# Statistical Overview of the Canadian Blueberry Industry, 2010 

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## OVERVIEW

Canada is the world's second largest producer of blueberries, second only to the United States. In 2010, the total blueberry marketed production amounted to 83,507 metric tonnes, down from a high of 103,070 metric tonnes in 2009. However, due to better prices in 2010, the total blueberry farm gate value peaked in 2010 to $\$ 148.7$ million compared to $\$ 110.5$ million recorded in 2009.

Canada is a net blueberry exporter. Between 2006 and 2010, exports peaked in 2007 at a value of $\$ 323.7$ million ${ }^{1}$ and since then exports have gone down by about $24 \%$ to its 2010 value of $\$ 245.2$ million. Imports amounted to a value of $\$ 158.4$ million in 2010.

Blueberries have been steadily growing in popularity due to increasing awareness of the health benefits associated with their consumption. Blueberries are very high in antioxidants which have been shown to help slow the ageing process, reduce cell damage that could lead to cancer, cardiovascular disease and loss of brain function. According to the British Columbia Blueberry Council, blueberries also contain condensed tannins that help prevent urinary tract infections and anthyocyanin, a natural compound linked to reducing eyestrain.

The blueberry industry is made up of two distinct sectors: high bush and low bush blueberries.
High bush blueberries (Vaccinium corymbosum) are also known as "cultivated" blueberries. These berries grow on bushes that can be more than two meters high. High bush blueberries are harvested earlier, are generally larger, and are less perishable than the low bush variety which makes them highly suitable for shipping to retail markets. The majority of high bush blueberries in Canada are produced in British Columbia.

Low bush blueberries (Vaccinium angustifolium, V. angustifolium f. nigrum, V. myrtilloides) are commonly known as "wild" blueberries. They are smaller and less uniform in appearance than their high bush counterparts. Also, unlike high bush blueberries, low bush blueberries are not planted; they spread via rhizomes or underground runners which produce new shoots and stems. Only a small percentage of the low bush blueberries produced are sold to fresh market. The majority of these berries are grown in Quebec and the Atlantic Provinces.

Blueberries are harvested in late summer and early autumn. Normally, berries destined for the fresh market are raked by hand while berries headed for freezing and processing are harvested mechanically.

Blueberries can be used in a wide variety of ways ranging from blueberry smoothies, muffins, pancakes and pies, to blueberry compotes; this berry is versatile. In the first quarter of 2011, blueberries were ranked in both the top 10 flavours of alcoholic beverages and the top 10 fruit ingredients used in desserts. (Source: Mintel)

[^0]
## PRODUCTION

Table 1 - Number of Blueberry Farms in Canada

| Province | 2001 | 2006 | \% Change |
| :--- | ---: | ---: | ---: |
| Newfoundland and Labrador | 12 | 19 | $58.3 \%$ |
| Prince Edward Island | 104 | 118 | $13.5 \%$ |
| Nova Scotia | 695 | 843 | $21.3 \%$ |
| New Brunswick | 300 | 270 | $-10.0 \%$ |
| Quebec | 371 | 537 | $44.7 \%$ |
| Ontario | 158 | 161 | $1.9 \%$ |
| Manitoba | 6 | 4 | $-33.3 \%$ |
| Saskatchewan | 3 | 3 | $0.0 \%$ |
| Alberta | 14 | 13 | $-7.1 \%$ |
| British Columbia | 621 | 858 | $38.2 \%$ |
| Canada | $\mathbf{2 , 2 8 4}$ | $\mathbf{2 , 8 2 6}$ | $\mathbf{2 3 . 7}$ |

Note:
The 2011 Census of Agriculture data were not available at the time of the publication of this report. Source: Statistics Canada (95-629-XWE, Census of Agriculture, 2006)

Table 2 - Blueberry ${ }^{2}$ Marketed Volume ${ }^{3}$ by Province

| Province | 2006 | 2007 | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | 2010 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Tonnes |  |  |  |  |  |
| Newfoundland and Labrador | 122 | $\mathrm{~N} / \mathrm{A}$ | 181 | $\mathrm{~N} / \mathrm{A}$ | 101 |
| Prince Edward Island | 3,810 | $\mathrm{~N} / \mathrm{A}$ | 4,354 | 4,730 | 5,637 |
| Nova Scotia | 14,150 | 12,247 | 18,824 | 14,971 | 14,873 |
| New Brunswick | 9,167 | 11,798 | 15,155 | 10,648 | 14,778 |
| Quebec | 30,638 | 14,905 | 25,323 | 31,385 | 6,260 |
| Ontario | 1,052 | 1,039 | 835 | 896 | 1,034 |
| British Columbia | 23,587 | 33,466 | 30,844 | 40,075 | 40,823 |
| Canada | $\mathbf{8 2 , 5 2 7}$ | $\mathbf{7 7 , 5 6 0}$ | $\mathbf{9 5 , 5 1 6}$ | $\mathbf{1 0 3 , 0 7 0}$ | $\mathbf{8 3 , 5 0 7}$ |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

