



**Gonzalo Bachelet A.**  
Vicepresidente  
Chilealimentos A.G.



**Berries...un  
boom global**





## EUROFRUIT

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# "Sky is the limit for berries", says Rabobank

## 'Burgeoning & Blossoming: The Bar is Raised in the Promising EU Berry Market' highlights potential of European market



**R**abobank, the Dutch multinational banking and financial services company, has made public a report highlighting the potential of the European market for berries.


The highlights of the report, entitled 'Burgeoning & Blossoming: The Bar is Raised in the Promising EU Berry Market', were first outlined by Rabobank fruit and vegetable analyst Cindy van Rijswijk at the Global Berry Congress, which took place in Rotterdam on 14-16 March.

According to Rabobank, "the sky seems to be the limit" for the continent's berry sector, with Rabobank forecasting growth in European consumption volumes to mirror the success of the fruit in the US, where berries have become the highest-value fresh produce category at retail stores at over US\$5.6bn.

Fresh blueberry, raspberry and blackberry consumption is expected to grow by at least 7 per cent a year in the coming five years, the group noted, while strawberry consumption could grow by nearly 2 per cent a year – outpacing what Rabobank described as the "sluggish" total fresh fruit consumption volume in the EU.

The EU's leading food retailers require a complete year-round fresh range of consistently high-quality fruits and, Rabobank noted, sizeable, efficient, semi-integrated players are best-positioned to deliver this.

"Ongoing investments in new varieties and sustainable efficient production methods are also indispensable when it comes to reaping the fruits of the burgeoning berry market," added van Rijswijk. "Better availability, increased promotion of berries, quality improvements and supply could also help further propel the demand for fresh berries in the EU."

 NATIONAL GEOGRAPHIC

THE PLATE

# From Wild to Tame, the Blueberry Business Is Booming

The wild blueberry once helped sustain Native Americans, but cultivated varieties ship better. Either way, they are a nutrition powerhouse.

By **Rebecca Rupp**

PUBLISHED JULY 27, 2016

Since 1974, July has been officially designated National Blueberry Month. And of all the food-themed months in the federal canon, this must be one of the healthiest. Blueberries, after all, are now dubbed a superfood, due to their nutritional benefits and high concentration of antioxidant flavonoids. These last may reduce the risk of heart disease and cancer, and recent research suggests that they may also help stave off the onset of the memory loss and cognitive deterioration associated with Alzheimer's disease. Surveys show that we're eating more and more of them: National blueberry consumption has nearly doubled since 2008.



Farmer Elizabeth White, whose family owned land in the Pine Barrens in southeastern New Jersey, is credited with helping domesticate the wild blueberry.

PHOTOGRAPH BY JOHN GREIM, LIGHTROCKET/GETTY





News

## Smoothie craze sees berry sales reach £1bn - overtaking apples and bananas



**B**ritain's smoothie craze has given berries a boost as sales have broken the £1bn barrier for first time, figures show, overtaking snacking fruits including apples and bananas.

Millions of health-conscious Brits are now piling strawberries, blueberries and raspberries into their blenders as part of their daily routine, seeing total berry sales soar by around 20pc over the past four years.

### ● The best Nutribullet breakfast smoothie recipes

In 2012 total sales were £789, 138 compared to £1.97 billion in 2016, Kantar Worldpanel data shows.

Berry sales now equate to a fifth of total fruit consumption in the UK, overtaking apples and bananas, and establishing berries as the largest fresh fruit category.

Strawberries, by far the most popular berry, accounted for more than half of all sales with £564, 382m worth bought in the UK.

Blueberries were the second most popular berry with sales reaching £282,962m for the year, closely followed by raspberries which saw sales of £220, 336m.

Sales of blenders are also booming with retailer John Lewis claiming to sell one Nutribullet every four minutes.

According to British Summer Fruits, the industry body that represents berries sold in UK supermarkets, there are four main reasons for the growth in the category: increased consumer demand due to berries' renowned health benefits and superfood status, more acres of berries are being grown than ever before, the development of new varieties and innovative growing methods that have extended the British season.

Laurence Olins, chairman of British Summer Fruits, said: "Berries used to be a luxury item. "But now they are a delicious staple, consumed as part of a healthy diet for many people. The sales figures reveal a robust and expanding soft fruit category that is meeting growing consumer demand. 2The berry industry as a whole will continue to expand and as the season begins, consumers can look forward to good quality British berries on supermarket shelves."

*katie.morley@telegraph.co.uk*



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Finally, after decades of sitting in a small corner of the freezer case, frozen fruit has landed its breakthrough role: smoothie ingredient.

