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Mastronardi's Berry Acquisition

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Mastronardi Produce has acquired full and exclusive North American rights in Mastronardi BerryWorld America from its partner BerryWorld Group. The partnership, which began in 2018, allowed Mastronardi access to BerryWorld's proprietary berry varieties through its extensive breeding program. They'll continue the relationship to develop the North American berry category further.

"Our partnership with the BerryWorld Group over the past five years has allowed us to deliver exceptional berries to the North American market," said Mastronardi Produce President and CEO Paul Mastronardi in the announcement. "Access to these premium varieties through this association with BerryWorld has played a crucial role in establishing Mastronardi Produce as an emerging player in the North American berry market."

The grower will continue to hold exclusive rights to market all premium proprietary berry varieties in North America that were previously licensed to Mastronardi BerryWorld America in addition to all future proprietary berries developed under such licenses. That includes strawberries, raspberries, blackberries and blueberries.

I reached out to Dean Taylor, VP of Business Development, to find out where the berries are grown. He let me know they're grown at farms in New York and Ohio in the U.S., and Ontario, British Columbia and Quebec in Canada. Currently, they only grow the strawberries under glass.