



Australian Strawberries

The sweet and succulent strawberry
is a treat too great to resist





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Acknowledgement of country

In the spirit of reconciliation we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Honey & Fox





Introducing Australia's Strawberry Industry

There's nothing quite like an Australian strawberry — firm, juicy with a big burst of sweetness

Australia's strawberry industry is committed to growing high-quality product, whilst operating in an environmentally sustainable manner.

Australian strawberry growers have established a formidable reputation in Asian markets due to our close proximity, a favourable seasonal supply window and a growing consumer preference for clean, safe food.

Not only do our strawberries taste great, but they provide many nutritional and health benefits. They are a good source of many vitamins, minerals and plant compounds.

Innovative production techniques, adoption of protected substrate cropping, improved genetics and an expanding geographic footprint are all contributing to the success of the industry.

Buyers can be confident that Australia's strawberries meet the strictest standards for safety, sustainability and quality

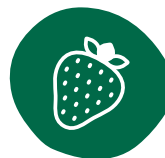
Australia produces 77,751 tonnes of strawberries each year and we are continuing to grow to meet global demand. In 2021 we exported 2,928 tonnes to 17 countries.

And there is a bonus for our northern hemisphere customers, in the middle of your winter, we can bring the taste of our Aussie strawberries to you.

It goes without saying that buyers can be assured that Australia adheres to the highest level of quality, food safety and biosecurity standards globally.



