The IBO is a global organization bringing together leaders from around the blueberry world in all segments of the industry, including blueberry producers and marketers, affiliated businesses, social groups, and governmental organizations worldwide.

We come together to learn, share, increase understanding, distribute information, address mutual challenges, coordinate potential solutions and explore opportunities. Ultimately, the organization exists to advance the health and sustainability of the blueberry industry.
PROMOTION OF THE BLUEBERRIES

Our main mission is to collect and share blueberry information, fostering a common goal of increased worldwide blueberry consumption in all forms. This involves promoting a better understanding of the common interests shared by blueberry growers and marketers, as well as affiliated businesses, social groups and governmental organizations throughout the world.
MAIN OBJECTIVES

1. To foster the common goal of increased worldwide consumption of blueberries in all forms.

2. To provide the opportunity for a united voice on blueberry issues through an international forum.

3. To connect representatives of blueberry-producing nations through interactive forums and foster a better mutual understanding on items of common interest.

4. To maximize the IBO's sphere of influence within the blueberry industry.
5. To promote a better understanding of the common interests of blueberry producers, marketers, and affiliated business, social and governmental organizations throughout the world.

6. To encourage the compilation and publication of production information and non-proprietary marketing information.

7. To encourage the free trade of blueberries and associated byproducts worldwide, and to separate the trade of blueberry products from artificial trade protections.

8. To support countries in mitigating regulatory restrictions that inhibit growth of the industry, e.g., artificial barriers to competition and registration requirements for pesticides.

9. To provide targeted assistance to members and communicate with them in order to maximize the continued success and growth of the international blueberry industry.
BENEFITS

✓ Free access to our annual event, the IBO Summit. Meet more than 200 professionals of the industry and attend talks in order to share speakers’ knowledge and learn more about the vision of the industry.

✓ Password-encrypted access to the growing online library of IBO’s blueberry documents, including past country presentations and blueberry-related publications.

✓ Network opportunities with industry actors during IBO events. Share information and meet professionals.

✓ Exposure for your company or organization on the IBO website, including online profiles in the members’ section, with opportunities for people to contact you directly.

✓ Access to the IBO membership database.

✓ Opportunities to participate in current and future projects undertaken by the IBO and its members.

✓ A great venue to connect with global opportunities throughout the blueberry world.

✓ Free monthly newsletter to receive complete information on what’s happening in the blueberry industry, including the latest news.
You can find industry reports from the following IBO member countries:

- Australia
- New Zealand
- United States
- Canada
- South Africa
- Poland
- Portugal
- United Kingdom
- Chile
- Uruguay
- Argentina
- Peru
- Mexico
- China
- Japan
- Korea

THE IBO LIBRARY

- As a member, you can access IBO’s online library of blueberry documents for free.
- You can find country presentations from each IBO Summit, plus reports and industry information about new markets.
- If you are looking for statistics, production and consumption figures, trends, etc., you can find them in the blueberry-related publications.

Get connected today and access all information by downloading the publications.
NETWORKING

Be part of the IBO family and meet professionals in the blueberry industry. You will have the opportunity to participate in exclusive meetings where you can interact with others and exchange information, news, and new contacts.

Widen your network with the IBO!
China has been something of a figurative Shangri-La for blueberry exporters, and quite close to the actual Shangri-La is where the International Blueberry Organization (IBO) will be hosting its annual summit this year.

From September 9 - 12, 2017 in Qujing City, Yunnan

Industry leaders from around the globe will meet to discuss the future and possibilities ahead for this delicious, healthy fruit.
As well as the advantages all members can enjoy, there are also specific benefits for each membership:

**COUNTRY MEMBERS - 2,000 USD**
Full voting Members are organizations within a country that the IBO recognizes as being best placed to represent the interests of that country. There shall be a maximum of one member per country, and each full member shall be entitled to one vote.

**MARKETER MEMBERS - 2,000 USD**
Non-voting Marketer Members are commercial entities and industry promoters. They benefit from:
- Free access to the online library
- Publication of company profile in the members' section
- A banner on the IBO website
- 25% discount off booths and sponsorships at the IBO events
- One publication of your company’s profile in the IBO monthly newsletter

**ASSOCIATE MEMBERS - 1,000 USD**
Non-voting Associate Members are affiliated blueberry companies: growers, exporters and suppliers to the industry. They benefit from:
- Free access to the online library
- Publication of company profile in the members’ section

Members’ admittance and rights shall be determined by the Board of Directors under procedures to be set out in the bylaws of the organization, but shall be reviewed by the Board each year.
BECOME A MEMBER!

