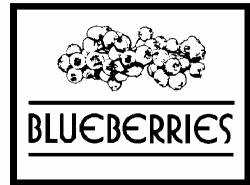


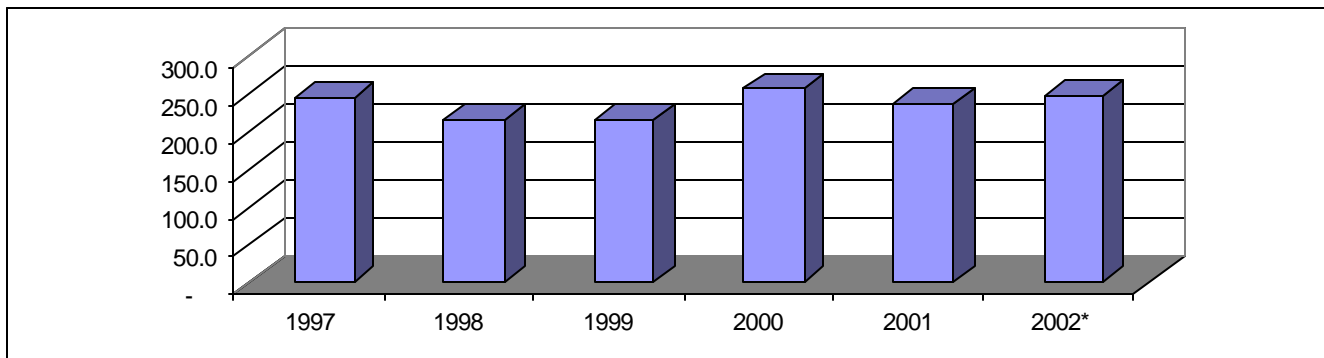
# 2003 Blueberry Marketing Fact Sheet

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



## PRODUCTION

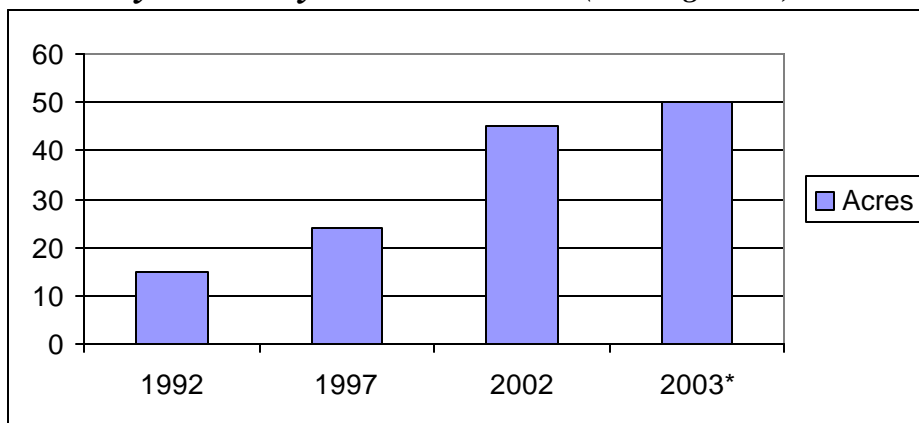
### *U.S. Blueberry Production* (million pounds)



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

- Although weather in key producing states affected production in 2002, total blueberry production rebounded slightly to nearly 250 million pounds. Fresh blueberries continue to lead consumption due to increased popularity with consumers.
- Blueberries were named by *Time Magazine* as one of its “Ten Foods That Pack a Wallop” in January, 2002. Blueberries are extremely high in antioxidants and rank at the top for antioxidant activity among most fruits.

### *Kentucky Blueberry Production* (Bearing Acres)



Though tiny, Kentucky’s fresh market blueberry acreage has been increasing steadily since 1997:

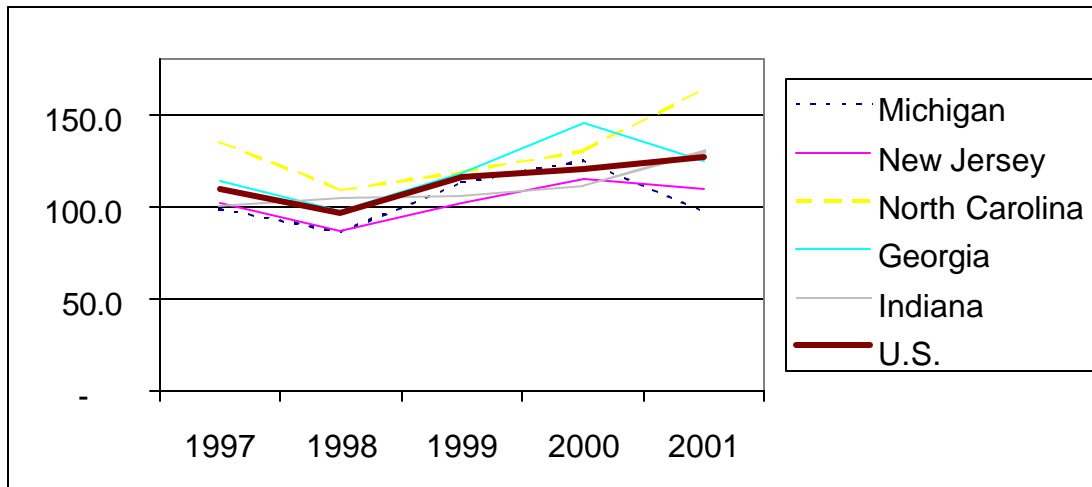
- 15 acres in 1998
- 24 acres in 1999
- 25-30 acres in 2000
- 45 acres in 2002
- 50+ acres in 2003

Source: 1987, 1992, 1997 U.S. Census of Agriculture, \*UK 2003 Estimates

# PRICES

## U.S. Fresh Market Blueberry Prices

(Cents per pound)



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

# TRADE

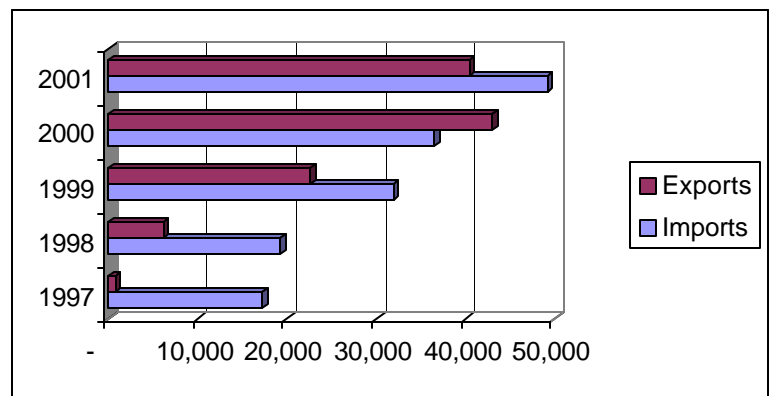
## Information Sources

North American Blueberry Council

<http://www.blueberry.org/>

U.S. Census of Agriculture

<http://govinfo.kerr.orst.edu/ag-stateis.html>



USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.econ.ag.gov/prodsrvs/rept-sag.htm#fruitnutsup>

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