

*Results of Trials with Southern Highbush Blueberry
Varieties in Santa Barbara and
San Luis Obispo Counties*

*Mark Gaskell
Farm Advisor*



University of
California

Cooperative
Extension

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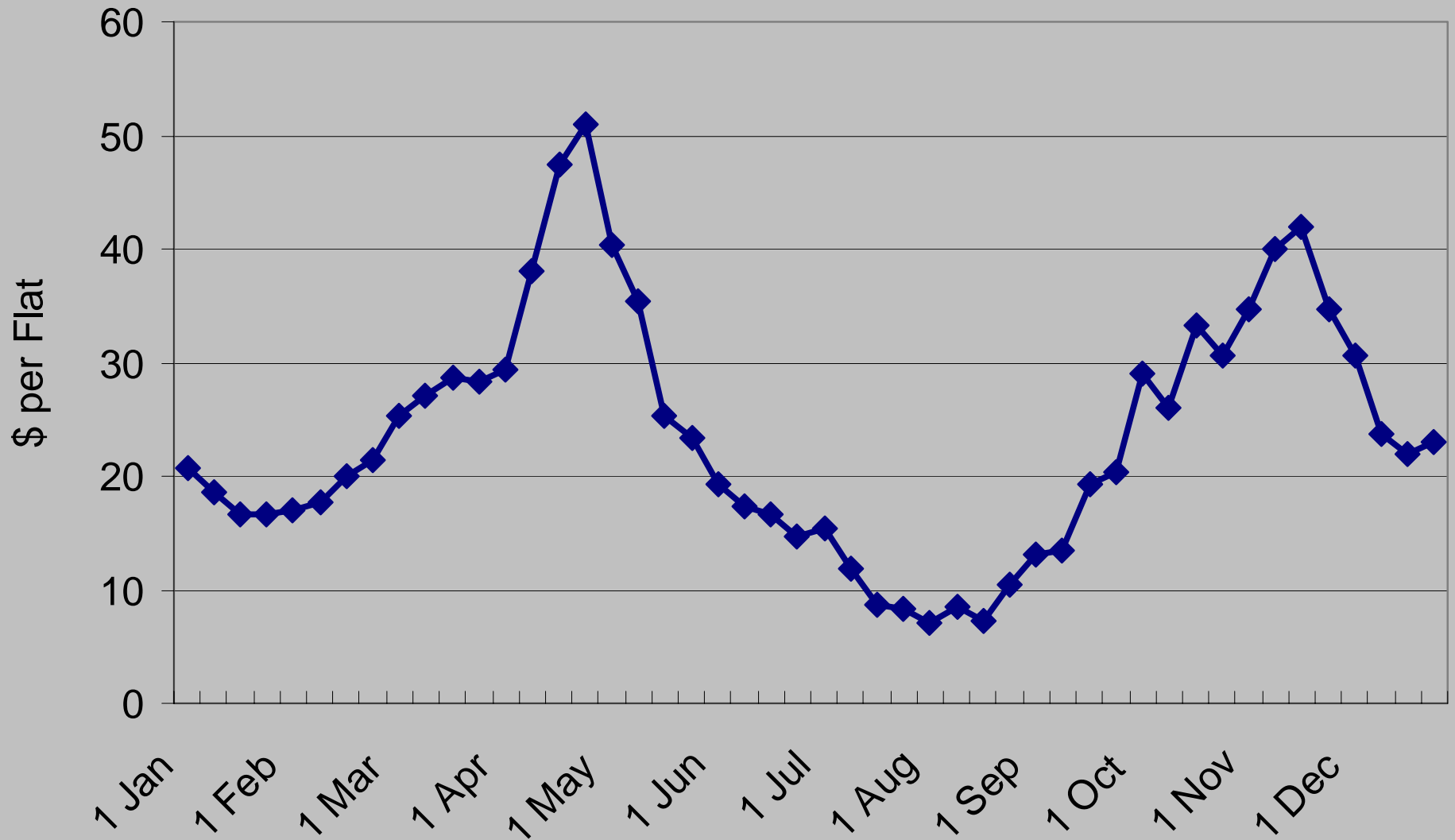
Overview

Off-season blueberry production and marketing

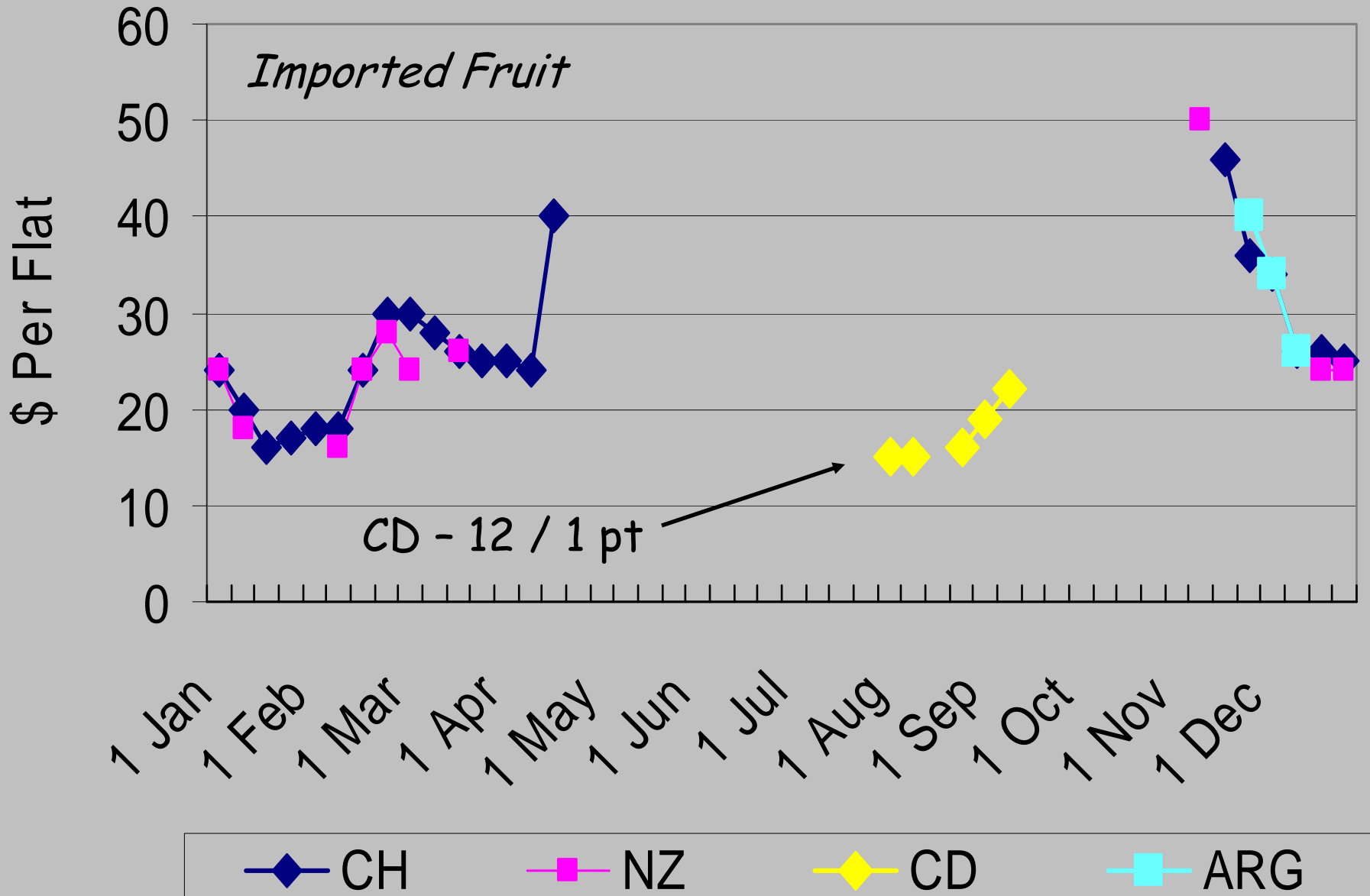
- ★ *Market histories - price trends*
- ★ *Types of pack by period*
- ★ *Sources by period - domestic vs import*
- ★ *Target market window*
- ★ *Characteristics and performance of SHB blueberry varieties*