We add frozen blueberries, strawberries and mango to our morning oatmeal, yogurt parfaits and our children's lunches, drawn to frozen fruit's year-round availability, value and health credentials (it is usually just fruit, frozen). We like that it is already cleaned, cut and that it never rots like fresh fruit forgotten in the back of the refrigerator.

Mostly we love making smoothies. Our appetite for smoothies as a healthy-yet-sweet snack for sipping on the go has thrust frozen fruit into the spotlight.

Dole Packaged Foods, the largest seller of frozen fruit in the U.S., estimates that in 2014 about 60% of frozen fruit purchased went into smoothies, up from about 21% in 2006. In both years the company studied at least 1,000 people's frozen fruit eating and buying habits.



Sales of frozen fruit are up **67%** since 2010, now at about \$1 billion, according to Nielsen

## Cold Facts

How Frozen Fruit Hit It Big



Smoothies first entered the American diet in the 1970s and '80s pushed by health food enthusiasts in small grocery stores and restaurants such as Smoothie King.

Target stores are placing popular smoothie ingredients like chia seeds, hemp seeds and goji berries near frozen fruit in aisles.

Blender sales rose **103%** between 2009 and 2014, hitting over \$1 billion in U.S. sales in 2014, according to Euromonitor.



Sales of blueberries, berry blends and tropical fruit are growing quickly, while sales of traditional dessert toppings like peaches are growing more slowly.



Smoothies have become common fare at restaurants. McDonald's put smoothies on its menus in 2010.

Frozen fruit sales have topped \$1 billion annually, up 67% since 2010, according to Nielsen. This comes as sales of frozen vegetables and meals are flat, and shoppers feel general disdain for frozen food compared with fresh.

In part, frozen fruit got lucky. People are looking for easy ways to eat more fruits and vegetables. Fruit is sweet, making it easier for adults and children to gulp down than kale or broccoli. Frozen fruit also stays firmer and tastes riper than it did in past decades as food freezing technology has advanced. And interest in making smoothies at home is growing. U.S. blender sales have risen in tandem with frozen fruit sales, hitting more than \$1.16 billion in 2014, more than double the \$571.9 million sold in 2009, according to market-research firm Euromonitor International.

Frozen fruit's sales turnaround. MCDONALD'S; DOLE PACKAGED FOODS, LLC; VITAMIX; GETTY IMAGES (BLUEBERRIES, SMOOTHIE)



## The stunning rise of frozen fruit: 'Usage occasions have completely changed,' says Dole

While sales in much of the US frozen food category are pretty lackluster, sales of frozen fruit have surged in the past three years, with the category now worth more than \$1bn vs just \$300m a decade ago, says Dole Packaged Foods.

Paul Panza, senior director of marketing for Frozen at Dole Packaged Food, said that frozen fruit is the #1 fastest growing category within the frozen aisle in grocery and fourth within the overall food/beverage category, with dollar sales growing 13.4% in 2014 compared with just 0.7% for the frozen food category as a whole.

He told FoodNavigator-USA: "Sales have been growing steadily since we entered the market in 2005 but in the past three years things have really taken off. That's when we started to see the double-digit growth."

Retailers are dedicating significantly more space to frozen fruit now

And retailers are taking notice, he said.

"Some of the more progressive retailers have really started paying attention to this growth and they are dedicating significantly more space to frozen fruit now. I remember not so long ago it was difficult to even find the frozen fruit section in many stores."



The berries and more exotic fruits tend to do well

Drilling down to the SKU level, volume growth (in pounds) is coming from mixed berries (+23%), mixed fruit (+22%), tropical fruit (+37%), mango (+43%), and pineapple (+44%), whereas more traditional fruits such as strawberries grew at a more modest 5% in 2014, he said.

"The berries and more exotic fruits tend to do well as mangoes and pineapples are hard to chop up and prepare. The blends are also doing really well as instead of having to purchase three or four different varieties of fresh fruit you can get them all at once with no waste and no mess, it's just really convenient."

While some fruits freeze better than others, advances in freezing technology also mean that the texture and appearance of frozen fruit has improved considerably in recent years, said Panza, who is introducing mandarin oranges to the portfolio this year.





