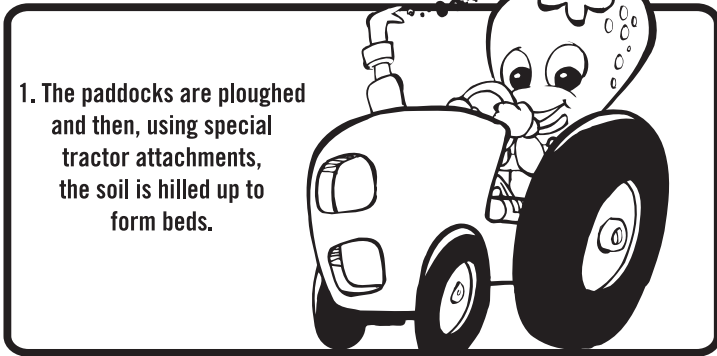
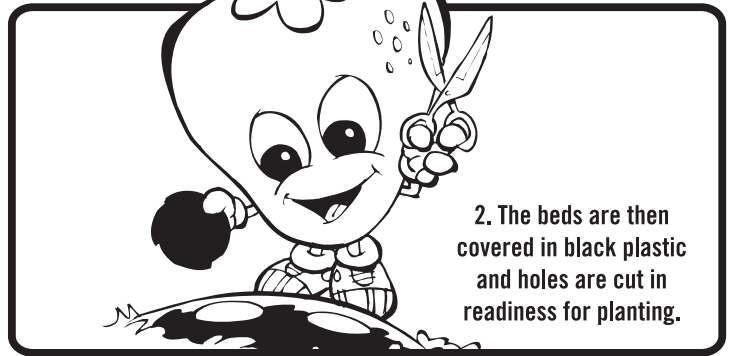


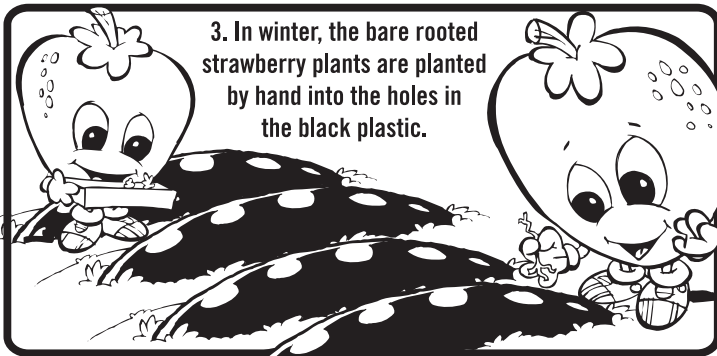
The Strawberry Story



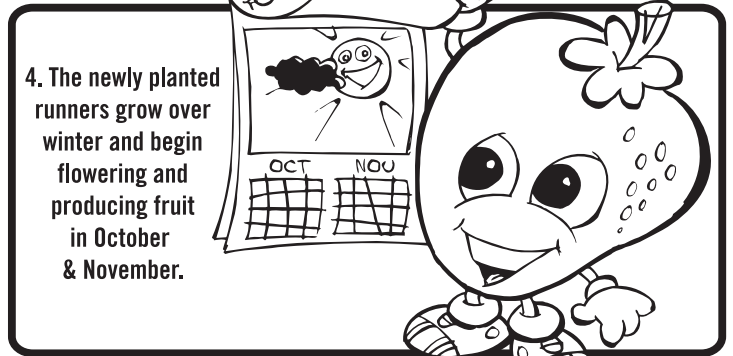
1. The paddocks are ploughed and then, using special tractor attachments, the soil is hilled up to form beds.