Grown in ideal conditions



A range of premium export varieties



Exported to 17 countries



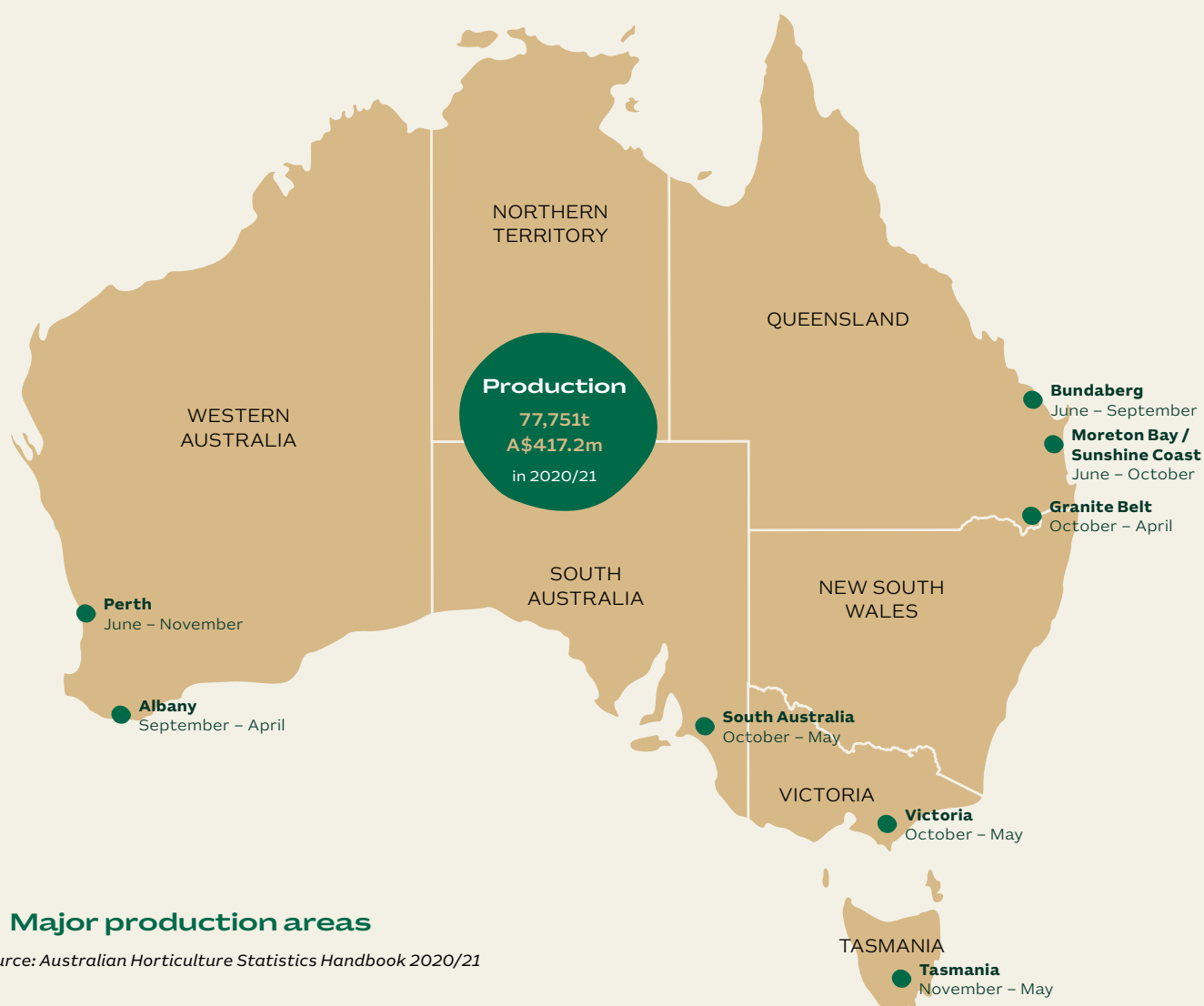
Healthy and nutritious



Technology and innovation



Safe and trusted source



Ideal Growing Environment



Australian strawberries are harvested by hand and packed either in-field or in on-farm packing facilities which means they can be on the road to their destination within 24 hours of picking

Favourable growing conditions are reflected in the quality of the fruit. Our premium strawberries benefit from nutrient-rich soils, access to water and high penetration rates of the sun, ensuring fruit with high sweetness levels and optimal colour, size and flavour.

In 2021 the Australian Strawberry industry produced 77,751 tonnes of fruit valued at A\$417.2m from approximately 80 million plants.

Our growers produce high-quality strawberries under 'clean and green' supply conditions which are also free from some of the world's major agricultural pests and diseases. Our strict biosecurity and food safety measures guarantee the tastiest and best quality fruit.

Strawberries are grown year-round in Australia, with a Summer production season in Victoria, South Australia, Tasmania, southern Western Australia and the Granite Belt region of Queensland from October to May, and Winter production season in Queensland and the Perth region of Western Australia from May to October.

Our fresh strawberries are available all year round

Traditionally, production has been concentrated in the warmer months (October to May); however, growing seasons can be extended in temperate climates through the use of different varieties and planting techniques.

The diversity of the Australian climate also enables May to October production in warmer or subtropical climates such as areas of Queensland and Western Australia.

Production is concentrated in coastal regions, namely the Moreton Bay, Sunshine Coast and Bundaberg areas of Queensland, the Yarra Valley region in Victoria, the Adelaide Hills in South Australia, Perth and Albany in Western Australia and the Northern region of Tasmania.

Harvest windows

	20/21 t	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
VIC	27,601t				●	●	●	●	●	●	●	●	●
QLD	32,655t	●	●	●	●	●	●	●	●	●	●	●	●
WA	8,164t	●	●	●	●	●	●	●	●	●	●		●
SA	5,443t		●	●	●	●	●	●	●	●	●	●	●
TAS	3,110t				●	●	●	●	●	●	●	●	
NSW	778t				●	●	●	●	●	●	●		

● Darker shades represent main crop volume

Source: SAL

Australian Strawberry Varieties



Our Australian farmers pride themselves on producing the highest grade strawberries

The many different climatic zones in Australia and multitude of varieties of strawberries means that there are high quality commercial yielding options for all major growing regions, with more in continual breeding development.

Varieties have been developed that not only focus on increasing consumer demand through fruit characteristics that are more robust, attractive and flavourful; but also varieties that are increasingly more disease resistant, reducing reliance on chemical inputs.

The Australian Strawberry Breeding Program continues to develop and commercially release superior strawberry varieties adapted for production in temperate, subtropical and Mediterranean climatic regions in Australia. Our growers also have access to varieties from numerous international breeding programs including the University of California and University of Florida in the United States.

We have a strong reputation for safe, quality strawberries that are among the best in the world



To the untrained eye, a strawberry is just a strawberry, but there are subtle differences in the structure, shape, size and flavour between the varieties.

The wide range of varieties available to Australian strawberry growers means we can supply the highest quality berries year round.

Two new “novelty” varieties of strawberry have been developed by the Australian Strawberry Breeding Program in Queensland.

The “white” strawberries are a brilliant white inside with a pale pink blush skin, speckled with red seeds, while the “pink” strawberries have a peachy pink exterior and white flesh. Both have an intense aroma, however are not currently commercially available.



