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PRESS RELEASE

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## **Blue River Group finalises acquisition of iconic Wagga Wagga dairy brand *Riverina Fresh***

**Wagga Wagga, 24 October 2016** - Blue River Group is pleased to announce that it has finalised the acquisition from Fonterra Australia of the Wagga Wagga dairy business that produces the iconic Riverina Fresh brand.

On 29 August 2016 Blue River Group announced its intention to acquire the Riverina Fresh business from Fonterra. The sale was subject to a number of conditions being satisfied all of which have since occurred. The independently owned business is now called Riverina Fresh Pty Ltd.

Blue River Group's Co-CEO and Founder Craig Shapiro said the decision to acquire Riverina Fresh reflects the company's ethos of investing in businesses that generate economic returns, but equally achieve positive and measurable social or environmental outcomes.

"We were greatly encouraged by the response we received from the employees, the farmers and other key stakeholders following our announcement in August to acquire the Riverina Fresh business. It's an exciting time to be investing in the Australian dairy sector and we look forward to ensuring there is sustainable growth for the dairy industry in regional New South Wales" Mr Shapiro said.

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## **About Blue River Group**

Blue River Group was established in 2015 as an Australian impact investment services firm. The sole purpose of Blue River is to undertake projects and deals that generate economic returns for investors but equally achieve positive and measurable social or environmental outcomes. It is a "profit with purpose" business.

As an independent impact market intermediary and deal facilitator, Blue River leverages the expertise of its experienced team and partnership arrangements to make impact markets more accessible to the global investment community. Blue River enables impact investment through a broad spectrum of services spanning from the creation and incubation of ideas through to impact advisory and financial services.

## **About Riverina Fresh**

Riverina Fresh is a premium brand of specialised award winning milk, cream and yoghurt collected from around 20 farms in the Wagga Wagga region of the Riverina, NSW. The dairy farms are operated by local farming families, some of whom have been producing milk for multiple generations.

## **Media enquiries**

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