



MEDIA RELEASE

Fruit Growers Victoria

12 November 2025

Fruit Growers Victoria Welcomes Cherry Growers Following VCA Transition

Fruit Growers Victoria (FGV) is pleased to announce that it will now represent Victorian cherry growers following the decision by members of the Victorian Cherry Association (VCA) to wind up the organisation.

This transition marks a natural progression for the industry, with FGV already representing growers across the apple, pear, and stonefruit sectors. The inclusion of cherries under the FGV umbrella will strengthen the collective voice of Victorian fruit growers and ensure ongoing advocacy, technical support, and industry development.

FGV Chairman Mitchell McNab welcomed the move, saying:

“We’re delighted to welcome all Victorian cherry growers to Fruit Growers Victoria. This is a natural transition, as FGV already represents apples, pears, and stonefruit. We look forward to working closely with Cherry Growers Australia and with Victorian cherry producers to continue supporting and promoting our industry into the future.”

FGV acknowledges and thanks the Victorian Cherry Association for its many years of dedicated service to the cherry industry and looks forward to building on that strong foundation.

END

Media contact:

Fruit Growers Victoria,

Mitchell McNab, Chairman 0427 168 901

Michael Crisera, Growers Services Manager 0427 239 871

Fruit Growers Victoria Ltd

ACN 113 584 615 ABN 39 113 584 615

Postal Address: PO Box 612 Mooroopna. VIC 3629

Office: 8-10 Wheeler Street, Shepparton. VIC 3630 Phone : 03-5825-3700

Email: office@fgv.com.au

