

Grower profile

Vanessa and Brenton Sherry: Harvest the Fleurieu



STRAWBERRY
INNOVATION

A family business

Vanessa and Brenton Sherry have been growing strawberries commercially for a number of years in South Australia. The family began Kuitpo Forest Strawberries in 1999, servicing the Adelaide Produce Market and interstate markets in WA, QLD and NSW, as well as a faithful following at the Willunga Farmers' Market and Adelaide Farmers' Market.

Over the years, Vanessa has been heavily involved in the Strawberry industry, representing South Australian growers on the peak industry body Strawberries Australia, and the South Australian Strawberry Growers Association.



Vanessa, Brenton and Ryan Sherry

In addition to Kuitpo Forest Strawberries, the Sherry family operates a pick your own berry farm at Mt Compass on the Fleurieu Peninsula. 'Harvest the Fleurieu' is a popular destination for tourists and locals, including school and community groups. The pick your own berry patch operates from mid-October to late May, depending on the weather.

Recently, the family has added a Market Hall and Café, which showcase produce and products from the Fleurieu Peninsula, as well as the family's strawberries.

'Harvest the Fleurieu' is very much a family business, with the entire Sherry family involved. Sons Adam and Ryan manage all of the farm production and plant health, along with Brenton. While daughter Megan manages the market hall and administration with Vanessa.

'Harvest the Fleurieu' is all about bringing the freshest produce to the public. The produce grown on the property is made available in the market hall, either as fresh produce, or used in value-added products such as jams, chutneys and sauces, or their delicious strawberry ice-cream made with freshly picked strawberries and Fleurieu Peninsula cream and milk. In addition to their own produce, the market hall stocks a large range of produce and products from other farms on the Fleurieu Peninsula. The café has a comprehensive menu including platters of local artisan produce, and breads and sweet treats baked on site.

The Market Hall and Café, along with the pick your own berry patch, has become a 'destination' for visitors to Victor Harbor and the Fleurieu Peninsula, and has been featured in the media and on travel websites.

The family plans to increase the variety of produce available at 'Harvest the Fleurieu' over the coming years, but their focus is still on producing amazing, full flavoured strawberries, and offering pick your own produce to the public. The opening of the café and Market Hall has been a very successful expansion into value-addition for this busy strawberry-growing family business.