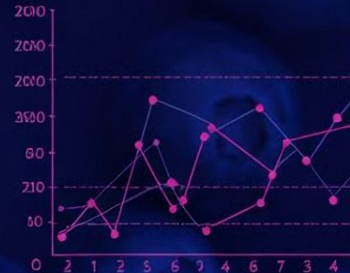
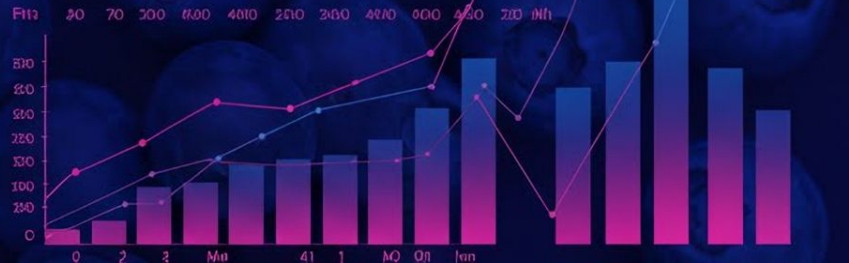
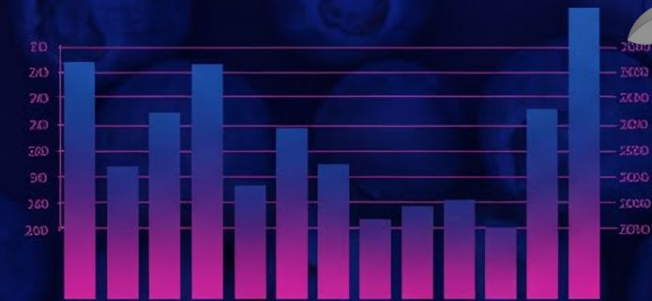




NABC Crop Report Spring 2025



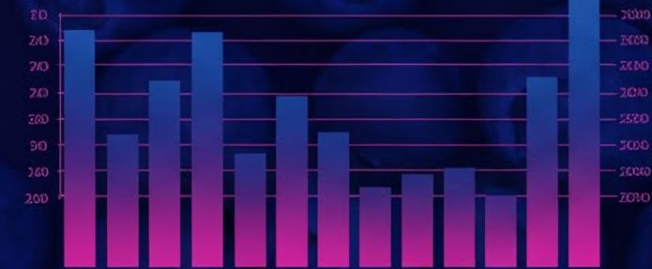
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Domestic

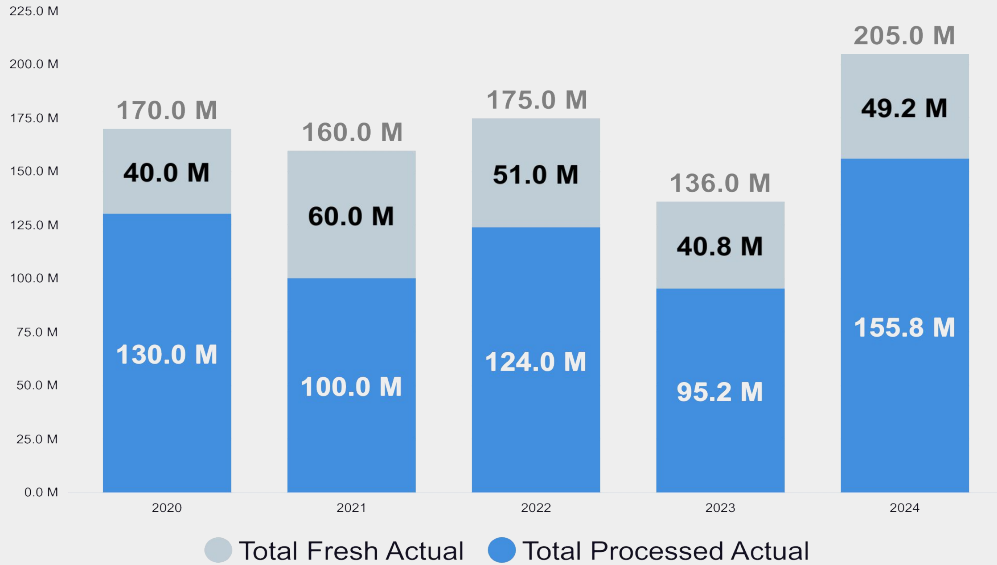
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- Washington - Bryan Sakuma
- Oregon - Anne Krahmer
- California - Doug LaCroix
- Michigan - Brody Schropp
- Indiana - Pat Goin
- New Jersey - Alec Arena
- North Carolina - Jody McPherson
- Georgia - Tammy Brannen
- Florida - Brittany Lee

