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PRESS RELEASE

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## **Blue River Group announces Project Bridge, an industry led farming and innovation initiative in the Wagga Wagga region**

Sydney, 22 February 2017 - Blue River Group is pleased to announce Project Bridge, a major dairy and agriculture project in the Wagga Wagga region of New South Wales, Australia.

As mentioned today by the Prime Minister, the Hon. Malcolm Turnbull MP, Project Bridge is an industry led initiative that will establish a commercial dairy farm showcasing Israel's leading dairy and agricultural technology. In addition, a world-class agricultural and food technology hub will be created around the farm for the testing and commercialisation of ideas by researchers and entrepreneurs.

The commercial farm will also be used as an education centre for the benefit of the regional and agricultural community.

Blue River Group Co-CEOs Craig Shapiro and Grant Fuzi said today's announcement - which follows Blue River's acquisition of the Riverina Fresh dairy processing plant in 2016 - is consistent with the Company's ethos of developing projects that generate commercial returns but equally achieve positive and measurable social or environmental outcomes.

"Project Bridge is an exciting opportunity for Blue River Group to continue its commitment to a more sustainable dairy and agriculture sector by creating a collaborative ecosystem that is outcome focused. We believe that access to the benefits of new technologies and ideas will encourage the next generation of farming families to remain on the land," Mr Fuzi said.

The new initiative offers a platform to create strong bilateral relations between Australia and Israel along with industry, corporates, research bodies and the startup community, to deliver tangible outcomes and benefits for Australian farmers.

"We recognise the importance of the agriculture sector to the Australian Government's innovation and growth agenda. Technology, collaboration and investment will be crucial to the successful delivery of the Government's objectives. Project Bridge demonstrates how an industry led initiative can help achieve these objectives," Mr Shapiro said.

Blue River Group is assembling a consortium of global and local project partners who will work collaboratively to ensure the successful delivery of Project Bridge over the next 12 months.

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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 including the development and commercialisation of impactful ideas and innovations.

## **Media enquiries**

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