[^1]Figure 1 - Blueberry Marketed Volume by Province - Percent Share, 2010


Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 3 - Blueberry Marketed Value by Province

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| $\$ \mathbf{0 0 0}$ |  |  |  |  |  |
| Newfoundland and Labrador | $\mathrm{N} / \mathrm{A}$ | $\mathrm{N} / \mathrm{A}$ | 390 | $\mathrm{~N} / \mathrm{A}$ | 151 |
| Prince Edward Island | 6,500 | $\mathrm{~N} / \mathrm{A}$ | 6,200 | 3,786 | 8,104 |
| Nova Scotia | 33,235 | 28,550 | 26,500 | 13,142 | 22,278 |
| New Brunswick | 16,920 | 20,725 | 21,125 | 8,703 | 20,067 |
| Quebec | 76,275 | 34,000 | 38,690 | 27,616 | 11,107 |
| Ontario | 4,680 | 4,670 | 3,920 | 4,582 | 4,330 |
| British Columbia | 68,000 | 92,450 | 65,875 | 52,568 | 82,620 |
| Canada | $\mathbf{2 0 5 , 7 6 0}$ | $\mathbf{1 8 9 , 1 3 0}$ | $\mathbf{1 6 2 , 7 0 0}$ | $\mathbf{1 1 0 , 4 6 5}$ | $\mathbf{1 4 8 , 6 5 7}$ |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Figure 2 - Blueberry Marketed Value by Province - Percent Share, 2010


Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

## Table 4 - High Bush Blueberry Marketed Volume

| Province | 2006 | 2007 | Tonnes |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |
| British Columbia | 23,587 | 33,466 | 30,844 | 40,075 | 40,823 |
| Other Provinces | 2,018 | 1,710 | 3,101 | 2,407 | 2,325 |
| Canada | 25,605 | 35,176 | 33,945 | 42,482 | 43,148 |

Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 5 - High Bush Blueberry Marketed Value

| Province | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| \$ '000 |  |  |  |  |  |
| British Columbia | 68,000 | 92,450 | 65,875 | 52,568 | 82,620 |
| Other Provinces | 8,655 | 7,475 | 11,635 | 9,868 | 9,897 |
| Canada | 76,655 | 99,925 | 77,510 | 62,436 | 92,517 |

Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 6 - Low Bush Blueberry Marketed Volume

| Province | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Tonnes |  |  |  |  |  |
| Nova Scotia | 13,880 | 11,975 | 18,144 | 14,688 | 14,522 |
| New Brunswick | 9,163 | N/A | 15,150 | N/A | 14,743 |
| Quebec | 29,937 | 14,470 | 23,723 | 30,178 | N/A |
| Other Provinces | 3,942 | 15,939 | 4,554 | 15,405 | 11,094 |
| Canada | 56,921 | 42,384 | 61,571 | 60,271 | 40,359 |
| Note: |  |  |  |  |  |
| N/A - Data unavailable. |  |  |  |  |  |
| Source: Statistics Can | (Fruit and | getable Pr | ction, 22- |  |  |

Table 7 - Low Bush Blueberry Marketed Value

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| $\$ 000$ |  |  |  |  |  |
| Nova Scotia | $\mathrm{N} / \mathrm{A}$ | 27,700 | 24,000 | 12,027 | 20,661 |
| New Brunswick | $\mathrm{N} / \mathrm{A}$ | $\mathrm{N} / \mathrm{A}$ | 21,100 | $\mathrm{~N} / \mathrm{A}$ | 19,856 |
| Quebec | 73,275 | 34,000 | 33,400 | 23,606 | 7,268 |
| Other Provinces | 55,830 | 36,310 | 6,690 | 12,136 | 8,355 |
| Canada | $\mathbf{1 2 9 , 1 0 5}$ | $\mathbf{9 8 , 0 1 0}$ | $\mathbf{8 5 , 1 9 0}$ | 47,769 | 56,140 |
| Note: |  |  |  |  |  |
| N/A - Data unavailable. |  |  |  |  |  |
| Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X) |  |  |  |  |  |

Figure 3 - Low Bush Blueberry Marketed Value - Percent Share, 2010


Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 8 - Blueberry ${ }^{4}$ Bearing Area by Province

