

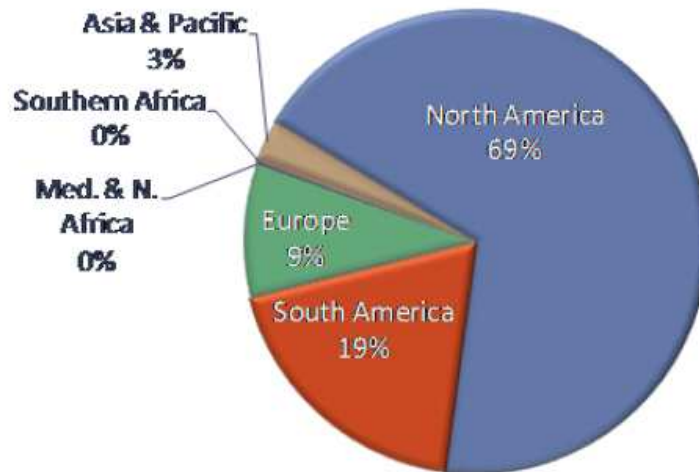
2009 World Blueberry Acreage and Production Report

2008 Report Produced for the United States Highbush Blueberry Council,
Industry Relations Committee
by Cort Brazelton, Brazelton Ag Consulting (next update 2011)



Presented by David Yarborough, University of Maine

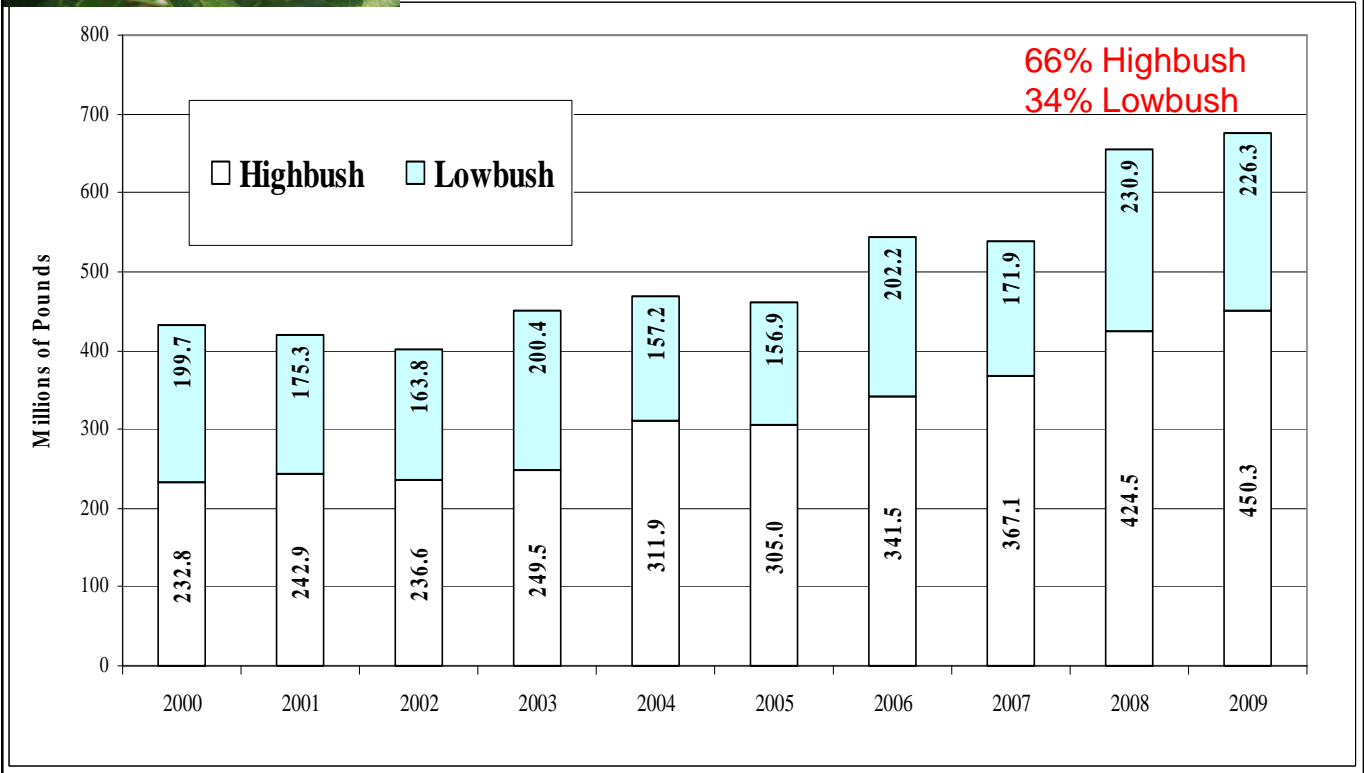
2008 Total World Production



Macmillan Ag Consulting

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U.S. Blueberry Council



BC 2005 Acres	2007 Acres	2008 Acres	Fresh Process Total		
13,000	17,500	18,300	40.00	35.00	75.00
		2009	57.00	32.00	89.00

