



FOR IMMEDIATE RELEASE

6 December 2025

First Commercial Shipment of Australian Blueberries Lands in Vietnam Following Newly Granted Market Access.

A milestone achievement for The Berry Collective and Ti Produce Marketing

Vietnam's first commercial shipment of fresh Australian blueberries since the recent market access approval was granted touched down on Friday morning, 5 December. The arrival represents a significant step forward for the Australian berry industry and strengthens the growing horticultural partnership between the two countries.

The consignment – delivered through a collaboration between The Berry Collective, Ti Produce Marketing, An Minh Fruits, and working closely with Berry Sweet in Western Australia – follows the recent approval enabling Australian blueberries to be exported to Vietnam. It comes after years of coordinated industry effort, technical work, and government-to-government engagement. The fruit in this shipment is the premium **Echo** variety, specifically selected for the Vietnamese market.

“This is an exciting moment not just for our organisation, but for the entire Australian blueberry sector,” said Joshua McGuiness, CEO of The Berry Collective. “Securing access to Vietnam has been a long-term priority. To see this shipment arrive in excellent condition is incredibly rewarding and reflects the dedication of Berry Sweet, the resilience of our supply chain, and the strong support shown at industry and government levels.”

Australia's production windows and climate allow premium blueberries to be harvested at a time when demand for fresh berries is strong across Asia. The fruit showcased in this early shipment highlights the quality standards Australian growers are known for, with the product specifically selected and packed for Vietnam.

Ti Produce Marketing, recognised for its export marketing capabilities and cold-chain execution, emphasised the collaborative effort behind the milestone.

“This achievement reflects genuine partnership,” Ti Produce Marketing said. “Berry Sweet, technical teams, exporters, and government agencies all played crucial roles in the access process. Vietnam is a dynamic and rapidly expanding market, and we are proud to help introduce more Australian blueberries to consumers there.”

The Berry Collective and Ti Produce anticipate strong demand through December and early January as the program builds momentum.

“This shipment marks the beginning of a long-term market development effort,” McGuiness added. “Vietnamese consumers value safe, clean, premium fruit, and Australia is well-

positioned to deliver exactly that. Our focus now is consistency, reliability, and showcasing the high-quality eating Australian Mountain Blue varieties, which we are known for.”

Industry leaders view the development as an essential step in expanding export opportunities and reinforcing Australia’s reputation as a trusted supplier of premium fresh produce into Southeast Asia.

For Media Enquiries

Melissa Gow

The Berry Collective

Head of Brand and Communication

mgow@theberrycollective.com.au

Jamie Michael

Ti Produce Marketing

Export Division

jamie@tigoc.com.au