Washington

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
49.2 M	155.8 M	205.0 M

Estimated Production for 2025

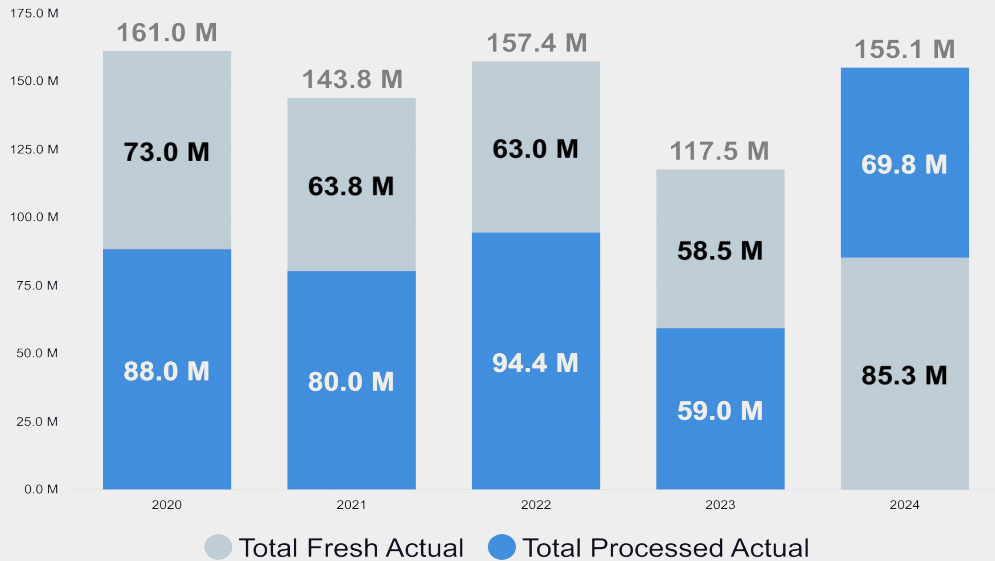
Total Fresh Forecast	Total Processed Forecast	Total Forecast
72.0 M	108.0 M	180.0 M

30%
Current Organic Percentage



Oregon

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
85.3 M	69.8 M	155.1 M

Estimated Production for 2025

Total Fresh Forecast	Total Processed Forecast	Total Forecast
67.5 M	82.5 M	150.0 M