Country Member
2,000 USD / year

Marketer Member
2,000 USD / year

Associate Member
1,000 USD / year

CONTACT INFO
International Blueberry Organization
http://www.internationalblueberry.org
info@internationalblueberry.org
World Blueberry Statistics and Global Market Analysis

Spring Preview for GBC

Cort Brazelton & Kayla Young

© 2017 International Blueberry Organization
World
## 2016 World Highbush Production by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR</td>
<td>PR</td>
<td>Total</td>
</tr>
<tr>
<td>North America</td>
<td>155.3</td>
<td>116.8</td>
<td>272.1</td>
</tr>
<tr>
<td>South America</td>
<td>86.5</td>
<td>37.1</td>
<td>123.6</td>
</tr>
<tr>
<td>Europe</td>
<td>41.1</td>
<td>3.5</td>
<td>44.6</td>
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<tr>
<td>Med. &amp; N. Africa</td>
<td>2.5</td>
<td>0.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Sub Saharan Africa</td>
<td>1.4</td>
<td>0.2</td>
<td>1.6</td>
</tr>
<tr>
<td>Asia &amp; Pacific</td>
<td>17.2</td>
<td>4.6</td>
<td>21.8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>303.9</strong></td>
<td><strong>162.3</strong></td>
<td><strong>466.2</strong></td>
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</tbody>
</table>

2010 ≈124k MT
≈97k MT
≈92k MT
## 2016 Worldwide Lowbush Production

### Wild Region

<table>
<thead>
<tr>
<th>000 Metric Tons</th>
<th>2012</th>
<th></th>
<th>2014</th>
<th></th>
<th>2016</th>
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<td>Total</td>
<td>Fresh</td>
<td>Process</td>
<td>Total</td>
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<tr>
<td>Quebec</td>
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<td>27.2</td>
<td>27.7</td>
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<tr>
<td>PEI</td>
<td>0.0</td>
<td>6.4</td>
<td>6.4</td>
<td>0.0</td>
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<td>20.4</td>
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<td>28.1</td>
<td>28.1</td>
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<tr>
<td>New Brunswick</td>
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<td>15.9</td>
<td>15.9</td>
<td>0.0</td>
<td>27.2</td>
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<tr>
<td>New Foundland</td>
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<tr>
<td>Maine</td>
<td>0.2</td>
<td>45.4</td>
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<td>0.2</td>
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<td>47.4</td>
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<td>China</td>
<td>0.5</td>
<td>4.1</td>
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<td>0.5</td>
<td>5.4</td>
<td>5.9</td>
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<tr>
<td>Europe</td>
<td>1.8</td>
<td>17.7</td>
<td>19.5</td>
<td>1.8</td>
<td>9.1</td>
<td>10.9</td>
</tr>
<tr>
<td><strong>Total Wild</strong></td>
<td><strong>2.9</strong></td>
<td><strong>137.5</strong></td>
<td><strong>140.4</strong></td>
<td><strong>2.5</strong></td>
<td><strong>163.3</strong></td>
<td><strong>165.8</strong></td>
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</tbody>
</table>

© 2017 International Blueberry Organization
# 2016 World Highbush Planting Growth by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Hectares</th>
<th>2016 (000 MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>38,620</td>
<td>43,709</td>
</tr>
<tr>
<td>South America</td>
<td>16,074</td>
<td>17,794</td>
</tr>
<tr>
<td>Europe</td>
<td>7,303</td>
<td>8,413</td>
</tr>
<tr>
<td>Med. &amp; N. Africa</td>
<td>144</td>
<td>272</td>
</tr>
<tr>
<td>Sub Saharan Africa</td>
<td>368</td>
<td>455</td>
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<tr>
<td>Asia &amp; Pacific</td>
<td>3,186</td>
<td>5,715</td>
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<tr>
<td><strong>World Planting</strong></td>
<td><strong>65,696</strong></td>
<td><strong>76,358</strong></td>
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2016 World Highbush Planting Growth by Region
## 2016 World Highbush & Wild Production

