

Update and Status of Georgia Blueberry Industry



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The University of Georgia

Dept. of Horticulture, Tifton Campus

Fall Blueberry Short Course

October 8, 2015

Plant City, FL



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Production

- Worldwide
 - Growth 2005 to 2014 witnessed a 164% expansion
 - 103,778 A to 273,880 A
 - Production from 2012 and 2014 grew by 214 M lb a 21% increase
 - Fresh market blueberry principle reason for expansion
 - Between 2012 and 2014, fresh shipments were 66% of total production
 - Of new production 75% was shipped fresh

(Brazelton 2011, 2013, and 2015)



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Production

- World Acres
 - US 108,560 A
 - Chile 38,430 A
 - China 37,700 A (Brazelton 2011, 2013, and 2015)
- Other Expanding production areas
 - Mexico, Argentina, Peru, Southern California (H₂O)
 - Poland, Germany, Spain
 - Australia (H₂O)



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Production

- US Production
 - 2014 berry crop
 - valued at ~\$825 M (NASS 2015)
 - Maine 104 M lb (wild, mostly processed)
 - Michigan 99 M lb (48 M lb fresh, 51 M lb processed)
 - Washington 95 M lb (32 M lb fresh, 63 M lb processed)
 - Georgia 92 M lb (52 M lb fresh, 40 M lb processed)

(USDA NASS, 2015)



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Production

- US Production
 - 2014 berry crop (USDA NASS, 2015)
 - Michigan \$ 121.6 M
 - Fresh \$91.2 M; \$1.80/lb
 - Processed \$32.6 M; \$0.64/lb
 - Washington \$112.6 M
 - Fresh \$57.8 M; \$1.80/lb
 - Processed \$54.8 M; \$0.87/lb
 - Georgia \$118.4 M
 - Fresh \$88.0 M; \$1.70/lb
 - Processed \$30.4 M; \$0.76/lb



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Production

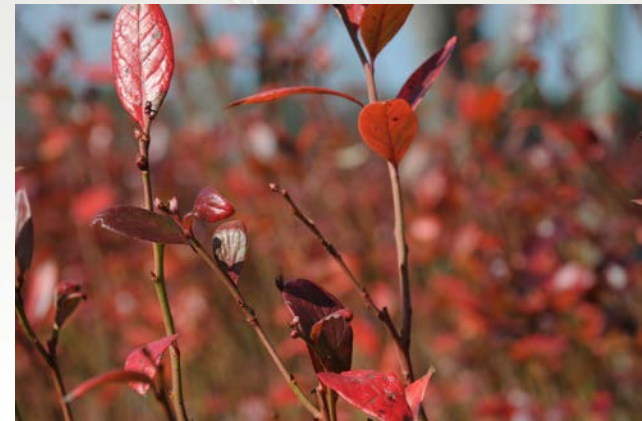
2014 berry crop

- Michigan \$ 121.6 M (USDA NASS, 2015)
 - Harvested Acres 20,200
 - Yield/A 4900
 - \$6020/A
- Washington \$112.6 M
 - Harvested Acres 9,100
 - Yield/A 9,700
 - \$12,370/A
- Georgia \$118.4 M
 - Harvested Acres 16,000
 - Yield/A 5,540
 - \$7,400/A



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Production

- 2014 berry crop
 - California \$119 M
 - 4,200 A Harvested
 - 11,500 lb/A
 - \$2.16/ lb
 - Florida \$75 M
 - 4,300 A Harvested
 - 4,420 lb/A
 - \$3.98/lb

(USDA NASS, 2015)



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Production

- 2015 Georgia berry crop
 - 85 M lb
 - 47 M Fresh
 - SHB ~\$2.50/lb
 - RE ~1.10/lb
 - 38 M Processed
 - ~\$0.70/lb
- Trends in production
 - 2013: 4,370 lb/A
 - 2014: 5,540 lb/A
 - 21% increase



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Production

- Trends in production
 - A Nursery sales of blueberry
 - 63% decrease from 2014 -2015
 - 90% decrease in RE
 - 59% decrease in SHB
 - RE 14% of sales in 2014
 - RE 4% of sales in 2015



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Production

- Trends in production
 - A Nursery sales of blueberry
 - 2014 Varieties
 - Alapaha, Vernon, Titan
 - Farthing, Rebel, Georgia Dawn/Star
 - 2015 Varieties
 - Titan, Krewer, and Brightwell
 - Farthing, Star, and Meadowlark



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MOULTRIE 54°F 05/08/2013 12:41AM UGABACONCAM