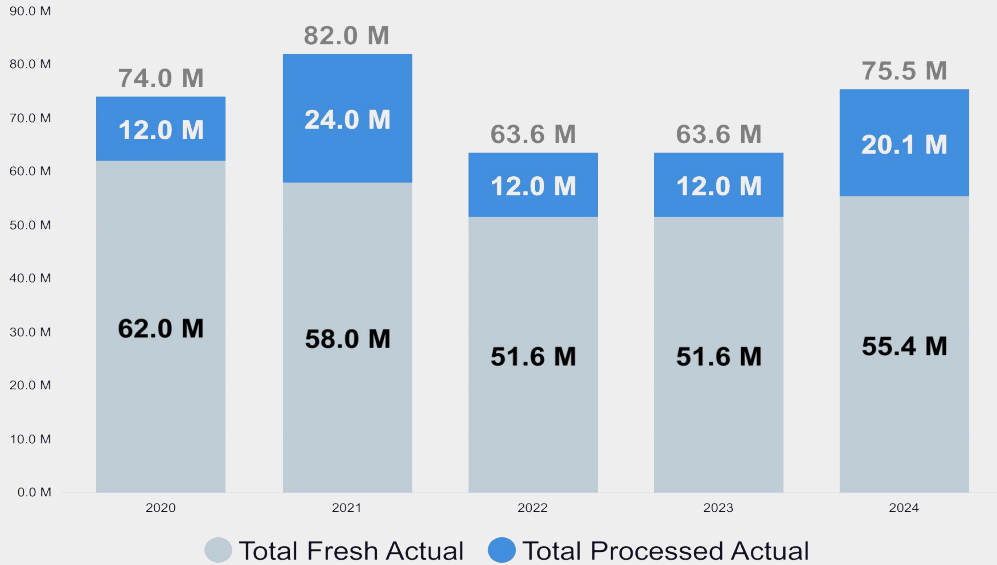
25%

Current Organic Percentage



California

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
55.4 M	20.1 M	75.5 M

Estimated Production for 2025

Total Fresh Forecast	Total Processed Forecast	Total Forecast
60.0 M	18.0 M	78.0 M

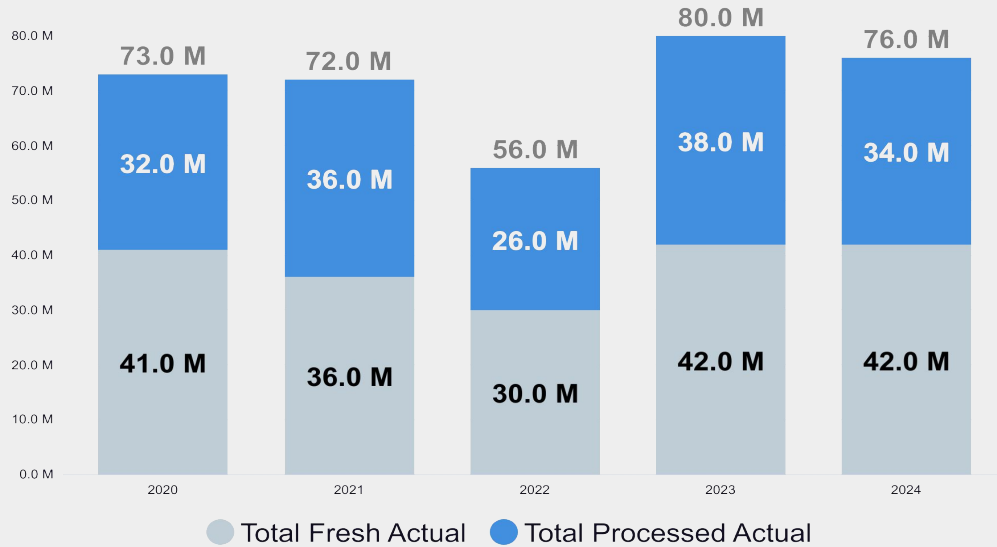
39%

Current Organic Percentage



Michigan

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
42.0 M	34.0 M	76.0 M

Estimated Production for 2025

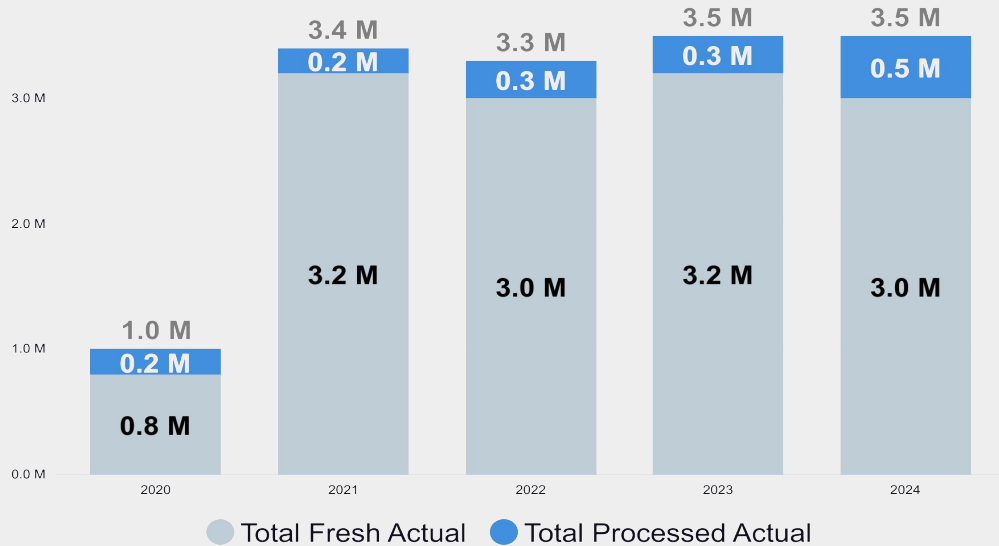
Total Fresh Forecast	Total Processed Forecast	Total Forecast
43.5 M	31.0 M	74.5 M