### Total Global Crop

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>North America</td>
<td>155.9</td>
<td>232.5</td>
<td>388.4</td>
<td>184.8</td>
<td>294.4</td>
<td>479.2</td>
<td>178.4</td>
<td>356.6</td>
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<tr>
<td>South America</td>
<td>86.5</td>
<td>37.1</td>
<td>123.6</td>
<td>90.7</td>
<td>30.9</td>
<td>121.6</td>
<td>124.5</td>
<td>37.6</td>
<td>162.1</td>
</tr>
<tr>
<td>Europe</td>
<td>42.9</td>
<td>21.2</td>
<td>64.1</td>
<td>62.7</td>
<td>12.7</td>
<td>75.4</td>
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<td>17.9</td>
<td>92.6</td>
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<tr>
<td>Med. &amp; N. Africa</td>
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<td>2.5</td>
<td>6.8</td>
<td>0.3</td>
<td>7.1</td>
<td>12.1</td>
<td>0.4</td>
<td>12.5</td>
</tr>
<tr>
<td>Sub Saharan Africa</td>
<td>1.4</td>
<td>0.2</td>
<td>1.6</td>
<td>2.0</td>
<td>0.2</td>
<td>2.2</td>
<td>2.9</td>
<td>0.1</td>
<td>3.0</td>
</tr>
<tr>
<td>Asia &amp; Pacific</td>
<td>17.7</td>
<td>8.7</td>
<td>26.4</td>
<td>31.4</td>
<td>11.9</td>
<td>43.3</td>
<td>39.0</td>
<td>17.5</td>
<td>56.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>306.83</strong></td>
<td><strong>299.75</strong></td>
<td><strong>606.58</strong></td>
<td><strong>378.50</strong></td>
<td><strong>350.38</strong></td>
<td><strong>728.87</strong></td>
<td><strong>431.48</strong></td>
<td><strong>430.07</strong></td>
<td><strong>861.55</strong></td>
</tr>
</tbody>
</table>

- **≈51%** Fresh
- **≈49%** Process
- **≈50%** Total

**255k MT**
Top Ten Countries
2016 (15/16 S. Hem.) Top Ten Highbush Production

<table>
<thead>
<tr>
<th>Country</th>
<th>000 Metric Tons</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR</td>
<td>PR</td>
<td>Total</td>
<td>FR</td>
</tr>
<tr>
<td>United States</td>
<td>125.4</td>
<td>87.2</td>
<td>212.6</td>
<td>145.4</td>
</tr>
<tr>
<td>Chile</td>
<td>70.1</td>
<td>29.9</td>
<td>100.0</td>
<td>74.0</td>
</tr>
<tr>
<td>Canada (BC)</td>
<td>22.7</td>
<td>29.5</td>
<td>52.2</td>
<td>27.2</td>
</tr>
<tr>
<td>Spain</td>
<td>9.8</td>
<td>0.1</td>
<td>9.8</td>
<td>19.6</td>
</tr>
<tr>
<td>China</td>
<td>8.2</td>
<td>3.2</td>
<td>11.3</td>
<td>16.0</td>
</tr>
<tr>
<td>Argentina</td>
<td>14.2</td>
<td>6.4</td>
<td>20.6</td>
<td>12.6</td>
</tr>
<tr>
<td>Poland</td>
<td>10.1</td>
<td>1.5</td>
<td>11.7</td>
<td>14.0</td>
</tr>
<tr>
<td>Peru</td>
<td>0.1</td>
<td>0.0</td>
<td>0.1</td>
<td>2.0</td>
</tr>
<tr>
<td>Mexico</td>
<td>5.6</td>
<td>0.1</td>
<td>5.6</td>
<td>10.4</td>
</tr>
<tr>
<td>Morocco</td>
<td>2.2</td>
<td>0.0</td>
<td>2.2</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>Top 10 Total</strong></td>
<td><strong>268.3</strong></td>
<td><strong>157.9</strong></td>
<td><strong>426.2</strong></td>
<td><strong>327.7</strong></td>
</tr>
</tbody>
</table>

90% of Global Production
2016 Top Ten Planting by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Thousand Hectares</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>50</td>
</tr>
<tr>
<td>Chile</td>
<td>15</td>
</tr>
<tr>
<td>Canada (BC)</td>
<td>12</td>
</tr>
<tr>
<td>Spain</td>
<td>3</td>
</tr>
<tr>
<td>China</td>
<td>20</td>
</tr>
<tr>
<td>Argentina</td>
<td>4</td>
</tr>
<tr>
<td>Poland</td>
<td>4</td>
</tr>
<tr>
<td>Peru</td>
<td>3</td>
</tr>
<tr>
<td>Mexico</td>
<td>3</td>
</tr>
<tr>
<td>Morocco</td>
<td>1</td>
</tr>
</tbody>
</table>

© 2017 International Blueberry Organization
2016 Top Ten Highbush Production – Fresh vs. Process

000 Metric Tons

United States  Chile  Canada (BC)  Spain  China  Argentina  Poland  Peru  Mexico  Morocco

