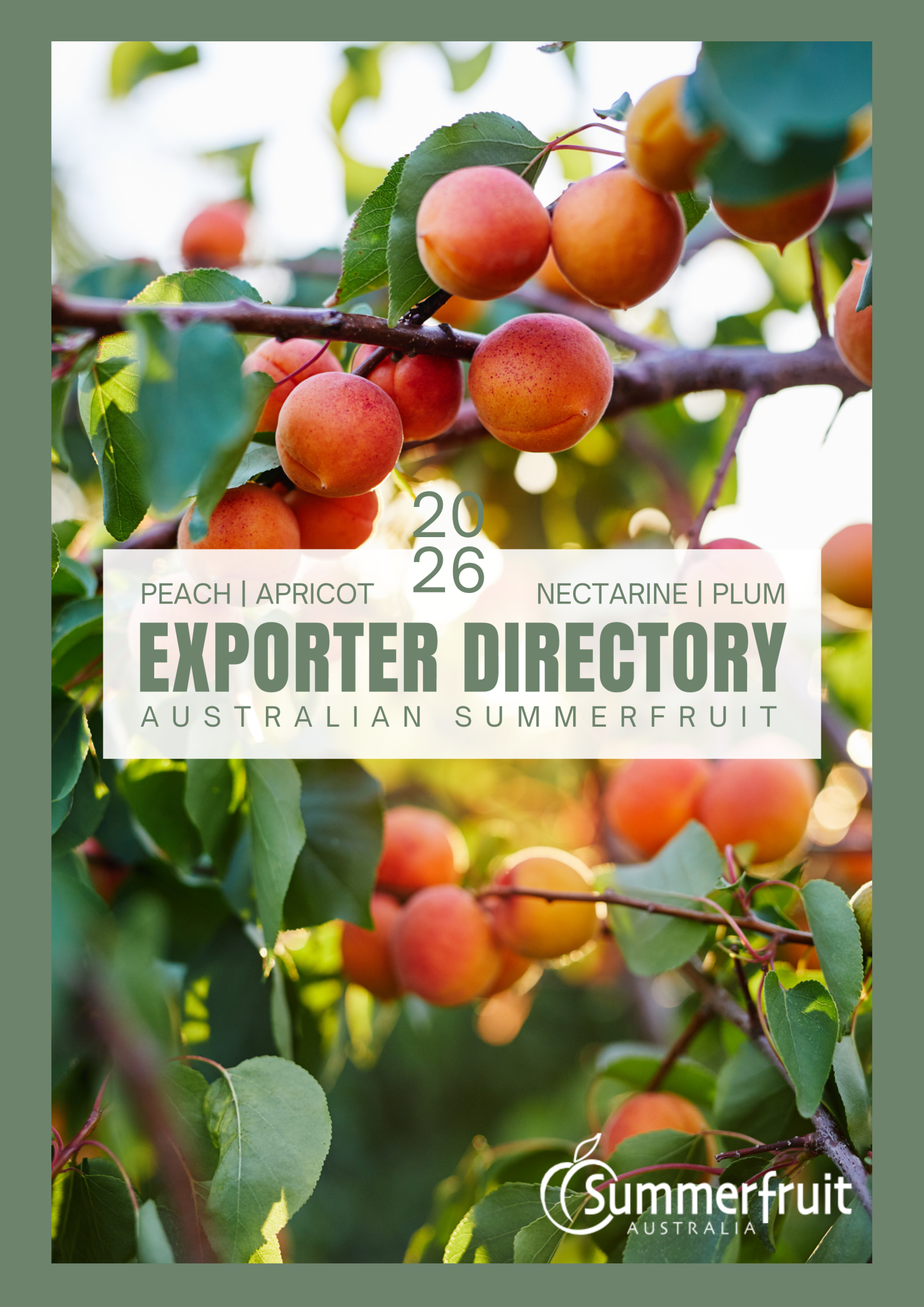




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PEACH | APRICOT

NECTARINE | PLUM

# EXPORTER DIRECTORY

A U S T R A L I A N   S U M M E R F R U I T

 **Summerfruit**  
AUSTRALIA



# WHY

## CHOOSE AUSTRALIAN SUMMERFRUIT?



### EXCEPTIONAL QUALITY

Vibrant colour, rich flavour, and high quality

### STRICT FOOD SAFETY STANDARDS

Grown and packed under rigorous food safety standards



### PROXIMITY TO MARKETS

Rapid export to key markets across Asia

### SUSTAINABLE FARMING PRACTICES

Drip irrigation, soil management and IPDM minimise environmental impact



### SELECT VARIETIES

Superior varieties with enhanced sweetness, firmness and shelf life

### SEASONAL AVAILABILITY

Consistent supply during the Northern Hemisphere winter (November to March)



### RELIABLE PARTNERSHIPS

Reliable, long-term relationships

### EFFICIENT LOGISTICS

Sophisticated export infrastructure





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# A.C.N. MARKETING AND SALES PTY LTD



## CONTACT:

-  Matt Parris
-  +61 358 269 437
-  admin@acnorchards.com
-  www.acnorchards.com.au

**REGIONS SERVED:** Asia, Middle East, Europe, Canada

**FRUIT EXPORTED:** Peach (white and yellow), nectarine (white and yellow), flat donut peach

**SUPPLY WINDOW:** Late November - early April

## COMPANY PROFILE:

A.C.N Orchards is a family-owned and operated business dedicated to growing, packing, and supplying premium stonefruit to both Australian and international markets. By exclusively growing and packing our own fruit, we maintain complete control over quality at every stage, ensuring our customers receive only the finest, most flavourful stonefruit. Our brand is built on passion, quality and a commitment to delivering an exceptional eating experience. A family-managed business, we dedicate our time and efforts into ensuring the quality of every piece of fruit we produce. At A.C.N, we work tirelessly to bring the best of our orchards to your table.

