AgroSpectrum ASIA
Envisaging Future | Updating Present

Paine Schwartz deepens bet on agricultural genetics with fresh investment in fruit breeding leader BLOOM

10 July 2026 | News

Food-focused private equity firm expands partnership with AMFRESH as proprietary fruit genetics emerge as a strategic growth engine for the global fresh produce industry

As climate change, resource constraints and consumer demand reshape global horticulture, agricultural genetics is rapidly becoming one of the most valuable assets in the fresh produce business. Reinforcing that investment thesis, Paine Schwartz Partners, the world's largest private equity firm focused exclusively on sustainable food chain investments, has made a structured minority investment in AMFRESH Group and its fruit genetics subsidiary BLOOM FRESH International, further strengthening a partnership that has evolved over nearly a decade.

Financial terms of the transaction were not disclosed.

The investment comes as plant breeding is increasingly moving from a scientific support function to a strategic competitive advantage within global agriculture. New fruit varieties capable of delivering superior flavour, longer shelf life, higher yields, disease resistance and improved climate resilience are becoming critical differentiators as growers confront rising production costs and increasingly volatile weather conditions.

BLOOM has emerged as one of the largest specialised fruit genetics businesses globally following the 2023 merger of Special New Fruit Licensing (SNFL) and International Fruit Genetics (IFG). The combination brought together two leading breeding programmes, creating a single platform with complementary genetic resources spanning multiple fruit categories.

Today, the company develops, protects and licenses more than 100 proprietary fruit varieties, including table grapes, cherries, blueberries and raisins, serving a global network of over 3,000 growers across 26 countries. Rather than operating large-scale farming assets, BLOOM generates revenue primarily through intellectual property licensing, allowing it to benefit from recurring royalty income as growers cultivate its patented varieties.

The asset-light model has become increasingly attractive to investors seeking exposure to agriculture without the capital intensity typically associated with farming. By monetising proprietary genetics through long-term licensing agreements, companies such as BLOOM are able to generate recurring cash flows while maintaining relatively high operating margins and strong capital efficiency.

For Paine Schwartz, the latest investment represents a continuation of a long-term strategy centred on agricultural innovation. The firm has invested in agricultural genetics for more than 20 years, reflecting its view that improved genetics remain among the most influential drivers of productivity, sustainability and value creation across global food systems.

The relationship between Paine Schwartz and AMFRESH predates BLOOM itself. In 2019, Paine Schwartz Food Chain Fund V invested in SNFL, supporting the company's commercial expansion, licensing strategy and international growth. Four years later, the fund partially exited its position to global investment firm EQT, facilitating the combination of SNFL and IFG that ultimately established BLOOM as one of the world's leading fruit breeding platforms.

The latest investment, made through Paine Schwartz Food Chain Fund VI, expands that relationship while supporting the broader growth strategy of AMFRESH, whose vertically integrated business spans fruit breeding, commercial farming and retail supply chain services. The group's integrated operating model enables it to participate across multiple stages of the fresh produce value chain, from developing new varieties through to supplying retailers worldwide.

The transaction also reflects broader investment trends within agriculture, where proprietary genetics are increasingly viewed as intellectual property assets capable of generating long-term competitive advantages. As growers seek varieties that perform under changing climatic conditions while meeting evolving consumer preferences, demand for advanced breeding programmes is expected to continue rising.

Unlike traditional agricultural businesses that rely primarily on commodity production, genetics companies derive value from continuous innovation and protected intellectual property. Each successful variety has the potential to generate royalty income over many years, creating predictable revenue streams while encouraging ongoing investment in research and development.

For Paine Schwartz, expanding its investment in BLOOM represents more than a financial transaction. It reinforces the firm's long-standing conviction that innovation in plant genetics will play a central role in improving agricultural productivity, strengthening food security and enhancing sustainability across global fresh produce markets. As climate resilience, water efficiency and consumer quality expectations become increasingly important, companies controlling proprietary genetics are likely to occupy an even more strategic position within the global food value chain.