*3 Year Average Wholesale Fresh Blueberry Prices
L.A. Terminal Market 1998 - 2000*



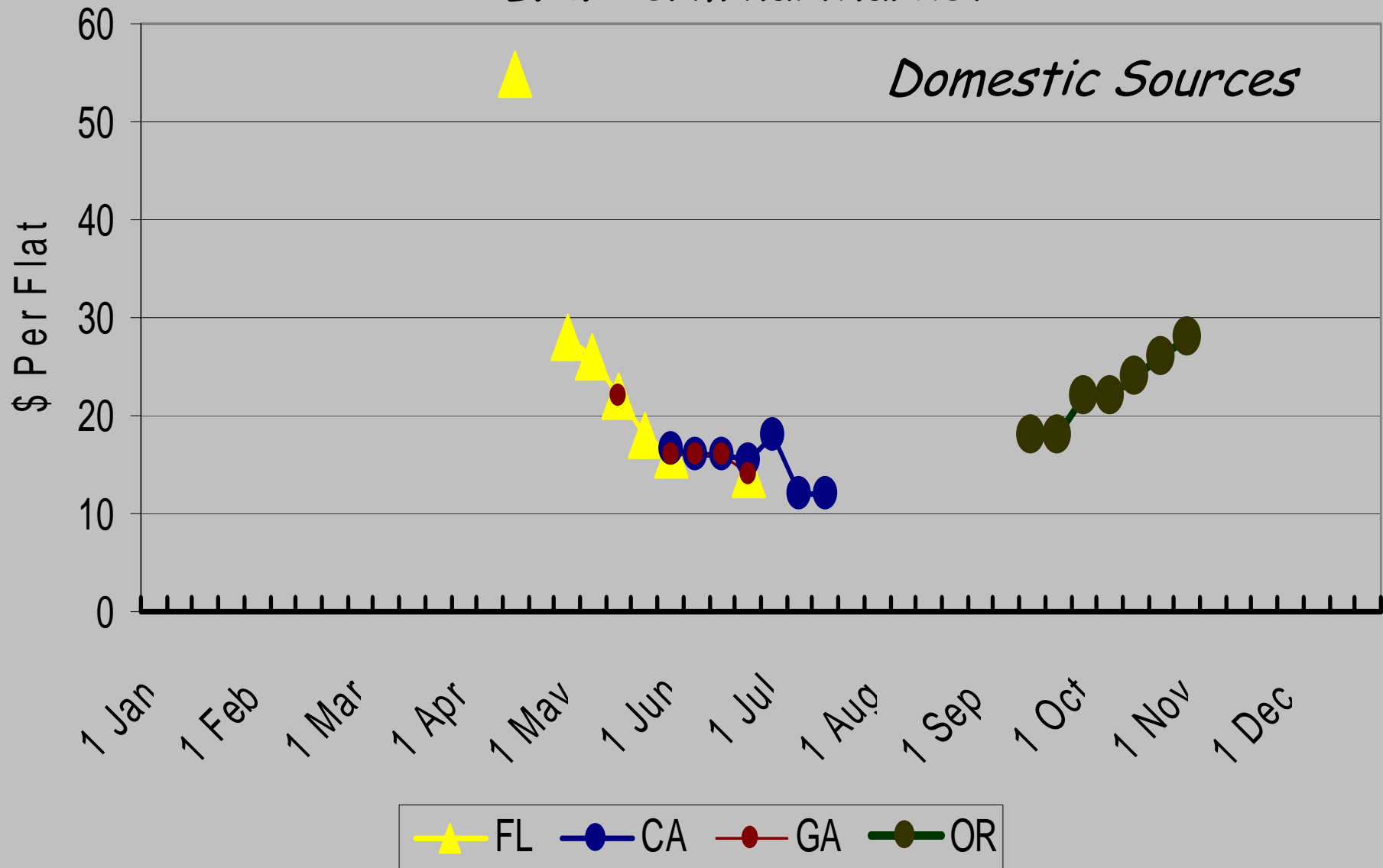
2000 Wholesale Fresh Blueberry Prices L.A. Terminal Market