3%
Current Organic Percentage



Indiana

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
3.0 M	0.5 M	3.5 M

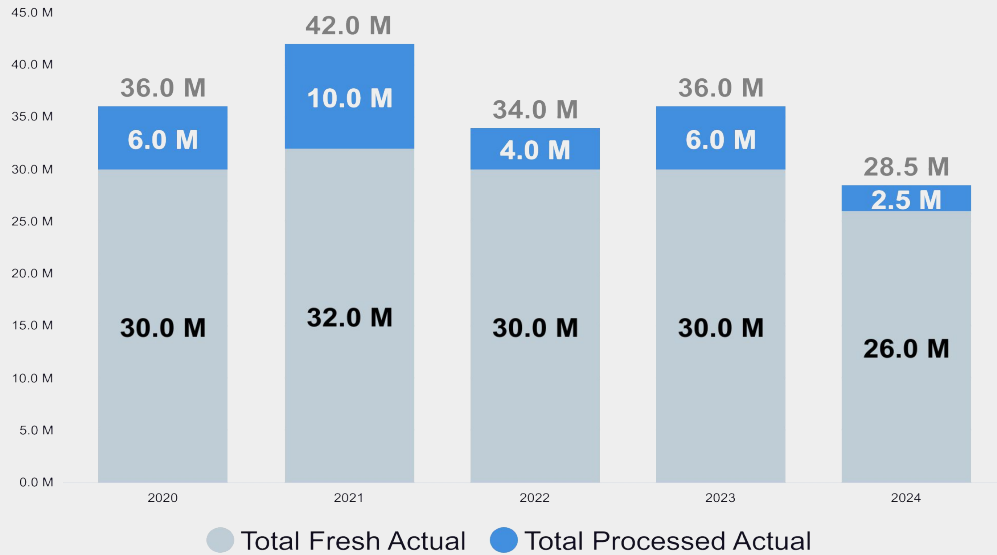
Estimated Production for 2025

Total Fresh Forecast	Total Processed Forecast	Total Forecast
3.0 M	0.5 M	3.5 M

1%
Current Organic Percentage

New Jersey

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
26.0 M	2.5 M	28.5 M

Estimated Production for 2025

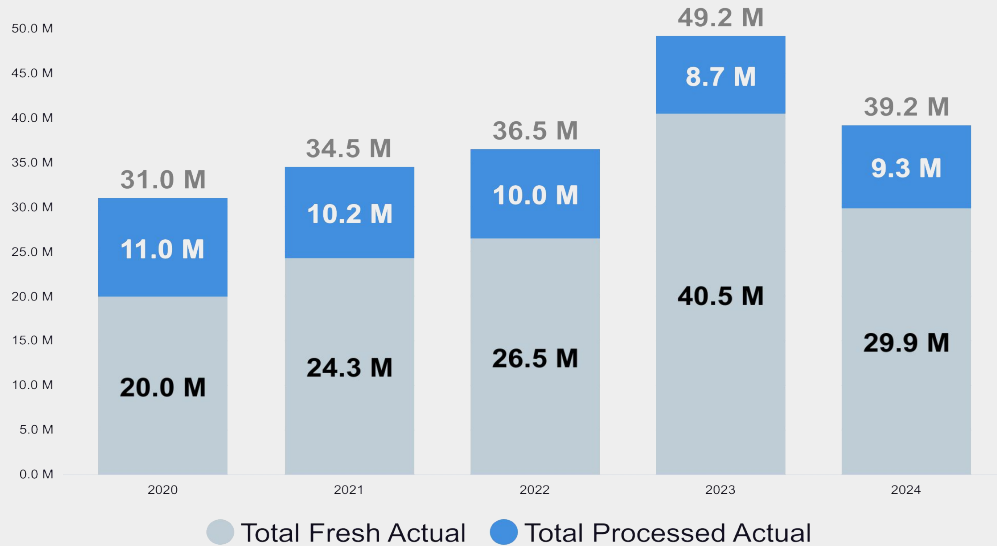
Total Fresh Forecast	Total Processed Forecast	Total Forecast
37.0 M	8.0 M	45.0 M