Mid-Night Snack



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MOULTRIE



50°F



05/08/2013

03:26AM

UGABACONCAM

Last Call



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MOULTRIE



50°F



05/08/2013

04:27AM

UGABACONCAM

After Hours



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MOULTRIE



50°F



05/08/2013

06:00AM

UGABACONCAM

The Party is Over



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Bacon Co. Extension

The Party is Over; Electric Fence Test

Speedrite™ by Tru-Test
Model 3 J Solar System
12.5 High Tinsile Wire
Inside wire at 52"
Offset 36"
Outward facing wires @ 10", 18", and 30"



Courtesy of William Lovett
Bacon Co. Extension



3rd year Farthing in rows 3 ft x 12 ft:

Fenced area 4.94 A

Unfenced area 3.91 A

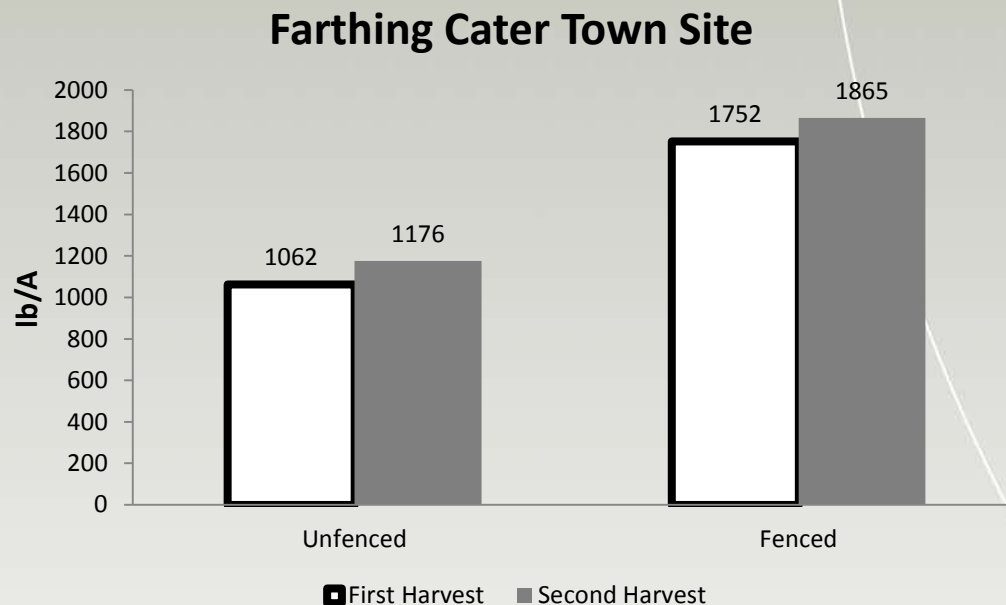


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First harvest in fenced area 39% greater
Second harvest in fenced area 37% greater



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2nd year Meadowlark High Density Beds
8640 ft² or 0.198 A Beds

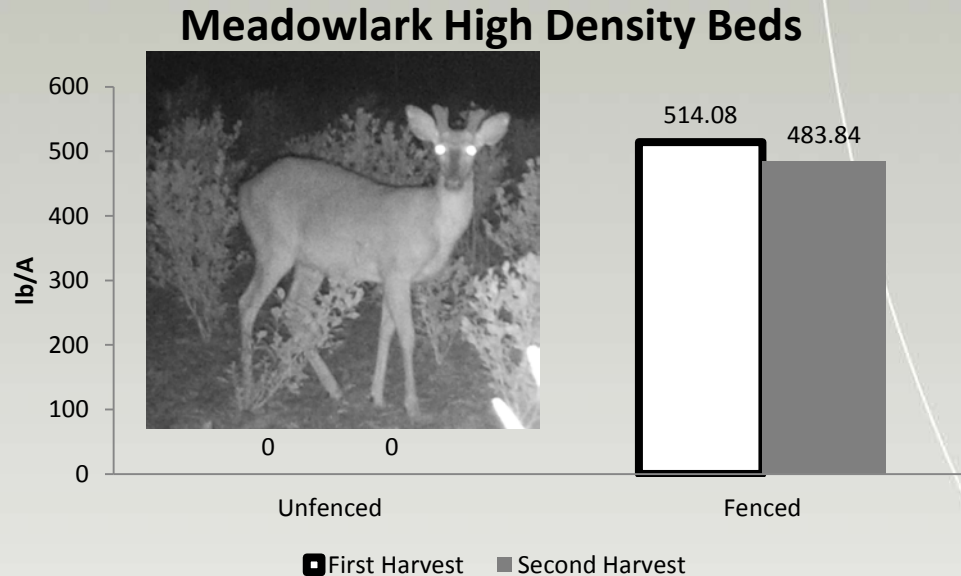


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The Party is Over; Electric Fence Test