# BHATTI FRESH PRODUCE



## CONTACT:

-  Hardev Bhatti
-  +61 358 253 919
-  admin@bhattifresh.com.au
-  facebook.com/Bhatti-Fresh-Produce

**REGIONS SERVED:** China, Southeast Asia, UAE, Canada

**FRUIT EXPORTED:** Cherry, plum, sugar plum, apple, pear

**SUPPLY WINDOW:** November - March (stonefruit);  
March - November (apple and pear)

## COMPANY PROFILE:

Bhatti Fruit Orchards is a prominent stone fruit producer located in the fertile region of Tatura East, Victoria. Renowned for its commitment to quality, the orchard employs sustainable farming practices to grow fresh, premium-grade fruits that appeal to both domestic and international markets. With a dedication to innovation and environmental stewardship, Bhatti Orchards ensures each harvest meets the highest standards of flavour and freshness, making it a trusted name in Australia's agricultural industry.

# CONTI ORCHARDS



## CONTACT:

-  Conti Orchards
-  +61 418 302 873
-  contiorchards@gmail.com

**REGIONS SERVED:** China, Southeast Asia, India, Middle East, North America, Europe

**FRUIT EXPORTED:** Apricot, nectarine, plum, peach, apple, pear, lemon

**SUPPLY WINDOW:** November - April (stonefruit)

## COMPANY PROFILE:

Based in Cobram, Victoria, Conti Orchards is a premier exporter specialising in stonefruit, pome fruit, and lemons. With a supply window from November to April for stone fruit, the company ensures a steady supply of premium produce across China, Southeast Asia, India, Middle East, North America and Europe. Combining decades of experience with innovative practices, Conti Orchards is committed to delivering premium fruit to global markets.

# CROZASIA PTY LTD



## CONTACT:

-  **John Cecic- General Manager**  
E: jcecic@crozasia.com.au  
T: +61 412 348 642
-  **Matt Sexton- Export Buyer/Trader**  
E: msexton@crozasia.com.au  
T: +61 411 396 666
-  [www.crozasia.com](http://www.crozasia.com)

**REGIONS SERVED:** China, Japan, Vietnam, Philippines, Southeast Asia, India, Middle East

**FRUIT EXPORTED:** Nectarine, peach, sugar plum, plum, apricot, citrus, mango, sweet persimmon, grapes

**SUPPLY WINDOW:** November - March (stonefruit)

## COMPANY PROFILE:

Established in 1980 as Southern Cross Overseas, CrozAsia is one of Australia's longest-serving fresh produce exporters. Supplying the finest fruits and vegetables, CrozAsia has strong relationships with major growers and packers. In partnership with Kulani Pty Ltd, a third-generation stonefruit grower in Swan Hill, Victoria, led by Martin and Matthew Cutri, they produce consistently sweet, firm, and highly coloured white and yellow-flesh nectarines and peaches, backed by extensive expertise in quality fruit production.



# ETERNAL FRESH



## Eternal Fresh

### CONTACT:

-  Beatrice Vigano
-  +61 243 146 900  
+64 210 818 0191
-  [beatrice.vigano@eternalfresh.com](mailto:beatrice.vigano@eternalfresh.com)
-  [www.eternalfresh.com](http://www.eternalfresh.com)

**REGIONS SERVED:** China, Southeast Asia, Middle East, North America

**FRUIT EXPORTED:** Peach, nectarine, plum, apricot

**SUPPLY WINDOW:** November - April

### COMPANY PROFILE:

Eternal Fresh is a leading Australian grower, packer, and exporter of premium fresh produce, specialising in stonefruit, including peaches, nectarines, plums, and apricots. Based in Victoria, the company combines decades of expertise with innovative farming practices to deliver exceptional quality fruit to both domestic and international markets. Eternal Fresh is committed to sustainability, adhering to rigorous food safety standards and ensuring efficient logistics. With a reputation for reliability and excellence, Eternal Fresh is dedicated to showcasing Australia's finest produce worldwide.

# FOSTER STONEFRUIT



### CONTACT:

-  Brad Foster
-  +61 407 376 864
-  [fosterstonefruit@hotmail.com](mailto:fosterstonefruit@hotmail.com)
-  [facebook.com/foster-stonefruit](https://facebook.com/foster-stonefruit)

**REGIONS SERVED:** China, India, Canada, Taiwan, Vietnam, Thailand, Singapore, Malaysia, Middle East

**FRUIT EXPORTED:** White peach, yellow peach, black plum, white nectarine, yellow nectarine

**SUPPLY WINDOW:** November - March

### COMPANY PROFILE:

Foster Stonefruit is a family-owned business that has been cultivating premium-quality stonefruit in Australia for over 20 years. Specialising in peaches, nectarines, and plums, the company takes pride in producing fruit that is bursting with flavour and freshness. By combining hands-on experience with innovative farming practices, Foster Stonefruit ensures every piece of fruit meets exacting quality standards. Dedicated to sustainability and delivering exceptional produce, Foster Stonefruit serves both domestic and international markets with pride and care.

# GROWERS & GATHERERS PTY LTD



## CONTACT:

-  Gerome Raco
-  +61 407 845 755
-  admin@growersgatherers.com

## REGIONS SERVED:

Mainland China, Taiwan, Hong Kong, Singapore, Indonesia, Thailand, Vietnam, India, Malaysia, Philippines, Japan, Korea, Canada, New Zealand, Europe, United Kingdom and UAE.

