Blueberry Marketing Fact Sheet

http://www.uky.edu/Ag/HortBiz

U.S. Highbush Blueberry Production (million pounds)

- Blueberries continue to gain popularity with U.S. consumers. Blueberry use is not widely reported, but fresh blueberry consumption has risen from 0.20 lbs in the 1990s to exceed 1/3-lb in 2004. (USDA)
- Both tame and wild blueberries are raised in the US. Maine produces most of the wild blueberries, which are primarily used for cooking.
- The Census of Agriculture reports total blueberry production increased slightly between 1997 and 2002. A 3,279-acre increase in tame blueberry acreage offset a 2,267-acre decrease in wild blueberry acreage.
- Blueberries were named by Time Magazine as one of its “Ten Foods That Pack a Wallop” in January, 2002 and have received plenty of positive press this decade. Blueberries are extremely high in antioxidants and rank at the top for antioxidant activity among most fruits.

Kentucky Blueberry Production (Bearing Acres)

- Kentucky’s fresh market blueberry acreage has been increasing steadily since 1997:
  - 15 acres in 1998
  - 24 acres in 1999
  - 25-30 acres in 2000
  - 45 acres in 2002
  - 62 acres in 2005

Source: USDA/ERS (1997-2001); North American Blueberry Council (2002); *UK Estimates (2002-03)

**U.S. Fresh Market Blueberry Prices, Average by State 1999-2003**

(Cents per pound)

Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook

**Trade**

Increased blueberry consumption and Chilean production contributes to annually increasing blueberry imports.

**Information Sources**

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook
http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/

USDA/ERS “Trends in the U.S. fresh blueberry industry”
http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/fruitnutpdf/blueberry.pdf

North American Blueberry Council
http://www.blueberry.org/

U.S. Census of Agriculture
http://www.nass.usda.gov/census/

Prepared by Matt Ernst (mernst@uky.edu) and Tim Woods (twoods@uky.edu), University of Kentucky Department of Agricultural Economics, 400 Charles E. Barnhart Building, Lexington, KY, 40546-0276, Phone 859-257-5762, Fax 859-323-1913. http://www.uky.edu/Ag/AgEcon

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