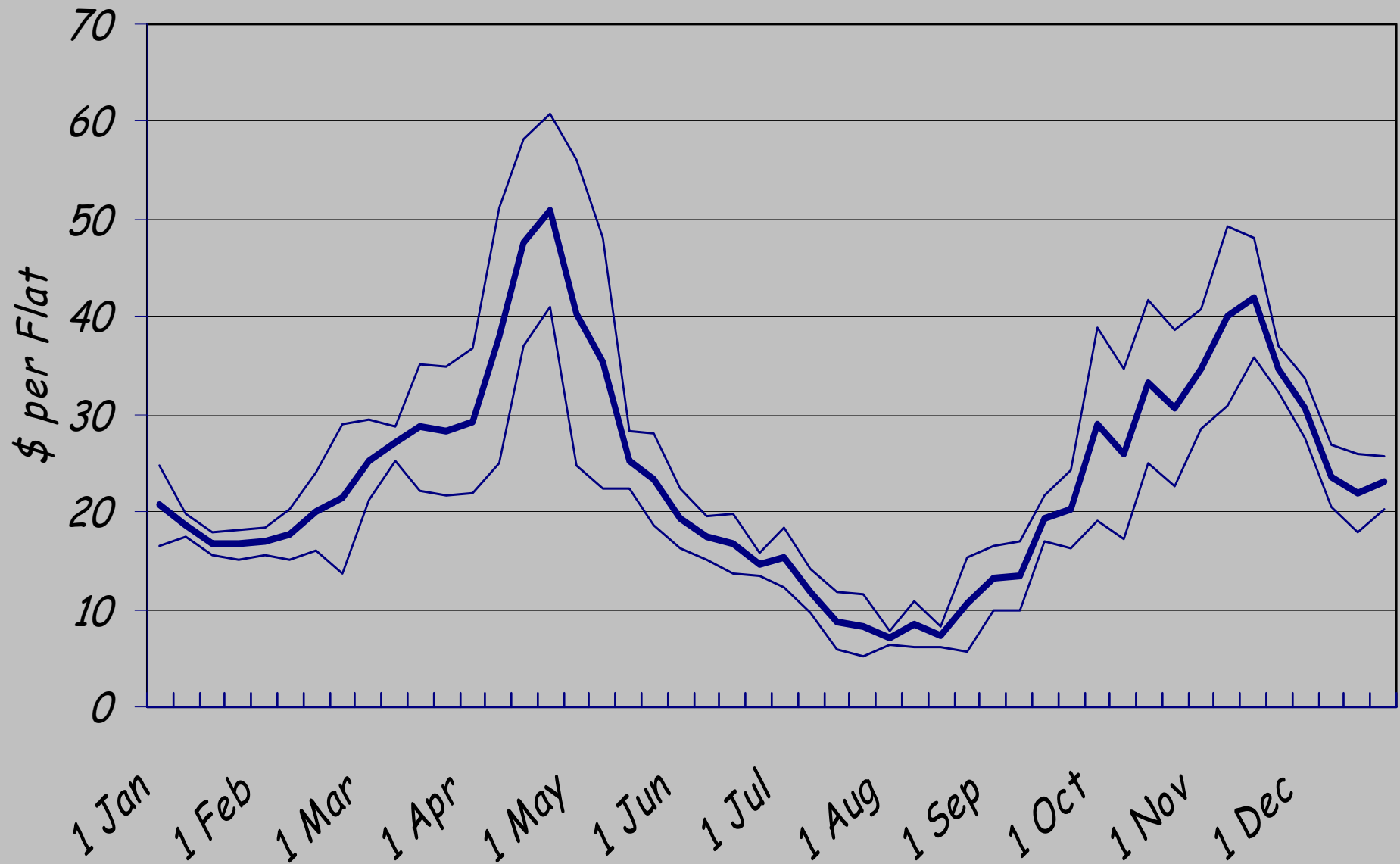
2000 Wholesale Fresh Blueberry Prices

L.A. Terminal Market

Domestic Sources



*3 Year Average Wholesale Fresh Blueberry Prices
L.A. Terminal Market 1998 -2000*



Fresh Blueberry Shipping Points (L.A.)

* *Chile*

* *New Zealand*

* *Florida*

* *California*

* *Texas*

* *Georgia*

* *Arkansas*

* *New Jersey*

* *Oregon*

* *Canada*

* *Argentina*

* *? Michigan,
Washington*

Fresh Blueberry Packs



12 units "flats" or "trays"