## FRUIT EXPORTED:

Peach, nectarine, plum, plumcot, cherry plum, sugar plum, aprium, apricot, flat donut peach, flat donut nectarine, cherry, pear, Asian pear, apple-pear crosses, apple, kiwifruit, persimmon, orange, lemon, mandarin, table grapes and berries.

## SUPPLY WINDOW: Late October - June

## COMPANY PROFILE:

Growers & Gatherers have a disciplined focus to bring to market innovative and exclusive fruit products and varieties, coupled with new packaging concepts and exciting branded SKUs to the global marketplace. The business is dedicated to developing "varietal" intellectual property, establishing new and exclusive varieties via its Research & Development division which is supported by four generations of family farming knowledge. The business has a strong attentiveness to build "retail ready" branded products that inspire Asian consumers.

# HARROWSMITHS INTERNATIONAL PTY LTD



## CONTACT:

-  Alistair Brown
-  +61 418 484 712
-  alistair@harrowsmiths.com.au
-  www.harrowsmiths.com.au

## REGIONS SERVED: All of Asia

## FRUIT EXPORTED:

Summerfruit, citrus, grapes, avocado, mango, other specialty lines

## SUPPLY WINDOW: Whole season availability

## COMPANY PROFILE:

Harrowsmiths International is a Brisbane-based, family-owned and managed fresh produce exporter operating since 1989. Specialising in summerfruit, citrus, grapes, avocados, mangoes and specialty lines, we supply retailers, importers and wholesale markets across Asia. Backed by long-standing grower partnerships and robust quality assurance, Harrowsmiths is built on a reputation for consistent quality, reliable supply and genuine customer relationships.

# I.M. SWEET AUSTRALIA



## CONTACT:

-  Dasha Sherif
-  +61 402 435 578
-  [imsweetaustralia@gmail.com](mailto:imsweetaustralia@gmail.com)

## REGIONS SERVED:

China, Southeast Asia, Canada, Vietnam, Malaysia, Singapore, Hong Kong, Thailand, Indonesia, Middle East

## FRUIT EXPORTED:

Plum, apricot

## SUPPLY WINDOW:

November - May

## COMPANY PROFILE:

I.M. Sweet Australia is a premier exporter of top-quality plums and apricots from Victoria's Goulburn Valley. Committed to sustainability and food safety, all crops are grown under hail netting for protection. Their modern packing facilities and streamlined logistics guarantee peak freshness for international markets. Known for their dedication to excellence, I. M. Sweet delivers some of Australia's finest summerfruit, combining expert growing practices with meticulous care to meet the highest standards of quality.

# KALAFATIS FRESH PRODUCE



## CONTACT:

-  Jimmy Kalafatis
-  +61 407 503 783
-  [jimmy@kalafatis.com.au](mailto:jimmy@kalafatis.com.au)
-  [www.kalafatisfreshproduce.com](http://www.kalafatisfreshproduce.com)

## REGIONS SERVED:

China, Southeast Asia

## FRUIT EXPORTED:

Apricot, plum, cherry, pear, apple

## SUPPLY WINDOW:

November - April

## COMPANY PROFILE:

Kalafatis Fresh Produce is a renowned supplier of premium-quality fresh fruits, specialising in summerfruit such as apricots and plums. Based in Australia, they pride themselves on delivering superior produce grown under strict quality and sustainability standards. With decades of experience, Kalafatis Fresh Produce ensures exceptional taste and freshness for both domestic and international markets. Their commitment to excellence and innovation makes them a trusted partner for retailers, wholesalers, and consumers worldwide.



# KYDPAK PTY LTD



## CONTACT:

-  Tony De Pasquale
-  +61 418 331 036
-  admin@kydpak.com.au

**REGIONS SERVED:** China, Southeast Asia

**FRUIT EXPORTED:** Plum, cherry

**SUPPLY WINDOW:** November - March

## COMPANY PROFILE:

KyDpak Orchards is an established Australian grower and exporter of premium plums and cherries. Based in one of Australia's prime horticultural regions, the company is dedicated to producing high-quality fruit that meets the demands of international markets. With a strong focus on sustainability, food safety, and superior flavour, KyDpak Orchards supplies fresh, flavourful produce to customers worldwide. Its commitment to excellence ensures reliability and satisfaction for all export partners.

# LEGACY PACKING



## CONTACT:

-  Chris White
-  +61 429 986 101
-  www.legacypackingaustralia.com

**REGIONS SERVED:** China, Southeast Asia, UAE

**FRUIT EXPORTED:** Peach, nectarine

**SUPPLY WINDOW:** December - March

## COMPANY PROFILE:

Legacy Packing, located in Cobram, Victoria, specialises in packing premium locally grown citrus and stone fruit. Sourced from renowned regions including Cobram, Berrigan, Riverina, Sunraysia, and Riverland, their produce is distributed across local, domestic, and international markets. As part of the AC Foods family, Legacy Packing is committed to delivering exceptional quality year-round. Operating from their facility at Cobram, they ensure consistent freshness and superior standards for customers worldwide.

# LOWANA FRUITS



## CONTACT:

-  Raj Ghuman
-  +61 459 381 622
-  lowanafruit@gmail.com
-  facebook.com/LowanaFruits21

**REGIONS SERVED:** China, Singapore, Malaysia, Canada, Hong Kong

**FRUIT EXPORTED:** Peach, nectarine

**SUPPLY WINDOW:** October - late March

## COMPANY PROFILE:

Lowana Fruits is a renowned Australian brand located in the picturesque Riverland region of South Australia. With over 40 years of experience, Lowana Fruits has built a solid reputation for delivering exceptional quality and fresh, delicious fruit. Known for its vibrant taste and perfect ripeness, Lowana Fruits carefully selects the best produce to ensure every bite is full of flavour. The brand's commitment to quality has helped it establish strong markets worldwide, including in Singapore, Malaysia, Canada, China, and Hong Kong, making Lowana Fruits a trusted name in the global fruit industry.