2008 North American Highbush Production North America Region

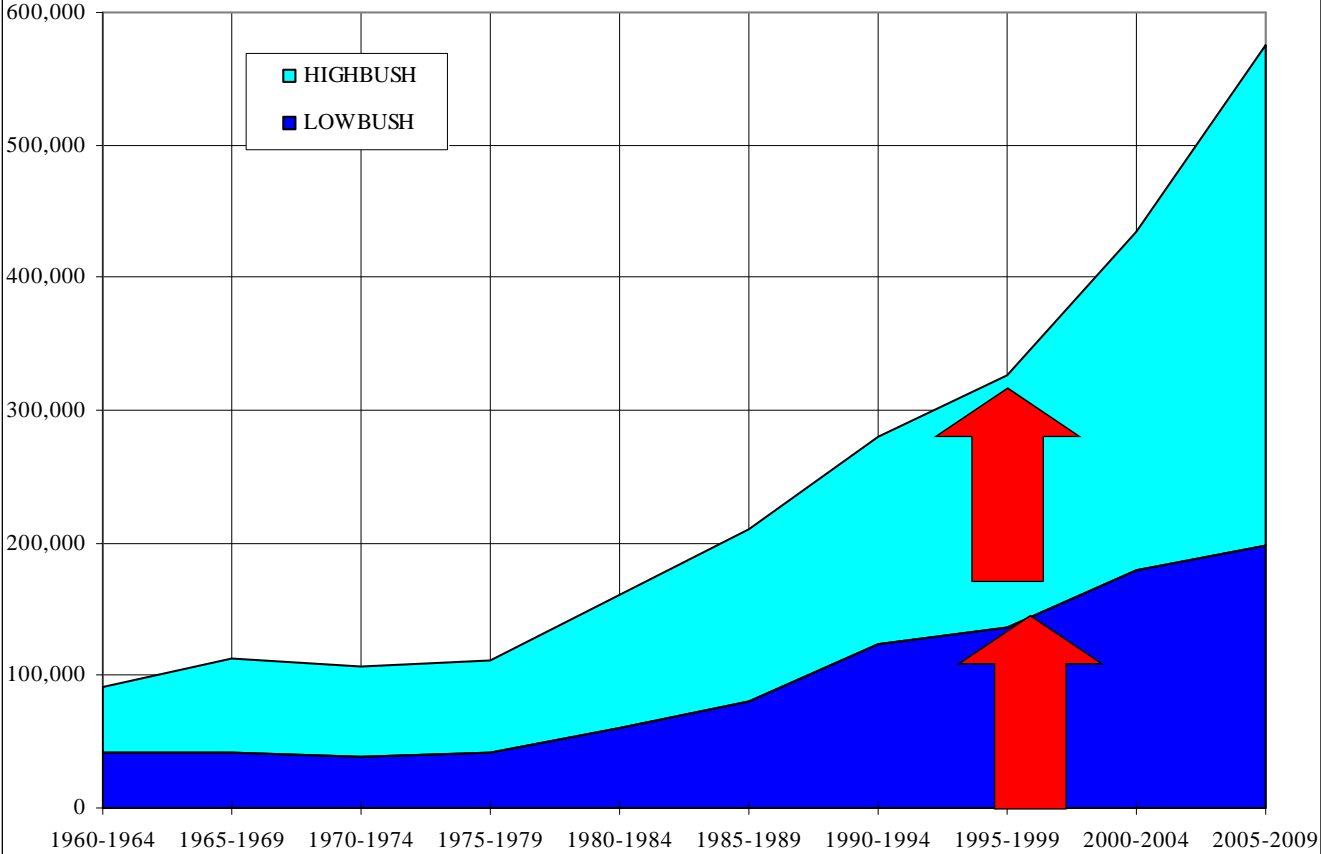
	2008 Acres	% Organic	Timing	Total Prod
Western	35,332	0	Mar-Sep	163.60
Midwest	23,400	0	Jul-Sep	114.10
Northeast	10,560	0	Jun-Sep	60.65
Southern	25,500	0	Mar-Aug	75.20
Mexico & C. America	815	0	Sep-May	2.20
TOTAL	95,607	0	Mar-Oct	415.75

- NORTHERN**
- Duke
- Bluecrop
- Elliot
- Draper
- Liberty
- SOUTHERN**
- Oneal
- Star
- Emerald
- Jewell
- SpringH/SnowC
- RABBITEYE**
- Bright/Tiffblue
- Powderblue
- Och/Ala/Ver

CA

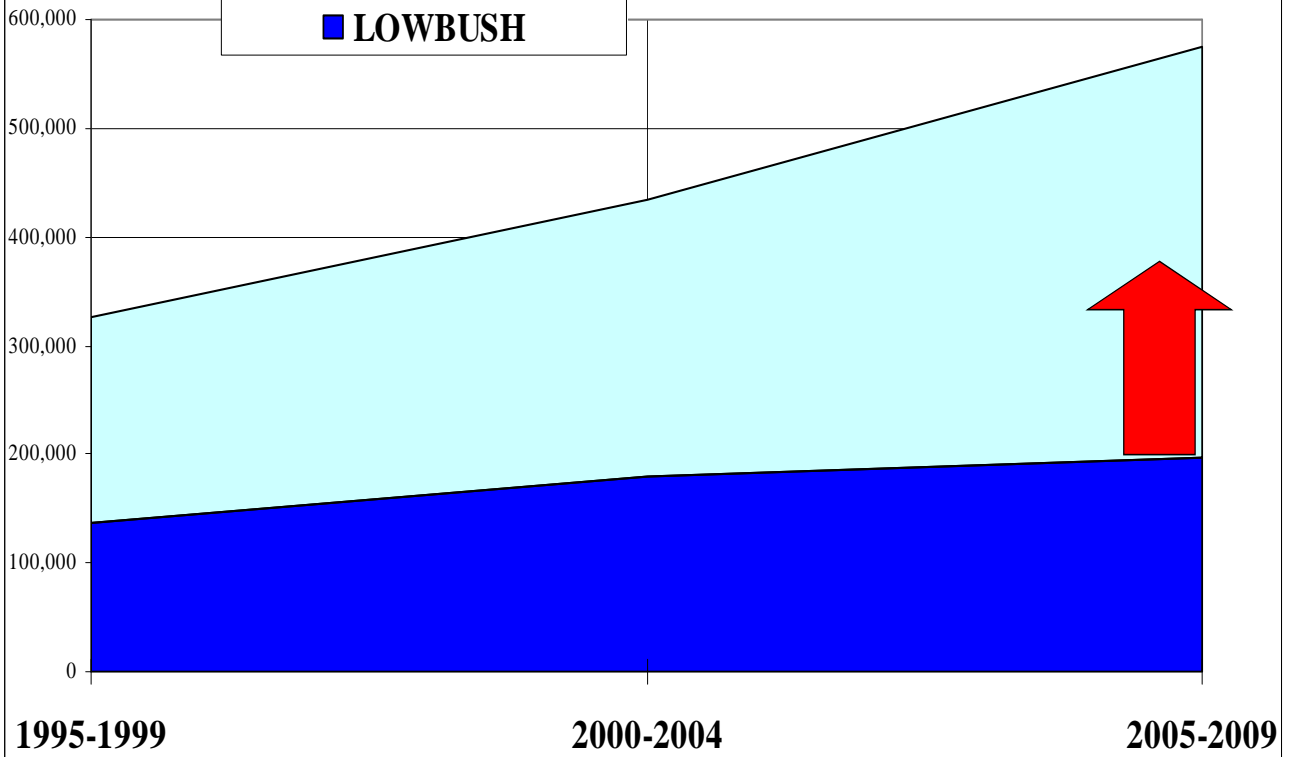
2005 Acres	2007 Acres	2008 Acres	Fresh Process Total	
2,370	3,949	5,120	13.00	14.00
		2009	23.00 small	23.00