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Hectares |  |  |  |  |  |
| Newfoundland and Labrador | 158 | $\mathrm{~N} / \mathrm{A}$ | 324 | $\mathrm{~N} / \mathrm{A}$ | 217 |
| Prince Edward Island | 1,700 | $\mathrm{~N} / \mathrm{A}$ | 2,023 | 2,228 | 2,391 |
| Nova Scotia | 7,074 | 8,013 | 8,213 | 7,408 | 7,558 |
| New Brunswick | 4,840 | 5,265 | 5,471 | 4,749 | 5,995 |
| Quebec | 9,551 | 12,351 | 13,031 | 14,342 | 11,995 |
| Ontario | 251 | 255 | 190 | 200 | 209 |
| British Columbia | 3,298 | 3,885 | 4,856 | 5,617 | 5,952 |
| Canada | $\mathbf{2 6 , 8 7 1}$ | $\mathbf{3 1 , 6 9 1}$ | $\mathbf{3 4 , 1 0 9}$ | $\mathbf{3 4 , 8 4 8}$ | $\mathbf{3 4 , 2 7 7}$ |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)
Table 9 - High Bush Blueberry Bearing Area

| Province | Hectares |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | :---: |
|  |  |  |  |  |  |  |
| British Columbia | 3,298 | 3,885 | 4,856 | 5,617 | 5,952 |  |
| Other Provinces | 563 | 573 | 589 | 639 | 677 |  |
| Canada | $\mathbf{3 , 8 6 1}$ | $\mathbf{4 , 4 5 8}$ | $\mathbf{5 , 4 4 5}$ | $\mathbf{6 , 2 5 6}$ | $\mathbf{6 , 6 2 9}$ |  |

Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 10 - Low Bush Blueberry Bearing Area

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Hectares |  |  |  |  |  |
| Nova Scotia | 6,961 | 7,891 | 8,094 | 7,282 | 7,418 |
| New Brunswick | 4,836 | $\mathrm{~N} / \mathrm{A}$ | 5,467 | $\mathrm{~N} / \mathrm{A}$ | 5,986 |
| Quebec | 9,348 | 12,141 | 12,748 | 14,027 | 11,626 |
| Other Provinces | 1,866 | 7,201 | 2,355 | 7,282 | 2,619 |
| Canada | $\mathbf{2 3 , 0 1 1}$ | $\mathbf{2 7 , 2 3 3}$ | $\mathbf{2 8 , 6 6 4}$ | $\mathbf{2 8 , 5 9 1}$ | $\mathbf{2 7 , 6 4 9}$ |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

[^2]Table 11 - Blueberry ${ }^{5}$ Cultivated Area by Province

| Province | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Hectares |  |  |  |  |  |
| Newfoundland and Labrador | 595 | N/A | 809 | N/A | 365 |
| Prince Edward Island | 3,845 | N/A | 4,047 | 4,454 | 4,704 |
| Nova Scotia | 15,499 | 16,127 | 16,143 | 16,147 | 15,608 |
| New Brunswick | 8,909 | 10,728 | 10,971 | 10,870 | 10,924 |
| Quebec | 16,422 | 23,358 | 25,665 | 27,176 | 24,471 |
| Ontario | 291 | 308 | 200 | 233 | 257 |
| British Columbia | 4,452 | 6,475 | 7,284 | 7,689 | 7,626 |
| Canada | 50,013 | 61,650 | 65,120 | 67,175 | 63,956 |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 12 - High Bush Blueberry - Bearing and Non Bearing Areas

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | 2010 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Hectares |  |  |  |  |  |
| British Columbia | 4,452 | 6,475 | 7,284 | 7,689 | 7,626 |
| Other Provinces | 645 | 720 | 724 | 777 | 841 |
| Canada | $\mathbf{5 , 0 9 7}$ | $\mathbf{7 , 1 9 5}$ | $\mathbf{8 , 0 0 9}$ | $\mathbf{8 , 4 6 6}$ | $\mathbf{8 , 4 6 7}$ |

Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

Table 13 - Low Bush Blueberry - Bearing and Non Bearing Areas

| Province | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | Hectares |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |
| Nova Scotia | 15,378 | 15,985 | 15,985 | 15,985 | $\mathbf{1 5}, 446$ |
| New Brunswick | 8,903 | $\mathrm{~N} / \mathrm{A}$ | 10,967 | $\mathrm{~N} / \mathrm{A}$ | 10,913 |
| Quebec | 16,187 | 23,067 | 25,293 | 26,796 | 24,046 |
| Other Provinces | 4,447 | 15,402 | 4,866 | 15,928 | 5,083 |
| Canada | $\mathbf{4 4 , 9 1 5}$ | $\mathbf{5 4 , 4 5 4}$ | $\mathbf{5 7 , 1 1 1}$ | $\mathbf{5 8 , 7 0 9}$ | $\mathbf{5 5 , 4 8 9}$ |

Note:
N/A - Data unavailable.
Source: Statistics Canada (Fruit and Vegetable Production, 22-003-X)