# MONTAGUE FARMS



## CONTACT:

-  **Joanna Frith**  
+61 439 675 427  
joanna.f@montaguefarms.com.au
-  **Andrew Fletcher**  
P: +61 436 300 958  
E: andrew.f@montaguefarms.com.au
-  montaguefarms.com.au

**REGIONS SERVED:** China, Southeast Asia, Vietnam, Canada, Middle East

**FRUIT EXPORTED:** Peach, nectarine, plum, apricot, cherry, citrus, grapes

**SUPPLY WINDOW:** November - April

## COMPANY PROFILE:

Montague is one of Australia's most trusted and innovative fresh produce companies, specialising in premium summerfruit, including nectarines, peaches, plums, and apricots. With over 75 years of experience, Montague is committed to delivering exceptional quality fruit to global markets. Headquartered in Narre Warren North, Victoria, and supported by state-of-the-art facilities, Montague focuses on sustainability, cutting-edge technology, and superior customer service. Known for its dedication to excellence, Montague continues to set the standard for premium fresh produce in Australia and worldwide.

# MURRAY VALLEY PLUMS



## CONTACT:

-  Malcolm Taylor
-  +61 427 722 892
-  malcolmc.taylor@bigpond.com

**REGIONS SERVED:** Asia, Middle East, Europe, North America

**FRUIT EXPORTED:** European plum

**SUPPLY WINDOW:** January - March

## COMPANY PROFILE:

Murray Valley Plums is an Australian proprietary company headquartered in Cobram, Victoria. Specialising in the cultivation and export of European plums (*Prunus domestica*), the company is dedicated to producing high-quality stone fruit for both domestic and international markets. Murray Valley Plums employs sustainable farming practices to ensure premium produce that meets stringent market standards. Their commitment to excellence has positioned them as a reputable supplier within the global fruit industry.

# N&A - SUNLAND FRESH FRUIT



## CONTACT:

-  **Geoff Hagarty**  
P: +61 413 513 251  
E: geoff@afpc.com.au
-  **Office**  
P: +61 297 643 499  
E: orders@afpc.com.au
-  [www.nagroup.com.au](http://www.nagroup.com.au)

**REGIONS SERVED:** Southeast Asia, Middle East

**FRUIT EXPORTED:** Nectarine, peach, plum, apricot, apple, pear, persimmon

**SUPPLY WINDOW:** Late December - March

## COMPANY PROFILE:

N&A Group and Sunland Fresh Fruit are renowned Australian producers and exporters of premium summerfruit, including peaches, nectarines, plums, and apricots. With a strong focus on quality and sustainability, these family-run businesses cultivate fruit in key regions like New South Wales and Victoria. Their commitment to innovation and rigorous food safety standards ensures superior produce for both domestic and international markets. Known for reliability and excellence, they deliver fresh, flavourful summerfruit, highlighting Australia's reputation for world-class horticulture.



# NUTRAFRUIT



## CONTACT:

- Breen Cowie
- +61 477 961 840  
+64 220 162 169
- breenc@nutrafruit.com.au
- www.queengarnet.com

**REGIONS SERVED:** China, Southeast Asia, Middle East, North America

**FRUIT EXPORTED:** Queen Garnet plum

**SUPPLY WINDOW:** Late January - March

## COMPANY PROFILE:

Nutrafruit is an Australian company dedicated to producing and marketing innovative, health-focused fruit products. Known for its exclusive rights to the Queen Garnet plum, a superfruit packed with antioxidants, Nutrafruit combines scientific research with sustainable farming practices. The company works closely with growers to deliver high-quality produce that supports well-being and healthy lifestyles. With a commitment to innovation and nutrition, Nutrafruit continues to lead the way in developing premium functional foods for both domestic and global markets.

# P&A VIGLIATURO



## CONTACT:

- Trish Vigliaturo
- +61 418 174 367
- trish@vigorchards.com.au
- facebook.com/ardmonapackhouse

**REGIONS SERVED:** China, Singapore, Malaysia, Philippines, Thailand, Hong Kong, Vietnam

**FRUIT EXPORTED:** Apricot, plum, pear

**SUPPLY WINDOW:** November - June

## COMPANY PROFILE:

P & A Vigliaturo Orchards is a family-owned orchard in Ardmona, Victoria, with over 60 years of experience. Established by Charlie Vigliaturo, the business initially harvested grapes, apples, peaches, apricots, and pears before focusing on premium apricots and innovative packaging solutions. Under David Vigliaturo's leadership since 2002, the orchard has expanded significantly, with advanced grading and packing technologies ensuring efficient operations and superior fruit quality. Supported by Trish Vigliaturo as Quality Control and HR Manager, the orchard continues to deliver excellence in every box.

# PREMIER FARMS INTERNATIONAL / CUTRI FRUIT



## CONTACT:

-  Frank Frappa
-  +61 417 424 439
-  frank.frappa@premierfresh.com.au
-  www.cutrifruit.com.au  
www.premierfarmsinternational.com.au

**REGIONS SERVED:** Asia, Middle East, Europe, North America

**FRUIT EXPORTED:** Peach, nectarine, plum, apricot

**SUPPLY WINDOW:** November - April

## COMPANY PROFILE:

Combining the expertise of three leading Australian fresh produce companies, Premier Farms International offers importers, exporters, and wholesalers premium Australian produce, fresh from the farm. Cutri Fruit is a third-generation family farm located in Victoria, Australia. Spanning acres of avocados, apricots, mandarins, nectarines, peaches & plums, with a focus on innovation and growing flavourful varieties that are packed with health benefits. Premier Fresh Australia is a vertically integrated fresh produce, supply chain company in Australia, that distributes fruit and vegetables domestically and internationally. With owned farms and strategic grower partners nationwide, they ensure the delivery of quality, flavourful, fresh produce.

