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
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

(Braelton 2011, 2013, and 2015)
Production

• World Acres
  – US  108,560 A
  – Chile  38,430 A
  – China  37,700 A

• Other Expanding production areas
  – Mexico, Argentina, Peru, Southern California (H₂O)
  – Poland, Germany, Spain
  – Australia (H₂O)

(Brazelton 2011, 2013, and 2015)
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)
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
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
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)
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
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
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
Mid-Night Snack

Courtesy of William Lovett
Bacon Co. Extension
Last Call

Courtesy of William Lovett
Bacon Co. Extension
After Hours

Courtesy of William Lovett
Bacon Co. Extension
The Party is Over

Courtesy of William Lovett
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”
3rd year Farthing in rows 3 ft x 12 ft:
Fenced area 4.94 A
Unfenced area 3.91 A
The Party is Over; Electric Fence Test

Farthing Cater Town Site

First harvest in fenced area 39% greater
Second harvest in fenced area 37% greater
2nd year Meadowlark High Density Beds
8640 ft² or 0.198 A Beds
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
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
Leaf Washing

% Sulfur 8/21

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<th>% Sulfur 8/21</th>
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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

% Magnesium 8/21

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

Iron ppm 8/21

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

Copper ppm 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

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

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Gopherus polyphemus