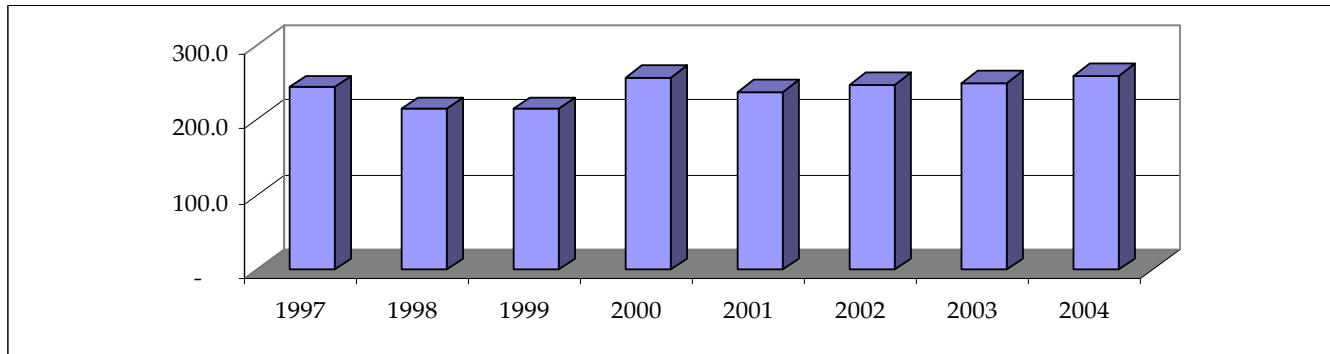


# Blueberry Marketing Fact Sheet

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



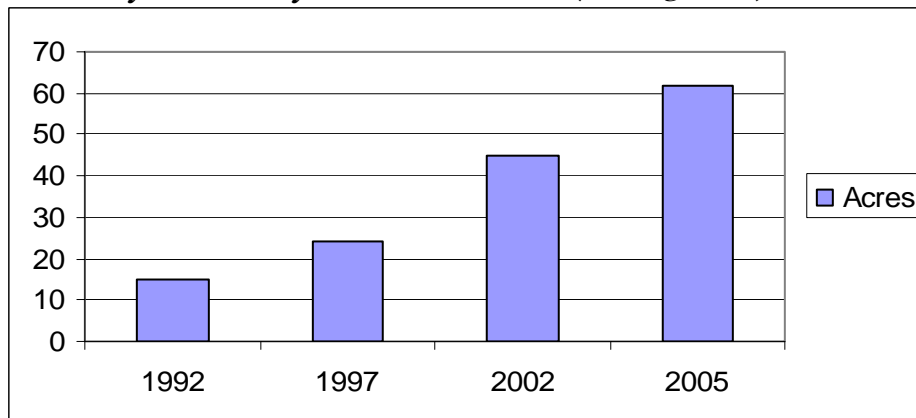
## U.S. Highbush Blueberry Production (million pounds)



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

- 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)



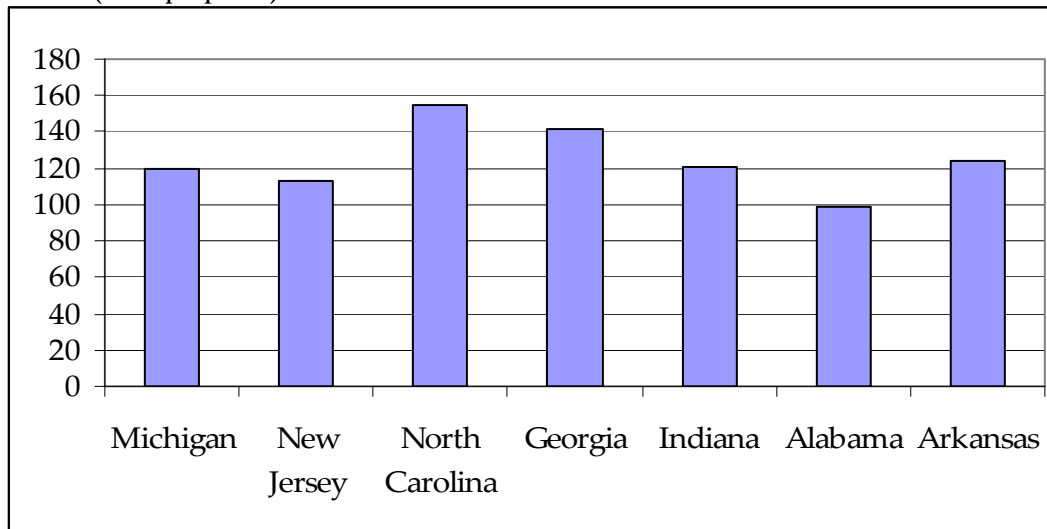
Kentucky’s fresh market blueberry acreage has been increasing steadily since 1997:

- 15 acres in 1998
- 24 acres in 1999
- 25-30 acres in 2000
- 45 acres in 2002
- 62 acres in 2005

Source: 1987, 1992, 1997 U.S. Census of Agriculture, UK 2005 Estimates

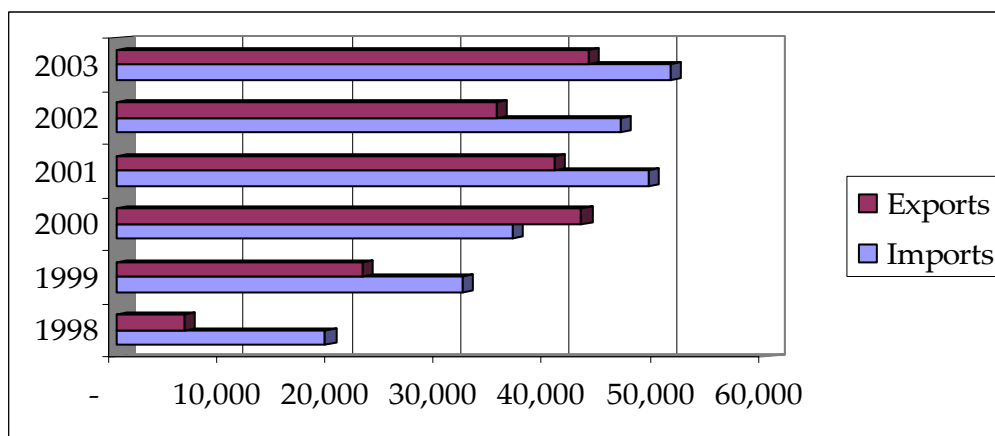
## U.S. Fresh Market Blueberry Prices, Average by State 1999-2003

(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/>

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