



Growing and exporting premium quality cherries and apples.



GLOBALGAP & SQF 2000 Quality Assurance Certification

Exporting Fruit Worldwide from Tasmania



[www.reidfruits.com.au](http://www.reidfruits.com.au)

# Welcome to Reid Fruits

The Reid family and their dedicated staff have been growing and exporting premium quality fruit from Tasmania's fertile river valleys since 1856 and continue to be world leaders in innovative fruit production and international trade development on behalf Australia's cherry and apple industries.

Now trading as Reid Fruits, six generations have worked in harmony with Tasmania's unique natural environment to produce high quality, flavoursome cherries and apples for export to the world's most discerning consumers.

Reid Fruits is one of Australia's largest cherry producers with modern orchards and sophisticated fruit handling systems. The Reid family places high value on the personal relationships it maintains with long held clients in over 20 countries as well as ensuring the employees who assist in the production and export of every harvest are well rewarded and enjoy the experience.

Reid Fruits' long term success can be attributed to the company's philosophy that there is no substitution for quality. Environmental sustainability ensures that future generations will enjoy the natural goodness of our fruit.



Above photo: Tom, Doug, Tim and Allison Reid, three generations of Tasmanian orchardists.



## Our Fruits

Reid Fruits specialises in growing and exporting premium quality cherries and apples to some of the world's most discerning customers.

Reid Fruits orchards are situated on the fertile alluvial soils adjacent to the River Derwent 40 kilometres from Hobart, the capital city of Tasmania. The property named 'Redlands Orchard' covers some 700 acres with 4 kilometres of frontage onto the river.

The River Derwent rises in the central highland lakes district of Tasmania and is fed by several pristine tributaries that flow from Tasmania's Southwest National Park and World Heritage Area. During the summer months the crystal clear water from the river supplements the natural rainfall to Reid Fruits orchards.

### Japanese Cherries

Cherry varieties produced by Reid Fruits have been selected to take advantage of Tasmania's southern hemisphere seasonality and to fill niche marketing opportunities within Australia and around the world. As an example, Reid Fruits is very honoured to produce select varieties of delicate white fleshed Japanese cherries for export back into the Japanese market during the local industry's off-season.

This important part of the Reid Fruits business has been made possible due to support and cooperation from a number of experienced Japanese cherry growers and marketers. Reid Fruits can now supply these very special cherries to premium world markets during December and January.

### Dark Cherries

Reid Fruits also specialises in late variety dark fleshed cherries to fill a gap in world supply from mid-January through to early March. A large, firm, dark red cherry with high brix, a green stem and tight skin is recognised as the market requirement. Reid Fruits produces several varieties of cool climate dark cherries in a size range from 26 mm diameter through to 30 mm+. The cherries are packed in 2 and 5 kilogram cartons for sale within Australia and for export to international destinations.

### Apples

Tasmania's long cool growing season produces the world's best naturally coloured apples with a rich flavour and crunchy texture. With 150 years experience in apple production, Reid Fruits produces some of the best apples in the world. Harvesting begins in March and apples are available right through to November.



## Fruit Availability



## History of Reid Fruits

The Reid family's involvement in the Tasmanian fruit industry began when a young Irishman, James Reid, decided to settle in the Huon Valley south of Hobart in 1856. At that time the Huon Valley was a relatively isolated new frontier for European settlers.

James' first task was to build a home in the form of a small hut made with large sheets of bark peeled from the giant eucalypt trees and, with little more than an axe, James cleared a small area of land out of the dense forest to establish his farm and apple orchard.

James Reid's pioneering spirit and his commitment to success set the Reid family on a course that has endured for over 150 years. The family orchards have expanded with each generation. In the year 2000, now operating as Reid Fruits, the company turned its attention to producing cherries and purchased a 700 acre property in the Derwent Valley, 40 kilometres northwest of Hobart. This is the best cherry growing area in Tasmania due to its rich soil and dry summer climate. Since the year 2000 over 80,000 cherry trees have been planted on the new property along with 36,000 apple trees.

Today, Reid Fruits cherries and apples are exported world wide and the Reid family members and staff continue to gain inspiration from the pioneering spirit of James Reid. Reid Fruits has extensive modern orchards and sophisticated fruit handling equipment. Reid Fruits has also formed a partnership with some Japanese shareholders to become one of Australia's largest cherry producers.

## Sales

Reid Fruits is a licensed fruit exporter with many valued clients in Australia and in several countries around the world. Reid Fruits is also a leader in the development of international trade on behalf of the Australian cherry and apple industries and works closely with Australian and Tasmanian Government authorities to ensure compliance with international quarantine and food safety regulations.

Reliable road, sea and air transport links from Tasmania provide efficient temperature controlled delivery of cherries and apples to Australian and international destinations. As an example, fresh cherries from Reid Fruits in Tasmania can be on supermarket shelves in Japan or the USA within 4 working days of harvest.

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**For trade enquiries please contact Tim Reid;**

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## Grower and exporter of premium quality Tasmanian apples & cherries.

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Visit us online at [www.reidfruits.com.au](http://www.reidfruits.com.au)



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SINCE 1856

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