

Potential supply issue for blueberry imports in Poland

Supplies of imported blueberries on the Polish market in winter are usually very low, according to analysts of the EastFruit project and the Fresh-Market website. In January and February, imported berries are brought in from the Southern Hemisphere and the main suppliers of imported blueberries to the Polish market during this period are Peru and Chile.

Blueberry imports are relatively expensive in winter so the demand in this segment is not very high, therefore, imports are small. This season, the problem has been exacerbated by the pandemic as the costs of harvesting and transporting berries have increased. In addition, the HoReCa sector is still very limited in Europe, which is usually an important consumer of imported berries in winter.

Every year by the end of February and the beginning of March important changes take place in the imported blueberry market. Imports from the countries in the Southern Hemisphere wrap up and then cheaper blueberries from Morocco and in March from Spain begin to enter the Polish market.

However, this transition will be difficult this season. The offer from Chile may end earlier than usual and the offers of cheaper berries from Morocco and Spain will be postponed due to the cold winter. There will be a shortage of supply of blueberries on the European market, which will most likely lead to an increase in selling prices for blueberries, including in Poland.

At the moment, imported blueberries on the Polish market are offered for sale at an average of 40 zlotys/kg (\$10.70/kg). This price actually corresponds to the price level of last year, but then again this price was





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caused by the rush demand in this segment and not by the limited supply of blueberries on the market.

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