* *12 / 125 gm*

* *12 / 3.5 oz*

* *12 / 4.4 oz*

* *12 / 6 oz*

* *12 / 160 gm*

* *12 / 175 gm*

* *12 / 12 oz*

* *?? 4 / 1 qt*

* *?? 2 / 2 $\frac{1}{4}$ lb*

Fresh Blueberry Size Classification



Extra Large *< 90 / cup*

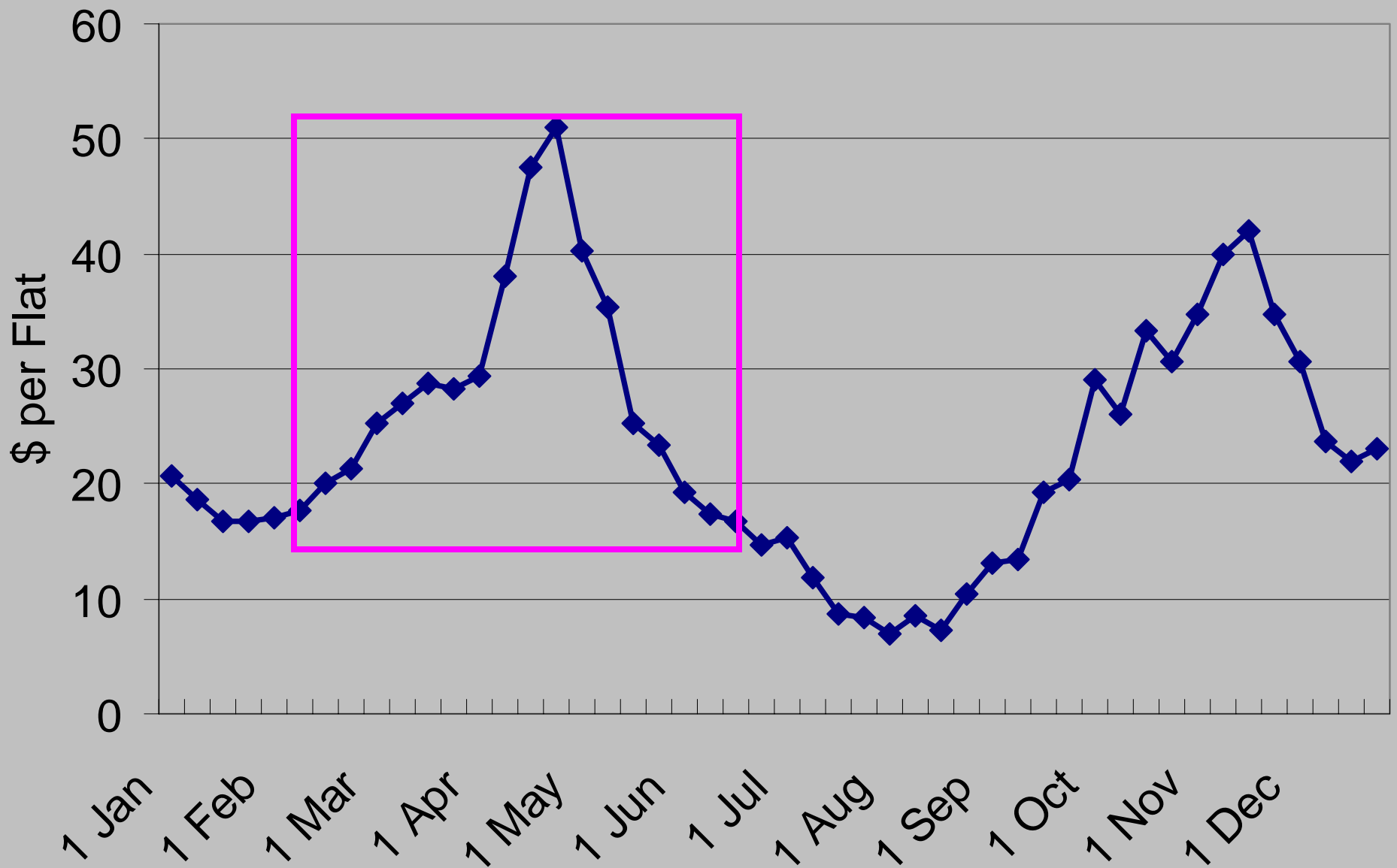
Large *90-129 berries / cup*

Medium *130-189 berries / cup*

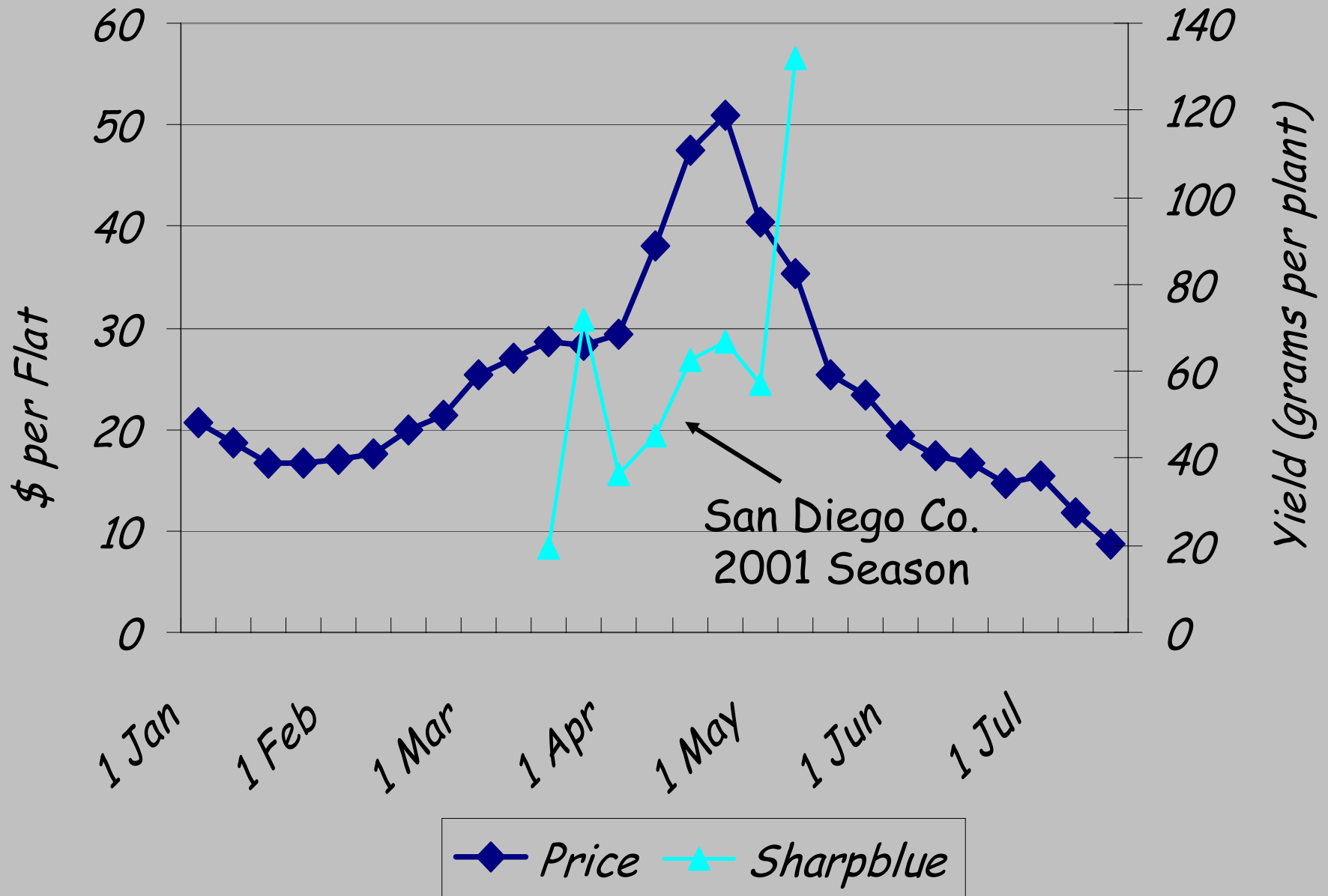
Small *190-250 berries / cup*

1 cup = 140 grams of berries

3 - year Average Wholesale Prices for Fresh Blueberries L.A. Terminal Market 1998 - 2000



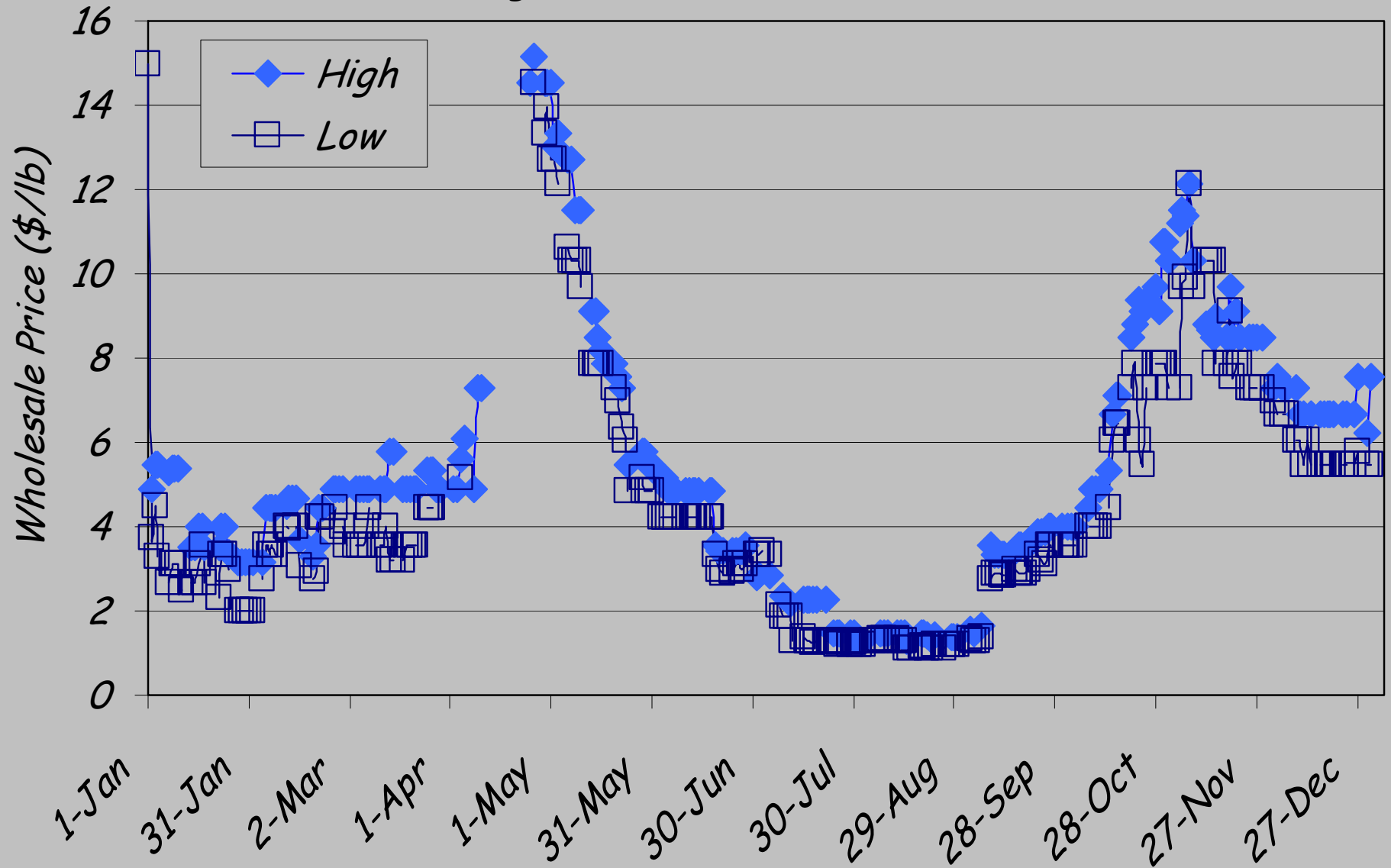
California Fresh Blueberry Market Windows