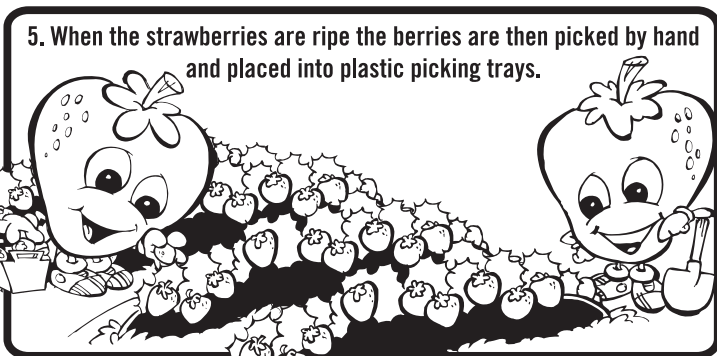
2. The beds are then covered in black plastic and holes are cut in readiness for planting.



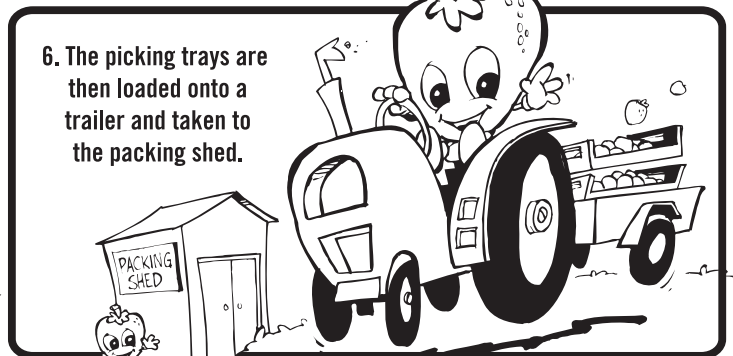
3. In winter, the bare rooted strawberry plants are planted by hand into the holes in the black plastic.



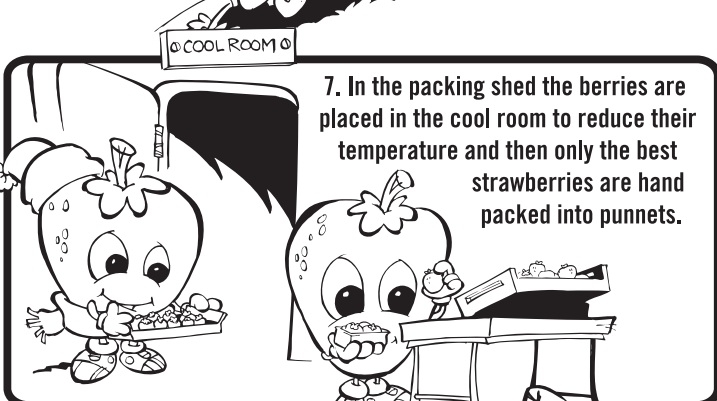
4. The newly planted runners grow over winter and begin flowering and producing fruit in October & November.



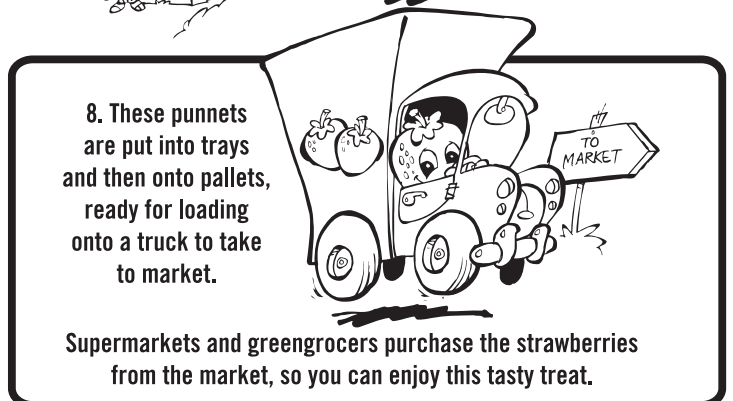
5. When the strawberries are ripe the berries are then picked by hand and placed into plastic picking trays.



6. The picking trays are then loaded onto a trailer and taken to the packing shed.



7. In the packing shed the berries are placed in the cool room to reduce their temperature and then only the best strawberries are hand packed 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