# Importaciones mundiales de berries...



**2005**



**2010**



**2015**

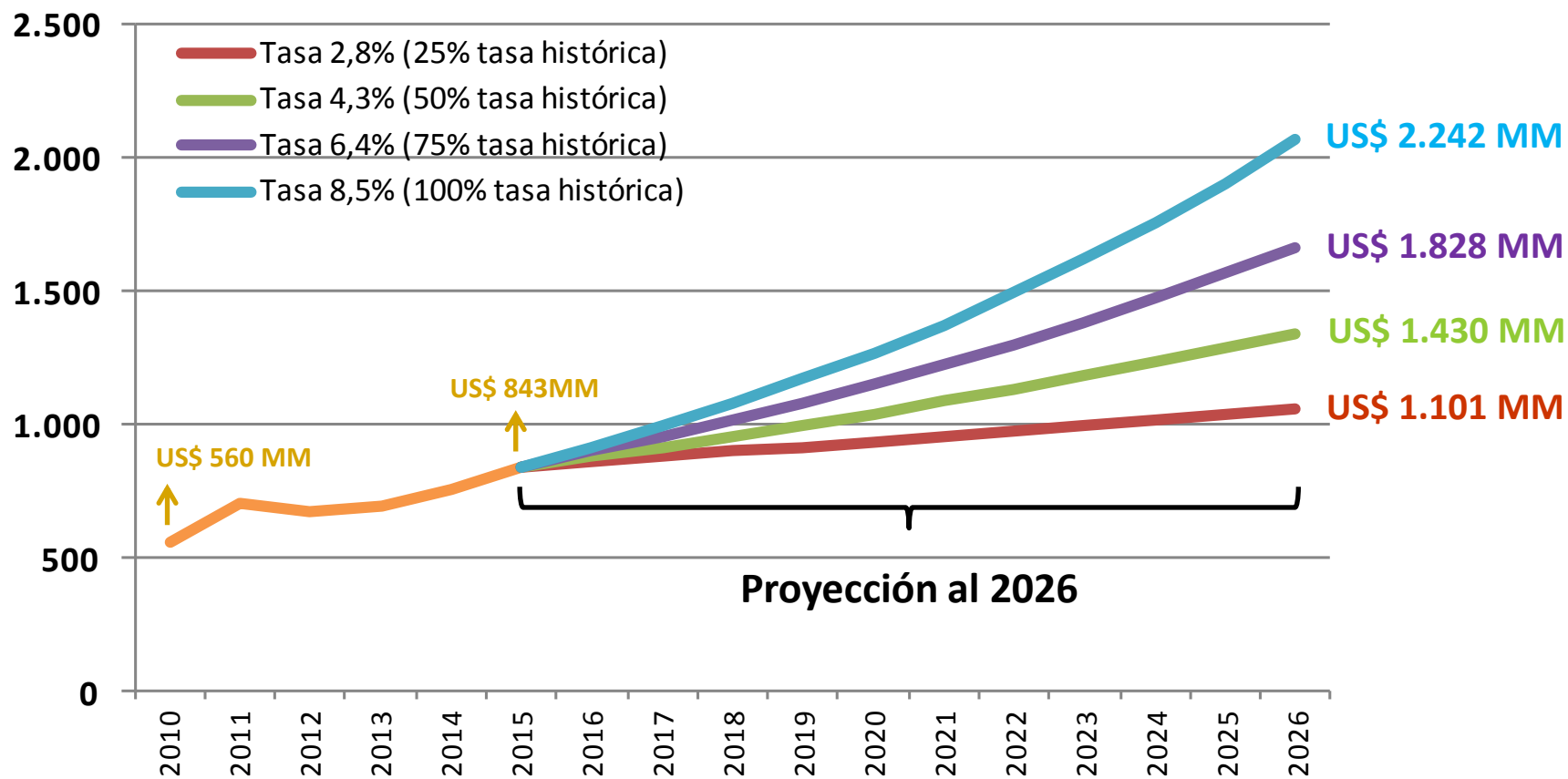


A photograph of a blue bowl filled with a variety of fresh berries, including strawberries, raspberries, blueberries, and blackberries. The bowl is placed on a wooden surface, and several berries are scattered around it, creating a rustic and natural look.

**Chile es el 3 exportador mundial  
de berries (frescos + congelados)**



# Y las expectativas son muy buenas...











UCFOODOBSERVER

## MEXICO'S BERRY TRADE IS BOOMING

CATEGORIES: [AGRICULTURE](#) [GLOBAL ISSUES](#)

Mexico is the world's third-largest exporter of berries: blueberries, raspberries, blackberries and strawberries. Less than two decades ago, the industry didn't even exist. Now it employs more than 100,000 people and garners nearly \$1 billion a year.

What's driving this growth? In part, problems in California and Chile, where farmers have faced challenges, including water constraints, high shipping costs, inadequate labor, and increased regulation (including restrictions placed on pesticide use). So growers have looked elsewhere.

