

**NEW ZEALAND  
TROPHY RIDGE  
CHERRIES** 🍒



# Introduction

Central Otago cherries have long been known as producing some of the best fruit in the world. The region has its own unique climate, with very cold winters and warm, dry summers. Its cool winter, mild springs and hot summers combined with a low annual rainfall and the rich mineral soils of a former gold-mining area give Central Otago the ideal climate for growing our export cherries.

Trophy Ridge is a family owned and operated orchard located 13 km to the North of Cromwell on the state highway towards Wanaka.

The orchard is comprised of 10 separate titled blocks forming the base of one of the largest orchards in Central Otago, New Zealand. The company also own shares in a very modern packhouse with the latest UNITEC technology enabling us priority use their services. Over the past 10 years we have gone from being growers to growers/packers to growers/packers/exporters with our own export license.

The ability to independently export is the final step in the process to ensure we have complete control from the tree to the export and delivery of the highest quality fruit direct into your hands. As proud growers, we want to be able to showcase to you our quality fruit available in the coming season and the choice of two quality branded boxes for your selection.



# TROPHY RIDGE ORCHARD

Welcome to TROPHY RIDGE CHERRIES, a family owned cherry orchard with over 40 hectares. We are located at 31 Gilmore Road, in the Cromwell area of Central Otago- in the south island of New Zealand. Central Otago has a superb growing environment which allows the fruits the best opportunity to develop into large, sweet, juicy cherries with outstanding taste.

TROPHY RIDGE CHERRIES are accredited to NZGAP (equivalent to EUREPGAP) standards. (New Zealand Good Agricultural Practices). As growers, TROPHY RIDGE CHERRIES consistently apply best practice principles and the latest technology to every aspect of fruit production. The business is a vertically integrated marketing company having its own Orchard to its very own 'NZ Cherry Company Ltd' which is a registered government licensed business for client security.



\*Trophy Ridge Orchard also has apples available in 2018 season.





# THE CHERRY PROCESS

## Crop Management

The key to this is managing the quality of our cherries on our trees. We ensure adequate food is applied with generous supplementary additives in order to maximise fruit quality, firmness and size. We have a growing orchard with trees at various levels of maturity ( 1 years to 11 years of age). Young trees producing high quality cherry.

## Harvest Management

We only do picking when the fruit is at its best. We set a goal of picking as many as possible above (18 to 21 Brix level) in our cherries. If it rains during the picking season, we would stop and wait until our cherries firm-up again. If the temperature exceeds 30°C, we would stop and wait until next morning when conditions are cool again.

## Cooling

Within two hours of harvest, our cherries are delivered to the packing house, where they are packed immediately. We maintain the cool chain so that we deliver cherries of premium quality from the packhouse to the international airport to your destination.

## Quality Control

We have invested in a pack house with leading edge technology to ensure that our cherries reach the market in the same perfect conditions it leaves our orchard. UNITEC technology is able to detect internal defects, including the consistency of the flesh of the fruit. This new technology ensures that selected cherries are of superior quality with the aid of infrared and photogrammetry.



# FROM PICKING TO DESPATCHING



## I . Picking and transport

## II . Cooling and sorting



## III. QC and packing































## IV. Air freight despatching

\*There is no more than 48hrs from picking to despatching of cherries, and normally we aim for a timing of less than 24hrs. ✨



# TIMING GUIDELINES

VARIETIES	DEC 2017		JAN 2018				FEB 2018	
	Week 51	Week 52	Week 1	Week 2	Week 3	Week 4	Week5	Week6
Sonnet								
Samba								
Santina								
Stella								
Kordia								
Lapin								
Skenna								
Regina								
Sweetheart								
Staccato								

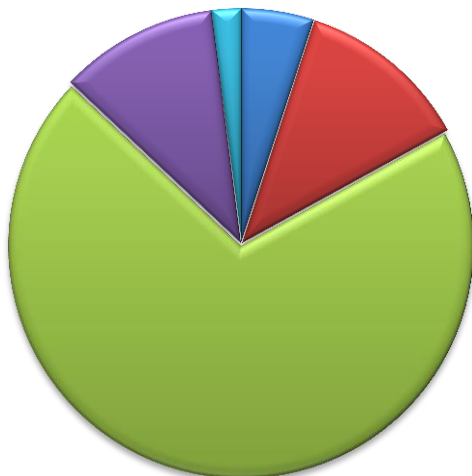






### Expected tonnage

- 120 ton (2017)
- 400 ton (2020)
- 3500 ton (Rest of NZ)



### Size Availability

- 32mm (5%)
- 30mm (12%)
- 28mm (70%)
- 26mm (11%)
- 24mm (2%)



