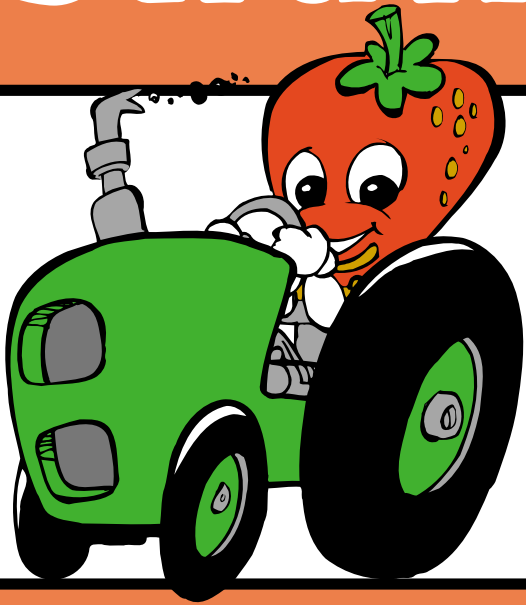
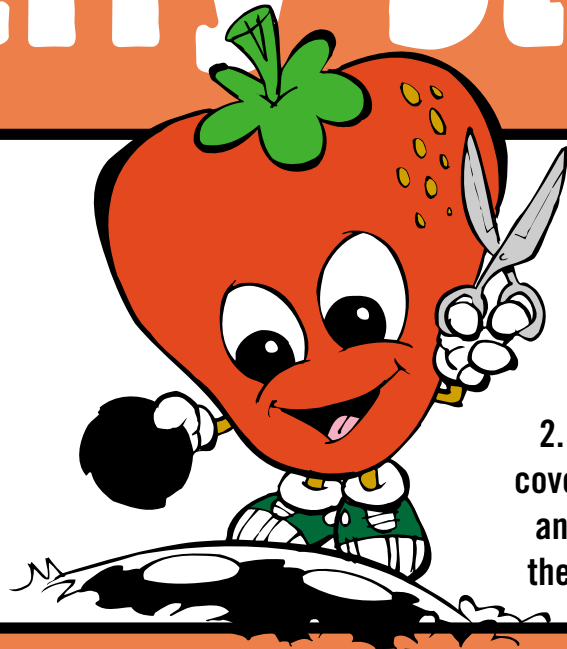


The Strawberry Story

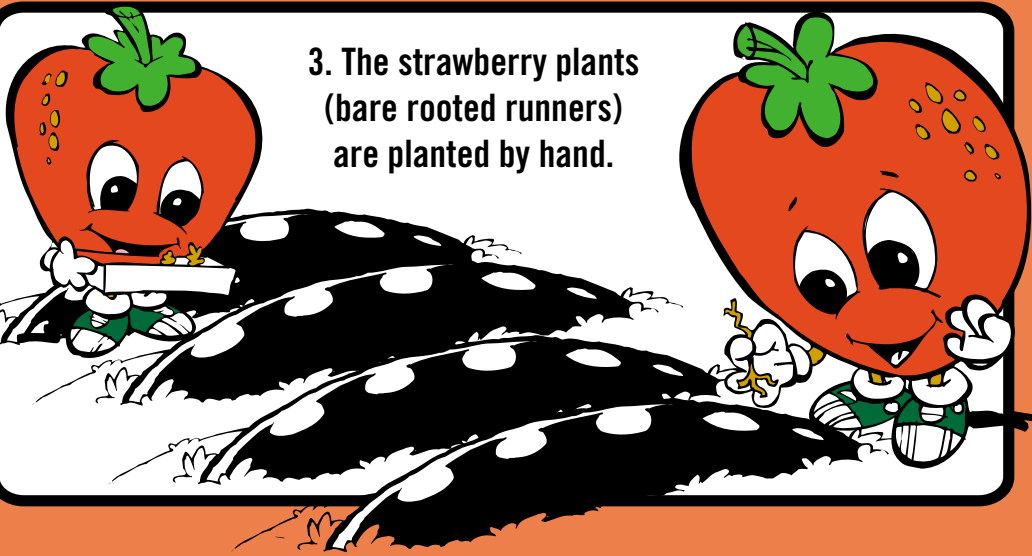
1. The fields are ploughed and the beds (or rows) are mounded and formed using a special tractor attachment.