Tim Johnson of McClatchy DC (@mclatchydc) reports for the [Sacramento Bee](#):

*"The same brands that U.S. consumers are used to seeing on supermarket shelves – like Driscoll's, like Naturipe, like Dole – are sourcing (their berries) in Mexico now," said Mario Andrade Cárdenas, a grower from Michoacan state who's the head of the berry exporters' association.*

*"Today, Mexico is the principal source of berries for the United States outside of U.S. production," he said.*



International  
Trade  
Centre

## Mexico: berry export revenues increase

### Mexico: berry export revenues increase

by Market Insider

Thursday, 12 May. 2016

The National Agricultural Council (CNA) in Mexico said the conversion to red fruits, or berries, is providing results.

Mexico started to augment berries plantations ten years ago, mainly because of the entry of large companies in the country but in last four years also small farmers began planting in new areas; both have boosted the sector which now has stronger players and is potentiated following also a growth in demand.

According to CNA, about 60% of the berry producers in Mexico are foreign companies while 40% are nationals; the industry grew at a rate of 20% annually and expects to grow at the same level for the next four years doubling the production area and exports.

Exports between 2014 and 2015 increased 20% and in the past 10 years have increased 86% in volume and 90% in profits; as a result, the berries became the third highest selling export product behind tomatoes and avocados displacing other commodities such as pepper, melon, watermelon, papaya and mango.





# GESTIÓN 25 años 1990-2015

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DE PERÚ

Viernes, 26 de agosto del 2016

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## A diario se siembra hasta siete hectáreas de berries en el Perú

Jueves, 05 de noviembre del 2015

ECONOMÍA

06:02

Alfonso Velásquez, presidente ejecutivo de **Sierra Exportadora** destacó que el precio de retorno que recibe el agricultor por cada kilo de arándanos alcanza los US\$ 16.

Mía Ríos

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Actualmente el Perú cuenta con 2,500 hectáreas de producción de **berries**, principalmente de arándanos, precisó Alfonso Velásquez Tuesta, presidente ejecutivo de **Sierra Exportadora**.

"El lanzamiento del programa **Perú Berries** (2011) permitió en su momento sociabilizar a la agricultura peruana con el boom de los berries, que sigue hasta ahora. En el Perú existen diversidad de berries y queremos adoptarnos a nuestro programa", mencionó.

Tal es así, que hoy en día se siembra entre 6 y 7 hectáreas de **berries** a diario. No obstante, dichas siembras están "en función de la disponibilidad de los viveros".

[LEA TAMBIÉN: **Exportación de arándanos alcanzará los US\$ 70 millones al cierre del 2015**]

Si bien son los grandes grupos empresariales los que más apuestan por la producción de **berries**, Velásquez Tuesta aseguró que para los pequeños productores, este cultivo representa una ventana que genera resultados positivos económicamente.

"El pequeño productor asociado, que sigue los protocolos y estándares de calidad, tiene la misma oportunidad que los grandes grupos empresariales. Los precios de retorno que es el valor FOB que recibe el agricultor este año se incrementó hasta en US\$ 5, alcanzando los US\$ 16 por kilo", detalló.

El aumento del retorno para los agricultores – explicó – se debe a que en los meses de setiembre y octubre el Perú se encarga de abastecer al mercado internacional. "El mercado que más demanda estos productos es EE.UU., pero también aparece China con su demanda a través de Hong Kong, la India y Corea. El mercado sigue demandando y creciendo", destacó.



≡ EL PAÍS

AVANCE

Consulta la primera página de EL PAÍS, Edición Nacional, del sábado 27 de agosto »

## El 'boom' de los frutos rojos 'made in Spain'

Huelva cambia sus cultivos de fresa por arándanos, frambuesas y moras ante el alza del consumo de estas bayas en el extranjero

De cada 10 moras que se come un británico, cuatro son españolas. El boom de las bayas saludables ha llegado antes al extranjero que a España, donde apenas se consume el 5% de la producción de moras, frambuesas y arándanos: las *berries*. La atracción por los frutos rojos fuera de España, sin embargo, no deja de crecer. Huelva, epicentro del mercado nacional con una producción del 95%, ha visto cómo sus cultivos y las exportaciones se han disparado en los últimos años.