[^3]Table 14 - World Blueberry Production

| Countries | 2005 | 2006 | 2007 | 2008 | 2009 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Tonnes |  |  |  |  |  |
| United States | 135,534 | 162,658 | 165,289 | 158,032 | 165,198 |
| Canada | 69,410 | 82,530 | 77,400 | 95,516 | 103,070 |
| Poland | 5,000 | 4,940 | 5,226 | 7,857 | 11,023 |
| Germany | N/A | 6,088 | 5,818 | 4,116 | 9,940 |
| Netherlands | 4,235 | 4,472 | 4,956 | 4,199 | 5,389 |
| New Zealand | 1,951 | 1,579 | 1,400 | 2,250 | 2,700 |
| Sweden | 2,200 | 2,634 | 2,500 | 2,584 | 2,576 |
| Romania | 3,500 | 2,000 | 2,000 | 2,220 | 2,353 |
| Lithuania | 7,933 | 6,623 | 4,392 | 4,400 | 1,794 |
| Russian Federation | 2,500 | 2,500 | 2,600 | 1,600 | 1,700 |
| Italy | 1,489 | 1,500 | 1,440 | 1,435 | 1,509 |
| Ukraine | 3,000 | 1,000 | 2,000 | 3,000 | 1,000 |
| Spain | 1,000 | 1,119 | 968 | 1,038 | 924 |
| Latvia | 900 | 800 | 1,000 | 876 | 807 |
| France | 792 | 802 | 761 | 775 | 794 |
| Uzbekistan | 500 | 500 | 500 | 600 | 700 |
| Portugal | 92 | 200 | 169 | 220 | 250 |
| Mexico | 260 | 264 | 123 | 125 | 121 |
| Morocco | 55 | 57 | 58 | 56 | 60 |
| Norway | N/A | 54 | 25 | 27 | 51 |
| World | 240,351 | 282,320 | 278,625 | 290,926 | 311,959 |

Note:
N/A - Data unavailable.
Source: FAO 2011-07-11

Figure 4 - World Blueberry Production by Country - Percent Share, 2009


Source: FAO Stat 2011-07-11

## TRADE

## Exports

Table 15 - Top 10 Blueberry Export Destinations

| Countries | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| $\mathbf{~} 000$ |  |  |  |  |  |
| United States | 208,028 | 214,472 | 197,722 | 152,329 | 151,431 |
| Japan | 42,372 | 33,600 | 28,857 | 18,997 | 21,999 |
| Germany | 16,794 | 17,201 | 18,410 | 25,150 | 20,924 |
| Netherlands | 10,774 | 7,057 | 11,359 | 6,993 | 11,089 |
| China | 6,767 | 9,096 | 5,773 | 4,523 | 6,906 |
| United Kingdom | 12,832 | 15,912 | 16,028 | 8,065 | 6,105 |
| France | 8,950 | 7,702 | 7,912 | 6,866 | 6,048 |
| Australia | 3,335 | 5,299 | 4,041 | 3,325 | 5,409 |
| Belgium | 6,203 | 7,637 | 4,322 | 4,981 | 5,274 |
| South Korea | 200 | 54 | 523 | 296 | 2,991 |
| Other Countries | 5,298 | 5,679 | 6,362 | 4,841 | 6,977 |
| Total | $\mathbf{3 2 1 , 5 5 3}$ | $\mathbf{3 2 3 , 7 0 8}$ | $\mathbf{3 0 1 , 3 0 9}$ | $\mathbf{2 3 6}, 366$ | $\mathbf{2 4 5 , 1 5 3}$ |

Source: Statistics Canada (CATSnet, 2011-07-11)
Figure 5 - Top 10 Blueberry Export Destinations - Percent Share, 2010


Source: Statistics Canada (CATSnet, 2011-07-11)