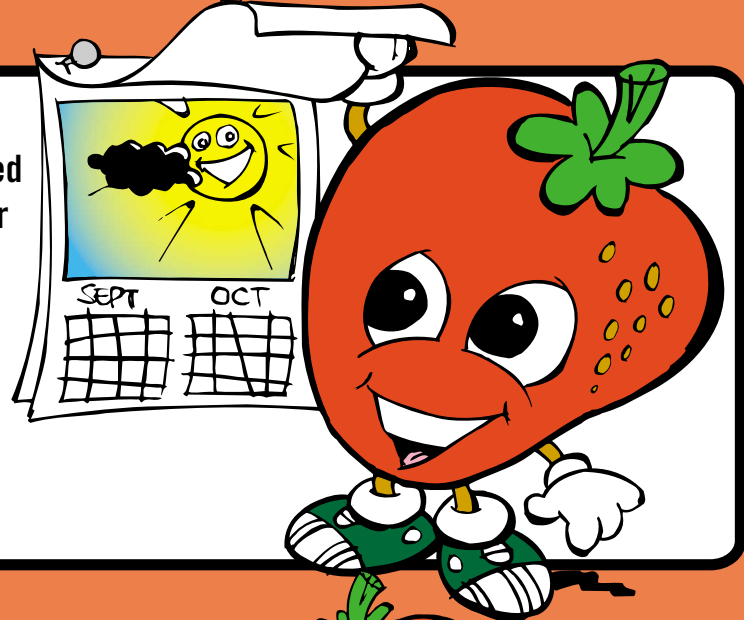
2. The beds are then covered in black plastic and holes are cut for the strawberry plants.



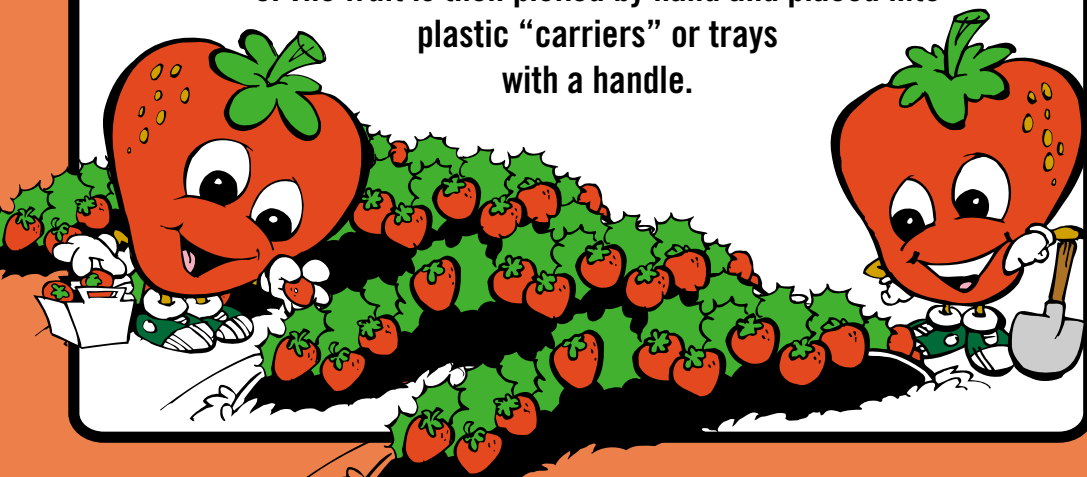
3. The strawberry plants (bare rooted runners) are planted by hand.



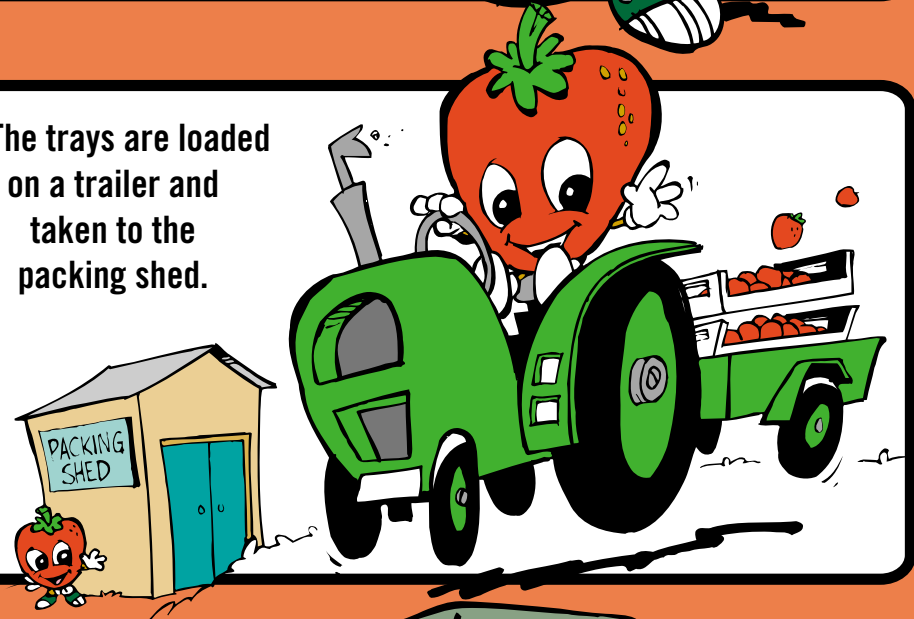
4. The newly planted runners grow over winter and begin flowering and producing fruit in September & October.



