

Blueberry varieties developed by Australia-based Mountain Blue Orchards (MBO) will soon be grown in Argentina and Uruguay following the signing of an exclusive deal.

The company has signed an exclusive production and marketing agreement for its proprietary varieties with Argentina-based Extraberries and Uruguay-based Gamorel.

MBO - which owns the Eureka line of blueberries - awarded the license following three years of negotiation and research between the parties.

"For us, this agreement represents a continuation along our path, providing a better future for our farms and workers, advancing towards the latest generation of plant material, and consolidating ourselves in very demanding markets such as China, the U.S. and Europe," said Adolfo Storni, president of Extraberries and Gamorel.



Matías Notti, commercial manager, said he had been impressed with the varieties at

international industry events years ago. He subsequently got in contact with MBO founder Ridley Bell.

"Patience was our best ally and today we can celebrate this achievement that positions us at the vanguard of blueberry production both in Argentina and in Uruguay," he said.

Bell said he was very excited about the new agreement.

"We have spent a lot of time looking for the right partner in Argentina and Uruguay. Today we are very happy to have reached this exclusive licensing deal with Extraberries and Gamorel," he said.