**NORTH AMERICAN BLUEBERRY PRODUCTION
FIVE YEAR AVERAGES / THOUSAND POUNDS**

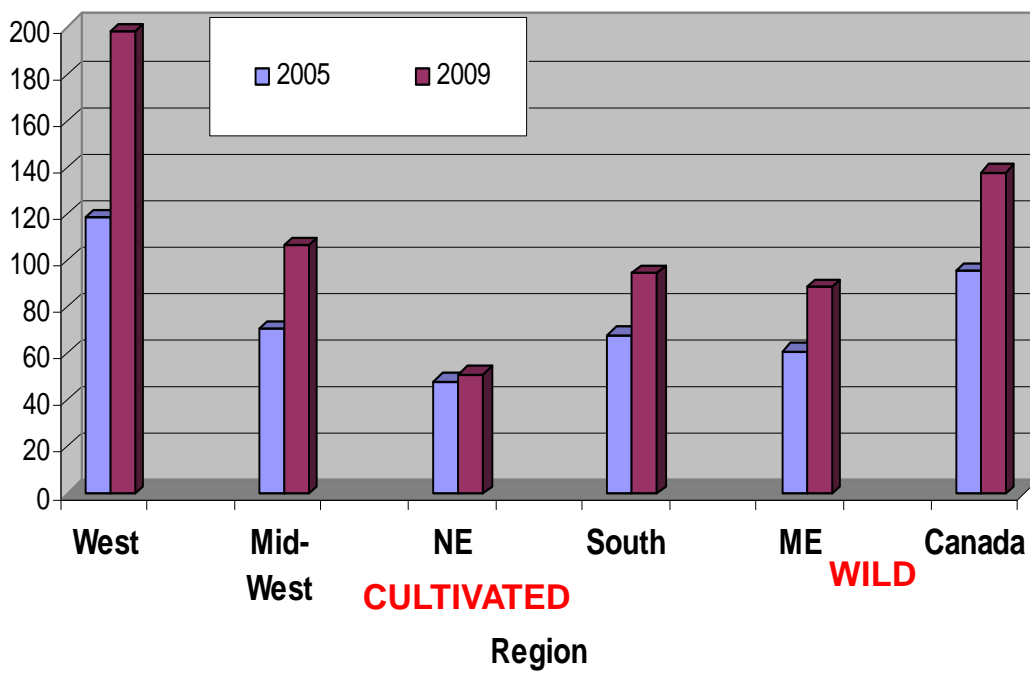


**NORTH AMERICAN BLUEBERRY PRODUCTION
FIVE YEAR AVERAGES / THOUSAND POUNDS**

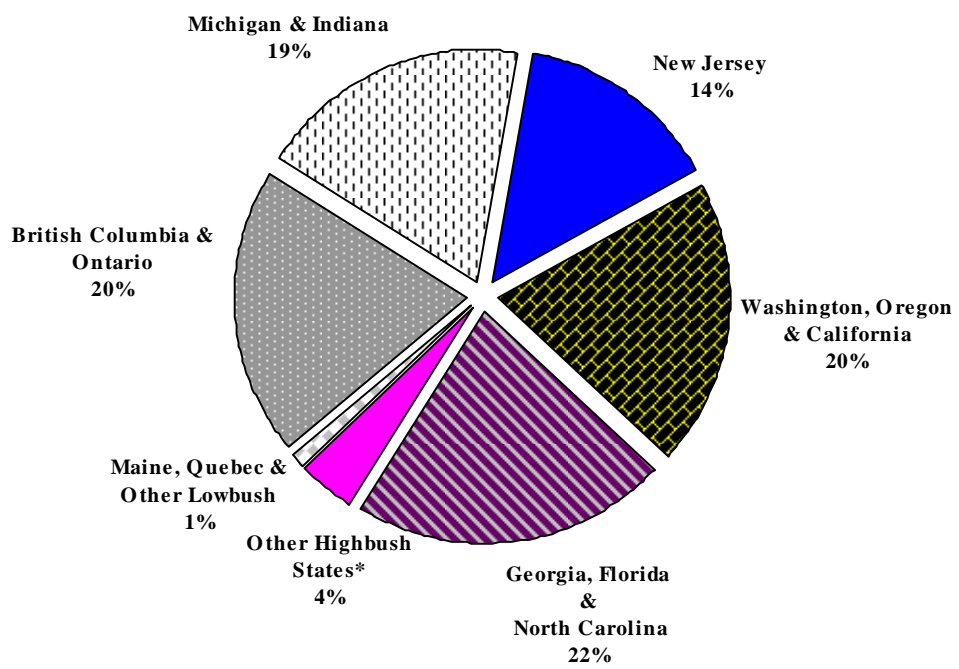
■ Highbush
■ Lowbush



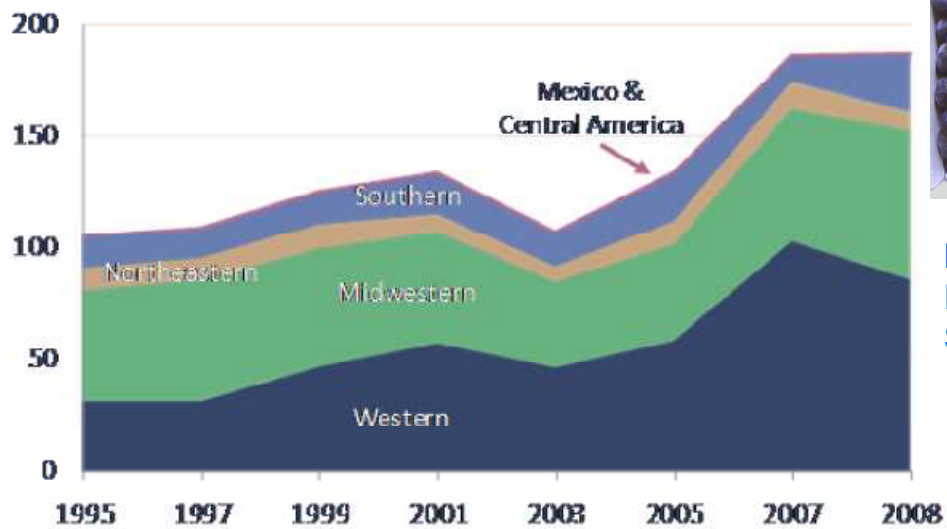
Blueberry Production by Region 2005 vs 2009



2009
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES



NA Processed Production by Region 1995 -2008



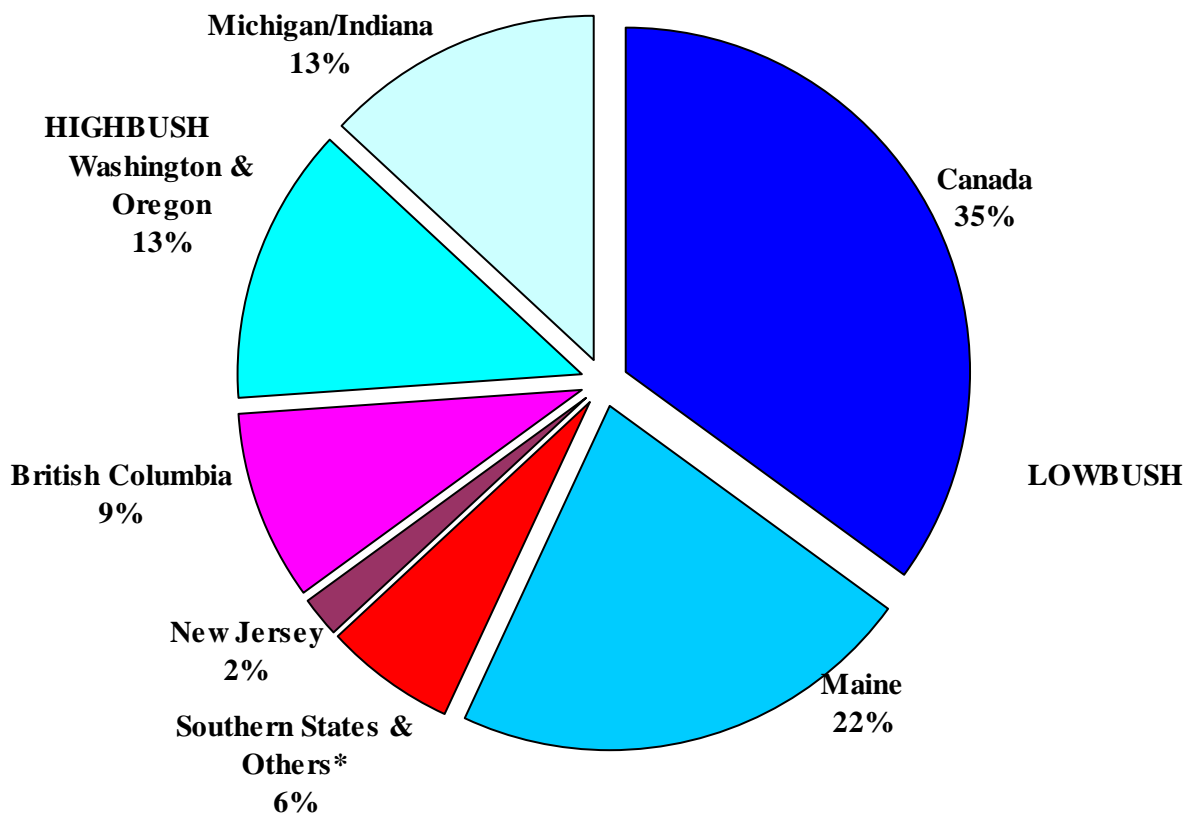
**Increased
Fresh
Sales**

Processed Blueberry Association of America

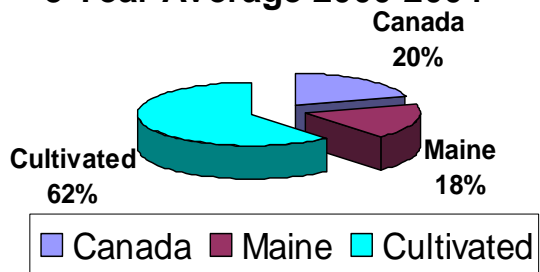
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US ^{High Quality} Blueberry Council₂₀

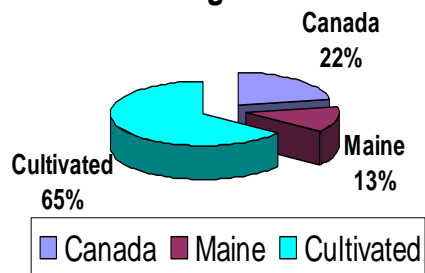
2009
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES