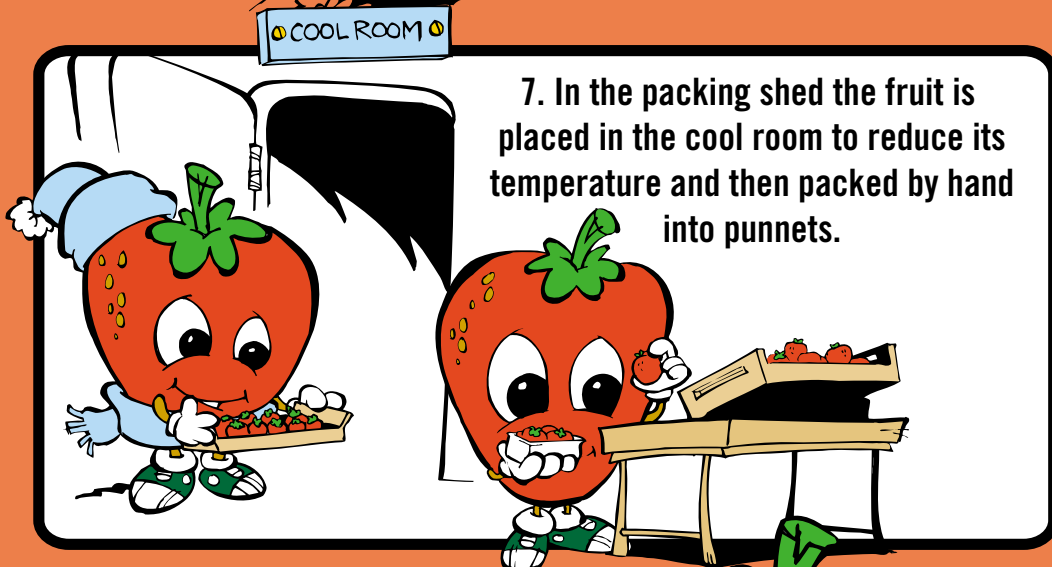
5. The fruit is then picked by hand and placed into plastic "carriers" or trays with a handle.



6. The trays are loaded on a trailer and taken to the packing shed.



7. In the packing shed the fruit is placed in the cool room to reduce its temperature and then packed by hand into punnets.



8. These punnets are put into trays and then onto pallets, ready for loading onto a truck to take to market.



Supermarkets and greengrocers purchase the strawberries from the market, so you can enjoy this tasty treat.

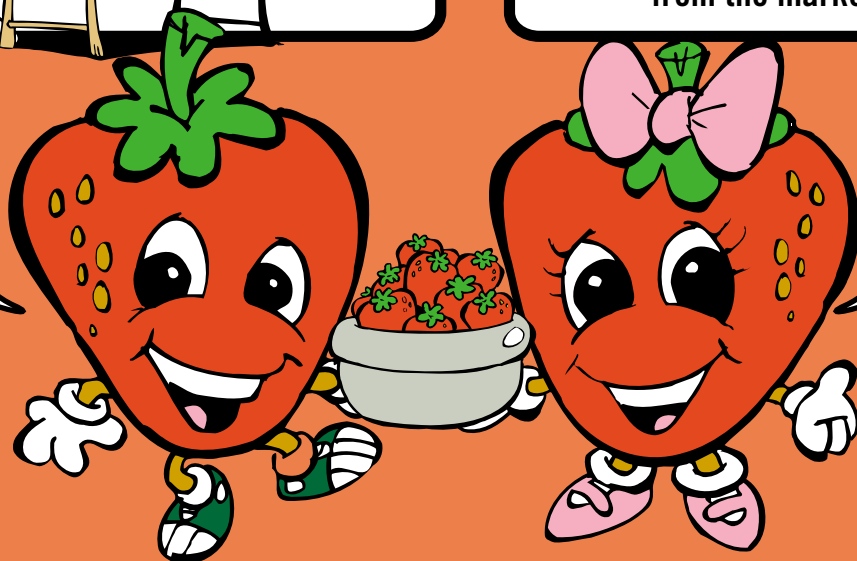
Victor the Victorian Strawberry says

Strawberries are a cool snack

Victorian Strawberries... be tempted

Vicky the Victorian Strawberry tells us

Strawberries are packed full of Vitamin C



VICTORIAN STRAWBERRY INDUSTRY DEVELOPMENT COMMITTEE

www.vicstrawberry.com.au