

2012 Victorian Cherry Conference

“Review the Season and Plan for the Future”



Thursday 1st - Friday 2nd March 2012

**DAY 1: Quality Hotel Wangaratta Gateway
29 -37 Ryley Street, Wangaratta**

**DAY 2: Wandin Valley Farms
1011 Boweya Rd
Boweya (approx 20km from Wangaratta)**

INTRODUCTION

The 2012 Victorian Cherry Conference is open to all Cherry Growers and those interested in supporting the Cherry Industry.

The Conference has been designed to learn from the past season and be ready to change and adapt to the future, embracing new concepts, technologies and methodologies which can then be implemented on farm.

The Conference will be a combined seminar, tradeshow, field day and workshop.

Registration covers all of the above including meals on the day but does not include the Conference Dinner which will feature the fabulous entertainment of the “Cherry Bombs”

Contact

The Victorian Cherry Association

Ph: +61 3 58253700
Mob: 0418 859 720 (John Wilson)
Fax: + 61 3 58255029
Email: info@cherries.org.au
Post: PO Box 612, Mooroopna, Victoria 3629
Web: www.cherries.org.au

Venues

The **Quality Hotel Wangaratta Gateway** is situated in the central business district. The property is approximately 75km from the Albury airport, 5km from the Wangaratta airport, 800m from the Wangaratta railway station and just 1km from the Wangaratta shopping precinct.

Wangaratta is in Victoria's north east, about 230 km (140 mi) from Melbourne along the Hume Highway, with Benalla 45 km (28 mi) to the southwest, and Albury-Wodonga 72 km (45 mi) to the northeast. The rich agricultural land surrounding Wangaratta yields gourmet produce, world class wines and of course the finest of cherries.

Wandin Valley Farms is one of the largest growers of premium cherries in Australia. From it's early beginnings in 1984 the major focus has been to produce the highest quality grade of cherries exhibiting great colour, flavour and size.

Wandin Valley Farms is owned by the Sebire family, a family that has a long and successful history of exceptional orchard management and quality fruit growing.

www.wandinvalleyfarms.com.au/

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Key Note Speaker

John Warmerdam is a grower, packer and marketer from California, USA. The Warmerdam family started the Flavor Tree Fruit Company as a fruit marketing company in 2009 with long-time fruit marketer Maurice Cameron.

From website; <http://www.flavortreefruit.com>

The primary goal of the company is to bridge the gap between the growers and the customers, to share information from field to the retail shelf, to bring innovations from customers to the growers and from growers to the customer, and to *insure the consumer has a consistent flavorful satisfying event every time he or she bites into our safely and sustainably produced fruit.*

In addition to 2010 marking the first year of The Flavor Tree Fruit Company LLC, 2010 also marked the commercial unveiling of our newest proprietary variety of cherry. In the tradition of the SEQUOIA® cherry, we debuted the anticipated YOSEMITE cherry.

The Flavor Tree Fruit Company is focused on TOTAL QUALITY. To achieve this goal we have created our Quality Management System to insure our customers are satisfied not only with the quality of our fruit and our fruits' inherent flavor characteristics, but also with the entire culture of our operation lending itself to food safety, responsible use of natural resources, sustainable farming and integrity.

2010 marked the first season that the Warmerdam's farming unit extended GlobalGAP auditing from its cherry production to its entire fresh fruit line.

Accommodation

Accommodation is available at the conference venue;
Quality Hotel Wangaratta Gateway
29-37 Ryley street
Wangaratta Victoria 3677
reservations +613 5721 8399

Standard Queen suites

\$139.00 Room only

\$155.00 Single – Bed & Breakfast

\$170.00 Double – Bed & Breakfast

King Suite

175.00 Room only

\$190.00 Single – Bed & Breakfast

\$205.00 Double – Bed & Breakfast

Other accommodation options and information about Wangaratta can be found at the following website

<http://www.visitwangaratta.com.au/accommodation.asp>

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