

## AWARD WINNER: INDUSTRY IMPACT

### TYLER SCOFIELD DRISCOLL'S

NSW based Driscoll's manager Tyler Scofield received the Industry Impact Award at BerryQuest International 2025.

Behind every award is an innovator and inspirator, someone who drives change and leads others through troubled waters. For Berries Australia CEO, Rachel Mackenzie, it was Tyler Scofield's work with the Varroa mite crisis which led to his nomination for this inaugural award.

Born and raised in Watsonville, California, the birthplace of Driscoll's Berries over 100 years ago, Tyler grew up idolising growers. They had the best stories, they looked out for and cared for communities, and they had a natural level of respect from those around them.

Over Tyler's ten years in Australia, he's noted the challenges that lay ahead; IPM, water usage, harvest costs, run off management, chemical access and biosecurity risks. And, when the industry called for help with the 2022 Varroa mite response, he did not hesitate to step up to the plate.

His detailed understanding of the pollination requirements of the sector along with his strong links to growers meant he was the perfect conduit between the berry industry, government and the pollination sector. The role of industry liaison officer is key to the success of any biosecurity response and Tyler's contribution, along with that of AHBIC CEO Danny Le Feuvre meant growers could keep growing even with the restricted areas.

Tyler is proud of the strong collaboration between key industry representatives during the Varroa mite initial incursion and pathway to management. He recognised that the local knowledge and contacts he had at his fingertips would be vital in helping growers get their crops harvested. Progress wasn't always easy, and at times it felt like an uphill battle, but persistence paid off ensuring berry growers could keep accessing the pollination services they needed.

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With Varroa mite now in the management stage, Tyler's attentions have returned to new varieties and genetics.

As Tyler says, ***"There are some fantastic varieties available out there, but we are really only scratching the surface. The blueberry breeding programs globally are in a bit of a race. Everyone is searching for that 'perfect' berry and the information that the consumer is providing is helping to define what that berry is. As the berries get bigger, juicier, firmer and sweeter we can see that people are buying more and that's exactly what we want to see."***

Berries Australia was thrilled to be able to recognise Tyler with the Industry Impact Award, especially as his contribution was the inspiration for the development of the entire industry award program. Berries Australia would also like to thank Driscoll's Australia for making Tyler available to assist the whole sector in its hour of need.

**Driscoll's**  
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