



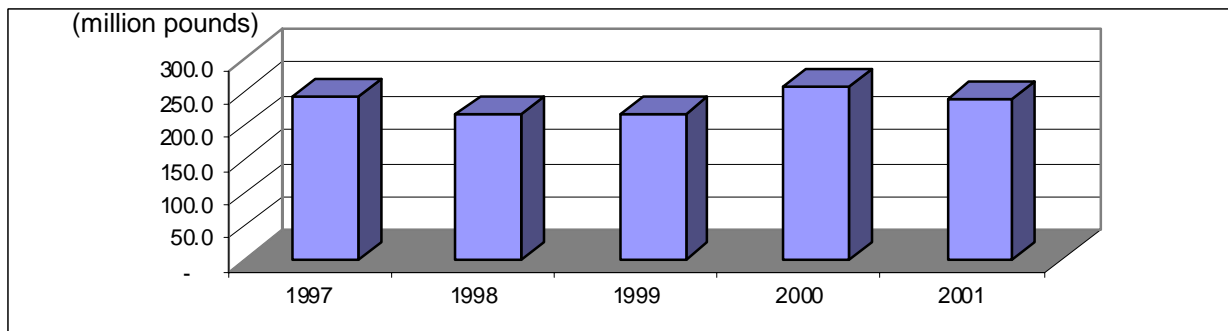
# 2002 BLUEBERRY MARKETING FACT SHEET

Prepared by Matthew Ernst and Tim Woods  
March 2002



## PRODUCTION

### U.S. Blueberry Production



Source: USDA/ERS

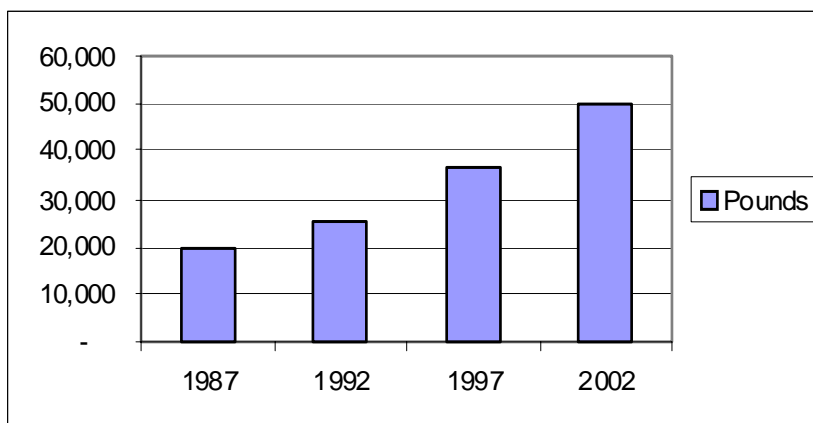
\*UK estimates for 2001 based on ERS projections

Although U.S. summer blueberry packout was down 10%, utilized production did not change. Fresh blueberries continue in 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.

### Kentucky Blueberry Production



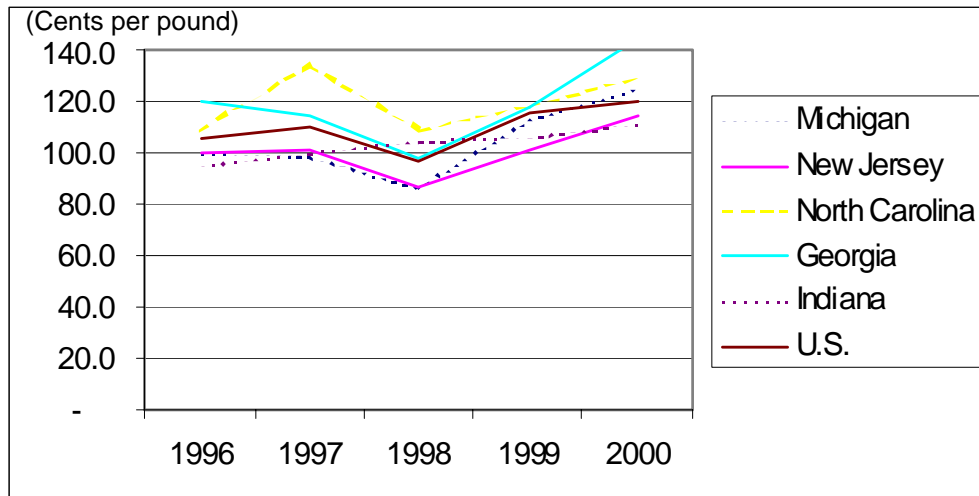
Though tiny, Kentucky's fresh market blueberry acreage has been increasing steadily since 1997:

- 15 acres in 1998
- 24 acres in 1999
- 25-30 acres in 2000
- 35 acres in 2002

Source: 1987, 1992, 1997 U.S. Census of Agriculture, UK 2002 Estimates

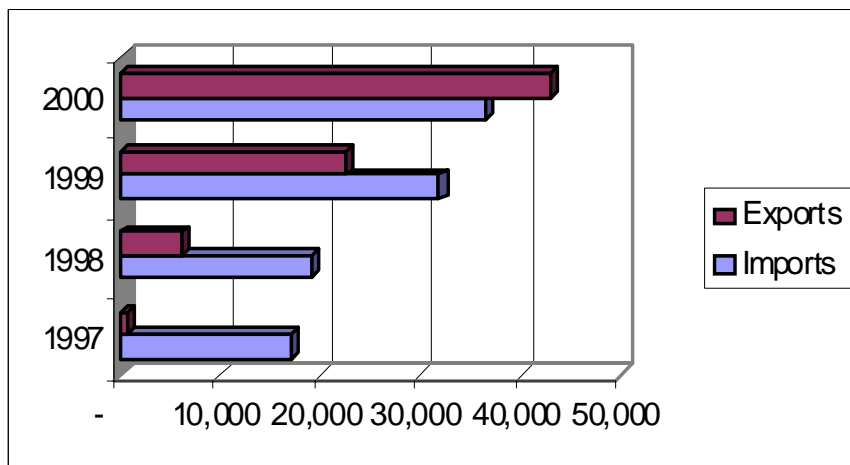
# PRICES

## U.S. Fresh Market Blueberry Prices



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

# TRADE



# INFORMATION SOURCES

U.S. Census of Agriculture

<http://govinfo.kerr.orst.edu/agstateis.html>

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.econ.ag.gov/prodsrvs/reptsag.htm#fruitnutsup>

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

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