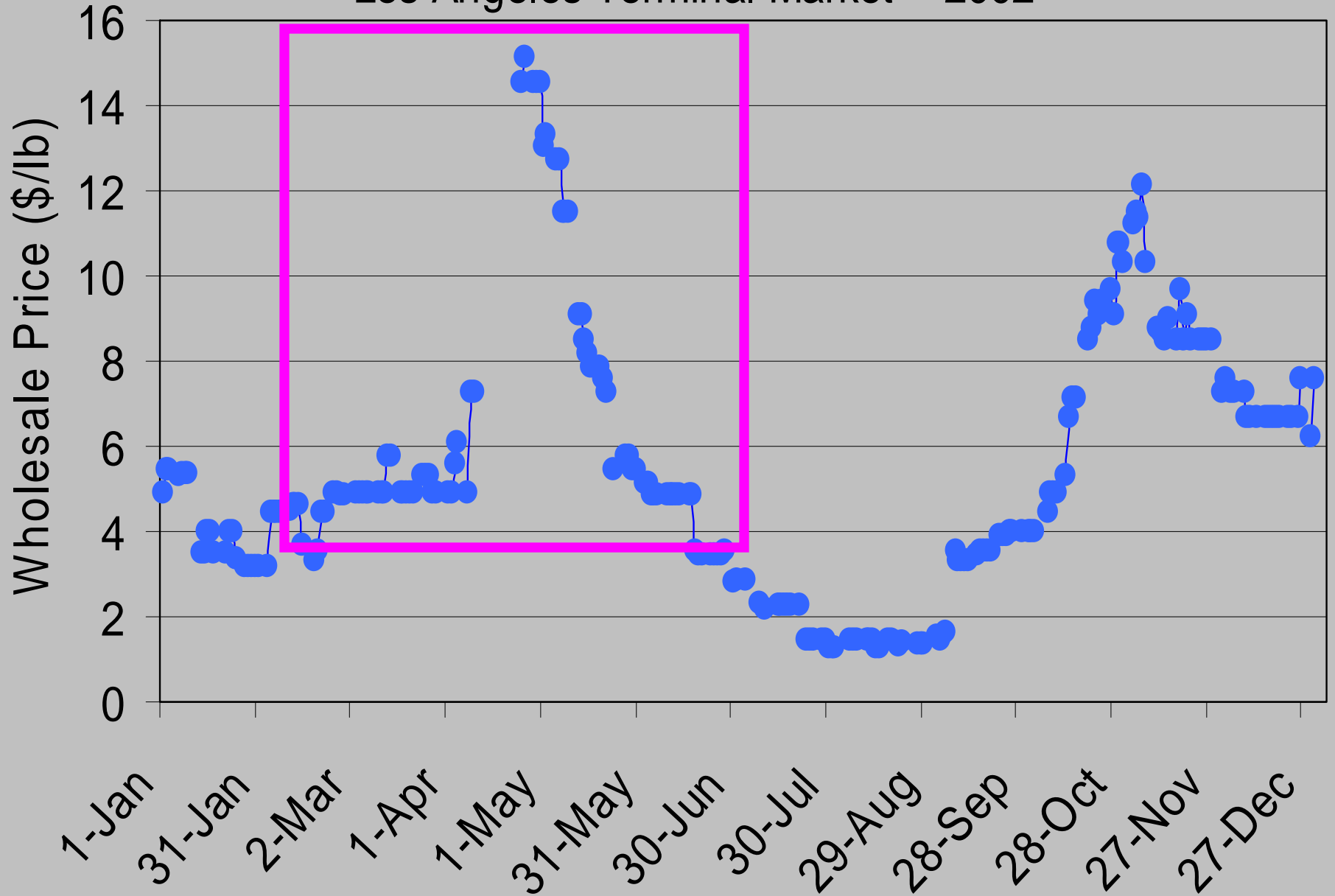
Southern Highbush Blueberry Ripening Periods - Florida

	4/12-4/19	4/20-27	4/28-5/4	5/5-12	5/13-19	5/20-27	5/28-6/3
Jewell	XXXX	XXXXXXXXXXXXXXXXXXXX					
Sapphire	XXX	XXXXXXXXXXXXXXXXXXXX					
Star	XXX	XXXXXXXXXXXXXXXXXXXX					
Santa Fe	XXX	XXXXXXXXXXXXXXXXXXXX					
Gulf Coast	XXX	XXXXXXXXXXXXXXXXXXXX					
Emerald		XXXXXXXXXXXXXXXXXXXX					
Sharpblue		XXXXXXXXXXXXXXXXXXXX					
Jubilee			XXXXXXXXXXXXXXXXXXXX				
Blue Crisp			XXXXXXXXXXXXXXXXXXXX				
South Moon			XXXXXXXXXXXXXXXXXXXX				
Misty			XXXXXXXXXXXXXXXXXXXX				
ONeal			XXXXXXXXXXXXXXXXXXXX				
Marimba			XXXXXXXXXXXXXXXXXXXX				
Georgia Gem				XXXXXXXXXXXXXXXXXXXX			

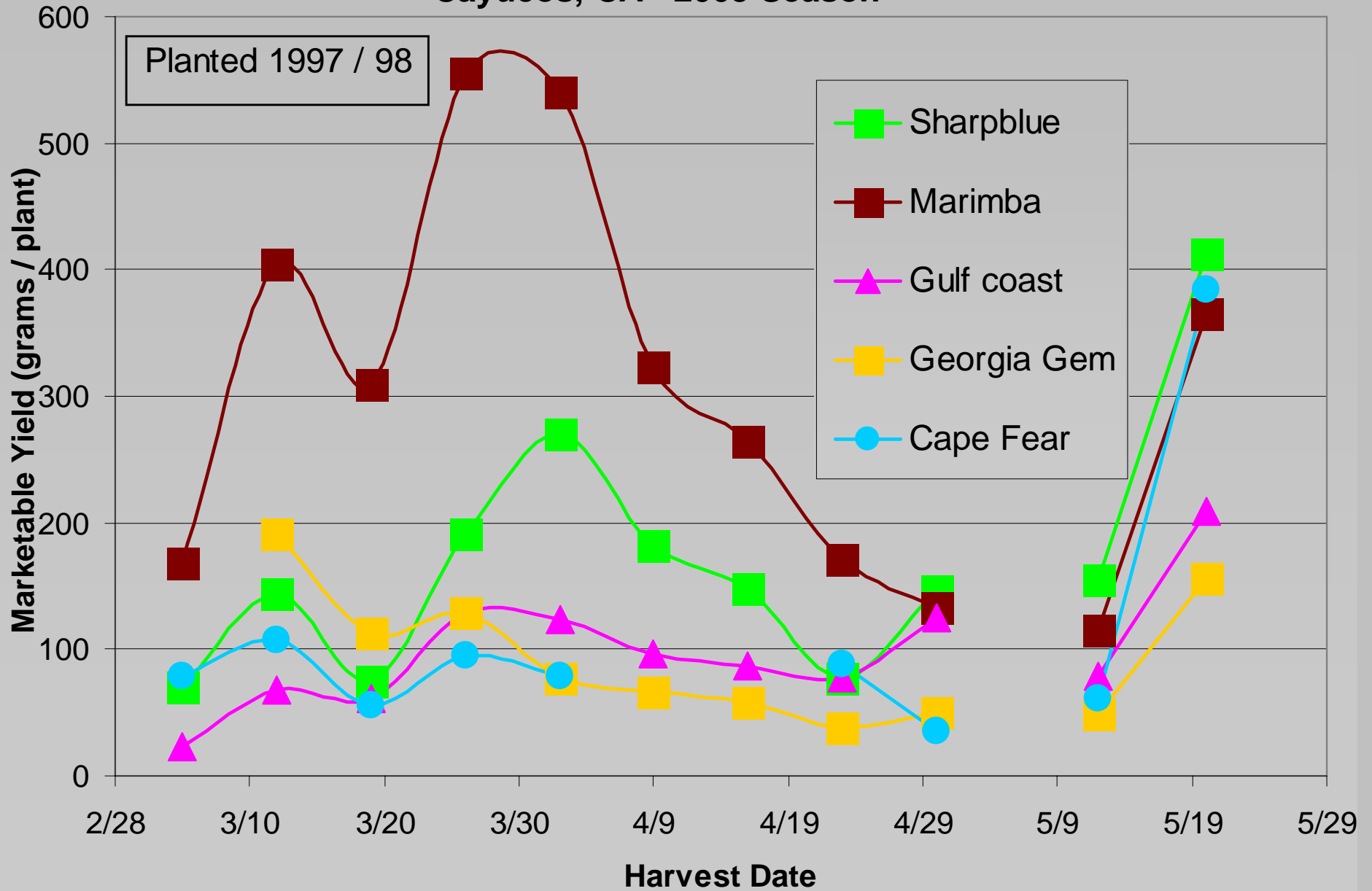
*Fresh Blueberry Wholesale Prices
Los Angeles Terminal Market - 2003*