Table 16 - Blueberry Exports by Province, Volume

|  |  | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tonnes |  |  |  |  |  |  |
| Blueberries, wild, fresh | British Columbia <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Prince Edward Island <br> Quebec <br> Canada | 34,596 859,596 $3,319,054$ 0 407,189 424,115 $\mathbf{5 , 0 4 4 , 5 5 0}$ | 135,329 $1,258,478$ $2,444,200$ 0 288,737 92,595 $4,219,339$ | 63,706 $1,951,725$ $3,188,729$ 0 $1,979,051$ 27,152 $\mathbf{7 , 2 1 0 , 3 7 0}$ | 19,323 612,738 $2,441,017$ 40 $1,854,808$ 11,092 $4,939,028$ | 257,170 $1,026,972$ $3,221,419$ 1,570 $2,156,821$ 29,755 $6,693,712$ |
| Blueberries, cultivated, fresh | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Quebec <br> Saskatchewan <br> Canada | $\begin{array}{r} \hline 0 \\ 10,592,701 \\ 980 \\ 0 \\ 269,723 \\ 6,613 \\ 0 \\ 0 \\ 10,870,017 \end{array}$ | 0 $8,175,456$ 0 0 350,182 24,442 653 0 $8,550,733$ | 5,784 $9,595,230$ 0 0 198,188 1,763 20,675 18,598 $\mathbf{9 , 8 4 0 , 2 3 8}$ | 1,045 $14,103,152$ 0 1,633 173,928 18,177 0 0 $14,297,935$ | $\begin{array}{r} \hline 0 \\ 13,436,881 \\ 0 \\ 1,410 \\ 246,346 \\ 46,697 \\ 138,744 \\ 0 \\ 13,870,078 \end{array}$ |
| Blueberries, wild, uncooked, steamed or boiled in water sweetened or not, frozen | Alberta <br> British Columbia <br> New Brunswick <br> Newfoundland and Labrador <br> Nova Scotia <br> Ontario <br> Prince Edward Island <br> Quebec <br> Saskatchewan <br> Canada | 218,672 839,837 331,531 0 $21,894,937$ 129,331 $2,820,789$ $16,678,349$ 22,273 $42,935,719$ | 290,798 309,205 935,140 0 $17,437,077$ 105,309 $1,804,689$ $16,051,716$ 0 $36,933,934$ | 219,855 130,836 930 0 $20,036,057$ 5,310 $2,210,103$ $15,561,052$ 0 $\mathbf{3 8 , 1 6 4 , 1 4 3}$ | 148,857 816,703 18,778 5,894 $17,349,199$ 25,420 $1,974,075$ $15,618,655$ 23,338 $35,980,919$ | 145,950 967,591 0 9,973 $23,218,772$ 133,072 $2,757,357$ $16,328,250$ 0 $43,560,965$ |
| Blueberries, cultivated, uncooked, steamed or boiled in water, sweetened or not, frozen | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Newfoundland <br> Nova Scotia <br> Prince Edward Island <br> Quebec <br> Saskatchewan <br> Canada | 154,718 $13,713,933$ 0 0 0 261,268 226,933 $1,884,432$ 0 $16,218,604$ | 193,731 $15,086,599$ 21,773 15,336 0 232,998 253,790 $2,747,746$ 43,773 $18,432,675$ | 355,484 $17,548,776$ 21,773 0 0 197,646 117,028 $3,355,607$ 0 $21,621,155$ | 210,247 $16,202,255$ 0 0 0 223,670 23,814 $3,883,795$ 0 $\mathbf{2 0 , 5 4 4 , 2 1 2}$ | 244,568 $20,184,812$ 0 20,813 0 $1,103,779$ 0 $1,173,471$ 0 $22,838,072$ |

Source: Statistics Canada (CATSnet, 2011-07-11)

Table 17 - Blueberry Exports by Province, Value

|  |  | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| \$ '000 |  |  |  |  |  |  |
| Blueberries, wild, fresh | British Columbia <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Prince Edward Island <br> Quebec <br> Canada | 206 679 5,153 0 851 1,225 $\mathbf{8 , 1 1 5}$ | 642 1,390 4,291 0 995 322 7,642 | $\begin{array}{r} \hline 287 \\ 1,817 \\ 5,081 \\ 0 \\ 5,383 \\ 154 \\ \mathbf{1 2 , 7 2 1} \end{array}$ | 156 388 3,173 1 2,102 45 5,864 | $\begin{array}{r} 734 \\ 606 \\ 4,317 \\ 9 \\ 2,308 \\ 87 \\ \mathbf{8 , 0 6 1} \end{array}$ |
| Blueberries, cultivated, fresh | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Quebec <br> Saskatchewan <br> Canada | $\begin{array}{r} \hline 0 \\ 57,234 \\ 3 \\ 0 \\ 2,216 \\ 15 \\ 0 \\ 0 \\ 59,468 \end{array}$ | $\begin{array}{r} \hline 0 \\ 47,521 \\ 0 \\ 0 \\ 2,028 \\ 87 \\ 5 \\ 0 \\ 49,641 \end{array}$ | 33 46,121 0 0 1,691 23 103 67 48,037 | $\begin{array}{r} \hline 6 \\ 53,845 \\ 0 \\ 11 \\ 1,578 \\ 53 \\ 0 \\ 0 \\ 55,493 \end{array}$ | $\begin{array}{r} \hline 0 \\ 55,639 \\ 0 \\ 11 \\ 1,892 \\ 183 \\ 839 \\ 0 \\ 58,565 \end{array}$ |
| Blueberries, wild, uncooked, steamed or boiled in water sweetened or not, frozen | Alberta <br> British Columbia <br> New Brunswick <br> Newfoundland and Labrador <br> Nova Scotia <br> Ontario <br> Prince Edward Island <br> Quebec <br> Saskatchewan <br> Canada | 1,412 3,567 926 0 91,172 689 11,457 74,704 126 $\mathbf{1 8 4 , 0 5 2}$ |  |  |  | 841 3,034 0 54 63,304 533 7,856 46,628 0 $\mathbf{1 2 2 , 2 4 9}$ |
| Blueberries, cultivated, uncooked, steamed or boiled in water, sweetened or not, frozen | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Prince Edward Island <br> Quebec <br> Saskatchewan <br> Canada | 58,282 <br> 1,027 <br> 1,028 <br> 8,764 <br> 69,917 | $\begin{array}{r} \hline 1,116 \\ 66,275 \\ 99 \\ 46 \\ 1,129 \\ 0 \\ 1,220 \\ 12,396 \\ 255 \\ 82,536 \end{array}$ | $\begin{array}{r} \hline 2,035 \\ 63,868 \\ 102 \\ 0 \\ 849 \\ 86 \\ 535 \\ 14,059 \\ 0 \\ 81,535 \end{array}$ | 966 38,844 0 0 667 4 104 13,563 0 54,149 | 47,284 <br> 0 65 <br> 3,275 <br> 291 <br> 4,555 <br> 56,279 |