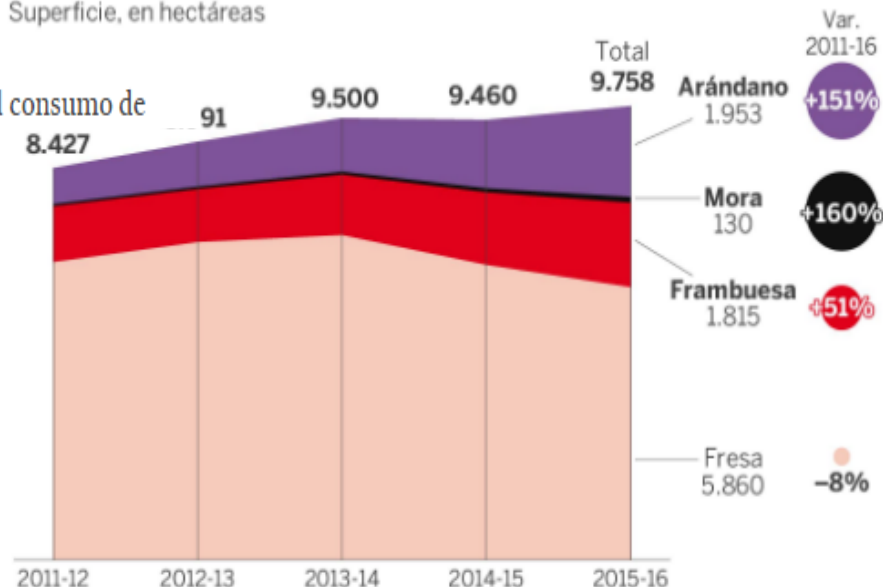
"La demanda de estos frutos ha subido y las exportaciones de la fresa están bajando por la fuerte competencia de terceros países", explica Rafael Domínguez, gerente de Freshuelva, una asociación que representa a la mayoría de empresas del sector. Y aunque el producto estrella sigue siendo la fresa, tanto las exportaciones como las hectáreas del principal fruto carmín están mermando en beneficio del resto.

IN ENGLISH

Spain discovers the benefits of berries... to the economy

### CULTIVO DE FRUTOS ROJOS

Superficie, en hectáreas



Fuente: Freshuelva. EL PAÍS

En total, hay más frutos rojos que nunca en los campos españoles. Las tierras dedicadas al cultivo de la mora han crecido un 160%, las del arándano un 151% y las de la frambuesa un 51%. Y en solo cuatro años. Mientras, la fresa ha perdido un 8,43% de superficie de cultivo desde 2012.





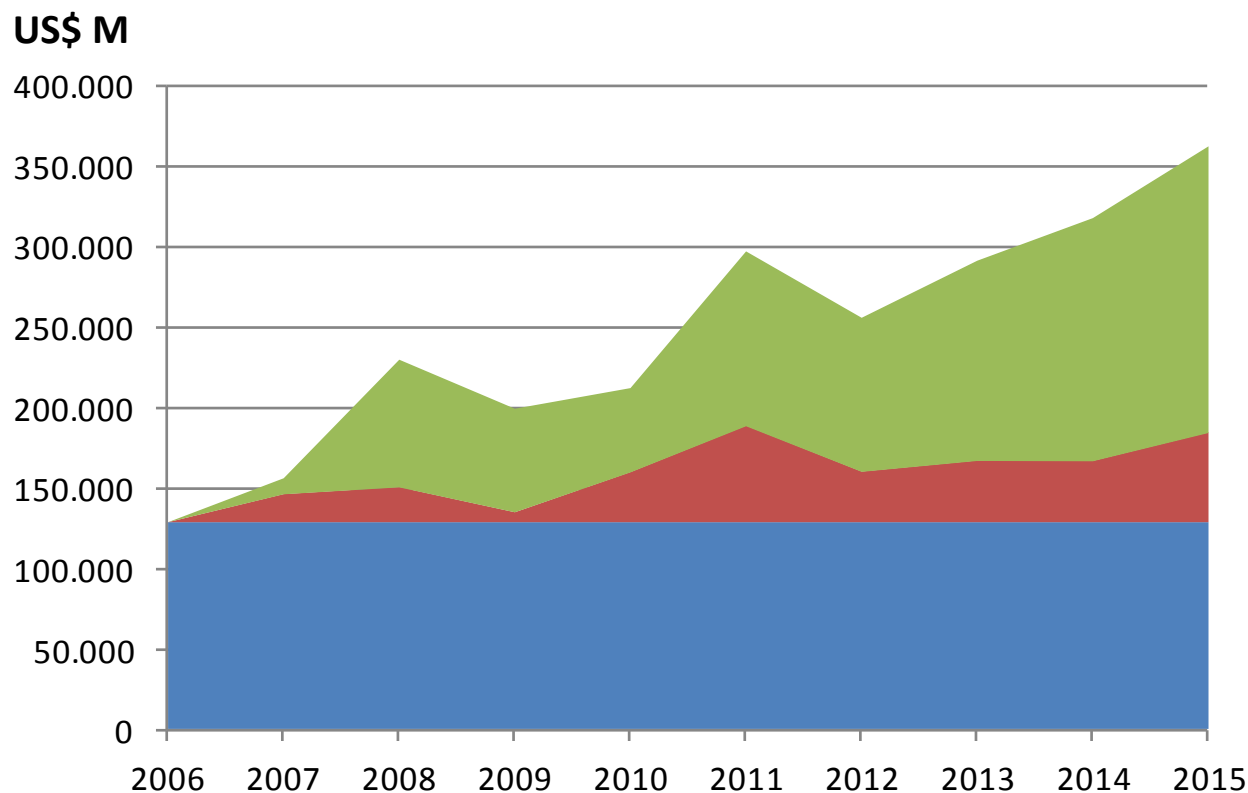
## **El gran desafío.... la materia prima:**

