

Grown

WITH PASSION

MANAGED BY GAETHAN CUTRI AND HIS FATHER, DOM, CUTRI FRUIT UTILISES DIVERSE BUSINESS AND FARMING SKILLS TO ENSURE BEST FARMING PRACTICE, FOCUSING ON INDUSTRY-LEADING SYSTEMS AND PROCESSES TO PRODUCE THE HIGHEST-QUALITY STONE FRUIT.

Based in Woorinen, near Swan Hill in north-west Victoria, Cutri Fruit grows over 350 acres of nectarine, peach, apricot and plum plants, with capacity for a further 300 acres of plantings. Located in a region renowned for a microclimate that produces high sun-penetration rates, Cutri Fruit is able to grow fruit with exceptional brix (natural fruit sugar) levels and optimal fruit colour and flavour.

Cutri Fruit leads the way in automated stone fruit tree nutrification and fertigation. Boasting a world-class, fully automated irrigation management system, the Cutri Fruit team is able to monitor/regulate the water needs of trees from anywhere in the world by means of radio wave technology. This system transmits data from field and plant sensors to a central software system that is able to assess and regulate the water requirements of the trees.

With strict quality-control measures in place to ensure optimal levels of tree health throughout the trees' lifespan, Cutri Fruit not only guarantees product quality but also provides a product with greater nutritional value to consumers. ▶

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In recent years, Cutri Fruit has gained recognition for its high-quality product not just within Australia but also internationally. The company has begun exporting its product to Hong Kong, Singapore, Dubai and Thailand. During the last season, Cutri Fruit also extended the exporting arm of the business to include shipping other companies' grapes, including Thompson Seedless, Red Globe and Black America grapes.

Cutri Fruit has a state-of-the-art pack house with advanced technology available to sort, grade, pack and store fruit. The coolrooms have both variable speed fans and forced air cooling, which rapidly

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Careful management practices in production and packing have proven successful in guaranteeing the quality and shelf life of the Cutri Fruit product. Suppliers of product, services and technology are large contributors to these tight quality-control practices, and provide a support structure that guarantees customers the delivery of quality fruit on time every time. "Suppliers are very important for the production process at Cutri Fruit," says Gaethan. "Establishing relationships with suppliers is significant for any business. If we are a priority to a supplier, then they will be more inclined to invest time into our business, whether that be by training in new technology or providing us with updates on new products."

"Take, for example, our current chemical company. We have had to develop a strong working relationship to combat tiny insects which have become a threat to all fruit-growers within the industry. They send out the same specialist, perhaps two or three times a week, who is able to monitor the condition of our produce. He is familiar with our farm, and can tell us when levels of the insect are critical."



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Every day during the harvest season, Cutri Fruit moves large volumes of its fresh fruit out of Woorinen into other regions across Australia and, in many cases, around the globe. Gaethan believes the transportation process requires constant monitoring. "We have a close relationship with our transportation company," he says. "However, it is still imperative that we have key performance indicators in place, and monitor how many freight issues we have per dollar of transported fruit. Checking these areas allows both companies to remain accountable, and ensures that we are both playing our part."

Cutri Fruit is dedicated to maintaining a world-class facility and product by using modern technology and processes. "Our business relies on remaining at the forefront of the industry in terms of the production cycle of our fruit," Gaethan concludes. "Our suppliers are absolutely vital to this as well as to the success our company enjoys in delivering a quality, fresh and competitively priced product."

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