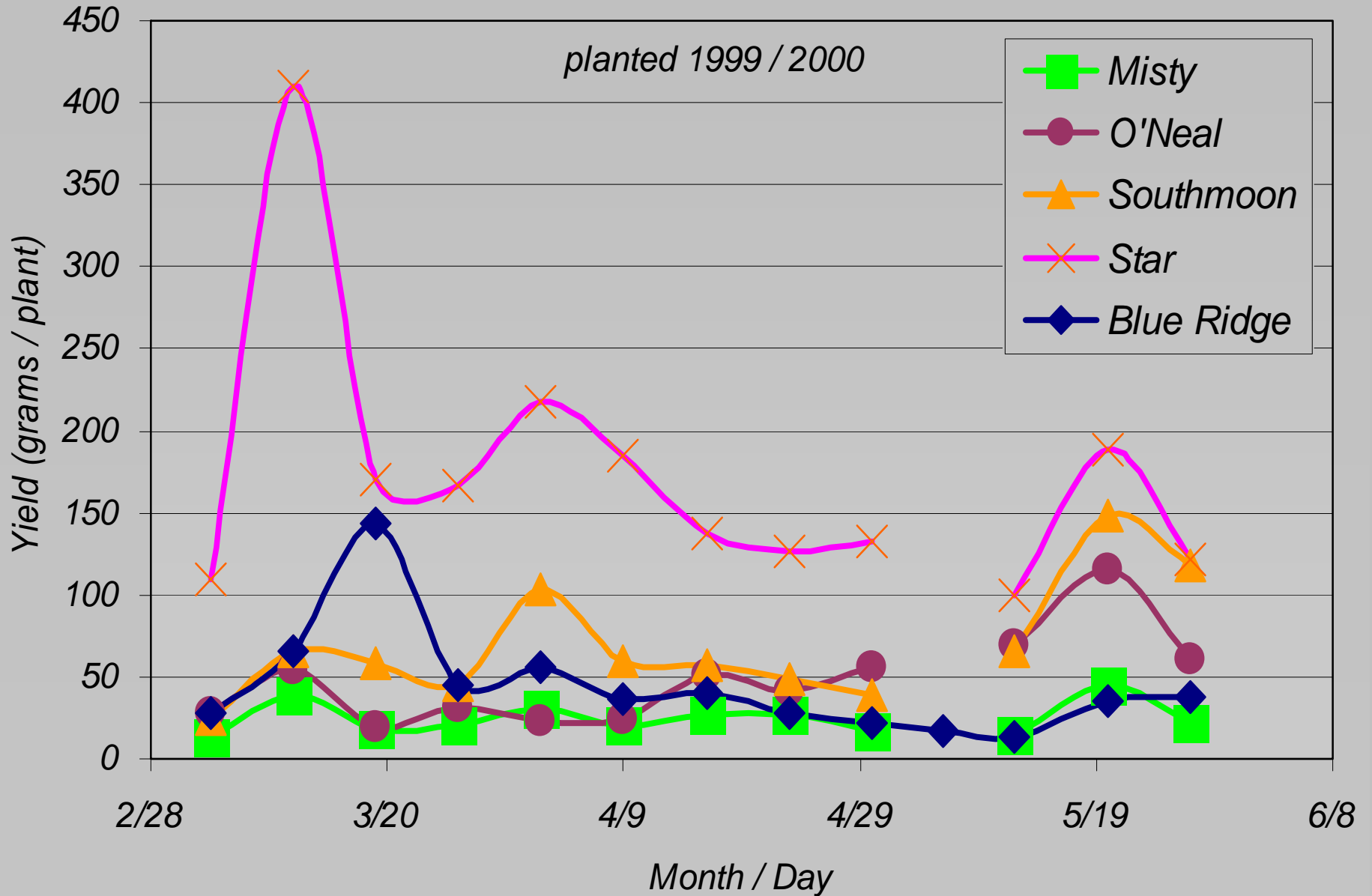
Fresh Blueberry Wholesale Prices Los Angeles Terminal Market - 2002



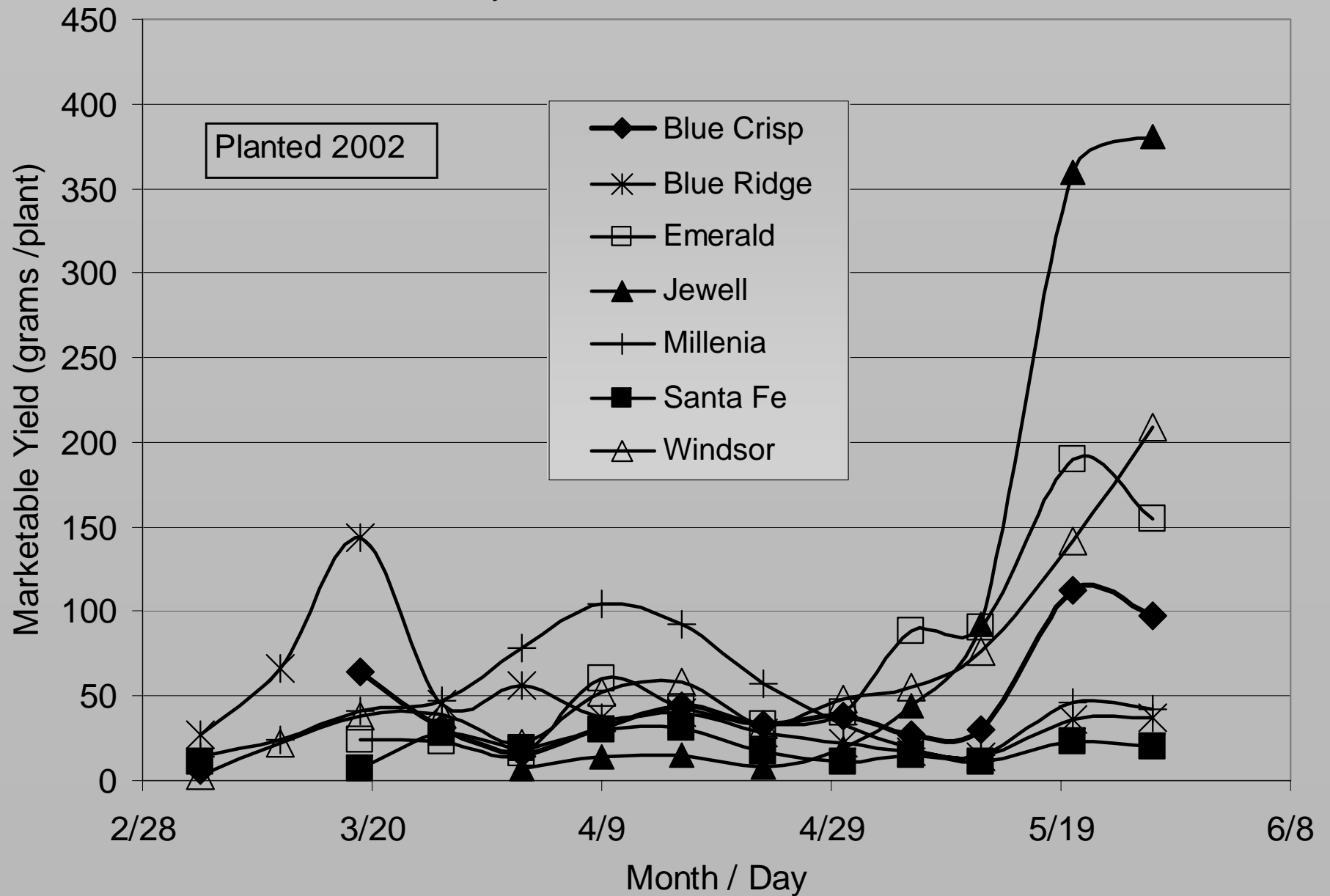
Weekly Yield for Selected Southern Highbush Blueberry Varieties Cayucos, CA - 2003 Season