- Inocuidad (microbiológica y química)
- Mayor volumen de producción para la industria
- Eficiencia a nivel de huerto





## El crecimiento del congelado se debe mayormente al alza de precios...



**Volumen**  
Frambuesa - 19,5%  
Frutilla – 12,6%  
Arándano + 648%  
Mora + 45,2%

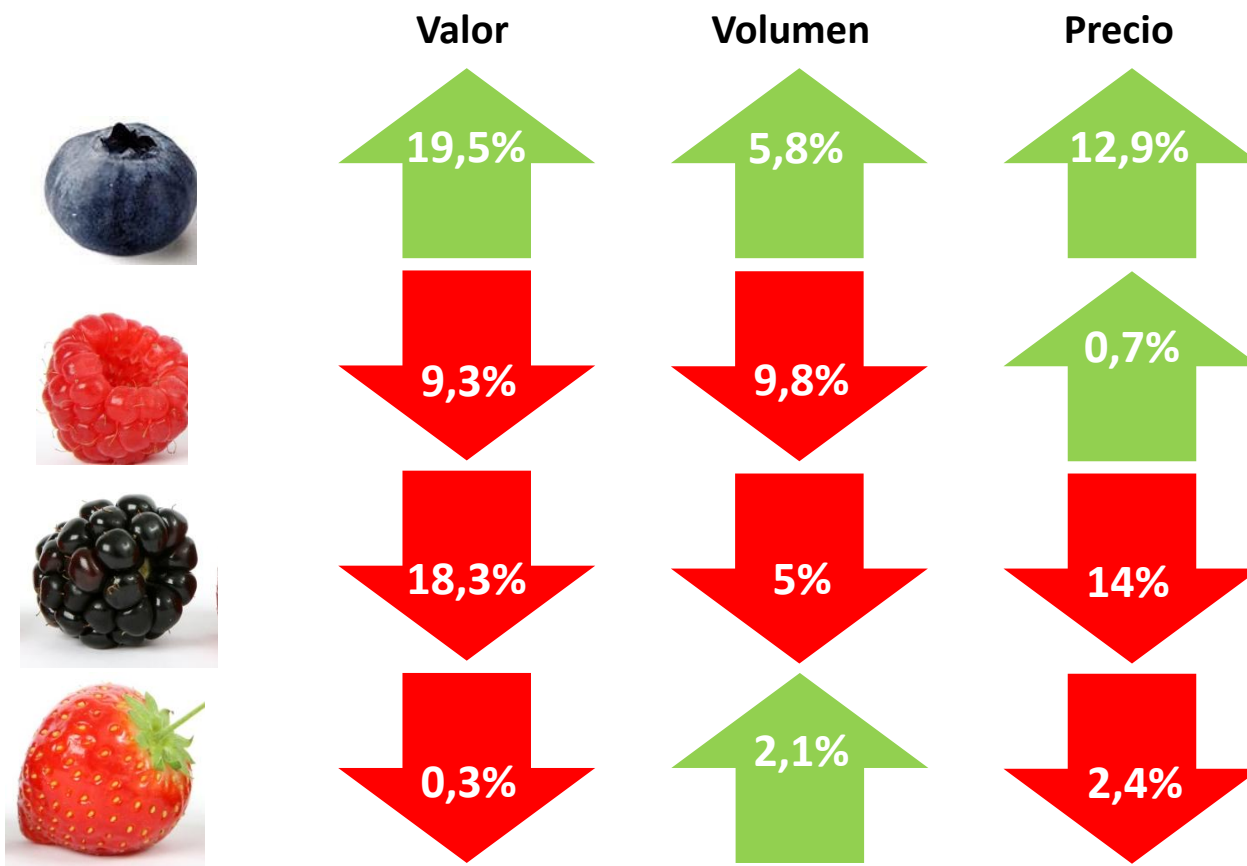
**Precio**  
Frambuesa + 119,3%  
Frutilla + 82,4%  
Arándano + 45,6%  
Mora + 66,6%





