

MEDIA RELEASE-

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Exports moving forward for Oz Group Co-op:

The Coffs Coast based 100% Australian farmer owned co-operative, Oz Group Co-op continues to strive for Asia's export market. During a recent trip to China, Hong Kong and Japan, Oz Group's CEO, Brett Kelly, worked closely with marketing partner Driscoll's to create a plan for significant exports into the region within the next 3 years. Mr Kelly was pleased with the outcome of the trip: "I got to meet with various distributors and potential customers. The Asian market has great interest in Australian produce, respecting the quality and sustainability of our industry." The co-op is now working closely with Driscoll's on opening distribution channels for their blueberries, raspberries and blackberries into Japan and China. "The co-op is determined to move forward into the export market, and now needs to work with governments to gain access."

Oz Group through this recent trip is proud to announce that they are now exporting volumes into Hong Kong, Singapore, Malaysia, Thailand and India through marketing partners Driscoll's. "We have begun with smaller quantities into these markets, with hopes of capitalising on Australia's appeal. In our region we grow premium quality berries, and we want to share those with the world." Currently Oz Group Co-op sells the majority of their berries into Australian supermarkets and with the growth of the industry they hope to continue to push for sustainability within the berry category by diversifying channels to market.



Local Oz Group farmers are excited to see their berries exported overseas.