# RED LEAF FRESH FRUITS



## CONTACT:

-  Ani Singh
-  +61 447 342 993
-  ani@redleaffreshfruits.com.au
-  redleaffreshfruits.com.au

**REGIONS SERVED:** China, Vietnam, India, Malaysia, Singapore, Hong Kong, Canada, Middle east, Indonesia

**FRUIT EXPORTED:** Apricot, peach, plum, cherry, nectarine, apple, pear.

**SUPPLY WINDOW:** November - April (stonefruit), March-October (apple and pear)

## COMPANY PROFILE:

Red Leaf Fresh Fruits are leaders in exporting premium Australian produce to global markets under the Brand 'Dream', specialising in apricots, peaches, nectarines, plums, cherries, apples & pears. Red Leaf Fresh Fruits produces 7,200 tonnes of premium fruit annually across 800 acres in the Goulburn Valley. All fruit is grown, packed, and supplied to the highest quality standards, ensuring freshness and consistency for export markets.

# REDLAND PREMIUM FRUIT

**redland.**  
Beautiful Fruit

## CONTACT:



**Peter Marshall**

P: +61 456 024 644

E: pmarshall@redlandfruit.com.au



**Jason Kotz**

P: +61 490 253 211

E: jkotz@redlandfruit.com.au



www.redlandfruit.com.au

**REGIONS SERVED:** China, Southeast Asia, India, Middle East, North America, New Zealand

**FRUIT EXPORTED:** Apricot, nectarine, peach, apple, pear, citrus, grapes, gold kiwifruit

**SUPPLY WINDOW:** November - April (stonefruit), other fruit year round

## COMPANY PROFILE:

Redland Premium Fruit is a leading Australian-owned fresh produce business specialising in the growing, packing, marketing and export of premium fruit. With operations across Queensland, New South Wales, Victoria and Western Australia, Redland supplies Australia's major retailers, wholesale markets and export customers with a diverse portfolio including citrus, table grapes, apples, stonefruit and premium kiwifruit. Through strong grower partnerships, investment in innovation and a commitment to quality, Redland delivers reliable, year-round supply and is recognised as a trusted partner across domestic and international fresh produce markets.

# SICILIANO & SONS



## CONTACT:



**Joe Tullio, Export Manager - China, Taiwan & Canada**

E: joe@austfruits.com.au

T: +61 411 132 665



**Vince Brullo, Export Manager - Asia & Europe**

E: vince@austfruits.com.au

T: +61 423 351 360



**Ray Erwin Export Manager - Middle East, India & Pacific Islands**

E: ray@austfruits.com.au

T: +61 412 792 513



www.vfsfruits.com.au

**REGIONS SERVED:** China, Southeast Asia, Europe, Canada, Middle East, India, Pacific Islands

**FRUIT EXPORTED:** Nectarine, peach, plum, apricot, mandarin, grapes

**SUPPLY WINDOW:** Mid November - mid March

## COMPANY PROFILE:

Established in 1954, VF Siciliano & Sons is a family-owned Australian enterprise specialising in the cultivation and export of premium stone fruits, including nectarines, peaches, apricots, and plums. Located in Woorinen North, Victoria, the company manages over 300 hectares of orchards, ensuring consistent quality and supply. With a state-of-the-art packing facility, they maintain stringent quality control from harvest to distribution. Through their export division, VFS Exports, they serve international markets such as China, Hong Kong, the UAE, Singapore, and Canada.

# SOUL FIELDS PTY LTD



## CONTACT:

-  Colleen Dangerfield
-  +61 407 004 495
-  colleen@soulfields.com.au

**REGIONS SERVED:** All countries with market access, contact to enquire

**FRUIT EXPORTED:** All lines of fresh fruit, including stonefruit, grapes, citrus, mango

**SUPPLY WINDOW:** October- April (stonefruit)

## COMPANY PROFILE:

Established in 2023, Soulfields saw the opportunity to provide a unique proposal for Australian Growers to build long term, sustainable relationships with buyers worldwide. Having a very clear understanding of the Individuality of each overseas market allows us to produce strategies to target maximum return to growers, market growth and brand awareness. Exceptional knowledge of logistics, documentation, protocol, packaging, sales and marketing allows us to provide clarity and transparency with our partners.

# TENFARMS



## CONTACT:

-  **Kris Boumbis - Business Manager**  
E: boumbisk@tenfarms.com.au  
P: +61 457 414 478
-  **Simon Pendergast - Asia Sales Director**  
E: asia@tenfarms.com.au  
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-  **Samantha Thomas - Export Operations**  
E: thomass@tenfarms.com.au  
P: +61 481 205 392
-  **David Holman - Director**  
E: holmand@tenfarms.com.au  
P: +61 499 594 541
-  [www.tenfarms.com.au](http://www.tenfarms.com.au)

**REGIONS SERVED:** Asia, Middle East, North America, Europe

**FRUIT EXPORTED:** Peach, nectarine, plum, apricot

**SUPPLY WINDOW:** Mid November - mid March

## COMPANY PROFILE:

Ten Farms is a prominent Australian exporter renowned for its high-quality summerfruit, such as peaches, nectarines, plums, and apricots. Located in Victoria, they excel in sourcing top-quality produce from reliable growers and distributing it to vital markets in Asia, the Middle East, North America, and Europe. With a commitment to sustainability, innovation, and strict food safety standards, Ten Farms guarantees that the freshest and most delicious summerfruit is delivered to international customers, further enhancing Australia's reputation for outstanding, world-class produce.