## Durante los primeros 7 meses...

Berries congelados US\$ M 261.286 (-1,3%) – 78.773 ton (- 3,3%) – US\$ 3.932/ton (+0,7%)





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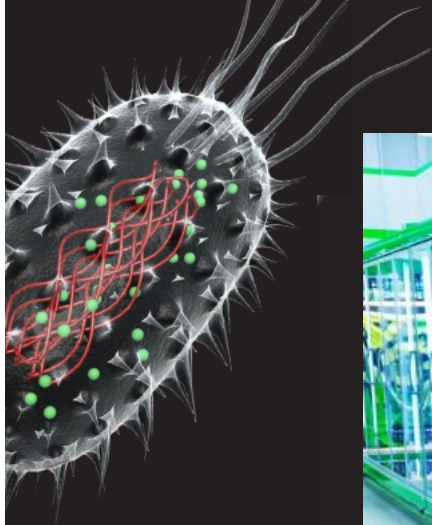
inocuidad



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It only takes one cell  
to cause a recall.



This Massive Frozen Vegetable and  
Fruit Recall Probably Affects You





10:54 hrs. Lunes 16, Febrero 2015



## Vinculan a arándanos chilenos y bayas chinas con brote de hepatitis en Australia

La situación fue conocida públicamente, luego de que la empresa Nanna's Frozen Mixed Berries realizara pruebas de rutina a sus productos.

por T13 /

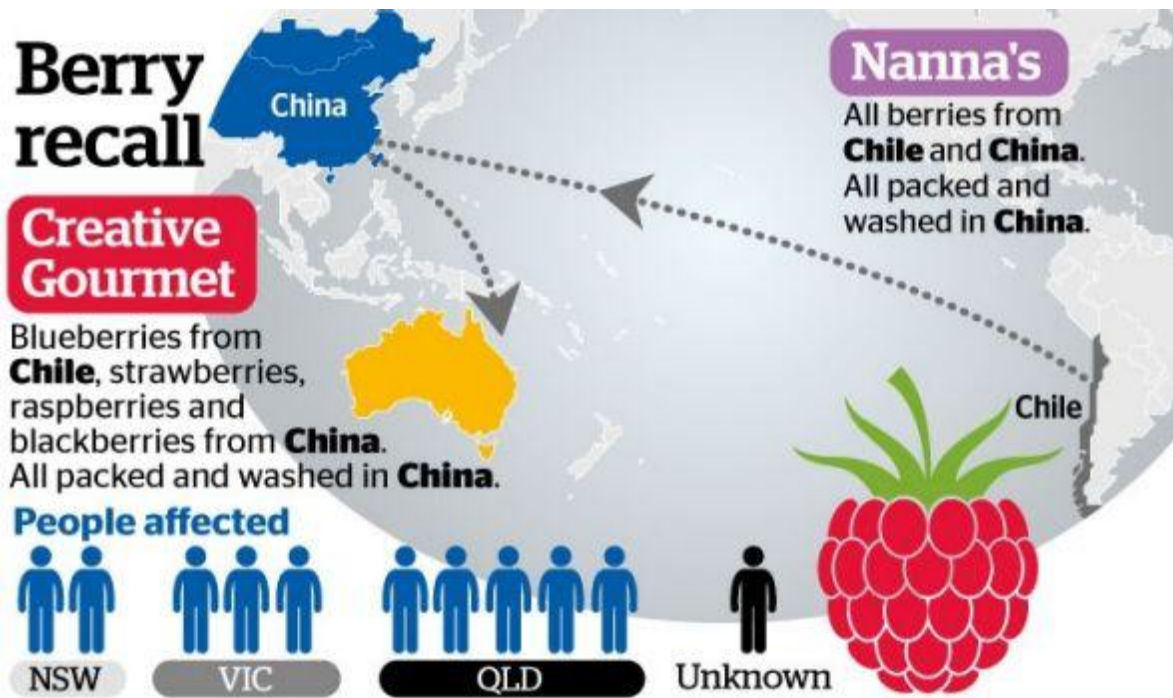


Crédito: Chilean Blueberry Committee

FACEBOOK

Me gusta Compartir A 8 personas les gusta esto.

