

One of the largest producers of blueberries in South Africa and Australia has teamed up with Peruvian group Migiva Group to grow, sell and market exclusive varieties in the Americas, offering "nuanced flavors of sweeter, juicier, and crunchier" fruit.



As a result of the joint venture between OZblu and Lima-based Migiva, OZblu America will have rights in South, Central and North America to fruit coming from varieties developed by Dave and Leasa Mazzardis and marketed under the OZblu brand.

The joint venture will implement a vertically integrated model and ramp up the pace to bring successful cultivars to the marketplace, including OZ Magnifica, OZ Bella, OZ Bonita, OZ Julieta and OZ Magica.

Furthermore, the venture will speed up the delivery of the much-anticipated next generation OZblu blueberries, which are even firmer and crunchier and most importantly, have great flavor, delivering an unparalleled and consistent blueberry eating experience to end consumers.

"This is good news for the entire blueberry category. We strongly believe that if the whole blueberry industry can elevate the consumer eating experience with new varieties of this superfood, it will lead to a transformative uplift and broader consumption for the entire blueberry industry and drive future growth", explains Roger Horak, Global CEO and Founder of United Exports and co-founder of OZblu.

"Too often customers will buy blueberries and be disappointed with them. We have worked hard to create and develop blueberries that are firm, sweet and crunchy, which is how they

should taste”, says Dave Mazzardis, breeder of the (



“Migiva Group’s innovative spirit and focus on delivering a superior consumer experience through specialty varieties and best farming practices, and OZblu’s outstanding consumer oriented blueberry breeding program provide a perfect match. Our partnership will bring to market blueberries of unparalleled quality and flavor, consistently year-round” explains Jonathan Geller of Migiva Group.

United Exports commercial director for the Americas, Jorge Pacheco, says it made sense to find the right partner to develop the potential growth and supply of exceptional blueberries from the breeding programme.

He expects the new blueberries will "burst" into the global market as the "preferred and consistent supplier of this favoured superfood".

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