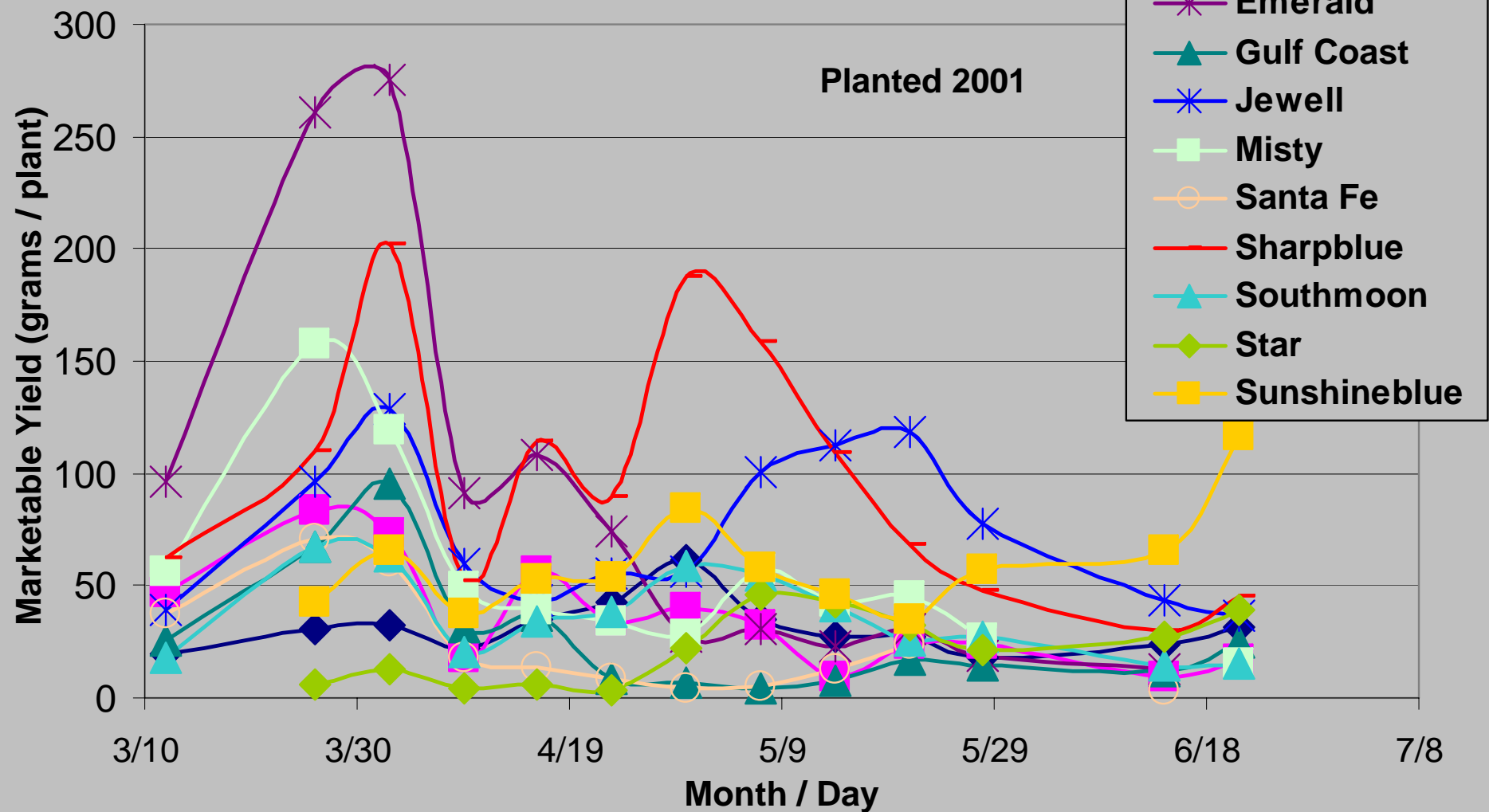
**Weekly Yield of Selected Southern Highbush Blueberry Varieties
Cayucos, CA - 2003 season**



