



By Matthew Jones

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New Zealand Cherry Corp expands

Leading grower-packer-exporter buys up land in picturesque Central Otago region

New Zealand Cherry Corp has purchased an additional 240ha of land in the Central Otago region of New Zealand's South Island.

The company, which already operates the country's largest netted cherry orchard, will use the land to double its production area to approximately 60ha. It also plans to build worker accommodation onsite.

In another innovative development, New Zealand Cherry Corp will capture an additional grade of cherries (with only cosmetic defects) during the upcoming 2019/20 grading standards for fresh cherries.

Given the timing of Chinese New Year in 2020 (25 January), New Zealand Cherry Corp will place a large focus on promoting its gifting-inspired products at the upcoming Asia Fruit Logistica trade show in Hong Kong.

"The spotlight will once again be on our fresh cherries, with our most popular Chinese New Year brands being the Kiwi Delight VIP box (containing 48 individually packed

premium dried cherries, along with a Port-style wine. The move reduces crop wastage without compromising the company's premium grading standards for fresh cherries.

34mm cherries), along with our 1kg and 2Kg Cherry Delight red colour gift boxes, complete with gold foil," said Reece van der Velden, sales manager of New Zealand Cherry Corp.

"In addition, we will have a few new exciting developments that we will work on with selected trade partners which will be announced after meeting all potential candidates at this year's Asia Fruit Logistica and we remain open to new opportunities."

