

## Agrovision closes \$100 M in Equity Financing to fuel global distribution and product innovation

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Agrovision, the healthy superfruit platform and the leading large-scale, fully vertically integrated superfruit business, has closed \$100 million in equity financing from Aliment Capital, alongside other marquee new and existing investors, including Steve Kaplan, Co-Founder of Oaktree Capital Management.

The funding comes after a period of meteoric growth as Agrovision, sold under the Fruitist and Big Skye brands, nearly tripled sales in the past three years. The company is disrupting the \$100B healthy snacks market while supporting wellness for people and the planet. The financing will further fuel global distribution and accelerate product innovation.

“Delivering more flavorful superfruit year-round requires full stack innovation—optimizing across every layer of technology—from genetics and systems to AI,” said Steve Magami, Co-founder and CEO of Agrovision.

Agrovision is known for premium superfruits—blueberries, raspberries, blackberries, and cherries—sold under Fruitist and Big Skye brands. Naturally delicious, super sweet, and bursting with flavor, their hand-selected berries, including Jumbo blueberries, fragrant red raspberries, and tangy blackberries, offer a consistently better berry experience. In the U.S., Fruitist supplies a large number of retailers, including Costco, Giant, Publix, Sprouts, Trader Joe's, Wakefern, Walmart, and Whole Foods, and is the Official Snack Partner of D.C. United. Globally, Agrovision serves many leading supermarkets, club stores, and high-end independent retailers across Asia, the Middle East, Europe, and the UK.

The \$1 billion+ valuation follows Fruitist and Big Skye's retail growth and the recent boom in healthy snack consumption, which is expected to reach over \$100 billion this year. It also follows a trend of consumer demand and annual growth for berries, which are expected to reach \$32 billion in the next five years. Additionally, the impact of GLP-1 has led to a notable

shift in consumer behavior, with a 20% increase in fresh produce purchases by prescription users.

Agrovision has invested over \$400 million in global expansion, new genetics, artificial intelligence, and other proprietary technology to deliver an elevated healthy snacking experience. The predictability of Agrovision's vertically integrated platform ensures consistency and reliability in the face of industry challenges.

From its owned and controlled large-scale land and water assets in most of the world's most exceptional micro-climates, within Peru, Mexico, Morocco, USA, Egypt, India, and China, Agrovision has developed year-round supply for leading premium-oriented retailer partners across North America, the UK, Europe, China, Southeast Asia, and the Middle East.

One key area in which Agrovision invests in R&D and commercializing proprietary technology is freshness and shelf life. Their partnership with RipeLocker, a Seattle-based ag-tech leader, introduces a cost-effective solution that extends berry shelf life three times longer than conventional methods without compromising quality or eating experience.Â