First harvest in fenced area 100% greater
Second harvest in fenced area 100% greater
Not enough fruit in unfenced bed to harvest



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Leaf Washing

- Recommended leaf sample prep is to send in material that is free of dust
 - Sampling leaves after a significant rain event (thoroughly wetting and running off leaves)
 - Or rinsing leaves with distilled water and drying for 24 hrs before sending to a lab
- If the spray program includes sticker use, copper fungicides, and/or foliar nutrient applications
 - A 0.1% non-phosphate solution is recommended with a rinse of distilled water and dried for 24 hrs before sending
- The lab assumes the sample is to be analyzed as received

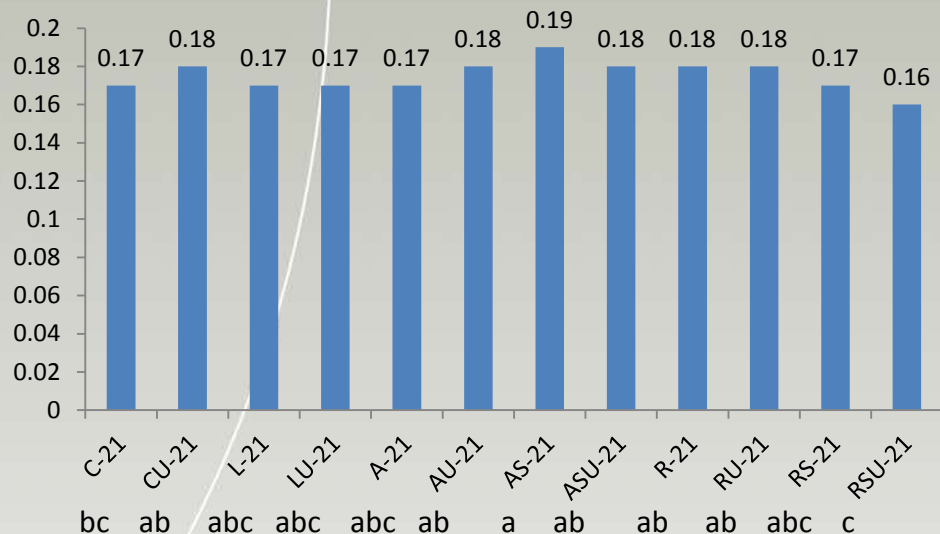


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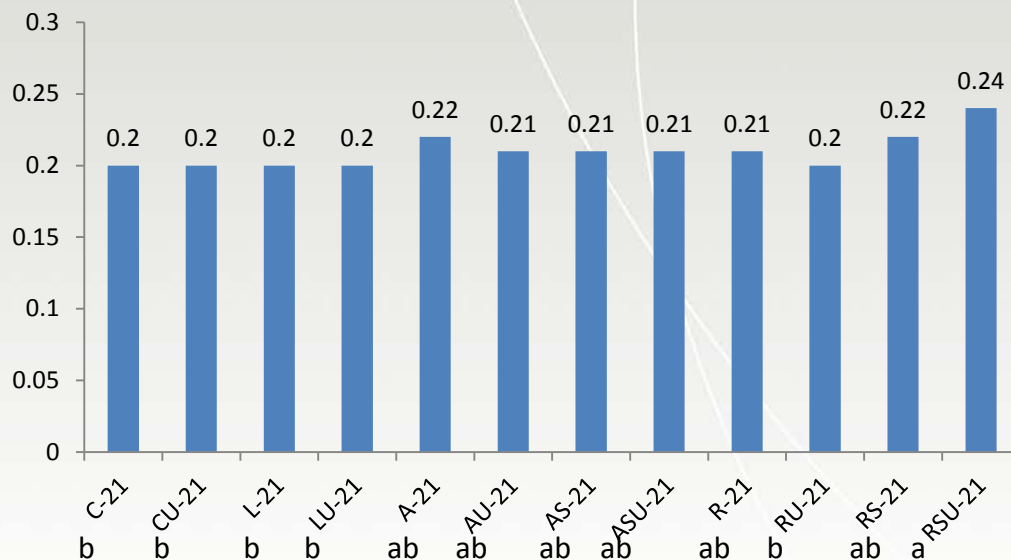
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Leaf Washing

