



MEDIA RELEASE

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Follow the Trail to Fresh Victorian Fruit

From cherries straight from the tree to apples, pears, berries and stonefruit at the farm gate, Fruit Growers Victoria's newly expanded Victorian Harvest Trail is making it easier to discover fresh fruit grown across Victoria.

Just in time for cherry season, Fruit Growers Victoria (FGV) has launched the new-look **Victorian Harvest Trail** – an online guide connecting consumers with growers, orchards, pick-your-own experiences, farm gates and fresh fruit outlets across the state.

Originally created as a trail dedicated to Victorian cherries, the Harvest Trail has now expanded to showcase a much wider range of locally grown fruit and experiences throughout the year.

Visitors can search the trail by region, fruit and experience, making it easy to plan a day trip, find a pick-your-own orchard, visit a farm gate or simply track down fresh Victorian fruit direct from the people who grow it.

And with cherry season approaching, there's no better time to start exploring.

FGV Grower Services Manager Michael Crisera said the Harvest Trail was about encouraging people to get out into Victoria's growing regions and discover the people and places behind their food.

"There's something pretty special about visiting an orchard, meeting the grower and enjoying fruit right where it's grown," Mr Crisera said.

"Cherry season is a fantastic time to get out and explore. Whether you pick your own or take home a box from the farm gate, the Harvest Trail makes it easier to find fresh Victorian cherries and support our growers at the same time."

But the trail doesn't end when the last cherries are picked.

As the seasons change, visitors can use the Harvest Trail to discover apples, pears, berries, stonefruit and other locally grown produce, along with products made using Victorian fruit.

The Victorian Harvest Trail will also feature as part of FGV's upcoming cherry season campaign, celebrating Victorian cherries, the regions where they are grown and the growers behind them.

Follow the trail. Meet the growers. Taste what's in season.

Explore the Victorian Harvest Trail:

www.fgv.com.au/harvest-trail

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