

Fourth Generation takes cherries to Wine Awards

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While the season for cherries saw some early rain this summer, fourth generation cherry farmers Suzanne and Daryl Holmes at Red Hill Cherry Farm are now celebrating their efforts from similar rain events in 2014.

Scoring a 'Best in Class' for their Farm Cider and Bronze Medal for their Cherry Dessert Wine at the Australian Fruit Wine and Cider Show in Tasmania this year, the fourth generation brother and sister said they saw a need to utilise 'cherry seconds' that the farm had little or no consumer demand for.

"Dad, (Trevor) has grown the best cherries for 48 years, but one thing he can't control is mother nature", Suzanne said. In a wetter than normal year cherries can outgrow their skin overnight resulting in crack or split to the skin". "That's where in 2014 we first stepped in to further reduce our waste by creating a cherry product range to utilise our 'cherry seconds' that was consistent with our U-pick customer demands".

"We are continually learning every year, in our first year we made just 400 bottles of our product just to gauge the customer uptake – we sold out in just two weeks", Suzanne said, "Since then we amended our action plan and engagement with our customers to up our production and introduce new cherry products to our line".

"The awards for our cherry products at local and the Australian Fruit Wine show have assisted to create a broader and year round market for our cherry products", Daryl said. The awards have complimented the launch of our [online shop](#) and provided the value add necessary to sell our products to consumers year round".

Red Hill Cherry Farm owners and parents Trevor and Sandra Holmes said "it was very much their children's dream, initiative and hard work that has made their cherry product line so successful".

We couldn't have done it without their research, technology skills and help on the ground, Trevor laughs. "We are very much looking forward to supporting their journey with the new cherry wine, cider, beer and cordial all likely to be in production this year".

Red Hill Cherry Farm Cherry Desert Wine, Beer and Farm Cider are available year round through their online shop at <https://www.redhill-cherryfarm.com.au/shop>

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