Según medios internacionales, ya suman **9 casos** de víctimas por **hepatitis A** en las regiones de **Victoria y Nueva Gales del Sur, Australia**, donde se habrían producido **brotes** del virus tras el consumo de frutas congeladas empaquetadas en China.





*Cuando cosecha la frambuesa, esta llega a la mesa de alguien en el mundo con su huella. Trabajemos entre todos para que sea una huella positiva.*







¡Deja tu huella positiva  
en la cadena de producción de la  
frambuesa!

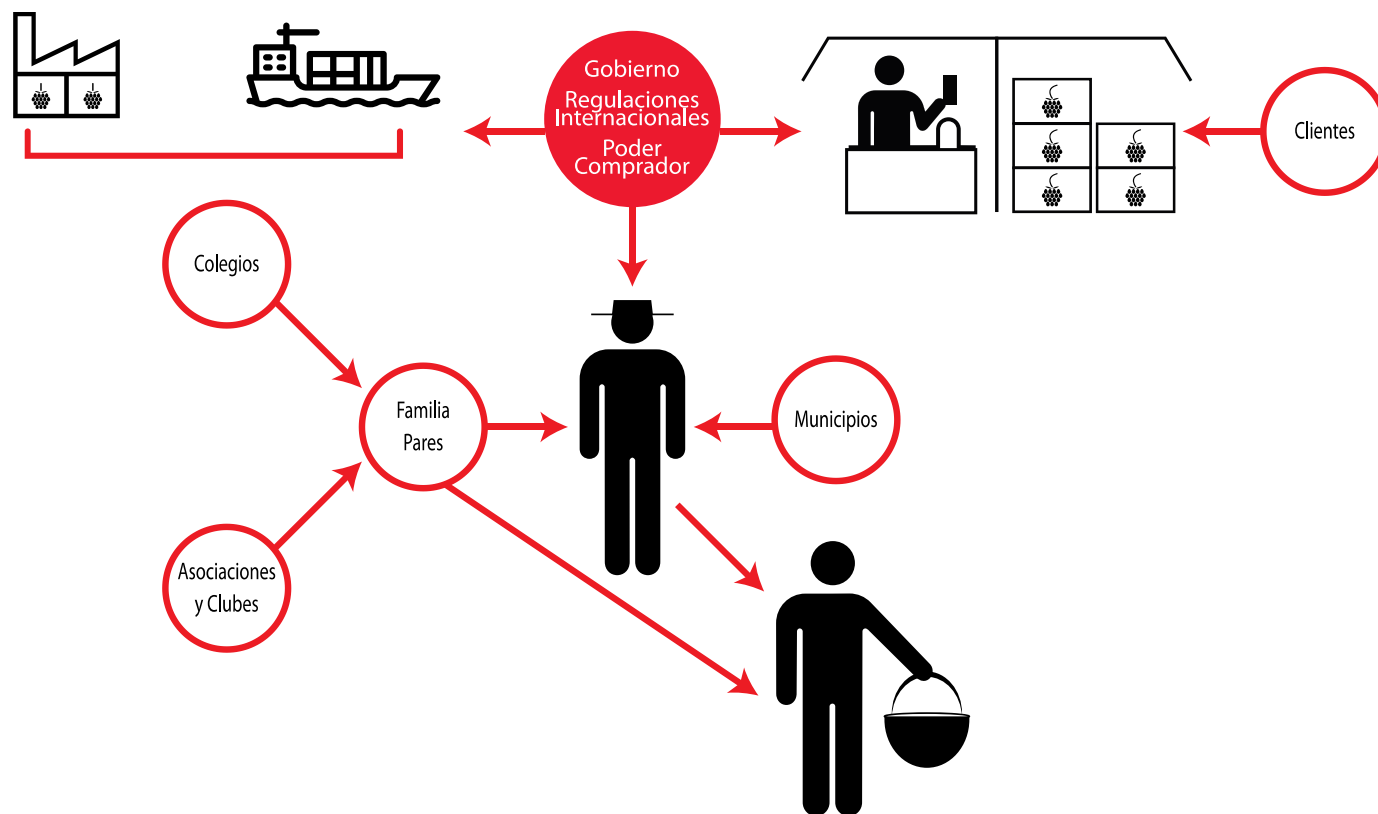


*Llevamos a las frambuesas en el corazón. Por eso, dejemos una huella positiva en nuestro trabajo.*

**Hagamos de las buenas prácticas productivas de la frambuesa un hábito y cuidemos entre todos lo que hemos construido.**

*Para más información o consultas, visítenos en:*  
[www.frambuesachilena.cl](http://www.frambuesachilena.cl)





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# *Superberries*

