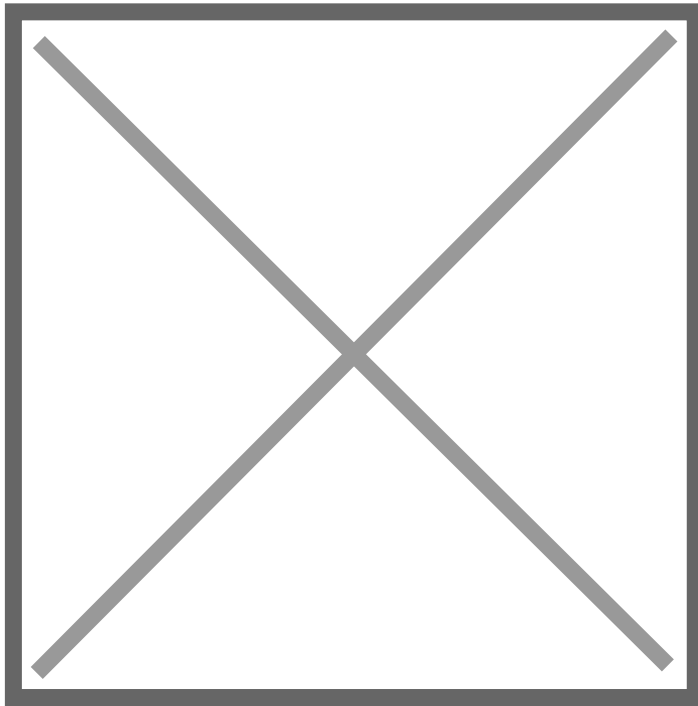


Agroberries and BerryWorld Group merge operations

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Agroberries, a prominent producer, marketer, and distributor of berries, has announced the acquisition of BerryWorld Group Holdings Limited, the largest marketer of berries in Europe. This transaction is a significant milestone in the industry and sets a new standard for soft fruits. It establishes a highly diversified global platform, vertically integrated from genetics to production and marketing, to meet the increasing demand for berries worldwide.

The demand for berries, known for their exceptional nutritional value, is growing rapidly due to wellness and snacking trends. It is expected to be a leading driver of growth in the fresh fruit category. The introduction of new premium berry varieties has further fueled this growth, benefiting both consumers and producers.

The combined company will annually market approximately 150,000 tonnes of blueberries, strawberries, raspberries, and blackberries. These will be sourced from its production base of over 3,000 hectares and a large group of associated producers in more than 30 countries. Vertical integration will enhance the sustainability of its products, with berries developed from a combination of proprietary varieties and programs based on long-term partnerships with leading global geneticists. Distribution will be handled through its commercial platforms and advanced refrigeration and packing facilities located near production and consumption centres, ensuring the highest quality of products and services.