

Berries Australia Board Member: Rob King

Jane Richter, Communications Manager, Berries Australia

From the early mornings of his family's wholesale produce business to the helm of one of Australia's largest berry operations, Rob King's journey in horticulture is defined by passion, innovation, and practical leadership. Now General Manager of Costa Berries, Rob oversees the company's extensive national berry portfolio with a focus on sustainability, strategic growth, and year-round supply.

Rob's love for the produce industry started young, helping out in his family's wholesale business. That early exposure sparked a career-long interest in the fresh food supply chain, which led him to join the Costa Group in 2013. He began as Regional Manager for Far North Queensland, charged with establishing Costa's tropical blueberry operations in the Atherton Tableland near Tolga.

This move was critical, not only for Costa's long-term supply strategy but for reshaping how the Australian berry industry approached seasonal production. The development of tropical production helped extend the blueberry season, paving the way for year-round availability across domestic and export markets.

From FNQ, Rob moved into larger roles across the business, including Regional Manager at Costa's flagship Corindi site in northern New South Wales featuring Australia's largest berry farm. Under his stewardship, Corindi expanded production and implemented innovative growing systems that reduced waste, improved water use efficiency, and prioritised biodiversity.

His leadership was recognised in 2018 with the prestigious Frank Costa Award, which honours excellence in business management across the Costa Group. Rob later served as National Operations Manager before being appointed General Manager, Berries, in 2024.



Rob King



Costa's Northdown site in northern Tasmania

In his current role, Rob coordinates Costa's berry operations across Australia, covering blueberries, raspberries, strawberries, and blackberries. He's tasked with aligning strategy, research and development, and operational performance across all growing regions from the cool temperate climates of Tasmania to the tropical north of Queensland.

Rob is a strong advocate for sustainable farming, having driven initiatives that saw Costa win the **2021 Excellence in Sustainability Award**. Projects under his leadership have included on-farm recycling programs, integrated pest management, and collaborations on horticultural plastics stewardship. These efforts reflect Rob's belief that long-term success depends on balancing productivity with environmental responsibility.

Beyond Costa, Rob contributes to the broader berry industry through his involvement in Berries Australia. He sits on the board, and he brings to the table practical insights from managing large-scale operations, and a firm commitment to helping the Australian berry sector thrive through innovation, collaboration, and continuous improvement.

Rob King's story is one of steady progression, built on hard work, strategic thinking, and a deep understanding of the challenges and opportunities in berry farming. Whether it's developing year-round supply systems or championing sustainable farming practices, his leadership continues to shape the future of berry production in Australia.

About Costa Group

Costa Group is a global leading grower, packer, and marketer of premium fresh produce, with a proud history spanning over 120 years. The company's berry division is a cornerstone of its operations, providing high-quality blueberries, raspberries, strawberries, and blackberries to markets across Australia and internationally. Costa has played a pivotal role in advancing Australia's berry industry. Through its renowned breeding program, Costa develops superior berry varieties with improved flavour, size, and shelf life. The company's export success has elevated the reputation of Australian berries on a global scale. It also has berry operations in China, Morocco and Laos.

Costa is committed to sustainability, employing cutting-edge water and nutrient management systems, integrated pest control, and recyclable packaging solutions. Its innovative substrate farming techniques further reduce environmental impact while improving yields. Costa has a long-standing marketing partnership with Driscoll's for blueberries, raspberries, strawberries, and blackberries in Australia. The joint venture between Costa Group and Driscoll's in Australia was established in 2010. This partnership combines Costa's large-scale berry growing operations with Driscoll's global marketing expertise, allowing for the year-round supply and distribution of blueberries, raspberries, strawberries, and blackberries under the Driscoll's brand across Australia. The venture has played a key role in expanding berry consumption and improving category performance domestically.