# VALLEY FRESH CHERRIES & STONEFRUIT



## CONTACT:

-  Barisha Batinich
-  +61 407 206 887
-  admin@valleyfreshcherries.com.au
-  www.valleyfreshcherries.com.au

**REGIONS SERVED:** China

**FRUIT EXPORTED:** Sugar plum

**SUPPLY WINDOW:** January - February

## COMPANY PROFILE:

Valley Fresh Cherries and Stonefruit, based in New South Wales, Australia, is renowned for producing premium cherries and stonefruit. With a focus on quality and freshness, the company grows, harvests, and packs a wide range of varieties to meet local and international demand. Committed to sustainability and innovation, Valley Fresh combines traditional farming values with modern techniques. Their dedication to excellence has earned them a reputation as a trusted supplier, delivering exceptional Australian fruit to markets worldwide.

# VALLEY PACK GROUP



## CONTACT:

-  Taylor Hall
-  +61 408 380 503
-  taylor@valleypack.com.au
-  valleypack.com.au

**REGIONS SERVED:** China, Japan, Thailand, Philippines

**FRUIT EXPORTED:** Apricot, nectarine, peach, plum, apple, pear, citrus, grapes

**SUPPLY WINDOW:** November - April

## COMPANY PROFILE:

Valley Pack Group is Australia's leading export load-out facility for premium summerfruit, specialising in delivering high-quality stonefruit to global markets. Based in Mooroopna, Victoria, Valley Pack operates state-of-the-art facilities, including 36 cool rooms and 45,000m<sup>3</sup> of controlled atmosphere storage, ensuring exceptional freshness. Offering farm gate collection, treatment, and seamless delivery to ports, the company also provides expert freight forwarding services for both ocean and air freight. With advanced logistics, over 100 reefer plugs, and a dedicated fleet, Valley Pack is a trusted partner for growers and a leader in exporting superior Australian fruit.

# WANDIN VALLEY FARMS



## CONTACT:

-  Reuben Jones
-  +61 438 629 108
-  [rjones@wandinvalleyfarms.com.au](mailto:rjones@wandinvalleyfarms.com.au)
-  [www.wandinvalleyfarms.com.au](http://www.wandinvalleyfarms.com.au)

**REGIONS SERVED:** China, Southeast Asia, Middle East

**FRUIT EXPORTED:** Cherry, cherry plum

**SUPPLY WINDOW:** October - January

## COMPANY PROFILE:

Wandin Valley Farms, established in the early 1980s, is a renowned Australian grower specialising in premium cherries and cherry plums. With orchards located in key regions of Victoria and Tasmania, the farm produces high-quality fruit known for its exceptional flavour and freshness. Wandin Valley Farms has one of the longest supply windows for cherries in the southern hemisphere. Combining traditional farming expertise with modern practices, Wandin Valley Farms ensures consistent supply to both domestic and international markets. Their dedication to innovation and sustainability has earned them a reputation as a trusted name in Australian cherry and cherry plum production.

# WA FARM DIRECT



## CONTACT:

-  **Justin Shield**  
E: [justin.shield@wafarmdirect.com.au](mailto:justin.shield@wafarmdirect.com.au)  
T: +61 448 367 421
-  **Jacky Kunze**  
E: [jacky.kunze@wafarmdirect.com.au](mailto:jacky.kunze@wafarmdirect.com.au)  
T: +61 447 920 402
-  [wafarmdirect.com.au](http://wafarmdirect.com.au)

**REGIONS SERVED:** China, Hong Kong, Indonesia, Malaysia, Singapore, Thailand, Vietnam, UAE

**FRUIT EXPORTED:** Ondine® flat white peach and nectarine, Regal' in round peach and nectarine

**SUPPLY WINDOW:** Late November - March

## COMPANY PROFILE:

WA Farm Direct is a leading marketer and exporter of premium fruit varieties in Australia. They are the exclusive exporter of Australian grown Regal'in® round peaches and nectarines and Ondine® flat peaches and nectarines. WA Farm Direct is also the licensed marketer of Soluna™ apples and is a SunWorld® grape licensee. Representing top-tier brands, WA Farm Direct prides itself on delivering exceptional quality produce to domestic and international markets.



*A GUIDE TO*  
**MERCHANDISING**



# THE SUMMERFRUIT MERCHANDISING GUIDE

This guide is aimed to give your team tips and tricks for a successful Summerfruit selling season.

From storage, through to handling and presentation on the shelf, there are a few necessary steps to ensure summerfruit produce quality and presentation is maintained.



## THE SUMMERFRUIT CONSUMER

-  Consumers love that Summerfruits are refreshingly light, tasty, and convenient to eat.
-  Increasingly, consumers are adding summerfruits to their salads, entertaining platters, and BBQ's, adding sweetness and flavour – suggest these usage ideas to your customers.
-  60% of purchases are spontaneous; ensure displays are prominent and filled across all hours of trade to boost sales throughout the season.
-  Shoppers enjoy trying different varieties; display the full range together to encourage trial.