Red Rhapsody

Red Rhapsody is a flagship variety produced by the Australian Strawberry Breeding for the Australian winter production season. The external skin is a rich, deep red colour with a softer red interior. Red Rhapsody is a firm berry with good bruise resistance and presents with a green shoulder.



Albion

Originally bred by the University of California, Albion is ideal for markets requiring XL to XXL sizing with excellent eating quality. It is lighter in colour and available during the Australian Summer season.



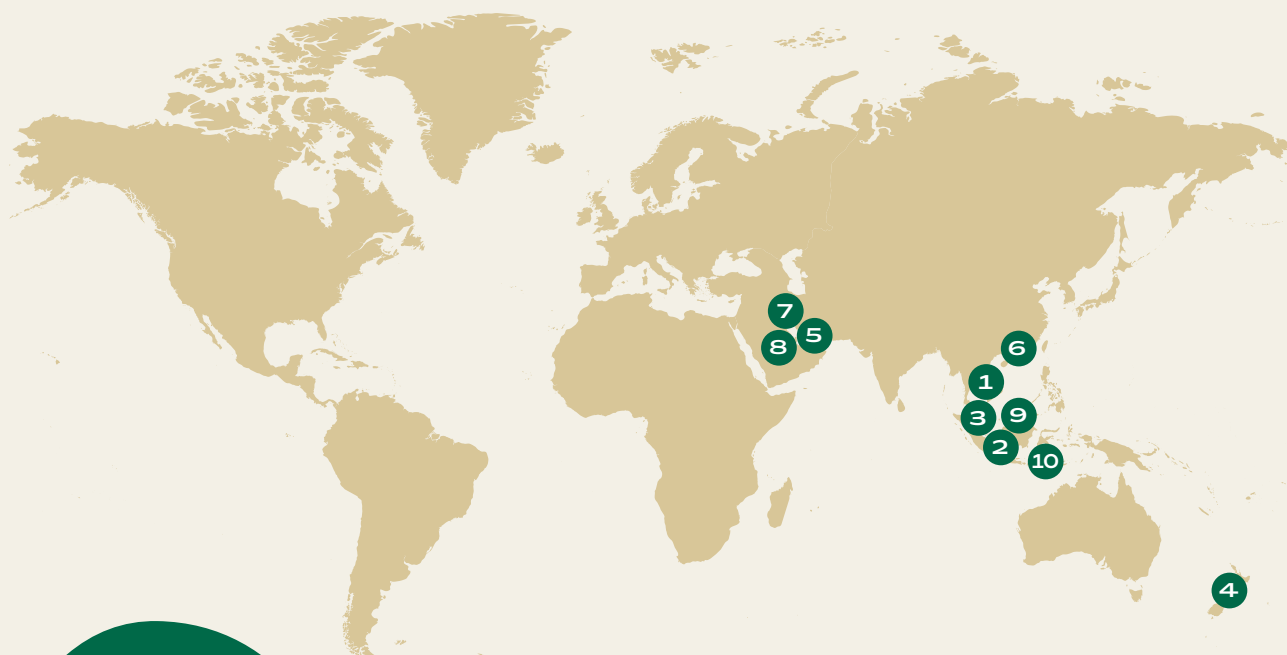
Fronteras

From the University of California, Fronteras is an XL to XXL variety that is lighter in colour but is more susceptible to bruising in transit. It is available during the Australian winter production season and is ideal for markets that are seeking a XXL size.



Festival

Festival is a full coloured, firm berry with good bruise resistance available during the Australian Winter production season. It is suitable for markets requiring full colour but where XXL sizing is not important. Festival was originally developed by the University of Florida.



2021/22
A\$25.204m
2,928t

Top export markets

- | | | | |
|---|----------------------|----|-------------------|
| 1 | Thailand | 6 | Hong Kong, China |
| 2 | Singapore | 7 | Kuwait |
| 3 | Malaysia | 8 | Qatar |
| 4 | New Zealand | 9 | Brunei Darussalam |
| 5 | United Arab Emirates | 10 | Indonesia |

Source: Australian Bureau of Statistics 2021



Growing Global Demand



Advanced cold chain management and efficient freight networks mean that our strawberries can arrive to your market soon after picking, in field fresh condition

Australia's strawberry industry continues to expand which means even more delicious strawberries will be available in coming years.

Australia has established itself as a reliable supplier of strawberries internationally and in 2021 Australia exported 3,578 tonnes of strawberries valued at over A\$25.5m to 17 countries.

