

Berries Australia Board Member: Gavin Scurr

Jane Richter, Communications Manager, Berries Australia

Piñata Farms Managing Director Gavin Scurr is a seasoned fresh produce grower and widely respected industry leader, recognised for his hands-on leadership, farming innovation and long-term commitment to quality Australian produce. With a career spanning multiple horticultural sectors, Gavin brings a deep understanding of both on-farm realities and whole-of-industry strategy to the Berries Australia Board.



Gavin Scurr, Managing Director Piñata Farms and Berries Australia Board Director

Gavin heads the management team and board of directors at Piñata Farms, one of Australia's most diversified and progressive fresh produce businesses. His leadership is firmly grounded in practical farming experience, shaped by decades spent expanding production systems, managing climate and labour risk, and building resilient supply chains across multiple growing regions.

Piñata Farms was established in the early 1990s by brothers Gavin and Stephen Scurr at Wamuran in south-east Queensland, building on a strong family history in pineapple production. Under their leadership, the business grew to become Australia's largest pineapple producer before deliberately diversifying into other crops as market dynamics and import pressures evolved.

That diversification proved pivotal. Over time, Piñata expanded into mangoes, strawberries and raspberries, steadily transforming into a multi-crop, multi-region enterprise capable of supplying high-quality fruit across extended seasonal windows. This strategic approach to risk management and supply continuity remains a defining feature of the business today.

Piñata Farms entered the berry category in 2000, initially producing winter strawberries in south-east Queensland at Wamuran. While the move into berries represented a significant shift from traditional field crops, Gavin recognised early the importance of protected cropping, substrate systems and precise moisture management to achieve consistent quality and yields.

As the berry business matured, Piñata expanded into new regions to extend its supply window. A strawberry operation was established at Stanthorpe in Queensland to produce summer fruit, and raspberry production was later introduced at both Queensland sites.

A major milestone came with Piñata's expansion into Tasmania, strengthening summer raspberry supply and supporting year-round production. The Orielton site in Tasmania was selected for its cooler coastal climate, secure water access, strong biosecurity advantages and proximity to labour and logistics infrastructure. Today, Tasmania forms an integral part of Piñata's national berry program, contributing to consistent supply and quality outcomes across the year.

Piñata Farms is also the production partner of joint-venture company BerryWorld Australia, formed through a strategic partnership with the UK-based BerryWorld Group. Under this arrangement, Piñata focuses on growing exclusive BerryWorld strawberry and raspberry varieties in Australia, while BerryWorld Australia manages marketing, brand development and consumer engagement.

This partnership has enabled ongoing varietal refinement and adaptation to Australian growing conditions, supporting improved fruit quality, shelf life and consistency for domestic and export markets. It has also strengthened Australia's position within global berry supply networks while maintaining a strong focus on local production.

Gavin's influence extends well beyond Piñata Farms. He is a former Chairman of the Australian Mango Industry Association (AMIA), where he played a key role in advancing industry collaboration, market access and grower advocacy. He currently serves as President of Raspberry and Blackberry Australia (RABA) and was formerly Chair of the Australian Fresh Produce Alliance (AFPA), contributing insight across berry and broader fresh produce policy and supply-chain issues. Gavin is also a member of the pineapple industry's marketing advisory committee, reflecting the breadth of his experience across tropical, subtropical and temperate production systems.

As a member of the Berries Australia Board, Gavin brings a commercially grounded, whole-of-industry perspective shaped by decades of operating at scale. He understands the importance of aligning research investment, market development, biosecurity and workforce planning with the practical needs of growers.



Piñata Farms produces specialty Raspberry varieties in partnership with BerryWorld at three sites in Queensland and Tasmania

Gavin is a strong advocate for collaboration between industry bodies, researchers and government, and for ensuring that strategic decisions deliver tangible benefits at farm level. His experience across multiple commodities and governance roles enables him to contribute constructively to long-term planning while keeping outcomes realistic, relevant and achievable.

“ **The berry industry's strength lies in collective input. I encourage growers to get involved in the decision-making process to ensure a stronger, more vibrant industry for the next generation.** ”

With a career defined by innovation, resilience and leadership, Gavin Scurr continues to play an influential role in shaping the future of Australia's berry industry and the wider horticultural sector. Thank you, Gavin.

All photos credit: Piñata Farms

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