

BerryWorld & Tropic Cool to launch berry project in Rwanda

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BerryWorld signed a term sheet earlier this month with Tropic Cool Ltd outlining the cooperation between the two companies in the establishment of a world-class commercial berry farm in Rwanda; "Rwanda Berries".

BerryWorld, which has recently been acquired by AgroBerries, has become the world's second-largest vertically integrated soft fruit producer and distributor with over 150,000 tonnes shipped in 2024.

Tropic Cool Israel Ltd is establishing "Rwanda Berries" a commercial-scale berry farm in Rwanda to export to nearby markets in the Middle East, Europe and Central Asia. Rwanda is geographically well positioned and compliments the Southern African and South American supply windows, whilst benefiting from positive climatic conditions.

The cooperation between the two companies includes the potential licensing and supply of International Taste Institute award-winning Diamond Jubilee raspberries (BerryWorld Plus) Eureka Sunrise blueberries (Mountain Blue Orchards) as well as Sekoya (Fall Creek) premium blueberry varieties to Rwanda Berries. Rwanda Berries will export its production to BerryWorld for distribution to BerryWorld's extensive network of customers in nearby markets. Over the next five years, Rwanda Berries plans on establishing 150 hectares of farmland dedicated exclusively to the production of blueberries and raspberries and creating over 1,200 new jobs in Rwanda. BerryWorld will also be providing Rwanda Berries with technical support to advance the project's success.

Avi Drori, CEO of Tropic Cool: "We are very excited about collaborating with BerryWorld on creating an entirely new agricultural export industry in Rwanda. We believe that we have found the ideal country to build a long-lasting and competitive industry that will provide nearer access to fresh, premium berries."

Adrian Olins, CEO of BerryWorld's Marketing division: "We are looking forward to working with Avi and his team at Rwanda Berries; Roy and Richard, who we are confident will execute a world-class agriculture project, providing a positive impact on Rwanda's society and environment and greater access to premium berries for nearby commercial markets."