

China: jump in blueberry production

Demand for blueberries is growing in China. Imports have jumped and local production is being boosted. Improved knowledge of the industry and available capital in the fresh produce industry has led to a number of new blueberry plantations. Nanjiang Tian Guo Agricultural Science and Technology launched in 2015 only and is upscaling production at a fast pace.

“We have 270 hectares with blueberries near Nanjing. Annually we produce 800 tons of blueberries. Our harvest season starts in May and runs until the end of August. Most of our crop we sell on the Chinese domestic market. We have a logistics team that is dedicated to daily fresh delivery.

The fruit we pick is delivered the same day. We have a cold storage facility of 1,500 square meters which has automatic cleaning and sterilising facilities. We can process 100 tons here. In addition, we can freeze up to 450 tons of fruit,” says Liang Guangzhi, the general manager of Nanjiang Tian Guo Agricultural.

“The company was launched in 2015 with an investment of 9 million Yuan (equal to 1.2 million Euro). Next to blueberries, we also grow blackberries and raspberries.”

“We deliver to big cities, including Hong Kong, Beijing, Shanghai and Guangzhou. Currently, we have a second factory under construction which we hope to complete later this season.

When the season starts in May it will take up most of our time and capacity. After that, we want to start to explore international markets.

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