

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 33 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 2010

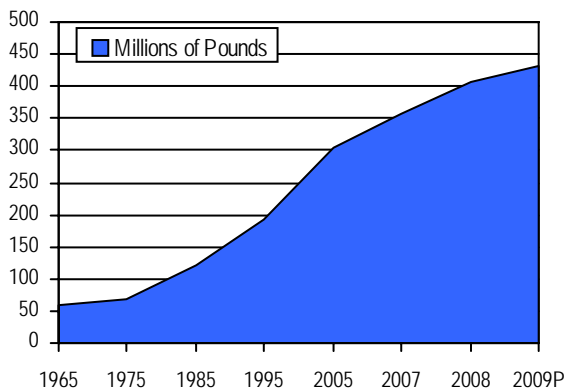
Now is the Time to Formulate with Real Blueberries

Frozen blueberries are in abundant supply assuring availability and exceptional value. **Positive sales in recent months and ongoing availability make this a win-win situation for consumers and food manufacturers. 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 432.2 million pounds of highbush blueberries were produced in North America, a 5% estimated increase over 2008. Real blueberries provide product authenticity, luscious color, and real fruit benefits.

In the USA, ten states account for 97% of production. The top five producing states are Michigan, New Jersey, Oregon, Georgia and Washington. British Columbia accounts for the majority of Canadian highbush blueberries.

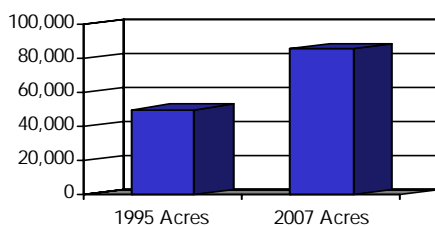
North American Highbush Blueberry Production



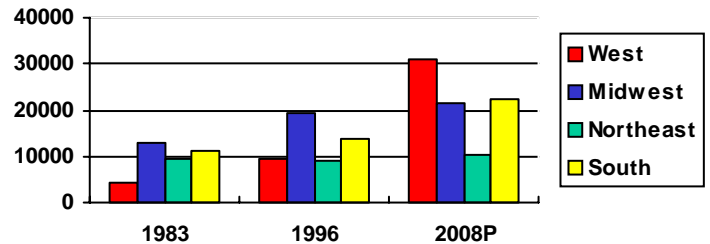
Production and Acreage Expansion

North American production has grown at a steady rate. 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



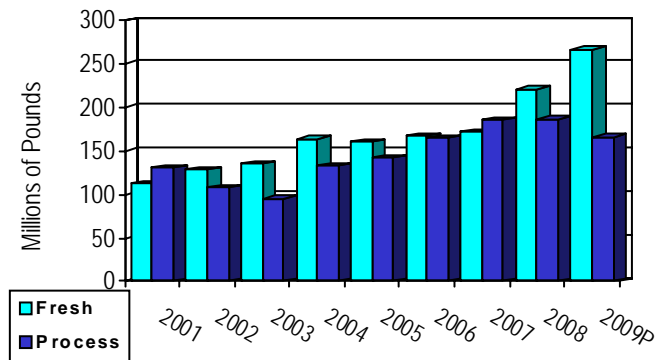
North American Highbush Blueberry Acreage By Region



Export Market Demand for Blueberries

The growth of the fresh market continues with excellent opportunities in processed production. Though a great amount of US highbush blueberries are consumed at home, an increasing percent 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. With US per capita consumption of blueberries increasing more than 70% in ten years and fresh market per capita consumption in 2009 projected at a new record high of 0.99 lb. per person, now is an excellent time for blueberry product innovations. Use the Real Blueberry Seal to signal to consumers, at a glance, that your product contains real blueberries.



US Highbush Blueberry Council