5 Year Average 2000-2004

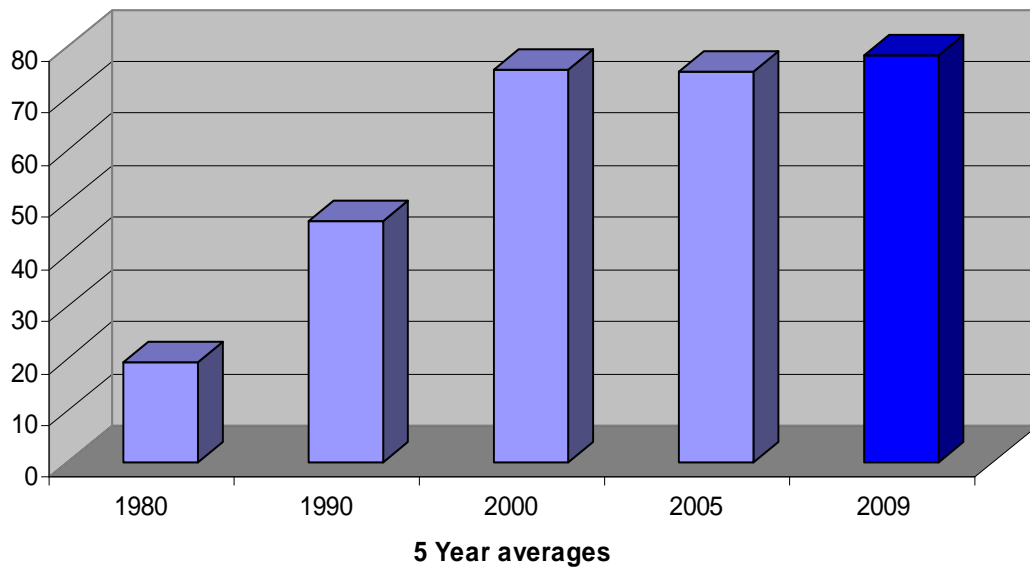


5 Year Average 2004-2009





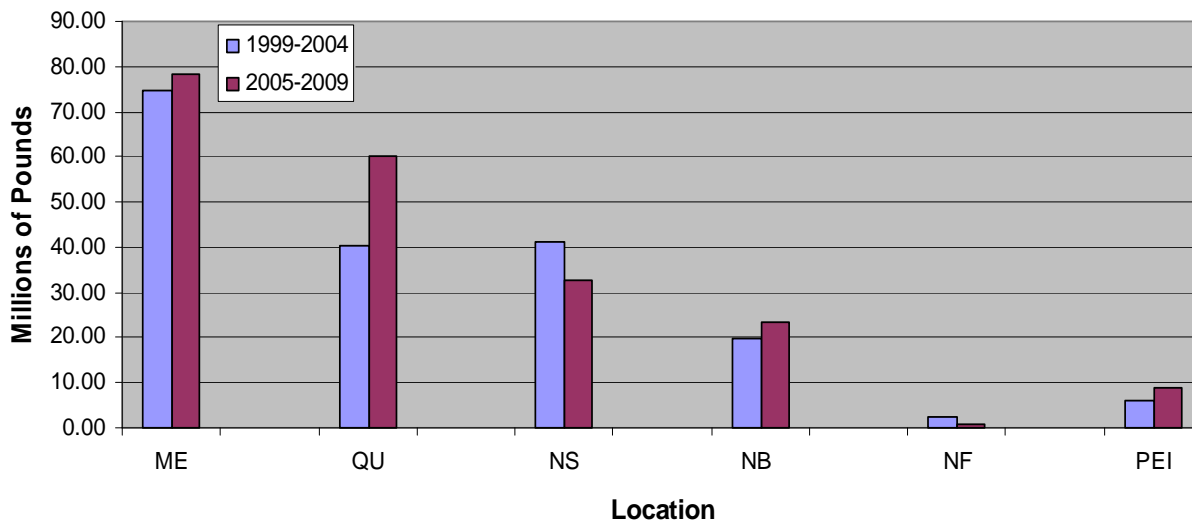
Maine wild blueberry production trend





Wild Production Sites/5 yr average

Wild Blueberry Five Year Average 99-04 and 05-09



Quebec- WBANA



Managed fields producing 2000 to 2500 lb/a with 2/3 hive / a
– 1200 a field in Normandin

Quebec- WBANA



Developing forest for both blueberry and wood 40/60 – blueberry strips 60 M wide

Quebec- WBANA



60 meter strip – trees trap snow protect plants and delay bloom
To prevent frost injury yields 1000 to 1200 lb/a

Quebec- WBANA



Have 43 ha with 120 ha under development but 30,000 ha in Lake area available
40,000 ha further to north also possible able to produce as much wood on more
Intensively managed strips

BIENVENUE A NOS BLEUETIERES!

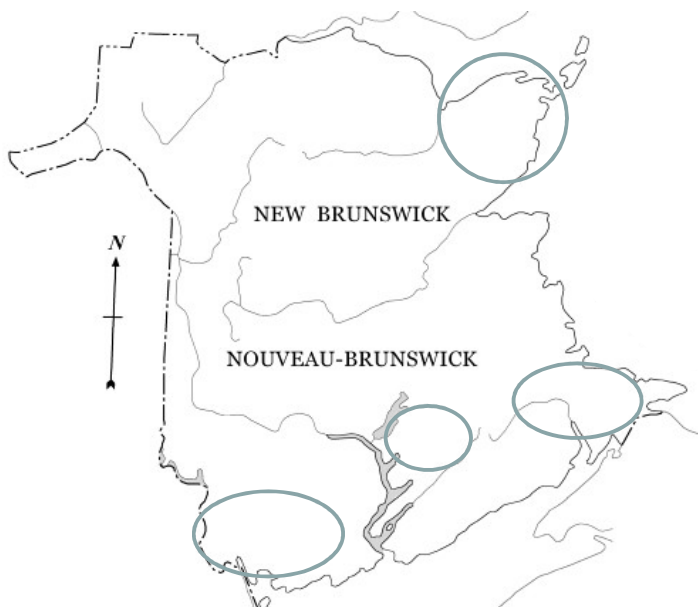
Regroupement des Producteurs
de bleuets de la
Grande-Rivière Tracadie

