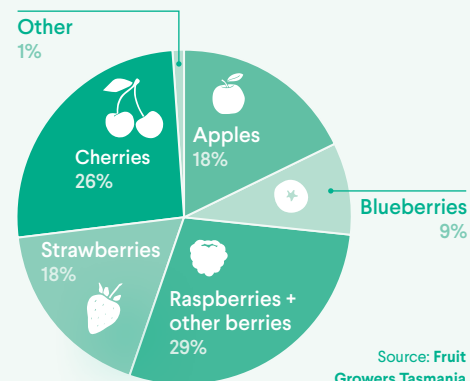
The fruit industry's main crops are cherries, apples, raspberries, blackberries, blueberries and strawberries. Tasmania also grows pears, apricots, and a range of other temperate fruits.

Tasmania has more than 180 commercial fruit growers across the state, and more than 3,400 hectares in production.



In 2023–24 the farm gate value of Tasmanian fruit was \$400 million with an export trade of \$47 million. 89% of fresh fruit is sold within the Australian domestic market and 11% into export markets.

Value of the Tasmanian Fruit Industry



A close-up photograph of a cluster of ripe blueberries on a branch, surrounded by green leaves. The blueberries are dark blue with a slight white bloom, and some are still attached to the stem. The leaves are vibrant green and have a serrated edge. The background is softly blurred, showing more of the plant and some light filtering through the leaves.

Scan to view
the full list of
what we grow

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Import pathways from Tasmania

Tasmania's relative pest and disease free status (including Fruit Fly) offers supply opportunities for importing countries seeking to access quality temperate fresh fruit with minimal if any phytosanitary treatment.

KEY

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

	Apples	Apricots	Blackberries	Blueberries	Cherries	Raspberries	Strawberries
Cambodia	✓	✓	✓	✓	✓	✓	✓
China	✓	✓	✗	✗	✓	✗	✗
Hong Kong	★	★	★	★	★	★	★
India	✓	✓	✗	✓	✓	✗	✗
Indonesia	✚	✚	✗	✓	✚	✗	✓
Japan	✚	✗	✓	✓	✓	✓	✓
Malaysia	★	★	★	★	★	★	★
Phillipines	✓	✓	✗	✗	✓	✗	✗
Singapore	★	★	★	★	★	★	★
South Korea	✗	✗	✗	✗	✓	✗	✗
Taiwan	✓	✗	✗	✗	✓	✗	✗
Thailand	✓	✓	✗	✓	✓	✗	✓
UAE	✓	✓	✓	✓	✓	✓	✓
USA	✓	✗	✗	✗	✓	✗	✓
Vietnam	✗	✗	✗	✗	✓	✗	✗

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



Cool climate and long daylight hours

Tasmania has a cool maritime climate with essential winter chill hours, followed by long summer daylight hours. This allows our fruit to ripen slowly, with enhanced flavour and longer shelf-life.

Ideal soils and abundant water

Our rich nurtured soils and consistent clean rain, harnessed in 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 is relatively free from pests and diseases. This allows us to export fresh produce with minimal if any phytosanitary treatment.

Speed to market

Our airfreight services allow fresh produce to arrive in Asian markets within 48–72 hours of packing on farm.

No Genetically Modified crops

Tasmania has a moratorium on the production of crops which use genetically modified gene technology, giving consumers a high level of comfort about the nature and providence of our fresh produce.

Seasonal advantage

Tasmania has a late growing season which complements the production in other Australian states and offers a counter seasonal supply to northern hemisphere markets.

Passionate and committed growers

Our growers are very knowledgeable about the growing environment, and they are passionate and committed to growing the very best quality fruit. Their knowledge has been picked up and passed down through the generations of family orchards.

Enduring relationships

Our growers are committed to forging strong and enduring relationships with trade partners and importers around Australia and across the world.

Experience
the pure
freshness
of nature.



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**TASMANIAN
GROWN.**

tasmaniangrown.au