

Agrovision signs agreement for berry farming operations in China

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Agrovision, one of the world's fastest-growing producers and year-round suppliers of premium superfruits and the only large-scale berry company has signed an agreement with the Longhua Residents Committee, Midu County, to introduce large-scale farming operations in the Yunnan province of China. The agreement for a 33-hectare berry plantation begins the first of several agreements for a total of 2000 hectares. The new Yunnan farming operation serves to advance the company's promise of premium superfruits, 52 weeks a year, of domestically grown, premium berries.

Agrovision grows the finest varieties at scale for consistent, year-round supply; and leverages select global microclimates, genetics and innovation across the supply chain, to bring to market new premium superfruit varieties that offer a superior eating experience. The Yunnan province, with warm tropical days and cold nights, offers an optimal growing microclimate for Agrovision's leading blueberry varieties with the first berry production for sale expected locally throughout China in Q1 2025.

"This agreement is a key strategic milestone for Agrovision as we advance on the promise of delivering the world a better berry, year-round," said Steve Magami, CEO and Executive Chairman. "Further, our Yunnan market farming operations will boost the local ag-economy and offer millions of local health-conscious Chinese consumers a premium blueberry that delivers a superior eating experience."

Added Stone Wang, executive chairman of Agrovision China, "Agrovision's first planting project in China will provide high-quality, locally grown blueberries for Chinese consumers."