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2016 Top Ten
Highbush Production & Planting

2016 World Top 10 Production

2016 World Top 10 Planting
World Highbush Planting Increases
1995 - 2016

000 Hectares

North America
South America
Europe
Med. & N. Africa
Sub Saharan Africa
Asia
Pacific
World Planting Distribution
2016 - 2014

2016

- North America: 48%
- Asia & Pacific: 21%
- South America: 17%
- Europe: 12%
- Med. & N. Africa: 1.0%
- Southern Africa: 0.8%

2014

- North America: 52%
- Asia & Pacific: 18%
- Europe: 10%
- Med. & N. Africa: 0.9%
- South America: 18%
- Southern Africa: 0.5%
Total World Highbush Production 2016 - 2014

2016

- North America: 53%
- South America: 25%
- Europe: 12%
- Med. & N. Africa: 1.91%
- Sub Saharan Africa: 0.45%
- Asia & Pacific: 7.5%

2014

- North America: 59%
- South America: 22%
- Europe: 11%
- Med. & N. Africa: 1.26%
- Sub Saharan Africa: 0.40%
- Asia & Pacific: 7%

75%+ Global Volume in the Americas
World Fresh Highbush Production
2016 - 2014

2016

North America 41%
South America 29%
Europe 17%
Med. & N. Africa 2.83%
Sub Saharan Africa 0.68%
Asia & Pacific 9.1%

2014

North America 49%
South America 24%
Europe 16%
Med. & N. Africa 1.80%
Sub Saharan Africa 0.54%
Asia & Pacific 8.2%
World Highbush Processed Production
2016 - 2014

2016

North America 76%
South America 16%
Europe 3.0%
Asia & Pacific 4.6%
Med. & N. Africa 0.19%
Sub Saharan Africa 0.04%

2014

North America 78%
South America 17%
Europe 1.9%
Asia & Pacific 3.5%
Southern Africa 0.1%
Med. & N. Africa 0.17%
Sub Saharan Africa 0.04%
2016 World Highbush and Lowbush Processed Production

- **North America**
  - Highbush (HB): 40%
  - Wild: 9%

- **South America**
  - Highbush (HB): 9%

- **Europe**
  - Highbush (HB): 1.6%
  - Wild: 2.6%

- **Med. & N. Africa**
  - Highbush (HB): 0.10%

- **Sub Saharan Africa**
  - Highbush (HB): 0.02%

- **Asia & Pacific**
  - Wild: 1.63%
  - Highbush (HB): 2.4%

- **Asia & Pacific**
  - Highbush (HB): 2.4%

- **Europe**
  - Wild: 1.63%

- **Sub Saharan Africa**
  - Highbush (HB): 0.02%
Global Overview - 2016

000 Metric Tons

- North America: 348.3 MT
- South America: 162.1 MT
- Europe: 80.1 MT
- Africa: 15.5 MT
- Asia: 36.9 MT
- Pacific: 12.1 MT

Totals: 655k MT
2016 World Highbush & Wild Fresh vs. Processed Production

000 Metric Tons

- North America
- South America
- Europe
- Med. & N. Africa
- Sub Saharan Africa
- Asia & Pacific

Fresh vs. Processed Production

North America: 350 Metric Tons
South America: 150 Metric Tons
Europe: 50 Metric Tons
Med. & N. Africa: 10 Metric Tons
Sub Saharan Africa: 5 Metric Tons
Asia & Pacific: 10 Metric Tons
Utilization* in Major Markets

Three primary markets where fruit is consumed:

- North America
- Europe
- Asia | Pacific

*Utilization = Regional Production + Imports - Exports
Utilization Growth 2008-2016 (MT)

Global Growth Rate in Volume

Where’s the Planting Growth?
2014 World Highbush Production Growth Prediction

Over 680,000 MT by 2017
Over 800,000 MT by 2019

000 Metric Tons

Asia & Pacific
Southern Africa
Med. & N. Africa
Europe
South America
North America
2016 World Highbush Production Growth Prediction

Over 813,000 MT by 2019

Over 904,000 MT by 2021

000 Metric Tons

Asia & Pacific
Southern Africa
Med. & N. Africa
Europe
South America
North America
Special Thanks to all the Contributors!

Please remember the data in this report is a combination of hard data, soft data, official estimates, not so official estimates, conjecture, best guesses and wild guesses!

Special thanks to growers, shippers, packers, officials, suppliers, extension, foreign service, researchers and others from around the world who made this report possible!

Also, thanks to Northwest Visuals and team members at Fall Creek Farm and Nursery for their support in data collection and preparation.