Top export markets (by export value) included Thailand, Singapore, Malaysia, New Zealand and United Arab Emirates.

The value of the industry continues to grow with increased demand in northern hemisphere markets from countries seeking fruit all year round.

From farm to market in as little as 24 hours

Australia has 16 Free Trade Agreements in force that benefits Australian exporters and their overseas customers in major markets.

Recent trade and economic partnership agreements negotiated between Australia and other international markets are focused on making Australian strawberries even more competitive.



Nutrition and Health Benefits



Strawberries are low in calories, delicious, and healthy

Not only are they juicy, summery and delicious, they're a superfood, too. Nutrient-rich and packed with antioxidants (like vitamin C), the benefits of strawberries are endless.

A serve of strawberries is:

- an excellent source of vitamin C
- an excellent source of folate
- a source of fibre
- naturally low in sugars
- low in energy with only 165Kj (40kcal) per 150g
- without saturated fat
- a source of potassium

One cup of sliced, fresh strawberries, or 100 grams (g), contains the following nutrients:

Nutritional information (100g)	
Energy, without dietary fibre	88kJ
Protein	0.7 g
Fat	0.2 g
Total sugars	3.8 g
Dietary fibre	2.5 g
Calcium	22 mg
Iron	0.55 mg
Magnesium	8 mg
Phosphorus	24 mg
Potassium	185 mg
Vitamin C	45 mg
Folate, natural	39 mcg

Source: Food Standards Australia New Zealand

There are an impressive bundle of vitamins and minerals found in a 150g serve of fresh strawberries





Strawberries are full of daily nutritional needs to keep our minds and bodies happy and strong

Skin health

The power of vitamin C in strawberries is vital to the production of collagen, which helps to improve skin's elasticity and resilience.

Healthy vision

The antioxidant properties in strawberries may also help to prevent cataracts and the vitamin C in strawberries also plays an important role in strengthening the eye's cornea and retina.

Immunity fighter

Strawberries are your cold and flu defence being packed full of vitamin C and folate which both support your immune system.

Healthy heart

Naturally low in saturated fat and sugars, strawberries are heart healthy.

Reduces joint inflammation

The antioxidants and phytochemicals found in strawberries may also help to reduce inflammation of the joints, which may cause arthritis.

Stress levels

The potassium in strawberries can help regulate blood pressure and may even help to lower high blood pressure by acting as a buffer against the negative effects of sodium.

Good for your gut

Strawberries contain dietary fibre, which is essential for healthy gut function.

Bone and brain booster

Strawberries are vitamin C-rich which helps build strong bones, teeth and boosts brain function.

Source: Queensland Strawberries



Enjoy our Strawberries

Whether fresh or frozen, there's no denying that strawberries pack a healthy punch

Strawberries are an excellent addition to a healthy diet and it is hard to go wrong with strawberries.

They can be eaten freshly picked or incorporated into a variety of recipes.

Strawberries are so versatile and can be incorporated in any meal – from a breakfast smoothie or breakfast bowl, a lunchtime salad, afternoon tea snack, after school snack, dinner or dessert.

There are endless reasons to love Australian strawberries - they are delicious, versatile and healthy



Recipe: Strawberry Compote



Serves: 10, Preparation time: 5 minutes,
Cooking time: 20 minutes

Ingredients

- 1kg fresh strawberries
- 100g water
- 100g sugar
- 10g vanilla bean paste

Instructions

1. Rinse the strawberries under cold water, then remove the green top leaves and chop the berries into small pieces.
2. On high heat in a saucepan boil the water, sugar and vanilla paste then add the strawberries and turn the temperature down to medium and cook for approximately 10 minutes until most of the water has evaporated and the compote is thick and syrupy.

To store

Keep in a glass jar or other sealed container in the fridge for two weeks or freeze for up to 3 months.



