

Media Release
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BUSINESS EVENTS TASMANIA

National Cherry Conference to visit Huon Valley

Tasmania will welcome 250 cherry growers, supply chain partners and researchers from across the country when it hosts the 2024 National Cherry Industry Conference (NCIC) this week.

The jam-packed event will focus on building resilience in the ever-flourishing cherry industry.

The [Australian Horticulture Statistics Handbook](#) reports last year that Australia produced more than 15,000 tonnes of cherries with a value of \$262.2M.

Tasmania contributed 25 per cent (\$65.9M) of that figure and was responsible for 68 per cent of its exported product, with the Huon Valley listed as a major production area.

BET CEO Marnie Craig said events like the NCIC provided Tasmania with the opportunity to showcase its industry-leading professionals to the world.

“During the conference delegates will travel to the Huon Valley to visit some of the region’s industry-leading orchards,” she said.

“The trip will include an informative stop at Lucaston Park for a demonstration of the latest in innovative orchard technology.

“After touring the region’s orchards delegates will head to Willie Smith’s iconic Apple Shed for a networking lunch hosted by Andrew Smith.”

Multiple industry experts will speak during the conference at Hotel Grand Chancellor with the Huon Valley’s own ‘Gourmet Farmer’ Matthew Evans attending as MC.

The guest speakers will cover a variety of key industry topics, including new international export technologies, and the newest cherry training systems being used around the world.

While business events such as the NCIC are worth a combined \$199M to the Tasmanian economy each year, they also provide broader value to the regions they visit.

Ms Craig said they facilitated growth in the state’s key industries and provided a forum for local industry-leaders to collaborate with peers from across the world to exchange newfound knowledge.

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“Business Events Tasmania takes a lead role in promoting Tasmania as a business event destination,” she said.

“We pride ourselves on creating connections that underpin knowledge creation in Tasmania’s key industries, while attracting global talent and encouraging local growth, trade, and investment.”

For more information on please visit:

betasmania.com.au