[^4]
## Imports

Table 18 - Top 10 Sources of Canada's Blueberry Imports

| Countries | $\mathbf{2 0 0 6}$ |  |  |  |  |  | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |
| United States | 57,345 | 61,783 | 92,957 | 84,375 | 87,556 |  |  |  |  |  |
| Chile | 17,004 | 20,030 | 29,718 | 33,445 | 46,792 |  |  |  |  |  |
| Argentina | 6,967 | 13,603 | 13,459 | 11,715 | 19,695 |  |  |  |  |  |
| Canada* | 1,449 | 796 | 1,260 | 2,075 | 2,414 |  |  |  |  |  |
| Mexico | 157 | 437 | 33 | 113 | 942 |  |  |  |  |  |
| Uruguay | 0 | 294 | 1,543 | 740 | 779 |  |  |  |  |  |
| Germany | 0 | 0 | 0 | 30 | 63 |  |  |  |  |  |
| New Zealand | 241 | 307 | 223 | 311 | 59 |  |  |  |  |  |
| Antigua and Barbuda | 13 | 9 | 0 | 0 | 20 |  |  |  |  |  |
| Switzerland | 11 | 0 | 2 | 0 | 13 |  |  |  |  |  |
| Other Countries | 1,449 | 165 | 42 | 100 | 108 |  |  |  |  |  |
| Total | $\mathbf{8 3 , 6 5 2}$ | $\mathbf{9 7 , 4 7 2}$ | $\mathbf{1 4 0 , 5 9 9}$ | $\mathbf{1 3 2 , 8 7 5}$ | $\mathbf{1 5 8 , 3 5 2}$ |  |  |  |  |  |

Note:

* Products shipped outside of Canada for minor transformation and re-imported.

Source: Statistics Canada (CATSnet, 2011-07-11)

Figure 6 - Top 6 Sources of Canada's Blueberry Imports by Country - Percent Share, 2010