Weekly Yield of Selected SHB Blueberries
Cayucos, CA - 2003 Season

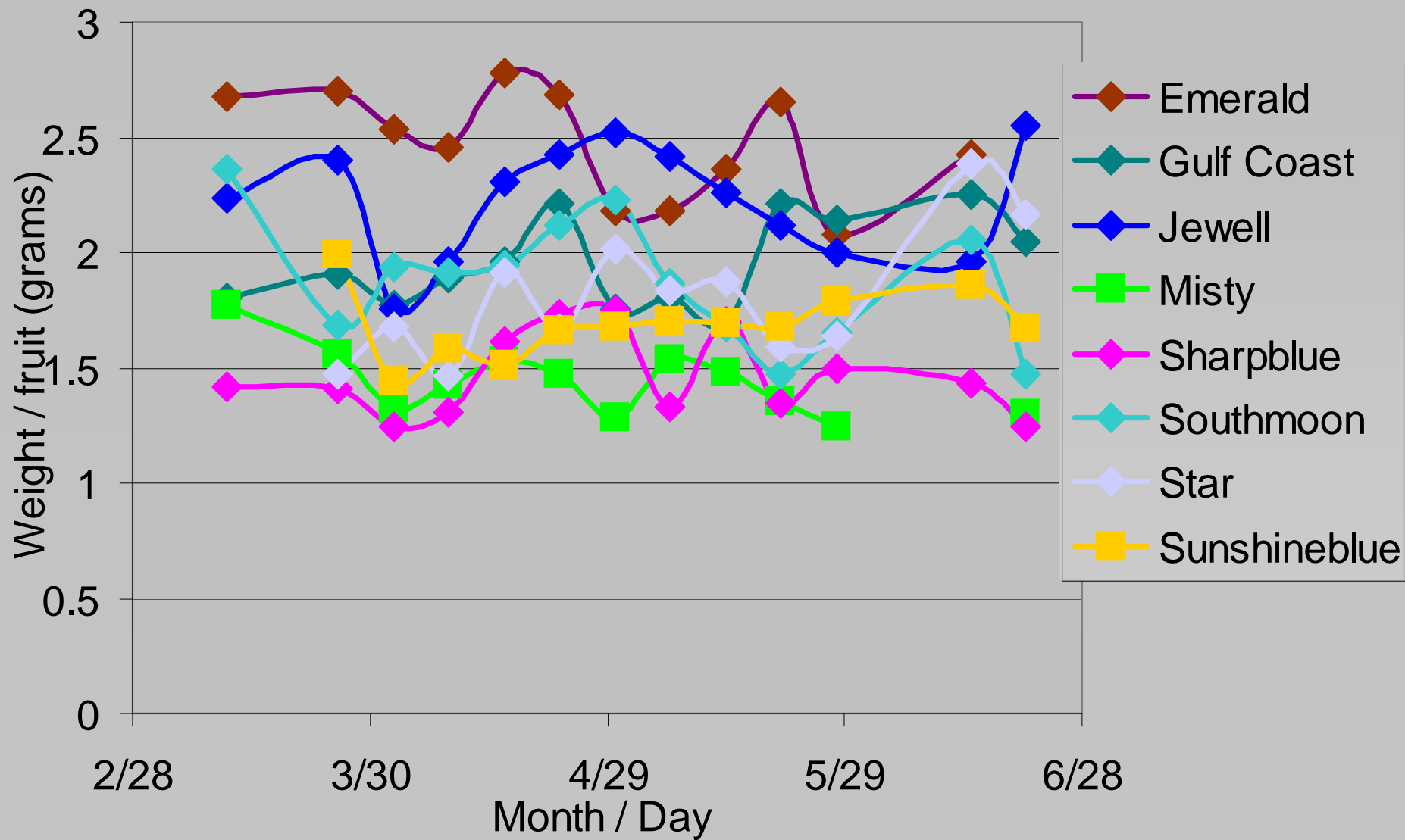


Weekly Yield of Selected SHB Blueberry Varieties Carpinteria, CA - 2003

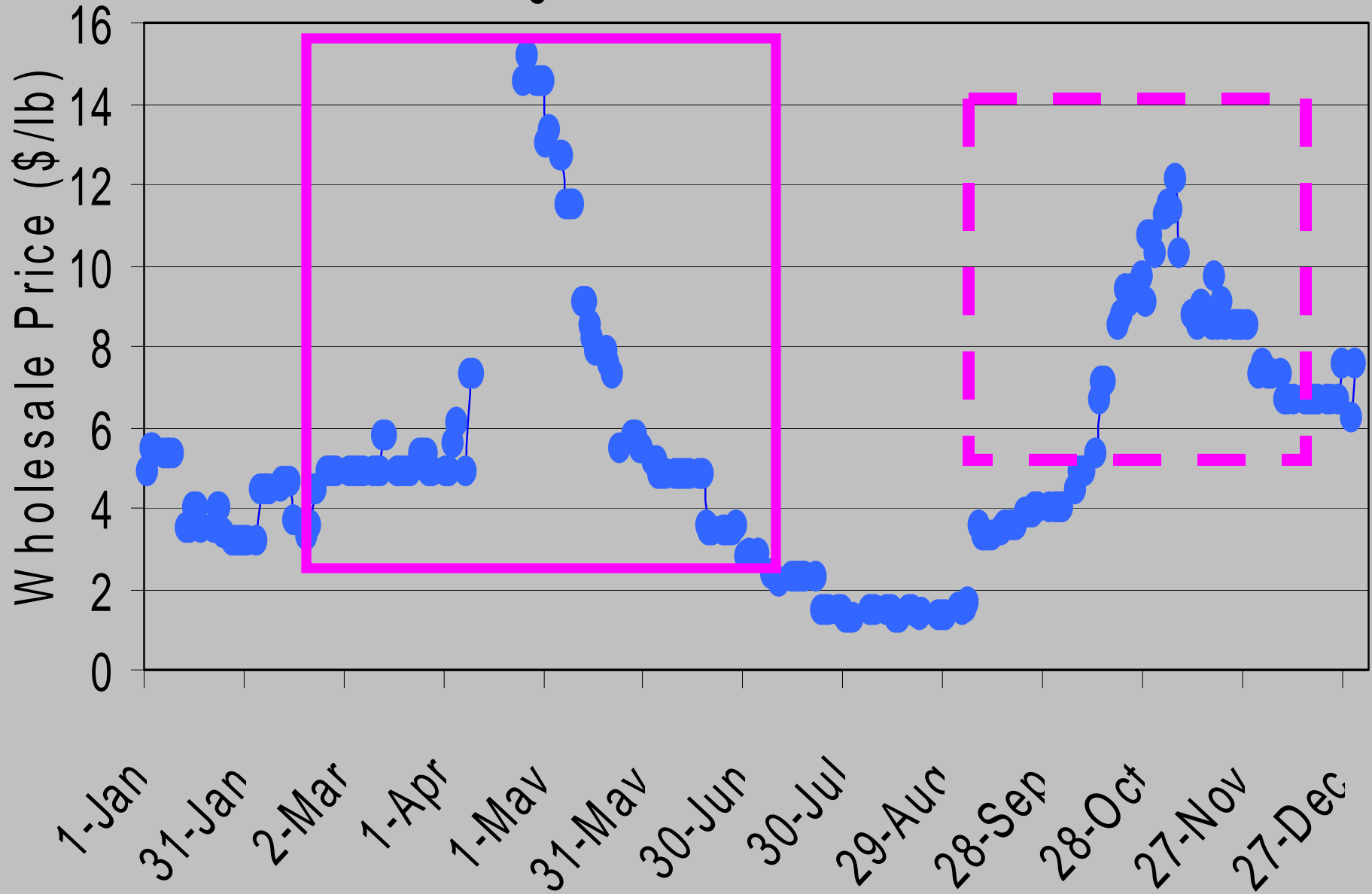


Variety	Cayucos	Carpinteria	Variety	Cayucos	Carpinteria
Biloxi	NT	? promising	Millenia	NT	NT
Blue Crisp	?	promising	Misty	?	promising
Blue Ridge			O'Neal	? promising	?
Cape Fear	mid, average		Ozarkblue	late / high chill	Late, high chill
Cooper	late, high chill	late, high chill	Reveille	late, high chill	Late, high chill
Duplin	late, high chill	late, high chill	Sampson	late, high chill	late, high chill
Emerald	?	promising +	Santa Fe	? low	
Georgia Gem	mid, average	mid, average	Sharpblue	promising	promising
Gulf Coast	mid, average	promising	Southmoon	promising	promising
Jewell	?	promising	Star	promising	Promising
Jubilee	?	? mid, low	Sunshine Blue	low ?	Promising
Magnolia			Wannabe	low ?	
Marimba	promising +	mid, low	Windsor	?	NT

Weekly Fruit Size of Selected SHB Blueberry Varieties
 Carpinteria, CA - 2003 season



Fresh Blueberry Wholesale Prices Los Angeles Terminal Market - 2002



Guidelines for off-season fresh blueberries in coastal growing areas

- ★ *Market best before mid-June or after mid September*
- ★ *Earliness is key - variety selection is critical*
 - ++ Sharpblue, + Misty, + Emerald,*
 - ++ Jewell, Biloxi?, Sapphire?, others ?*
- ★ *Close attention to cultural practices*
- ★ *Chill hours vs frost threat*
- ★ *Fall market options ?*
 - September > November*
 - Sharpblue plus pruning ?*

Price Histories

<http://mis.ifas.ufl.edu/~market/market.html>

<http://www.ams.usda.gov/fv/mktnews.html>

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