

Mexican blueberry exports to rise during 2019-20 season

Mexico's National Association of Berries (Aneberries) is expecting a 5% year-on-year export increase during the 2019-20 season.

The organization told FreshFruitPortal.com that exports should reach about 44m metric tons (MT), with the heaviest volumes due in the first quarter of 2020.

North America remains the main market by far for Mexican blueberries, receiving 97% of exports. Europe holds a 1.7% share, and Asia has 0.5%.

"One of the main goals of the industry is diversification of markets," Aneberries said. "Europe and Asia are the principal markets we're looking at."

Regarding the current state of the Mexican blueberry campaign, export numbers aren't particularly significant as the season just recently started in August. Currently, the U.S. Department of Agriculture (USDA) has reported a total of 4,617MT of blueberries between August and November.

Other challenges in the berry market

According to Aneberries, strawberries and blackberries are expecting similar figures from last season.

"Because of climate at the beginning of the season, both fruits have started at about the same point as last year."

It went on to explain that markets remain stable resulting from new windows of opportunity for the industry.

"Volumes that have been received by other markets have remained consistent. This is because of the quality of Mexican fruit," added Aneberries.

Other than working for market diversification, the industry is focusing on



sustainability and social responsibility.

"Since we have a necessity to do these things in order to enter into new markets and evolve with the industry," it commented.

In working towards social responsibility, Aneberries created new national regulations and international trade requirements. The goal is to continue growing technologically.

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