*Bonne
journée!*

S.V.P. Respectez nos bleuétières



Main Wild Blueberry Production Areas

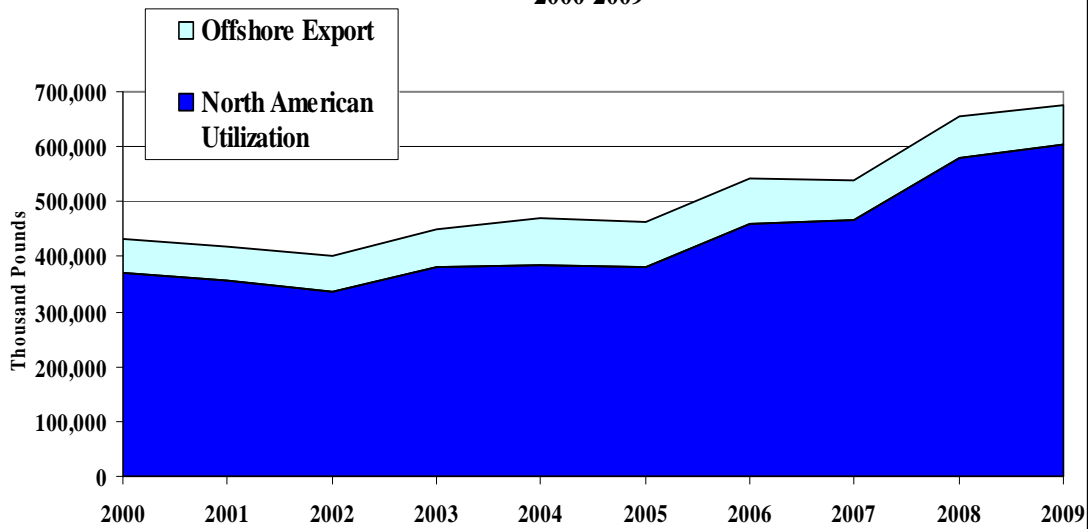


- **Total – 28,000 ac**
- **Northeast - 17,000 acres**
- Southwest - 4,000 acres
- Central - 1,500 acres
- Southeast - 4,000 acres
- Others – 1,000 acres





**NORTH AMERICAN BLUEBERRY UTILIZATION
AND OFFSHORE EXPORT
2000-2009**



**OFFSHORE
EXPORT AS %
OF
PRODUCTION**

15%
14%
16%
15%
18%
17%
16%
14%
11%
11%

Blueberry Production in South America



16 Ha in Uruguay

1200 Ha in Argentina 2500 Ha in Chile

18 Ha in Brazil

2008 South American Highbush Production

	2008 Acres	% Organic	Timing	Total Prod
Chile	26,908	3	Nov-Mar	87.54
Argentina	10,900	1	Sep-Jan	25.20
Uruguay	1,620	0	Oct-Jan	2.20
Peru	60	0	Aug-Jan	0.04
Brazil	200	0	Sep-Jan	0.13
Colombia	15	0	Jul-Feb	0.02
TOTAL	39,703	0	Sep-Apr	115.13

