



**THE BERRY
COLLECTIVE**

MEDIA RELEASE

25th June 2025

Mountain Blue and Oz Group Co-operative Partner Under The Berry Collective to Create Australia's Largest Blueberry Marketing Group.

Two of Australia's leading berry producers, Mountain Blue and Oz Group Co-operative, are proud to announce a strategic marketing partnership under The Berry Collective in a move that positions the venture as the largest supplier of blueberries in Australia.

Through this new agreement, Oz Group Co-operative has taken a 50% ownership stake in The Berry Collective, joining Mountain Blue in a bold and collaborative step forward for the Australian berry industry. The Berry Collective will be responsible for marketing and selling fruit from Mountain Blue, Oz Group, and other growers, with a collective grower base of over 200 growers nationwide. This collaboration harnesses the strengths of each business to deliver premium quality, improved supply consistency, and a more substantial market presence for Australian-grown berries.

"We've worked with Oz Group for over 25 years and have always admired and viewed them as a trusted partner. To take this next step and market fruit together like this is the logical next step, and we are very excited to deliver value to our growers, retail partners and customers," said Andrew Bell, Managing Director of Mountain Blue.

James Kellaway, CEO of Oz Group Co-operative, added: "This strategic partnership brings together premium varieties, exceptional growers, and deep industry experience. By joining The Berry Collective as an equal, we're building a more unified presence in the market and shaping the future of berries in Australia.

The Berry Collective will be led by CEO Joshua McGuinness, who brings over nine years of experience in fruit marketing and over 20 years in FMCG. Joshua is highly regarded for his industry insight, strategic leadership, and proven ability to elevate berry marketing through strong communication and trusted relationships across the supply chain.

"I can't wait to get started," said Joshua McGuinness, CEO of The Berry Collective. "Across The Berry Collective, we're fortunate to have a passionate and experienced team that consistently rises to every challenge. I have no doubt this will be the same. We're looking forward to lifting our communication and service to the next level — for both our growers and our retail partners." "We see this as the beginning of an exciting new chapter," said Bell. "Together, we'll deliver premium fruit, consistent supply, and a shared commitment to supporting the growers who make it all possible."

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