Table 19 - Blueberry Imports by Province, Volume

|  |  | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tonnes |  |  |  |  |  |  |
| Blueberries, wild, fresh, in their natural state | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Ontario <br> Quebec <br> Canada | 0 0 0 $12,053,350$ 96,454 5,877 $12,155,681$ | 0 956,718 0 $12,040,029$ 88,295 0 $13,085,042$ | 0 0 0 $14,992,532$ 79,101 0 $15,071,633$ | 6,288 0 524 $14,100,914$ 102,079 0 $14,209,805$ | 0 0 0 $13,051,581$ 4,757 0 $13,056,338$ |
| Blueberries, cultivated, fresh, in their natural state, certified organic | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Newfoundland and Labrador <br> Ontario <br> Quebec <br> Saskatchewan <br> Canada | 443,963 $1,309,789$ 35,116 189,568 2,632 $5,165,362$ $3,641,116$ 42,963 $\mathbf{1 0 , 8 3 0 , 5 0 9}$ | 173,778 588,447 8,490 550 0 $3,540,398$ 989,235 4,765 $5,305,663$ | 323,434 453,236 62,146 18 0 $5,195,699$ $1,594,921$ 8,201 $7,637,655$ | 248,450 343,362 61,558 0 0 $2,199,792$ 339,593 24,201 $3,216,956$ | 94,640 190,778 57,928 0 0 $1,569,026$ 629,177 28,015 $2,569,564$ |
| Blueberries, cultivated, fresh, in their natural state, not certified organic* | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Nova Scotia <br> Ontario <br> Quebec <br> Saskatchewan <br> Canada | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ | 352,181 $1,338,616$ 61,747 148,296 0 $1,795,202$ $2,521,788$ 24,174 $\mathbf{6 , 2 4 2 , 0 0 4}$ | $\begin{array}{r} \hline 619,860 \\ 3,135,747 \\ 89,413 \\ 171,378 \\ 68 \\ 4,865,068 \\ 3,978,567 \\ 99,574 \\ 12,959,675 \end{array}$ | $1,076,793$ $3,260,722$ 120,936 258,309 0 $9,901,944$ $3,744,594$ 53,108 $18,416,406$ | $1,805,257$ $3,865,930$ 202,050 336,400 0 $13,385,395$ $4,737,959$ 173,194 $24,506,185$ |
| Blueberry pulp, frozen, uncooked/ steamed/ boiled in water, sweetened/ not sweetened | British Columbia Ontario Quebec Canada | $\begin{array}{r} \hline 34,578 \\ 13,041 \\ 0 \\ 47,619 \end{array}$ | $\begin{array}{r} \hline 36,265 \\ 14,863 \\ 0 \\ 51,128 \end{array}$ | $\begin{array}{r} 5,500 \\ 23,485 \\ 53,479 \\ \mathbf{8 2 , 4 6 4} \end{array}$ | $\begin{array}{r} \hline 8,838 \\ 2,903 \\ 2,691 \\ \mathbf{1 4 , 4 3 2} \end{array}$ | $\begin{array}{r} 0 \\ 5,400 \\ 0 \\ 5,400 \end{array}$ |
| Blueberries, wild, o/t pulp, frozen, uncooked/ steamed/ boiled in water, sweetened/ not sweetened | British Columbia New Brunswick Nova Scotia Ontario Quebec Saskatchewan Canada | 54,203 $1,276,302$ 58,325 832,392 192,610 0 $2,413,832$ | 40,773 855,963 66,150 169,855 923,633 0 $2,056,374$ | 56,593 $1,371,296$ 565,563 8,865 229,046 0 $\mathbf{2 , 2 3 1 , 3 6 3}$ | $\begin{array}{r} \hline 8,692 \\ 537,167 \\ 0 \\ 55,751 \\ 50,608 \\ 0 \\ 652,218 \end{array}$ | 7,335 $2,247,903$ 0 17,729 $2,227,397$ 5,103 $4,505,467$ |
| Blueberries, cultivated, o/t pulp, frozen, uncooked/ steamed/ boiled, sweetened/ not sweetened | Alberta British Columbia Manitoba New Brunswick Ontario Quebec Saskatchewan Canada | 20,027 $1,424,845$ 56,585 2 516,913 113,970 38,944 $\mathbf{2 , 1 7 1 , 2 8 6}$ | 87,181 $1,673,576$ 77,413 0 899,551 120,946 18,969 $2,877,636$ | 204,994 $1,018,098$ 7,874 0 808,598 387,002 5,295 $2,431,861$ | 4,641 $1,110,862$ 1,939 0 $1,029,379$ 484,359 2,658 $2,633,838$ | 42,884 $1,019,227$ 19,168 6,567 $2,622,411$ 608,648 44,577 $4,363,482$ |

Note:

* For 2006, the classification for this product did not exist.

Source: Statistics Canada (CATSnet, 2011-07-11)