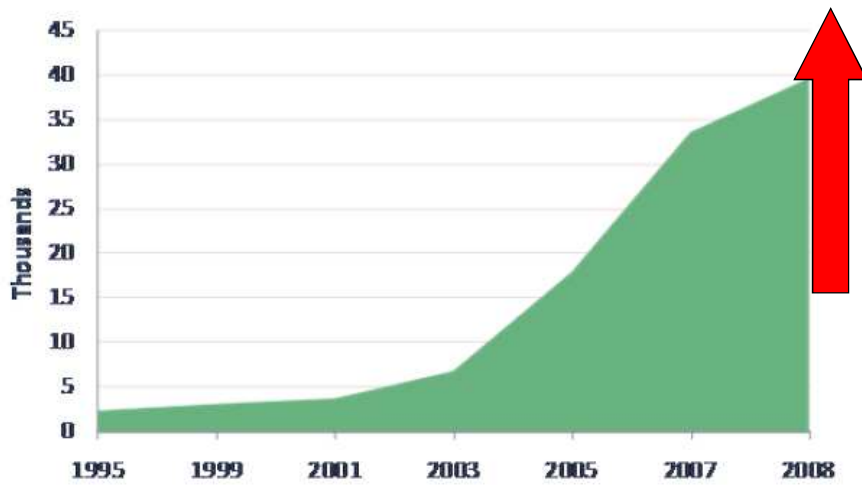
NORTHERN

- Duke
- Bluecrop
- Elliot
- Legacy
- Brigitta

SOUTHERNS

- Oneal
- Emerald
- Jewel
- Stor
- Misty

South America Acreage Increases 1995 - 2008



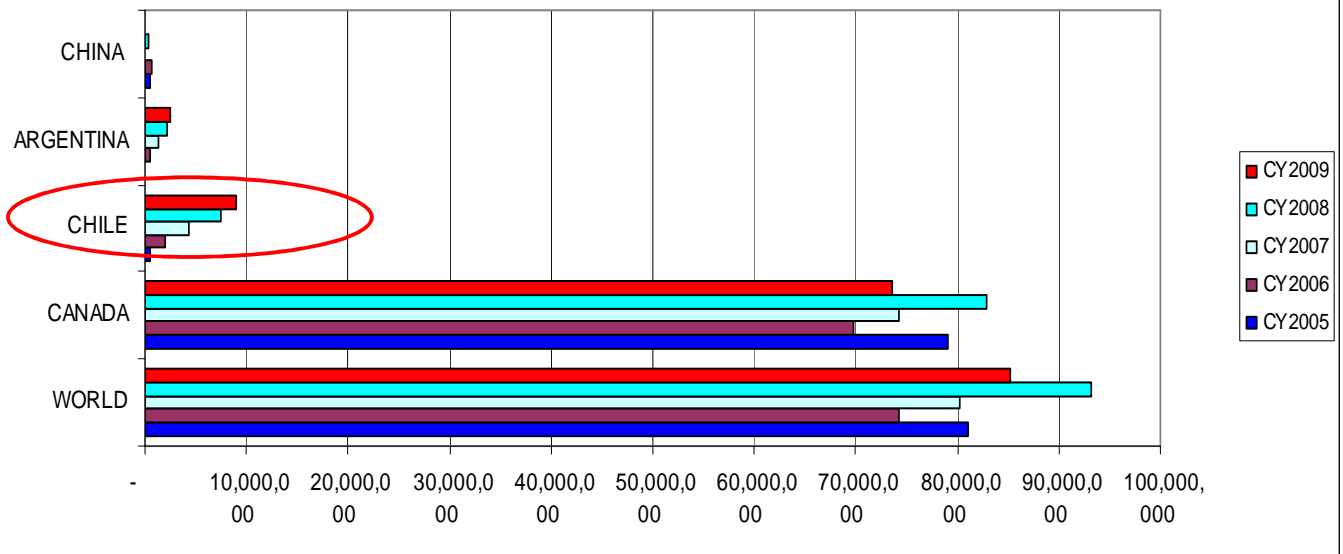
Blueberry Council

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US Horticulture
Blueberry Council 25



Frozen Blueberry Import to US



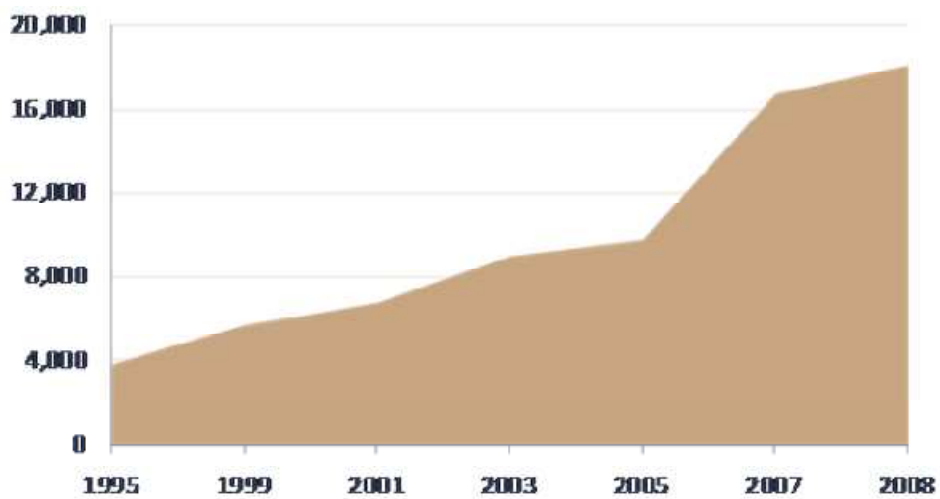


Wild Blueberry China

- **Product Details**
- **Frozen Wild Blueberries**
- [Frozen Wild Blueberries](#)
- **Product Description**
- IQF wild blueberries
Packing: 1x10kg/ctn,
1x30lb/ctn
Delivery time: September -
December
- **Packing:** 1x10kg/ctn
- **Origin:** China
- **Min. Order:** 1x20' container
- **Transportation:** by reefer
container
- Over 90,000 hits on Google



European Acreage Increases 1995 - 2008

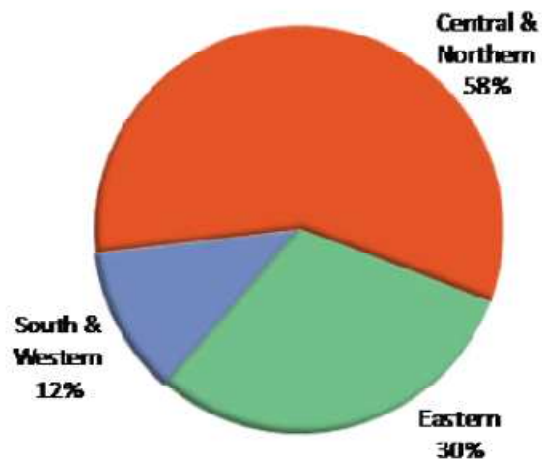


Research Ag Consulting

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US Highbush
Blueberry Council

2008 Europe Processed Production

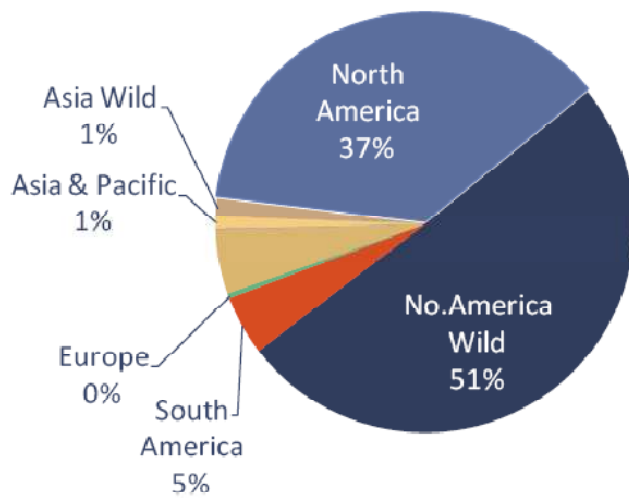


Blueberry Production in Europe

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U.S. Highbush Blueberry Council