% Sulfur 8/21



% Magnesium 8/21



P < 0.05 Fisher LSD

Application date 8/18/2015

3 gal/A

C = untreated

L = LI 700

A = Albion

AS = Albion w/sticker

R = RWG

RS = RWG w/sticker

U = unwashed

21 = 8/21/2015 sample date



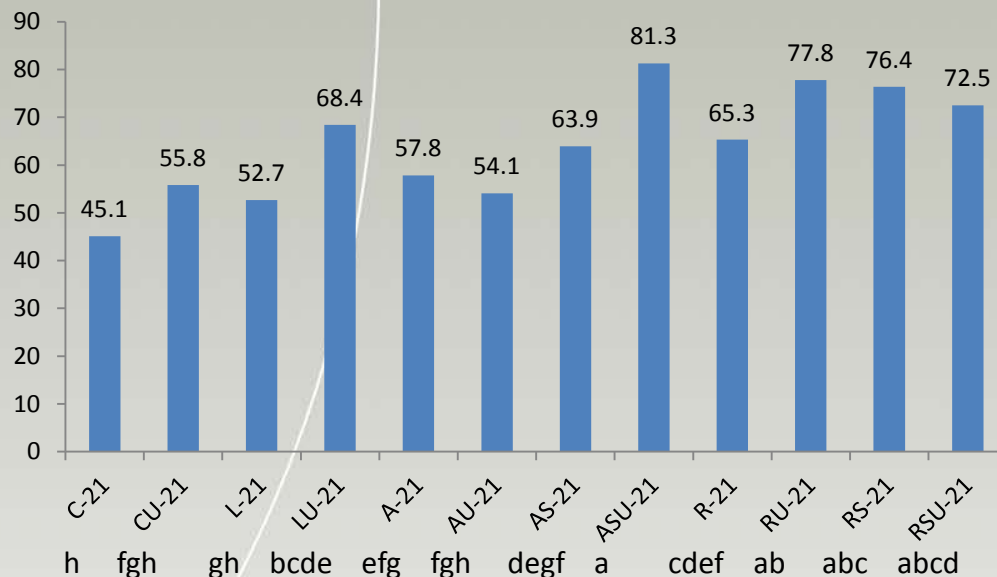
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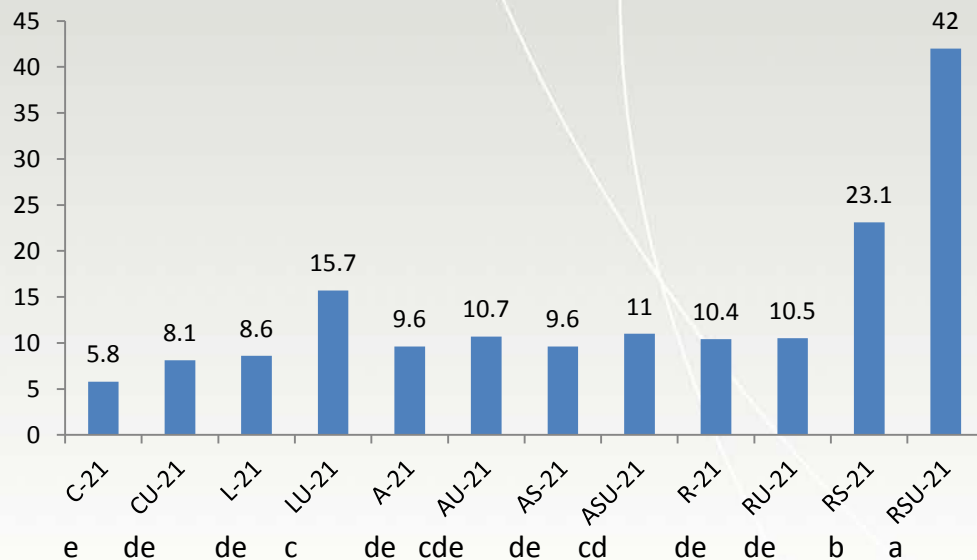
Collaboration with Clinch/Lanier Co. UGA ANR agent Jeremy Taylor

Leaf Washing

Iron ppm 8/21



Copper ppm 8/21



Collaboration with Clinch/Lanier Co. UGA ANR agent Jeremy Taylor

P < 0.05 Fisher LSD
 Application date 8/18/2015
 3 gal/A
 C = untreated
 L = LI 700
 A = Albion
 AS = Albion w/sticker
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Thank You



Gopherus polyphemus



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