

New Zealand Cherry Rescue Project



OUR MISSION

In 2019 we created the New Zealand Cherry Rescue Project, with the aim of repurposing our cosmetically imperfect cherries that do not make our export or local quality standards.

This not only makes good business-sense (no waste, more product) but more importantly it is socially responsible.

By 2025 our mission is to have zero waste from our cherry harvest.

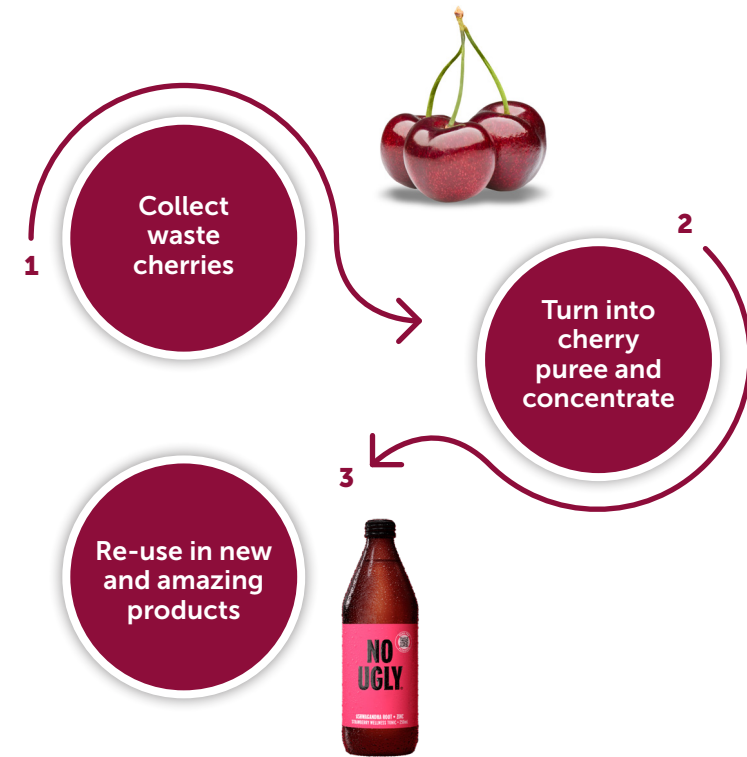
PROJECT PARTNERS

We rescue cosmetically imperfect produce, then we re-purpose it into sustainable products - but we can't do this alone.

Working in partnership with other New Zealand businesses, our rescue cherries have become the star ingredient in many products currently on the market.

Excitingly we have 49 new products being developed now.

HOW IT WORKS



NEW ZEALAND CHERRY RESCUE PROJECT PRODUCTS

FOOD

We create 10g Apple and Cherry Fruit Bars, which are a delicious fruit snack.



Larger 800g tiles for further processing for use in items such as cereal and muesli/health snacks are also produced.

DRINKS

Some of the amazing drinks which use our rescue cherries.

We also have a selection of alcoholic beverages available.



There is also the option to create your own branding on the packaging.

All of these products can be supplied all year round.

WHOLESALE

The cherry concentrate and puree which is used in these products is also available to purchase.

Cherry concentrate is 7.5kg fresh weight of cherries concentrated down.

Cherry puree is a ratio of 1:1.

