



Specialists in Plant import and quarantine, Plant export, Plant breeding, Propagation including Tissue Culture, Intellectual Property protection, Industry advocacy

BLOOMZ is the leading facilitator of plant import and quarantine services, via New Zealand Government accredited quarantine facilities, and associated Intellectual Property protection.

BLOOMZ, a well-known international brand, transitioned from its original core business of ornamental breeding, tissue culture, IP protection, import and export. We continue to provide the full range of services for various ornamentals.

BLOOMZ is a New Zealand registered company based in Tauranga, New Zealand and represents the interests of numerous internationally recognised Plant Breeders. It is responsible for a vertically integrated process of import, quarantine, tissue culture development, plant propagation, IP execution, administration, licensing & Export



BLOOMZ is a Ministry for Primary Industries approved Export Organisation (**MAO**).

We undertake the development of plant material and new varieties of high value horticultural crops in New Zealand and offshore (Apples, Stonefruit, Citrus, Kiwifruit, Grapes, Avocado, and Berries), and manage high health programmes (including 'true-to-typing'), tissue culture (**TC**) initiation and multiplication and contract propagation.

We offer associated Intellectual Property services (Plant Variety/Breeders Rights and Plant Patents for NZ and other jurisdictions) and DUS testing. This work is conducted on behalf of a range of corporate and private clients.

Under the **BLOOMZ** banner we have travelled extensively and have actively worked in Europe, Middle East, North and South America, Africa, Australia and Asia, predominantly in ornamentals and a range of fruit crops, including practical experience in rootstock development, grafting and management of kiwifruit.

At a national level Andy Warren sits on various councils and consultative committees – the Plant Market Access Council (**PMAC**), the now defunct national Plant Germplasm Import Council (**PGIC**) and **GERMAC**, the Plant Variety Rights Technical Focus Group (**TFG**), and is the convenor of the New Zealand Fruit Tree Importers Group (**FTIG**).

FTIG is a group of companies with special interest in import and innovation in fruit tree crops (apples, pears, stone fruit & citrus), for whom **BLOOMZ** has been advocating with government agencies and the political arena. This work has expanded to a range of crops including berries, citrus, kiwifruit, garlic, persimmons and passionfruit & coffee.

Andy works together with **BLOOMZ** Business Development Manager, Louisa van den Berg, who for over 25 years has also travelled extensively in the course of the company's work, and has recognised experience in import, quarantine services (**PEQ**) and Intellectual Property relating to Plant Patents and Breeders Rights. Louisa is a member of the TFG and a Qualified Person with IP Australia.



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