

# Joint venture set to bring superior blueberries to market

Combining their skills and strengths, Migiva Group and OZblu - currently one of the largest producers of blueberries in South Africa and Australia - have signed a joint venture agreement to form OZblu America. Through the production and delivery of exclusively patented varieties offering sweeter, juicier and crunchier blueberries, the joint venture will bring a superior blueberry consumer experience to market.



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Through this agreement for South, Central and North America, OZblu America will have rights to grow, sell and market the fruit coming from varieties developed by Dave and Leasa Mazzardis that is marketed under the OZblu brand.

## Elevating the consumer eating experience with new varieties

The joint venture will implement a vertically integrated model and ramp up the pace to bring the OZblu varieties - which include OZ Magnifica, OZ Bella, OZ Bonita, OZ Julieta and OZ Magica - to the marketplace.

Furthermore, the venture will speed up the delivery of the much-anticipated next generation of OZblu blueberries.

“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, the breeder of the OZblu varieties.

“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 programme provides a perfect match,” explains Jonathan Geller of Migiva Group.

*Details of the joint venture were not provided.*

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