

## Article 1

# Chilean blueberry exports continue to rise

The Chilean blueberry exports continue to rise. Until week 44, 1,681 tons of fresh blueberries have been exported, 34% more than the previous season at the same week. The volumes come mainly from the North Zone, where an increase in the shipments from Coquimbo and Valparaíso Regions has been noticed, with varieties such as Jewel, Rocío, Emerald and Ventura, among other new varieties that show the varietal replacement.

As usual for this stage of the season, air shipments continue leading the volumes with 67% of the total exported until week 44, while the remaining 33% is concentrated in seaports, mainly San Antonio. During week 44 some fruits cargo where diverted to other ports due to operational issues that affected the regular shipments from San Antonio. The situation in the ports will remain under monitoring and will continue to be reported in due editions.

With respect to the organic blueberries, 965 tons have been exported until week 44, 75% more than the same week of the previous season, being destined almost entirely to the North American market.

CHILEAN BLUEBERRY EXPORTS, BY WEEK AND ACCUMULATED UP TO WEEK 45, IN TONS

Week	From	To	Weekly Shipments					Accumulated		2019/20 Export Progress	
			2018/19 Season	Actual 2019/20				2018/19 Season	Actual 2019/20		
				Total	U.S./ Canada	Europe	Far East				Other
35	26-Aug	1-Sep	5	2	2	0	0	0	5	6	0%
36	2-Sep	8-Sep	15	22	18	0	3	0	21	28	0%
37	9-Sep	15-Sep	35	38	22	2	14	0	56	65	0.1%
38	16-Sep	22-Sep	10	47	39	0	8	0	67	113	0.1%
39	23-Sep	29-Sep	45	88	64	0	25	0	112	201	0.2%
40	30-Sep	6-Oct	67	172	126	0	46	0	179	373	0.3%
41	7-Oct	13-Oct	108	344	291	1	51	0	286	717	0.6%
42	14-Oct	20-Oct	184	323	244	4	74	1	471	1.040	0.9%
43	21-Oct	27-Oct	307	258	150	0	106	1	778	1.298	1.1%
44	28-Oct	3-Nov	479	383	221	33	129	0	1.257	1.681	1.5%
Season total			1.257	1.681	1.178	41	460	2			

Lien article :

<https://www.freshplaza.com/article/9162067/chilean-blueberry-exports-continue-to-rise/>



## **Article 2**

# **Chilean blueberries: Consistency and taste boost season**

Export volumes have been positive for the Chilean blueberry industry in the first few weeks of the season, despite widespread protests in the country.

However, for the Chilean Blueberry Committee, more important than the volumes is assuring a high level of quality and consistency for the fruit upon arrival.

It is for this reason that the Committee this season started to implement a Quality System for the fruit.

The Committee's executive director Andrés Armstrong told FreshFruitPortal.com: "Chilean blueberries are known for their flavor and sweetness.

"We believe that we will continue following the path of high consistency to achieve optimum conditions upon arrival".

He added that shipments to date have been of high consistency and excellent flavor.

### **Developments in Chilean blueberry production**

In addition to the quality that the season exhibits, Armstrong also said that "the last four years have seen a significant renewal of varieties in plantations".

For example, the "new plantations in the north are beginning to produce new varieties in large quantities and of great quality". This explains the year-on-year volume growth in the early stages of this season.

And over time, growers have been leaving aside some varieties that weren't able to reach the markets in good condition.



"This year there is special effort to accelerate the process, as well as the important varietal reconversion and growing the planted area."

Additionally, the University of Concepción, the Blueberry Committee, agricultural research organization INIA, and the country's economic development agency, Corfo, are working together to evaluate various alternatives for blueberry crop production in different regions.

### **Growth in markets**

Since its inception, the Committee has created campaigns to promote Chilean blueberries in North America, Europe and Asia.

According to Armstrong, this has been successful. "We have seen very important growth in our exports".

This season he said that there are a lot of promotional efforts underway in Asia. The Committee will also maintain its promotional investments in South Korea, the region's second-biggest market for Chilean blueberries.

Another positive development has been that Chilean blueberries were recently approved to enter into the Indian market without fumigation.

"This allows our offering to this market to increase," commented Armstrong. One of the next goals is to achieve a phytosanitary protocol to enter Vietnam.

Regarding competition in the region, Armstrong said: "Chilean blueberries are recognized for their flavor and sweetness. They hold an important place in the global market."

He said the industry would continue to work on varietal reconversion and improving the consistency and condition of arrival fruit.

**Lien article :**

<https://www.freshfruitportal.com/news/2019/11/08/chilean-blueberries-consistency-and-taste-boost-season/>

