

# North American Highbush Blueberry Market Situation

Two types of blueberries are grown in North America, the highbush and the lowbush. The highbush blueberry, also known as a cultivated blueberry, is commercially grown in 34 states and two Canadian provinces. The berry was developed from wild highbush blueberry species and is the large blueberry you see sold as both fresh and frozen blueberries. The lowbush blueberry, also known as the wild blueberry, is grown in Maine and Eastern Canada and is primarily sold as a frozen blueberry. Information for this report focuses on the highbush blueberry industry. Spring 2009-1

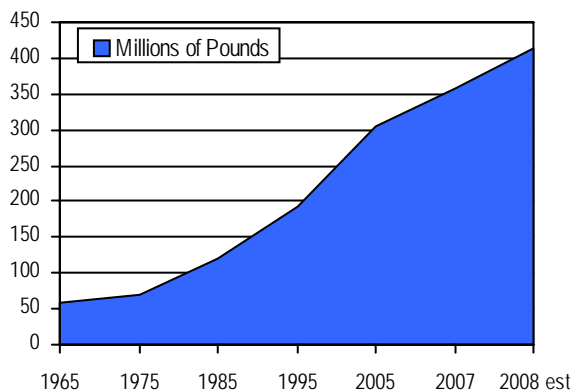
## Now is the Time to Formulate with Real Blueberries

The good news is that frozen blueberries are now in abundant supply assuring availability and exceptional value. For food processors, this means that 2009 could be the "Year of the Blueberry." A stable supply of blueberries will continue to replenish the pipeline.

Highbush blueberries are harvested from April to early October with the majority of the berries picked from mid June to mid August. They are marketed as both fresh and frozen. Fresh blueberries are harvested by hand. Blueberries for the frozen market, also known as process blueberries, are machine harvested. Last year an estimated 413.2 million pounds of highbush blueberries were produced in North America. Real blueberries provide product authenticity, luscious color, and real fruit benefits.

In the USA, ten states account for 97% of production. Michigan is the leading producer of process highbush blueberries and New Jersey is the leading fresh blueberry supplier. British Columbia accounts for the majority of Canadian highbush blueberries.

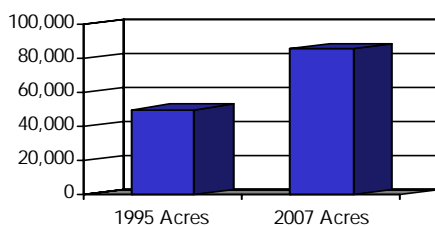
## North American Highbush Blueberry Production



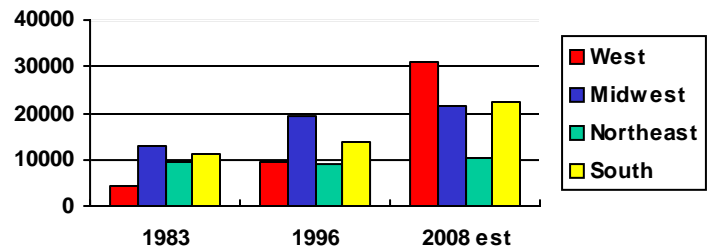
## Production and Acreage Expansion

North American production has grown at a steady rate increasing almost seven fold over the past 40. This growth continues to expand given blueberry interest and new plantings in the United States and Canada. Between 2005 to 2007 blueberry acreage increased 21% in North America.

## North American Highbush Blueberry Acreage



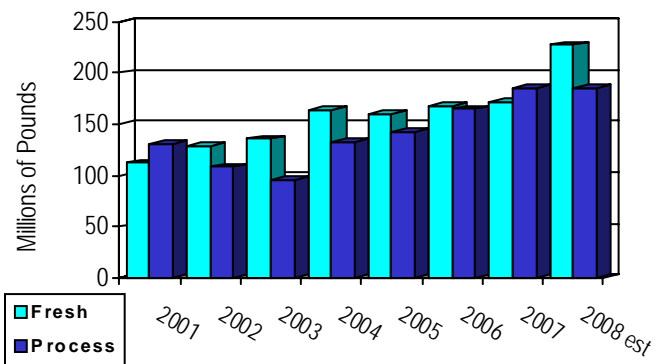
## North American Highbush Blueberry Acreage By Region



## Export Market Demand for Blueberries

The growth of the fresh market and processed production continues. Though a great amount of US highbush blueberries are consumed at home, an increasing percentage of the crop is exported, and exports account for an estimated 16% of shipments. Food product designers worldwide are taking advantage of the unprecedented bounty of formula-ready blueberries.

## North American Highbush Blueberry Production Fresh and Process



## Fresh and Frozen Blueberry Opportunities

With growing awareness of the healthfulness of blueberries, there is increased interest in both fresh and processed blueberries with a range of blueberry formats to meet manufacturer requirements. Savvy formulators know that frozen is as flavorful as fresh. Blueberries are harvested and then promptly frozen to retain flavor and ensure freshness with good texture, shape and color.

## Consumers and Blueberries

Consumers want blueberries in every bite, according to USHBC research, and US per capita consumption shows total blueberry consumption increased 71% from 13 ounces per person in 1994/95 to 22.2 ounces (2008 est.). Fresh market per capita consumption was 9.2 ounces per person in 2008 (est.). Process market per capita consumption during the same period was 13 ounces. Demand for blueberry products continues to be hot. Last year over 1300 blueberry-containing products were introduced.

## US Highbush Blueberry Council

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