# DISPLAY

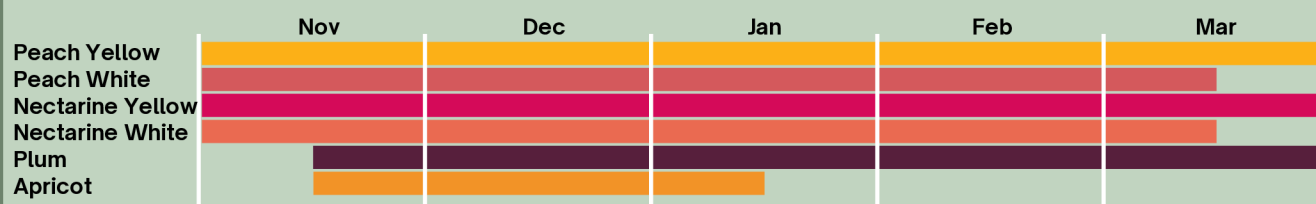


- Always handle Summerfruits with **care**, even firm fruit can bruise easily.
- **Never tip fill**, keep fruit in **original trays** or cartons to reduce handling and over stacking .
- Display at **ambient temperature**.
- Ensure displays are **full and fresh**, low stock can deter shoppers.
- Rotate your stock on display – **first in, first out** principles.
- **Remove damaged, wrinkled or mouldy fruit** from display. Keep the display areas **clean and tidy**.
- Price tickets are **essential** for shoppers.
- Signage and POS are helpful to **direct shoppers** and **bring attention** to the category.

# INCREASING DEMAND



# SEASONALITY



# SUMMERFRUIT VARIETIES

## YELLOW FLESH PEACH

**Sweet & tangy** – A balanced combination of honeyed sweetness with a refreshing tart edge.

**Juicy & lush** – High moisture content that bursts with flavour.

**Velvety soft** – Smooth, melt-in-the-mouth flesh when ripe

**Firm bite** – Slight resistance when less ripe, offering a satisfying texture.

### IDEAL FOR

**Eating fresh** – Enjoy as a snack or in fruit salads.

**With yogurt or granola** – Adds sweetness and texture to breakfast bowls.

**Grilled** – Caramelises the sugars, perfect for savory dishes or desserts.



## WHITE FLESH PEACHES

**Delicately sweet** – Milder and refined sweetness

**Low acidity** – Smooth and gentle on the palate, with minimal tartness.

**Floral & perfumed** – Elegant aroma.

**Tender & juicy** – Soft flesh that releases juice easily.

**Smooth & silky** – Creamy mouthfeel, especially when fully ripe.

**Melting texture** – Dissolves effortlessly, ideal for fresh eating.

### IDEAL FOR

**Sliced fresh** – Perfect for enjoying on their own or in fruit platters.

**With ricotta or mascarpone** – A refined pairing for breakfast or dessert.

**In salads** – Combine with soft greens, goat cheese, and a light vinaigrette.



## YELLOW FLESH NECTARINE

**Sweet & tangy** – Bold sweetness balanced by a refreshing acidity

**Fruity & aromatic** – Intense stone fruit flavour

**Zesty** – Bright, lively notes that add a refreshing edge

**Firm & crisp** – Satisfying bite when slightly underripe.

**Juicy & melting** – Tender and succulent as it ripens.

### IDEAL FOR

**Sliced fresh** – Enjoy as a snack or in fruit salads.

**On cheese boards** – Pairs beautifully with creamy or aged cheeses.

**Grilled** – Enhances their natural sugars and adds a smoky depth.

**With prosciutto or cured meats** – Sweet and salty contrast.



## WHITE FLESH NECTARINE

**Delicately sweet** – Subtle, refined sweetness with less acidity than yellow varieties.

**Floral & perfumed** – Elegant aroma

**Tender & juicy** – Soft flesh that releases juice easily.

**Silky & melting** – Creamy mouthfeel, especially when fully ripe.

### IDEAL FOR

**Sliced fresh** – Perfect for snacking or adding to fruit platters.

**In salads** – Combine with soft greens, nuts, and a citrus vinaigrette.

**In tarts or galettes** – Showcases their soft texture and subtle flavour.



## PLUMS

**Juicy & refreshing** – Diverse skin colours and shapes

**Smooth skin** – Thin, often glossy skin with a slight snap.

**Firm to tender flesh** – Varies by ripeness and variety; can range from crisp to meltingly soft.

### IDEAL FOR

**Sliced fresh** – Enjoy as a snack or in fruit salads.

**On cheese boards** – Pairs well with creamy or sharp cheeses.

**Roasted or grilled** – Enhances their natural sweetness and adds depth.

**In salads** – Combine with greens, nuts, and balsamic dressing.



## APRICOTS

**Sweet & tart** – A gentle sweetness balanced by a mild, pleasant acidity.

**Velvety skin** – Soft, slightly fuzzy exterior.

**Tender flesh** – Smooth and yielding texture when ripe.

### IDEAL FOR

**Sliced fresh** – Enjoy as a snack or in fruit salads.

**With yogurt or ricotta** – Adds a gentle sweetness to breakfast or light desserts.

**On cheese boards** – Pairs beautifully with soft or aged cheeses.

**In grain salads** – Combine with couscous, quinoa, or bulgur for a sweet-savory balance.



# SUMMERFRUIT ORDERING GUIDELINES

## PRODUCT

- Fruit type (peach, nectarine, apricot, plum)
- Flesh type (white, yellow, black, red)

## AIRFREIGHT AND SEAFREIGHT CONFIGURATIONS

- AKE – Airfreight - 130 cartons
- PMC - Airfreight - 400 cartons
- 20' Container – 8.6 tonnes – 864 cartons
- 40' Container 20 tonnes – 2028 cartons

## TIMING AND VARIETY

The Summerfruit season begins in November and ends in April. To extend the season many varieties are grown in succession, with each variety available for approximately one month.

