



Article 1

Peru expects to export 56% more blueberries in 2018/2019

Peru plans to export 75,600 tons of blueberries in the 2018/2019 campaign, i.e. 56% more than the 48,446 tons it dispatched in the previous season (2017/2018).

This was stated by the general manager of the Association of Producers of Blueberries of Peru (ProArandanos), Sergio del Castillo Valderrama, who said that this significant increase in exports was the result of the plantings producers have made in recent years.

The 2018/2019 campaign began this week

Sergio del Castillo said the first shipments of blueberries, which would mark the start of the campaign that will end in March next year, were scheduled for this week and that the largest shipments would be made starting August 2018.

"The campaign has already started. In July, we'll export a maximum of 400 tons per week, but starting week 32 (August 6) we'll export more than one million kilos per week; starting week 35 (August 27) we'll ship more than 2 million kilos per week; then from week 37 (September 10) we'll export more than 3 million kilos a week; and as of week 39 (September 24) we'll export more than 4 million kilos per week," he said.

Starting week 44 (October 29), he said, shipments will start to decrease to 3 million to 4 million kilos per week; in week 47 (November 19) they will fall to 2 to 3 million kilos, and they'll continue decreasing until week 52 (December 24) when we'll start exporting less than 2 million kilos a week until the end of the season in February or March.

China will increase purchases

According to Sergio del Castillo, the United States was the main destination of Peruvian blueberries in the 2017/2018 campaign, as this market purchased 23,292,878 kilos of this fruit (i.e. 48% of total shipments). It was followed by the Netherlands, with 12,147,557 kilos (25% of the total), the United



Kingdom with 4,710,946 kilos (10%), China with 4,172,279 kilos (9%), and Hong Kong with 1,664,013 kilos (3%).

"Shipments to China in the 2018/2019 campaign will continue to grow and this market will surely displace the United Kingdom as the third main destination and it is possible that by 2020 it will become the second destination," he added.

In this regard, he said that they expected to export more than 33 million kilos to the United States (46% of the total), 18 million kilos to the Netherlands (26%), 11 million kilos to China (15%) and 9 million kilos to the United Kingdom (12%) in the 2018/2019 campaign.

Article 2

Peru plans to double the area of blueberry until 2020

Sergio del Castillo Valderrama, the general manager of the Association of Blueberry Producers of Peru (ProArandanos), said that last year producers installed 1,800 to 2,000 hectares of blueberries in the country.

The demand for this product is so high, he said, that producers that want to buy blueberry plants find that the nursery companies have sold most of them. "Last year alone Fall Creek allocated 7 million plants (1,800 hectares) to Peru," he said.

He also said that this year, the nurseries had already sold blueberry plants that will allow the installation of 2 thousand more hectares of this berry; and that they already had already orders for 2019.

"According to estimates we'll have around 10 thousand hectares of blueberries by 2020; currently we have 5,000 hectares," he said.

Sergio del Castillo said that they planned to install different varieties of blueberry in the new areas, leaving aside the Biloxi variety, which is currently being grown in at least half of the 5 thousand existing hectares of blueberries.

Every year, the United States and Europe put out new varieties of blueberries. Since the Biloxi variety is free (no royalty), it might continue to be cultivated by small and medium producers, but large companies are going to bet on new varieties.



Peru could become a bigger exporter of blueberries than Chile

According to Sergio del Castillo, Chile currently has 15 thousand hectares of blueberries, an area that Peru could reach. However, he said, the country has to evaluate if the market is able to absorb the entire volume. "With that volume, the blueberry will become a commodity product. In fact, nowadays we already see this product on our table almost every day, it's no longer an expensive product."

In 2017, he said, Peru positioned itself as the fourth largest exporter of blueberries, below the United States, Chile, and Canada; and surpassing Spain. Every year Peru has climbed a position and next year it could displace Canada and become the third biggest exporter of blueberries. In time, it could produce as much as Chile and even surpass it, as long as it continues to grow as it has so far.

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