



BERRY GOOD PRACTICE GUIDE LAUNCHED TO BOOST INDUSTRY RESILIENCE AND SUSTAINABILITY

13 January 2026

LINDENDALE, NSW – NSW Recovery Minister and Lismore MP, Janelle Saffin, today launched the *Berry Good Practice Guide*, funded by the Australian and NSW Governments under the Storm and Flood Industry Recovery Package.

The guide, developed by industry association Berries Australia, is designed to support Australian berry growers in adopting sustainable, responsible, and resilient farming practices in the face of a changing climate.

Made possible by the Australian and NSW Government's Storm and Flood Industry Recovery Program, the \$1 million Sector Recovery and Resilience Grant was provided to help support industry-wide recovery while building preparedness for future natural disasters.

Minister for Agriculture and Regional Development Tara Moriarty said the berry sector is a vital part of the Northern NSW economy, driving significant regional employment and delivering remarkable growth.

“After facing repeated natural disasters, it’s inspiring to see the sector not only focused on recovery but committed to long-term resilience, a commitment strongly supported by the NSW Government,” Ms Moriarty said.

In launching the guide, Minister Saffin acknowledged the significant economic contribution of the berry sector to the Northern NSW economy and its role as a major regional employer.

“The berry industry is a Northern NSW success story. The blueberry industry alone has increased in farm gate value from \$25 million in 2005 to \$507 million today, with around 80% of blueberries being grown right here in Northern NSW,” Minister Saffin said.

“With growth comes greater expectations from consumers, regulators, and the broader community. This guide brings together the knowledge and experience of growers, industry leaders, and sustainability experts to outline what ‘good practice’ looks like in today’s berry industry.”

“As with many other industries in this region, the berry industry has suffered in the face of natural disaster. It is so encouraging that the industry is not just thinking about recovery, but resilience in the face of future disasters, and I am delighted that the NSW Government has been able to support this initiative.”

Berries Australia Director, Andrew Bell, said that while many growers are already leading the way, this guide provides a benchmark for others to follow and build on.

The guide covers practical steps across key areas such as site selection, agronomy, production systems, environmental management, labour practices, and community engagement. It will also



provide a reference point for researchers, policymakers, local government, and the broader community seeking to understand the industry's steps toward sustainability.

"Good practice is not static, and what is cutting-edge today will be commonplace tomorrow," Mr. Bell said. "So, whilst we have a hard copy document for this first edition, we will be continually updating the online version."

The *Berry Good Practice Guide* was launched today in Lindendale, NSW. The digital version can be found at the Berries Australia website:

https://issuu.com/berriesaustralia/docs/berry_good_practice_guide_2025?fr=xKAE9_zMzMw

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About Berries Australia

Berries Australia is a joint venture between the Australian Blueberry Growers' Association, Strawberries Australia Inc, and Raspberries and Blackberries Australia Inc. Berries Australia represents the single biggest fresh produce line in our supermarkets, and our combined value exceeds \$1.3 billion.