1%
Current Organic Percentage



North Carolina

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
29.9 M	9.3 M	39.2 M

Estimated Production for 2025

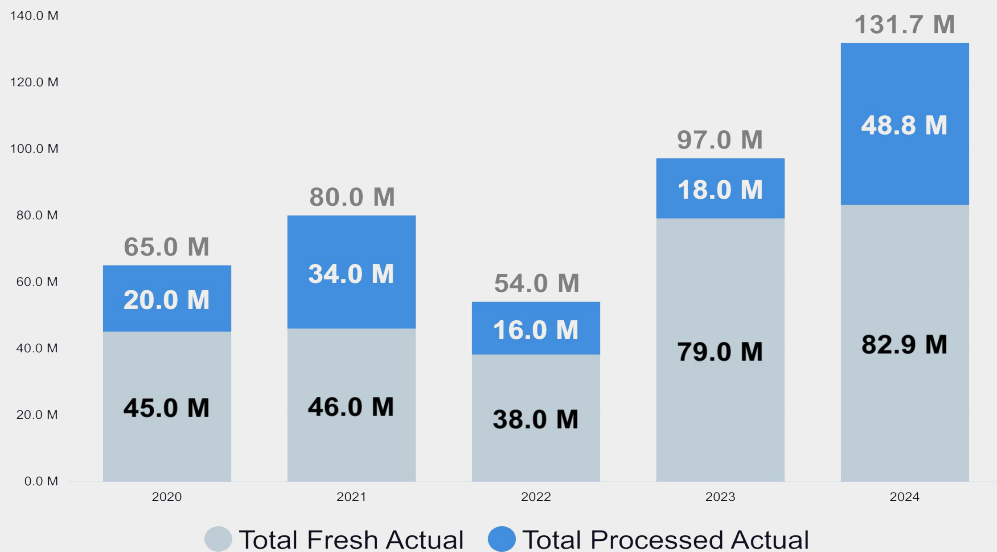
Total Fresh Forecast	Total Processed Forecast	Total Forecast
35.0 M	10.0 M	45.0 M

1%
Current Organic Percentage



Georgia

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
82.9 M	48.8 M	131.7 M

Estimated Production for 2025

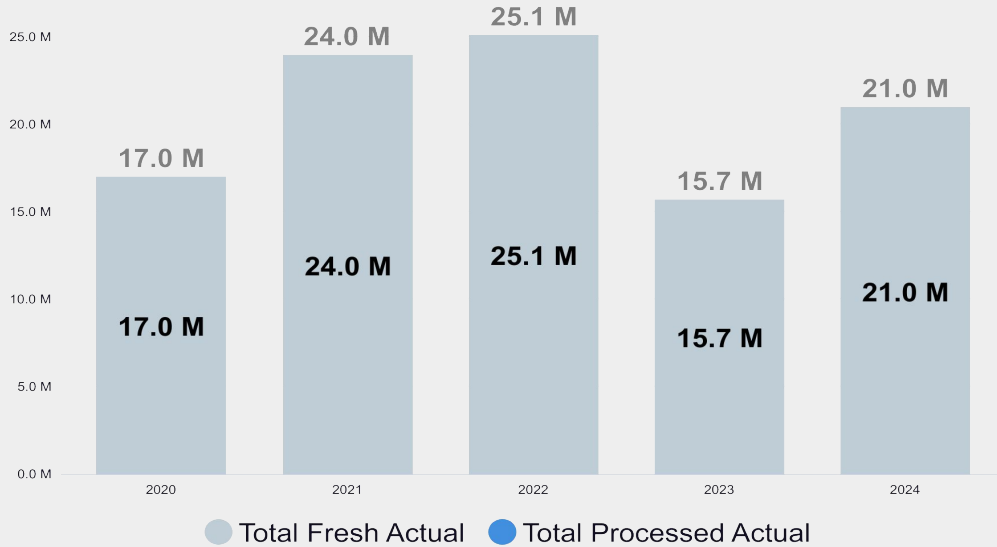
Total Fresh Forecast	Total Processed Forecast	Total Forecast
85.0 M	40.0 M	125.0 M