## QUANTITY AND PACKAGING

- Tray - Single layer by count
- 10kg bulk fill carton (by weight)

| TRAY  |    | 10 KG CARTON |    |
|-------|----|--------------|----|
| Count | mm | Count        | mm |
| 32    | 60 | 105          | 57 |
| 30    | 63 | 99           | 58 |
| 28    | 67 | 90           | 60 |
| 25    | 69 | 81           | 63 |
| 23    | 72 | 72/75        | 65 |
| 20    | 75 | 68           | 67 |
| 18    | 78 | 60/63        | 69 |
| 16    | 82 | 56           | 72 |
| 14    | 86 | 48/50        | 75 |
| 12    | 90 |              |    |

## IRRADIATION:

- All markets other than Vietnam have no irradiation packaging restrictions. i.e. any box can be treated
- Indonesia: all summerfruit (peaches, plums, apricots, nectarines)
- Domestic (ICA55): all summerfruit (peaches, plums, apricots, nectarines)

Approved irradiation carton description and pallet configuration for **PEACHES & NECTARINES** to Vietnam

| CARTON TYPE | CARTONS PER LAYER | HEIGHT (CM) | LENGTH (CM) | WIDTH (CM) | CARTONS PER PALLET (max) |
|-------------|-------------------|-------------|-------------|------------|--------------------------|
| 3 Kg        | 12                | 9.5         | 28          | 36.5       | 168                      |
| 3.75 Kg     | 8                 | 9.3         | 37          | 43         | 200                      |
| 5 Kg        | 10                | 14          | 42          | 26         | 160                      |
| 7 Kg        | 8                 | 17          | 42.5        | 35.5       | 96                       |
| 10 Kg       | 8                 | 15          | 37          | 44         | 96                       |
| 10 Kg       | 6                 | 12.3        | 57.2        | 38.3       | 96                       |
| 12 Kg       | 8                 | 27          | 31          | 52         | 64                       |

Approved irradiation carton description and pallet configuration for **PLUMS** to Vietnam

| CARTON TYPE     | CARTONS PER LAYER | HEIGHT (CM) | LENGTH (CM) | WIDTH (CM) | CARTONS PER PALLET (max) |
|-----------------|-------------------|-------------|-------------|------------|--------------------------|
| 3.75 Kg         | 8                 | 8           | 36          | 43         | 192                      |
| 5 Kg            | 10                | 13          | 42          | 27         | 160                      |
| 5 Kg            | 11                | 12          | 34          | 26         | 176                      |
| 5 Kg            | 12                | 12          | 37          | 28         | 132                      |
| 10 Kg           | 8                 | 16          | 36          | 43         | 96                       |
| 6 x 2 Kg (gift) | 12                | 34          | 38          | 29         | 48                       |

Approximate minimum transit time in days (LCL Cargo, port to port only).

| ORIGIN     | SHANG HAI (China) | HONG KONG (China) | KEELUNG (Taiwan) | JEBEL ALI (UAE) | SINGA - PORE | PORT KLANG (Malaysia) | HO CHI MINH (Vietnam) | LAEM CHABANG (Thailand) | JAKARTA (Indonesia) |
|------------|-------------------|-------------------|------------------|-----------------|--------------|-----------------------|-----------------------|-------------------------|---------------------|
| Sydney     | 21                | 18                | 18               | 32              | 15           | 17                    | 23                    | 22                      | 13                  |
| Melbourne  | 21                | 16-               | 18               | 29              | 16           | 15                    | 18                    | 18                      | 10                  |
| Brisbane   | 16                | 12                | 26               | 35              | 13           | 20                    | 30                    | 14                      | 16                  |
| Adelaide   | 21                | 21                | 27               | 31              | 11           | 15                    | 18                    | 16                      | 12                  |
| Freemantle | 22                | 17                | 25               | 30              | 6            | 10                    | 14                    | 14                      | 14                  |
| Hobart     | 22                | 18                | 18               | 32              | 15           | 17                    | N/A                   | 18                      | 18                  |

For more information, or to discuss your specific ordering needs, please speak to your Australian summer stonefruit exporter.

## PEACH, NECTARINE, PLUM & APRICOT: PATHWAYS FROM AUSTRALIA

|                                              | Recognised fruit fly PFA | Non PFA regions |                |                              |             |
|----------------------------------------------|--------------------------|-----------------|----------------|------------------------------|-------------|
|                                              |                          | No treatment    | Cold Treatment | Methyl bromide               | Irradiation |
| Bahrain                                      | N/A                      | ✓               | N/A            | N/A                          | ✗           |
| Canada                                       | ✗                        | ✗               | ✗              | ✓                            | ✗           |
| China                                        | ✓                        | ✗               | ✓              | ✓ ex Plum & Apricot (Mbe+CT) | ✗           |
| European Union                               | ✓                        | ✗               | ✓              | ✓                            | ✗           |
| Fiji                                         | ✓                        | ✗               | ✓              | ✓                            | ✗           |
| Hong Kong                                    | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| India                                        | ✓                        | ✗               | ✓              | ✓                            | ✗           |
| Indonesia                                    | ✗                        | ✗               | ✓              | ✓                            | ✓           |
| Jordan - peaches & nectarines only           | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Kuwait                                       | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Malaysia                                     | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Philippines                                  | ✓                        | ✗               | ✓              | ✗                            | ✗           |
| Qatar                                        | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Saudi Arabia                                 | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Singapore                                    | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Taiwan - peaches & nectarines only           | ✓                        | ✗               | ✓              | ✗                            | ✗           |
| Thailand                                     | ✓                        | ✗               | ✓              | ✗                            | ✗           |
| UAE                                          | N/A                      | ✓               | N/A            | N/A                          | N/A         |
| Vietnam - peaches, plums and nectarines only | N/A                      | ✗               | ✓              | ✗                            | ✓           |

Detailed market access information can be found by accessing the Department of Agriculture, Fisheries and Forestry Manual of Importing Country Requirements (MICO R) database - [micor.agriculture.gov.au](http://micor.agriculture.gov.au)





 Summerfruit  
AUSTRALIA  
[WWW.SUMMERFRUIT.COM.AU](http://WWW.SUMMERFRUIT.COM.AU)