BLUEBERRIES 2016

Southeast Fruit and Vegetable Conference
January 10, 2011
John Shelford
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www.FreshXperts.com
An Exciting Future!!!

- The “Berry Explosion” heard around the world
- Blueberries – the “Antioxidant Berry”
- Transition from “Niche” fruit to world class production
An Exciting Future!!!
An Exciting Future!!!

• Industry funded market development
• The Berry everyone loves!!!
• The Little Blue Dynamo!!!
# Highbush Blueberry Growth

<table>
<thead>
<tr>
<th>Region</th>
<th>2005 Acres</th>
<th>2008 Acres</th>
<th>Annualized Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>22600</td>
<td>35000</td>
<td>52%</td>
</tr>
<tr>
<td>Midwest</td>
<td>20400</td>
<td>23400</td>
<td>5%</td>
</tr>
<tr>
<td>Northeast</td>
<td>9730</td>
<td>10560</td>
<td>3%</td>
</tr>
<tr>
<td>South</td>
<td>18165</td>
<td>25500</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>71075</td>
<td>95607</td>
<td>12%</td>
</tr>
<tr>
<td>S. America</td>
<td>18039</td>
<td>39703</td>
<td>73%</td>
</tr>
<tr>
<td>Total</td>
<td>89114</td>
<td>135310</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: NABC
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<table>
<thead>
<tr>
<th>Million pounds</th>
<th>2010</th>
<th>2016(F)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA Highbush</td>
<td>475</td>
<td>700</td>
</tr>
<tr>
<td>NA Lowbush</td>
<td>150</td>
<td>250</td>
</tr>
<tr>
<td>South America</td>
<td>155</td>
<td>300</td>
</tr>
<tr>
<td>Europe</td>
<td>83</td>
<td>150</td>
</tr>
<tr>
<td>Africa</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>Asia</td>
<td>7</td>
<td>25</td>
</tr>
<tr>
<td>Aust/NZealand</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>887</strong></td>
<td><strong>1453</strong></td>
</tr>
</tbody>
</table>

*JShelford forecast
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- Production
  - North America
  - South America
  - China/India

- Consumers
  - Asia will grow consumption
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International Blueberry Organization


– Charter meeting in April 2011
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• Consumption motivators
  – Exciting, fun, and...good for me
  – Health and well being
  – Transition from animal based diets to fruit and vegetable
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• Market Channels
  – Fresh
    • Differentiation by variety/brand
    • Will blueberries be the new apple section?
    • Packaging innovation
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• Market Channels
  – Frozen/Processed products
    • Stable prices
    • Long term supply agreements
      – Stable prices
      – Margin management
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- Market Channels
  - Functional Food
  - Prescription for well being
  - Health drink
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• Production
  – Safe Food requirements
  – Trace every berry to source bush
  – N.A. Labor will be scarce and expensive
  – Mexico – watch

blueberries
LittleBlueDynamos.com
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• Production
  – Old varieties replaced
  – Contracted production/planting
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• Production
  – Machine harvest increased
  – Technology selection for designated market channel
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• Public Policy
  – Food safety
    • Exempt small/socially favored production
  – Greater scrutiny and oversight
    • Creates jobs
An Exciting Future!!!

• Blueberries 2016
• 1.5 billion pounds world wide
Will your 2016 Blueberry Enterprise be EXCITING??
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