10%
Current Organic Percentage



Florida

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
21.0 M	0.0 M	21.0 M

Estimated Production for 2025

Total Fresh Forecast	Total Processed Forecast	Total Forecast
20.0 M	0.0 M	20.0 M

3%

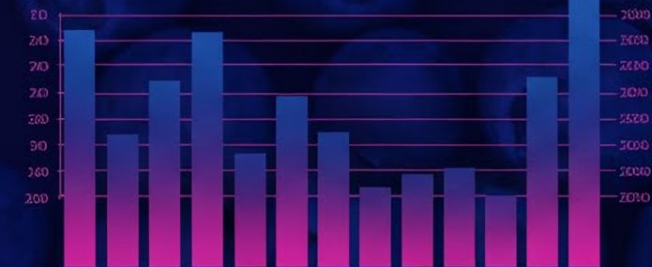
Current Organic Percentage





Imports

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Peru - Luis Vegas

Mexico - Rodrigo Aceves

Chile - Andres Armstrong

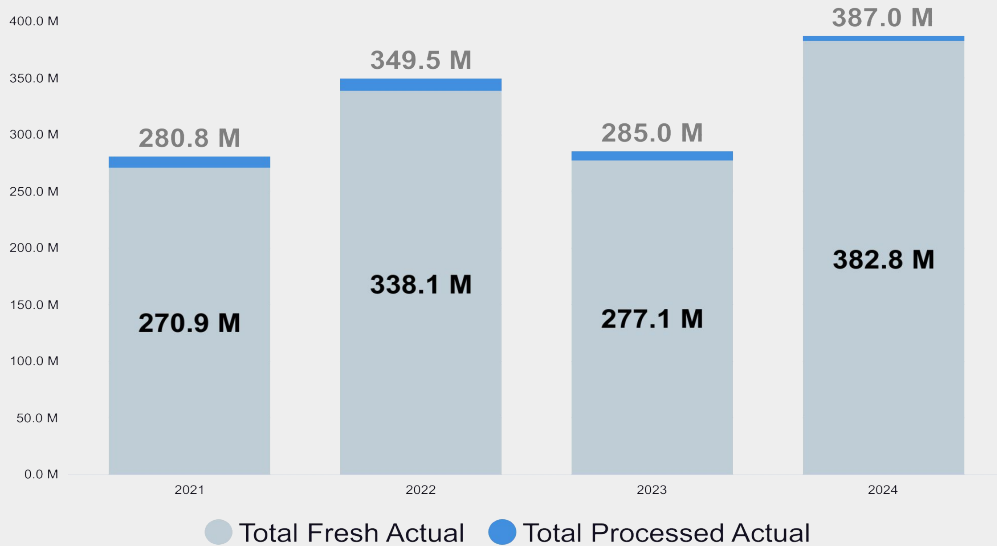
British Columbia - Paul Pryce

Lowbush - Jean-Pierre Senneville

Peru

All data is in Crop Year Week 18, 2024 -17, 2025

Highbush Blueberry Production by State in Pounds



US Import Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
382.8 M	4.2 M	387.0 M

Global Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
696.9 M	31.8 M	728.7 M

