



We are pleased to introduce our company, **BLOOMZ New Zealand Ltd.**

**BLOOMZ**, a well-known international brand, has enjoyed a major transition from its original core business of ornamental breeding (Calla Lily, active Manuka for honey & oil), as well as other ornamentals, over the past 8 years.

**BLOOMZ** is now focused on the import and development of plant material of major horticultural crops into New Zealand via Government accredited quarantine facilities (*malus, prunus, vitis, fragaria, rubus, vaccinium, citrus*) and has become the leading New Zealand import facilitator for such crops.

We handle high health development programmes (including 'true to typing'), tissue culture (TC) initiation & multiplication, and by contract, ongoing propagation and associated IP services (NZ, AUS, USA, EU and other jurisdictions)

**BLOOMZ** also exports and licenses (outside NZ) a range of proprietary kiwifruit rootstock. We have considerable *hands on* experience with plant breeding, TC and intellectual property on a global scale and consult to clients worldwide.

**BLOOMZ** is a fully accredited Export Organisation (**MAO**) under the New Zealand Ministry for Primary Industries (**MPI**)

**BLOOMZ** through its principals' represent the interests of a number of internationally recognised Plant Breeding Organisations (major corporate breeders in USA, UK and Australia) within New Zealand and is responsible for a vertically integrated process of import (permits etc), quarantine, tissue culture development, young plant propagation, and New Zealand IP execution and administration.

**BLOOMZ New Zealand Ltd** is a New Zealand registered company (#436826) based in Tauranga, New Zealand, right in the heart of our kiwifruit industry.

Under the **BLOOMZ** banner we have travelled extensively and have actively worked in Europe (Holland, France, Italy, Spain, Bulgaria), North & South America, Africa (Kenya & South Africa), Australia and Asia (India, Japan, Taiwan, Vietnam and China), predominantly in ornamentals & a range of fruit crops. I have personally owned a kiwi orchard and have practical experience in rootstock development, orchard design, packing, coolstorage and management of kiwifruit orchards.

At a national level I sit on various National Councils and consultative committees – Deputy Chair of the Plant Market Access Council (**PMAC**), the national Germplasm Consultative Committee (**GERMAC**), the Plant Varieties Group (**PVG**), the **MPI** consultative industry group for Post Entry Quarantine (**PEQ**) and the Import Health Standard (**IHS**) Working Group for Kiwifruit. I am also a registered consultant Qualified Person (**QP**) for IP Australia.

I am ably assisted by our **BLOOMZ** Market Development Manager, Louisa van den Berg ([louisa@bloomz.co.nz](mailto:louisa@bloomz.co.nz)) who has also travelled extensively in the course of our work and is also well experienced in import, quarantine services and Intellectual Property relating to Plant Patents and Breeders Rights.



**Blueberry propagation**



**Andy Warren** B.Ag.Sc.(hons)

**Managing Director**

**BLOOMZ New Zealand Ltd**

**Specialists in Plant Export, Import Quarantine & Propagation, Plant Breeding, TC and IP**

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