2008 World Highbush and Lowbush Processed Production

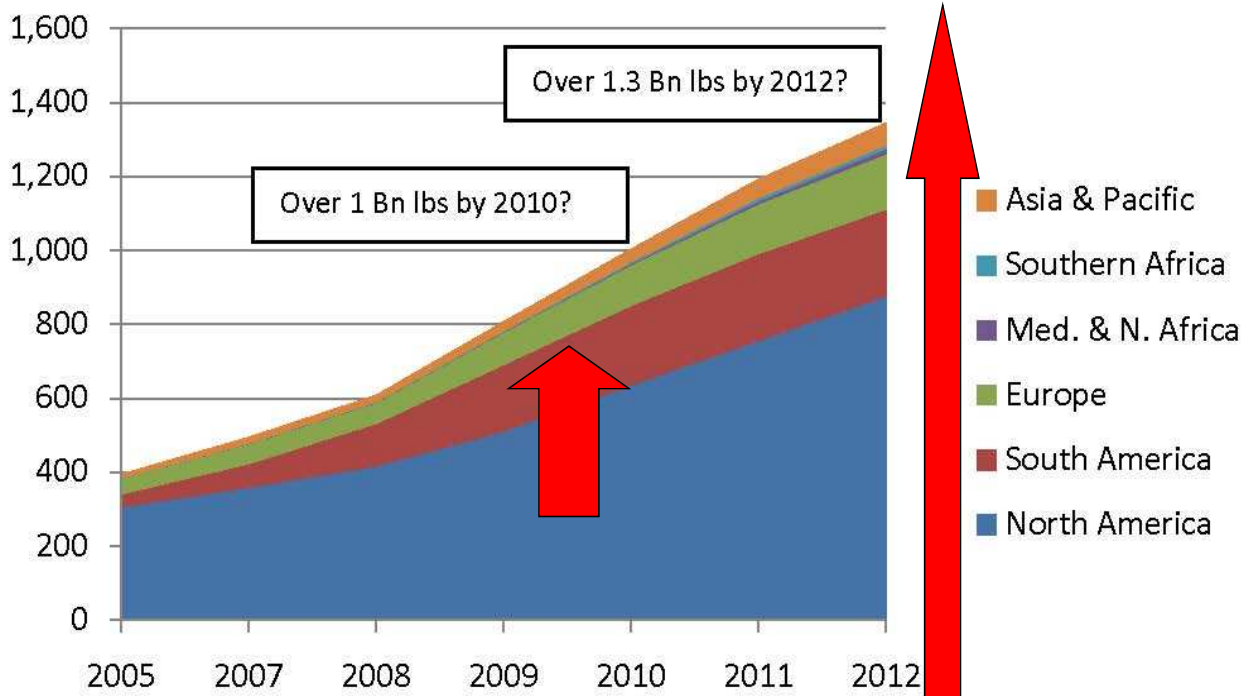


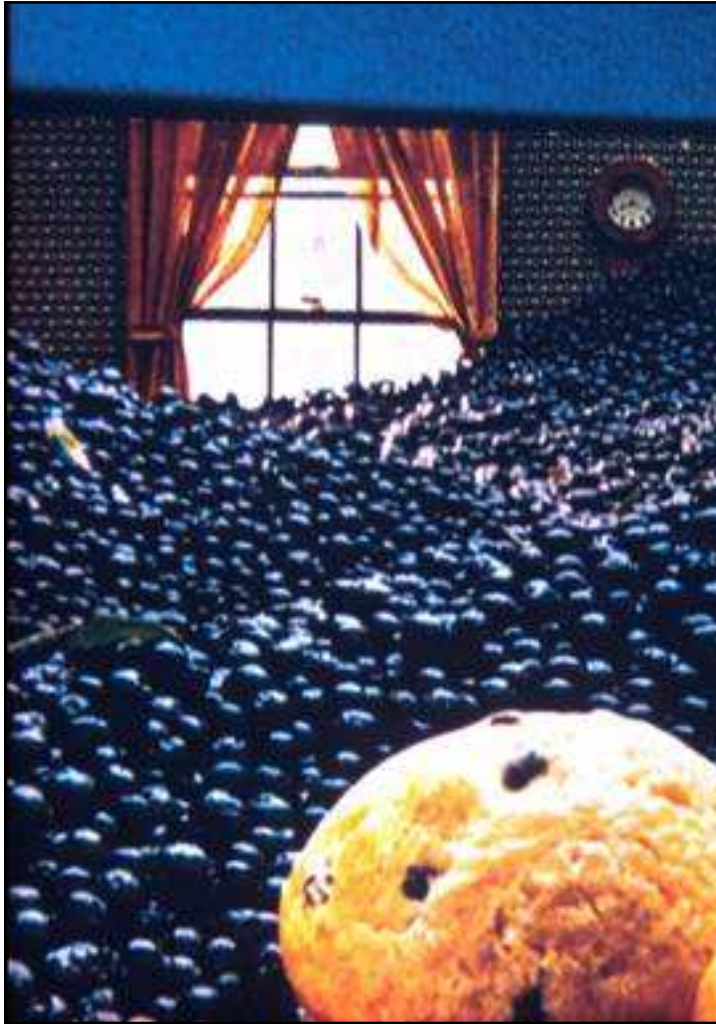
Brazelton Ag Consulting

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US ^{STRAWBERRY} Blueberry Council₈₂

'Optimized' World Production Growth Prediction (All regions, reaching near full production potential, the crop in the fields)





The Power of Blue

Frozen Wild Blueberries.
Nature's Antioxidant Superfruit!

In the spectrum of healthy fruits, antioxidant-rich Wild Blueberries stand out — for their delicious taste, small size and big health benefits. Head to your supermarket frozen fruit case for your Daily Dose of Blue® Frozen Wild Blueberries — **easy, convenient and just as nutritious as fresh!**



Not just blueberries, Wild Blueberries!