17%

Current Organic Percentage

53.1%

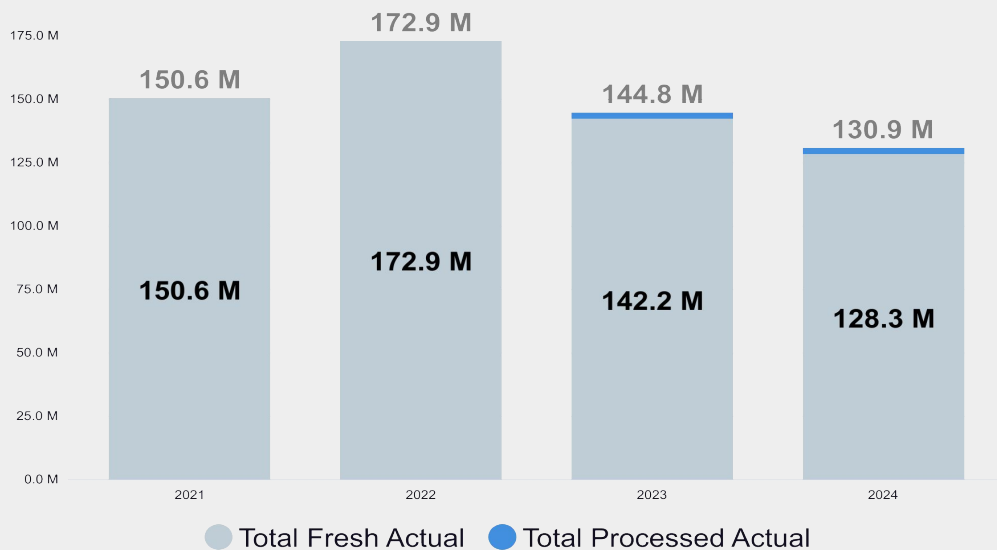
US as a percentage of Total Production



Mexico

All data is in Crop Year Week 26, 2024 -25, 2025

Highbush Blueberry Production by State in Pounds



Observed Production for 2023

Total Fresh Actual	Total Processed Actual	Total Actual
142.2 M	2.6 M	144.8 M

Estimated Production for 2024

Total Fresh Forecast	Total Processed Forecast	Total Forecast
131.6 M	2.7 M	134.3 M

12%

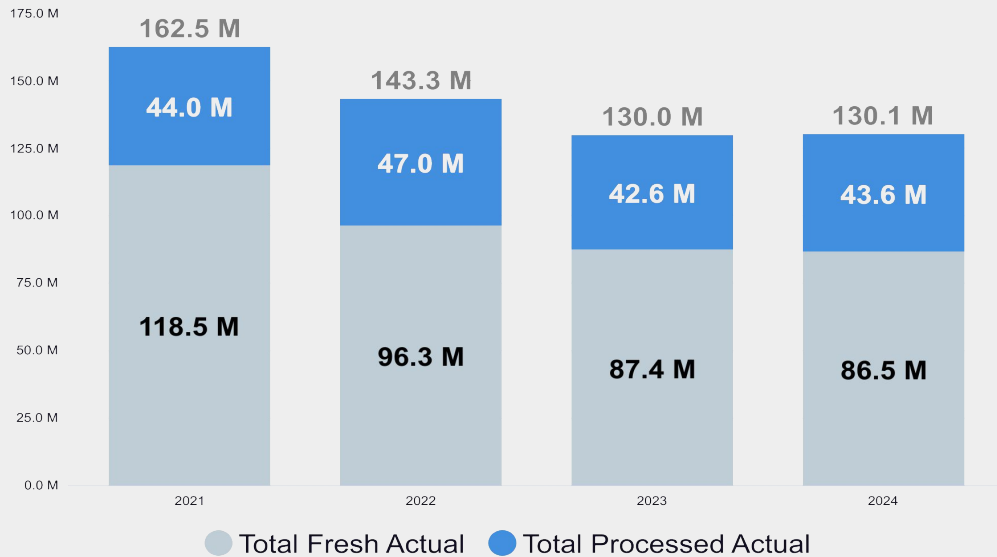
Current Organic Percentage US as a percentage of Total Produ...

184.6%

Chile

All data is in Crop Year Week 35, 2024 -34, 2025

US Import Highbush Blueberry Production in Pounds



US Import Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
86.5 M	43.6 M	130.1 M

Global Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
199.5 M	109.7 M	309.2 M

