



VICTORIAN
STRAWBERRY
INDUSTRY
DEVELOPMENT
COMMITTEE

Victorian Strawberry Industry Fact Sheet

Number of commercial growers: 110*

Growing regions: Majority of production in Yarra Valley. However fruit also grown: Mornington Peninsula, Cobram & other areas of northern Victoria, Warrigal, Wallington, Colac, Timboon & Portland.

Area under strawberry production: 300 hectares*

Number of plants in ground for 2005/06 season: 11.5 million

Tonnes per hectare produced: 37 tonnes per hectare*

Varieties grown:

Day Neutral varieties: Selva, Diamonte, **Lowanna**, Aromas

Short Day varieties: **Adina**, **Millewa**, **Kiewa**, Pajaro, Tallara, Camino Real, Gaviota, Ventana, Festival, Chandler, Camarosa

Average wholesale 250g punnet price: \$1.50

Tonnes produced in the 2004/05 season: 11,100 tonnes*

% of strawberries grown sold to Melbourne Markets: 60%

% of strawberries sold to Sydney Markets: 40%

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NOTE: * indicates an estimated figure based on calculations from figures obtained from various sources.

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DISCLAIMER: The information was true and correct at the time of printing. The VSIDC accepts no responsibility for any loss occasioned to any person using the information in this report.