



FAST FACTS

The Company

- 🍓 In 1961 Australian Strawberry Distributors (ASD) was founded on a small farm in Mt Evelyn, Victoria, a family business selling produce grown on their property. Today ASD has grown to be a market leader in the strawberry growing industry with three million strawberry plants on their two farms and partnerships with growers in Queensland.
- 🍓 During the Queensland season, ASD moves operations and supplies direct from Queensland farms, so that they are able to provide quality strawberries to supermarkets and greengrocers for 12 months of the year.
- 🍓 ASD currently sources strawberries from Victoria, Queensland and at times from growers in Western Australia, South Australia and Tasmania.
- 🍓 Varieties grown by ASD include; Ruby Gem, Tallara, Festival, Camarosa and super sweet Albion variety.

Quality Focused

- 🍓 An ASD Agronomist regularly inspects the quality of plants and fruit.
- 🍓 ASD only source strawberries from quality assured and accredited growers who are audited on a regular basis.
- 🍓 ASD have a revolutionary packing and sorting warehouse, equipped with pressure cooled cool room with 98% humidity as well as a drying room for the odd occasion of wet weather.
- 🍓 ASD is accredited to SQF 2000, HACCP and complies with the Woolworths Quality Assurance Program.

Strawberries are:

- 🍓 A nutritional powerhouse.
- 🍓 Fat Free.
- 🍓 A rich source of antioxidants.
- 🍓 Low GI.
- 🍓 High in Vitamin C, fibre and folic acid.