# WHERE WE SHIP



**We currently ship our top quality cherries to following list of countries:**

- |             |             |               |            |
|-------------|-------------|---------------|------------|
| ➤ Cambodia  | ➤ India     | ➤ Malaysia    | ➤ Taiwan   |
| ➤ Canada    | ➤ Indonesia | ➤ Middle East | ➤ Thailand |
| ➤ China     | ➤ Japan     | ➤ Russia      | ➤ Vietnam  |
| ➤ Hong Kong | ➤ Korea     | ➤ Singapore   | ➤ USA      |





# PACKAGING AND LOGISTICS

## Golden Ribbon Box

Cherry supreme box in  
2KG or 5KG boxes



## Golden Cherry Box

The Gold foil Cherry is exclusive to  
Our Gift Box in the market  
In 1 & 2KG boxes



\* We offer clients a choice of  
1kg, 2kg, 5kg boxes or plastic  
punnets. We also seal the bags  
with a special seal. This helps to  
clearly ensure Trophy Ridge  
Cherries product is in the best  
condition for clients.

\* New luxury box of cherries  
with tray will be available this  
season. Ask us for more  
information.

SIZING	TROPHY CHERRY BOX (WITH TRAY)	1KG GOLDEN CHERRY BOX	2KG GOLDEN CHERRY BOX	2KG GOLDEN RIBBON BOX	1/0.5KG PLASTIC PUNNET
32MM+					
30MM+					
28MM+					
26MM+					
24MM+					

## PACK DETAILS

12kg (6 x 2kg) boxes or 5kg cartons

## AIRFREIGHT SHIPPING INFORMATION TWO OPTIONS

Airfreight container most common order size: LD3 OR LD7

**LD3-** 100 x 12kg boxes or 250x 5kg cartons or both, TOTAL WT **1.2** Tons

**LD7-** 330 x 12kg boxes or 750x 5kg cartons or both, TOTAL WT **4.0** Tons

\*We can ship our cherries to the closest international airport near you.

# CHERRY BOX

## TROPHY CHERRY BOX



## 5KG GOLDEN RIBBON BOX



## 1KG GIFT GOLDEN CHERRY BOX



## 2KG GIFT GOLDEN CHERRY BOX



## 2KG GOLDEN RIBBON BOX



Our Partner

# J & P TURNER

LTD GROUP EST.94



2Kg Cherry Box



1KG Cherry Box

Trophy Ridge Cherries are well known and respected throughout the industry as we provide some of the finest fresh cherries from New Zealand and around the world.

\*In this coming season, JP Exports will also be marketing part of our fruit in their box shown above as our joint packer & partner.





## Our Partner



GVI Logistics provides excellence in exporting with a reputation for professionalism and innovation well known throughout the freighting industry.

With large chiller and freezer space in both Christchurch and Auckland , GVI Logistics is well suited to handle large quantities of perishable products.

\*In this coming season, GVI Logistics will be the selected freight forwarder of Trophy ridge cherries.

Feel free to contact GVI Logistics for more information

Email: [Mark@gvi.co.nz](mailto:Mark@gvi.co.nz)

Telephone: +64 03 358 4087

Mobile: +64 021 800 803



# MEET OUR TEAM



[graeme@trophyridgecherries.nz](mailto:graeme@trophyridgecherries.nz)

## **Owner/Managing Director** **Graeme McMillan**

Graeme & his family own a significant 41ha Orchard planted in Cherries and Apples within the Central Otago region of New Zealand. The client can rely on the extensive experience within this team having wide exporting , manufacturing and logistics background for over 30 years of off shore trading, ensuring confidence within all their clients as a risk free long term partnership.

## **Marketing -Logistics Director** **Regan McMillan**

Regan adds his background of Marketing and logistics experience to the team.

## **Orchard Manager** **Paul Mosley**

Paul Mosley as the orchard manager enjoys the varied work load between Cherries and Apples and installs his happy nature and confidence to all his orchard staff to ensure the best quality fruit to the market & the client at all time.



[donald@trophyridgecherries.nz](mailto:donald@trophyridgecherries.nz)

## **Asian Marketing Sales Representative** **Donald Wang**

Donald has a background in financial and marketing. He is responsible for the marketing and sale at Trophy Ridge Cherries and customer relation.



**TROPHY CHERRY  
NZ**

**NEW ZEALAND  
TOPHY RIDGE CHERRIES LTD**

For all orders and enquiries contact  
Email: **[freshcherries@trophyridgecherries.nz](mailto:freshcherries@trophyridgecherries.nz)**  
Web: **[www.trophyridgecherries.nz](http://www.trophyridgecherries.nz)**  
Facebook: **Trophy Ridge Orchards**  
Line ID: **trophyridge**

