

For immediate release

Nuvagra launches Berry Marketplace: the global berry trade, moved from WhatsApp to a structured platform

The Romanian company aims to bring structure and transparency to an international segment still dependent on phone calls, emails, WhatsApp and verbal agreements.

Iași, Romania — 2 June 2026 — Nuvagra, a Romanian company founded in Iași, launched Berry Marketplace on 1 May 2026 — a B2B platform dedicated to the international berry trade. The platform is open to producers, traders, exporters, importers, processors and enterprise buyers that trade blueberries, raspberries, strawberries, blackberries and other berries.

Berry Marketplace aims to bring structure and transparency to a sector in which transactions still take place, for the most part, through informal channels: phone calls, WhatsApp messages, emails and commercial relationships that are difficult to verify.

“Berry Marketplace grew out of years of working directly with berry producers and traders — local and international. We saw the same problems repeating themselves: a lack of transparency, difficulty in finding the right partners, and a heavy dependence on informal relationships. The platform is built to solve these blockages and to enable faster and safer access to markets,”

said Alex Cojocaru, Co-founder and CRO, Nuvagra.

The platform allows companies to post available lots, send requests for quotes and trade with verified partners, within a framework that includes automatically generated contracts, reputation mechanisms, market and price intelligence, and quality-control and dispute-resolution processes.

“The international berry trade is a valuable sector, but still highly fragmented. Producers and buyers often work through informal networks and verbal agreements, which creates commercial risk and a lack of visibility. Berry Marketplace transforms this process into a structured flow, in which every transaction is clear, verifiable and scalable,”

said Ioan Ambrozie, Co-founder and CEO, Nuvagra.

Unlike agricultural platforms focused on local markets or on commodity-type categories, Berry Marketplace is built for cross-border trade, in a segment where

seasonality, product quality and logistics have a major impact on every transaction.

The platform is currently available in Europe and Latin America, with the goal of expanding globally, and is open to producers, traders and buyers in the berry trade. Interested companies can register at berry-marketplace.com.

About Nuvagra



Nuvagra S.R.L. is a Romanian company founded in Iași that develops digital infrastructure for the international fresh-produce trade. Its first product, Berry Marketplace, is a B2B platform dedicated to the global berry trade.

Press contact

Ioan Ambrozie — Co-founder & CEO, Nuvagra
press@nuvagra.com
nuvagra.com | berry-marketplace.com

###