Table 20 - Blueberry Imports by Province, Value

|  |  | 2006 | 2007 | 2008 | 2009 | 2010 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| \$ '000 |  |  |  |  |  |  |
| Blueberries, wild, fresh, in their natural state | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Ontario <br> Quebec <br> Canada | 0 0 0 10,786 86 5 10,877 | 0 933 0 10,185 167 0 $\mathbf{1 1 , 2 8 5}$ | 0 0 0 23,799 172 0 23,971 | 9 0 1 21,238 167 0 21,415 | 0 0 0 14,202 7 0 14,209 |
| Blueberries, cultivated, fresh, in their natural state, certified organic | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick <br> Newfoundland and Labrador <br> Ontario <br> Quebec <br> Saskatchewan <br> Canada | $\begin{array}{r} \hline 3,009 \\ 5,829 \\ 223 \\ 716 \\ 17 \\ 34,402 \\ 15,353 \\ 242 \\ 59,791 \end{array}$ | $\begin{array}{r} \hline 1,370 \\ 2,576 \\ 78 \\ 3 \\ 0 \\ 26,326 \\ 4,723 \\ 64 \\ \mathbf{3 5 , 1 4 1} \end{array}$ | $\begin{array}{r} \hline 2,211 \\ 2,227 \\ 340 \\ 0 \\ 0 \\ 24,824 \\ 6,180 \\ 49 \\ 35,830 \end{array}$ | $\begin{array}{r} \hline 1,445 \\ 1,531 \\ 354 \\ 0 \\ 0 \\ 11,201 \\ 1,772 \\ 119 \\ \mathbf{1 6 , 4 2 2} \end{array}$ | $\begin{array}{r} \hline 656 \\ 1,254 \\ 306 \\ 0 \\ 0 \\ 10,930 \\ 2,566 \\ 198 \\ 15,910 \end{array}$ |
| Blueberries, cultivated, fresh, in their natural state, not certified organic* | Alberta British Columbia Manitoba New Brunswick Nova Scotia Ontario Quebec Saskatchewan Canada | 0 0 0 0 0 0 0 0 0 | $\begin{array}{r} \hline 2,801 \\ 5,587 \\ 431 \\ 894 \\ 0 \\ 13,422 \\ 12,910 \\ 149 \\ \mathbf{3 6 , 1 9 4} \end{array}$ | $\begin{array}{r} 4,513 \\ 10,704 \\ 520 \\ 1,152 \\ 4 \\ 31,052 \\ 16,695 \\ 390 \\ 65,031 \end{array}$ | $\begin{array}{r} 6,388 \\ 11,583 \\ 741 \\ 1,677 \\ 0 \\ 51,196 \\ 14,171 \\ 312 \\ \mathbf{8 6 , 0 6 7} \end{array}$ | $\begin{array}{r} \hline 10,577 \\ 14,248 \\ 1,220 \\ 1,606 \\ 0 \\ 63,568 \\ 19,291 \\ 872 \\ 111,382 \end{array}$ |
| Blueberry pulp, frozen, uncooked/ steamed/ boiled in water, sweetened/ not sweetened | British Columbia Ontario Quebec Canada | 66 25 0 90 | 69 28 0 97 | 10 45 129 184 | 17 6 5 28 | 0 10 0 10 |
| Blueberries, wild, o/t pulp, frozen, uncooked/ steamed/ boiled in water, sweetened/ not sweetened | British Columbia New Brunswick Nova Scotia Ontario Quebec Saskatchewan Canada | $\begin{array}{r} 118 \\ 2,571 \\ 31 \\ 1,795 \\ 219 \\ 0 \\ 4,734 \end{array}$ | $\begin{array}{r} 88 \\ 1,963 \\ 57 \\ 366 \\ 1,047 \\ 0 \\ 3,521 \end{array}$ | $\begin{array}{r} 122 \\ 4,171 \\ 1,220 \\ 26 \\ 539 \\ 0 \\ \mathbf{6 , 0 7 8} \end{array}$ | 31 1,730 0 175 175 0 2,112 | 16 3,585 0 55 3,113 13 6,782 |
| Blueberries, cultivated, o/t pulp, frozen, uncooked/ steamed/ boiled, sweetened/ not sweetened | Alberta <br> British Columbia <br> Manitoba <br> New Brunswick Ontario <br> Quebec <br> Saskatchewan Canada | 269 4,992 243 0 2,065 521 68 $\mathbf{8 , 1 5 9}$ | $\begin{array}{r} 439 \\ 5,844 \\ 331 \\ 0 \\ 4,018 \\ 524 \\ 78 \\ \mathbf{1 1 , 2 3 4} \end{array}$ | $\begin{array}{r} 1,003 \\ 3,778 \\ 47 \\ 0 \\ 3,165 \\ 1,474 \\ 38 \\ \mathbf{9 , 5 0 5} \end{array}$ | 23 3,468 13 0 2,384 919 23 6,831 | $\begin{array}{r} 120 \\ 2,416 \\ 61 \\ 16 \\ 6,039 \\ 1,318 \\ 89 \\ \mathbf{1 0 , 0 5 8} \end{array}$ |

## Note:

* For 2006, the classification for this product did not exist.

Source: Statistics Canada (CATSnet, 2011-07-11)

## KEY RESOURCES

Statistics Canada. Publication 21-011-X "Farm Cash Receipts"
Statistics Canada. Publication 95-629-XWE "2006 Census of Agriculture, Farm data and farm operator data"

Statistics Canada. Publication 22-003-X "Fruit and Vegetable Production"
Statistics Canada. CATS database. Canadian Export and Import Data
FAO Stat (July 2011)
Import and export data is based on the following Harmonized System Codes (H.S. Codes): Imports: 0810401021, 0810401022, 0810401023, 0811909011, 0811909012, 0811909013 Exports: 08104011, 08104012, 08119011, 08119012


[^0]:    ${ }^{1}$ The farm gate value is typically lower than the export value as it does not include costs for shipping, handling, storage, marketing, and profit margins of the involved companies.

[^1]:    ${ }^{2}$ Includes low bush and high bush blueberries.
    ${ }^{3}$ Total Marketed Volume is defined as the total quantity sold to the fresh and processing markets.

[^2]:    ${ }^{4}$ Includes low bush and high bush blueberries.

[^3]:    ${ }^{5}$ Includes low bush and high bush blueberries.

[^4]:    Source: Statistics Canada (CATSnet, 2011-07-11)

