



BLUEBERRIES 2016

Southeast Fruit and Vegetable
Conference

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www.FreshXperts.com



blueberries

LittleBlueDynamo.com

An Exciting Future!!!



- The “Berry Explosion” heard around the world
- Blueberries – the “Antioxidant Berry”
- Transition from “Niche” fruit to world class production

An Exciting Future!!!




blueberries
LittleBlueDynamo.com

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- Industry funded market development
- The Berry everyone loves!!!
- The Little Blue Dynamo!!!

Highbush Blueberry Growth

	2005 Acres	2008 Acres	Annualized Growth Rate
West	22600	35000	52%
Midwest	20400	23400	5%
Northeast	9730	10560	3%
South	18165	25500	13%
Total	71075	95607	12%
S. America	18039	39703	73%
Total	89114	135310	17%

Source: NABC

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Million pounds	2010	2016(F)*
NA Highbush	475	700
NA Lowbush	150	250
South America	155	300
Europe	83	150
Africa	5	13
Asia	7	25
Aust/NZealand	11	15
Total	887	1453

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- Production
 - North America
 - South America
 - China/India
- Consumers
 - Asia will grow consumption

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International Blueberry Organization

- <http://internationalblueberry.org/>
- Charter meeting in April 2011

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- Consumption motivators
 - Exciting, fun, and...good for me
 - Health and well being
 - Transition from animal based diets to fruit and vegetable

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- Market Channels
 - Fresh
 - Differentiation by variety/brand
 - Will blueberries be the new apple section?
 - Packaging innovation

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- Market Channels
 - Frozen/Processed products
 - Stable prices
 - Long term supply agreements
 - Stable prices
 - Margin management

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- Market Channels
 - Functional Food
 - Prescription for well being
 - Health drink

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- Production
 - Safe Food requirements
 - Trace every berry to source bush
 - N.A. Labor will be scarce and expensive
 - Mexico – watch

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- Production
 - Old varieties replaced
 - Contracted production/planting

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- Production
 - Machine harvest increased
 - Technology selection for designated market channel

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- Public Policy
 - Food safety
 - Exempt small/socially favored production
 - Greater scrutiny and oversight
 - Creates jobs

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- Blueberries 2016
- 1.5 billion pounds world wide



**Will your 2016 Blueberry Enterprise
be EXCITING??**



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