Technology and Innovation

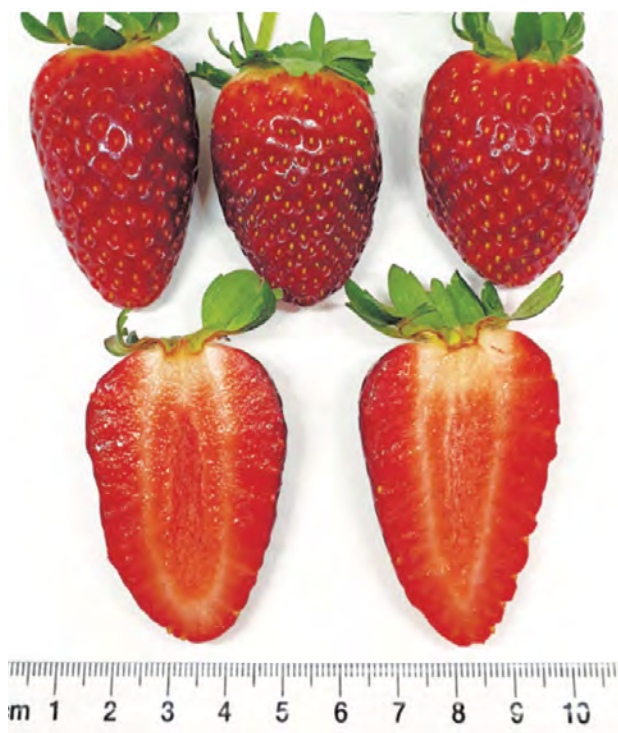


Innovative technology that looks to the future

The industry is committed to releasing superior selections to meet consumer preferences

The Australian Strawberry Breeding Program (ASBP) is a national breeding program, with a focus on Australia's three major production climates: temperate, subtropical, and Mediterranean.

The program's aim is to breed new strawberry varieties that are specially adapted to each region, and to release superior selections to industry that meet consumer preferences and are highly profitable for growers with lower production costs.



Continued advances in IPM practices are safely and effectively controlling strawberry pests reducing the need for agricultural chemicals

In Australia, strawberry growers use Integrated Pest Management (IPM) to control insect pests in their crops. An important part of IPM is using 'good bugs' to control 'bad bugs', rather than using chemical pesticides.

Reducing chemical use encourages natural predators such as ladybirds and hoverflies, and protects the bees that pollinate the strawberry flowers to produce our beautiful berries."

Precision analytics are helping strawberry growers in Australia to plan ahead

New technology is providing strawberry growers with accurate and consistent data to forecast and manage crops. Through the use of AI technology attached to a simple Go Pro, growers can receive reports to help predict yields and identify plant health concerns, all of which go a long way towards managing labour requirements and planning for supply to market.

Traceability technology is protecting Australia's fresh produce along the supply chain

Supply chain traceability is becoming more important for growers, packers, retailers and consumers, to guarantee place of origin and safety of products. Blockchain is a technology that addresses this need, along with improving other supply chain efficiencies.

The technology records a chain of information relating to the transaction history of a product and enables all those involved in the products' supply chain to view the history. It also significantly reduces the risk of product tampering throughout the supply chain.

Safe and Trusted Source



The Australian horticultural industry's food safety and environmental standards are amongst the highest in the world



Australian Government
Department of Agriculture,
Fisheries and Forestry



Export credentials

The **Australian Government** administers export laws to ensure that exported products meet all Australian and importing country requirements. This maintains the integrity of our strawberry exports, Australia's positive relationships with trading partners and our reputation as a reliable exporter of safe and high-quality products.



Biosecurity Standards

National Biosecurity Management Program facilitated by **Plant Health Australia** has been adopted by the industry to ensure Australian strawberries are free from pests and diseases of quarantine concern.

The Biosecurity Program in conjunction with a Government approved export Crop Monitoring program and Integrated Pest and Disease Management allows growers to achieve export-ready biosecurity standards.

Food Safety Standards

Australia has very strict food safety standards that apply to retail, wholesale, exporting and processing. These standards are developed jointly by leading Australian retailers and **Food Standards Australia New Zealand (FSANZ)**.



Organic Standard

The Australian Certified Organic Standard is one of the most respected and rigorous standards in the world for organic production ensuring integrity of organic products in the marketplace for consumers.



International Standard

NASAA Organic and Biodynamic Standard is Australia's most internationally recognised Australian organic certification label, NASAA Certified Organic.

Australian Grown Horticulture Sustainability Framework

As a nation, we are committed to protect our environment now and for future generations

Nourish & Nurture

Food to nourish people
Plants to nurture communities
Safe, traceable, quality

People & Enterprise

Productive, profitable growers
Safe & ethical work
Leadership & governance
Innovation
Thriving communities
Trade & economic value

Planet & Resources

Water
Landscapes
Climate
Energy
Biosecurity

Less waste

Food waste
Packaging
Farm waste