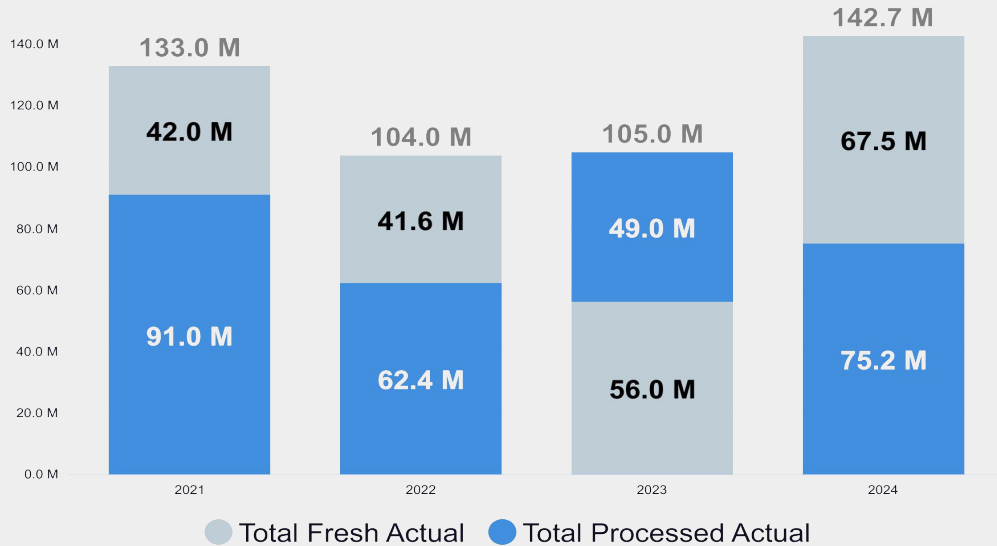
30%

Current Organic Percentage US as a percentage of Total Produ...

42.1%

British Columbia

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
67.5 M	75.2 M	142.7 M

Estimated Production for 2025

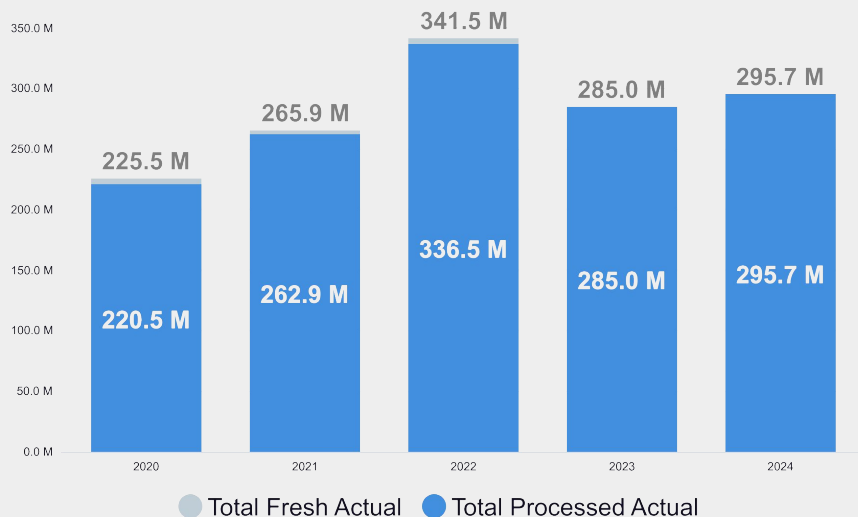
Total Fresh Actual	Total Processed Actual	Total Actual
67.6 M	86.6 M	154.2 M

3%

Current Organic Percentage

Lowbush

Highbush Blueberry Production by State in Pounds



Observed Production for 2024

Total Fresh Actual	Total Processed Actual	Total Actual
0.0 M	295.7 M	295.7 M

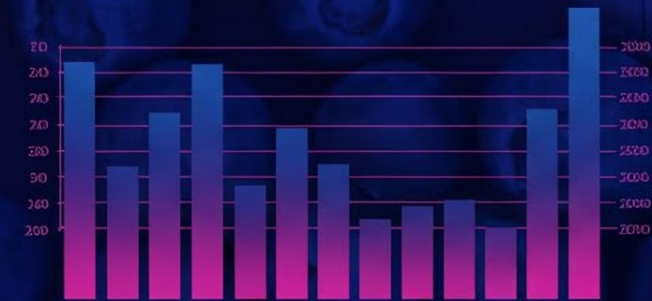
Estimated Production for 2025

Total Fresh Forecast	Total Processed Forecast	Total Forecast
0.0 M	307.0 M	307.0 M



Summary

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Domestic

Import

Totals

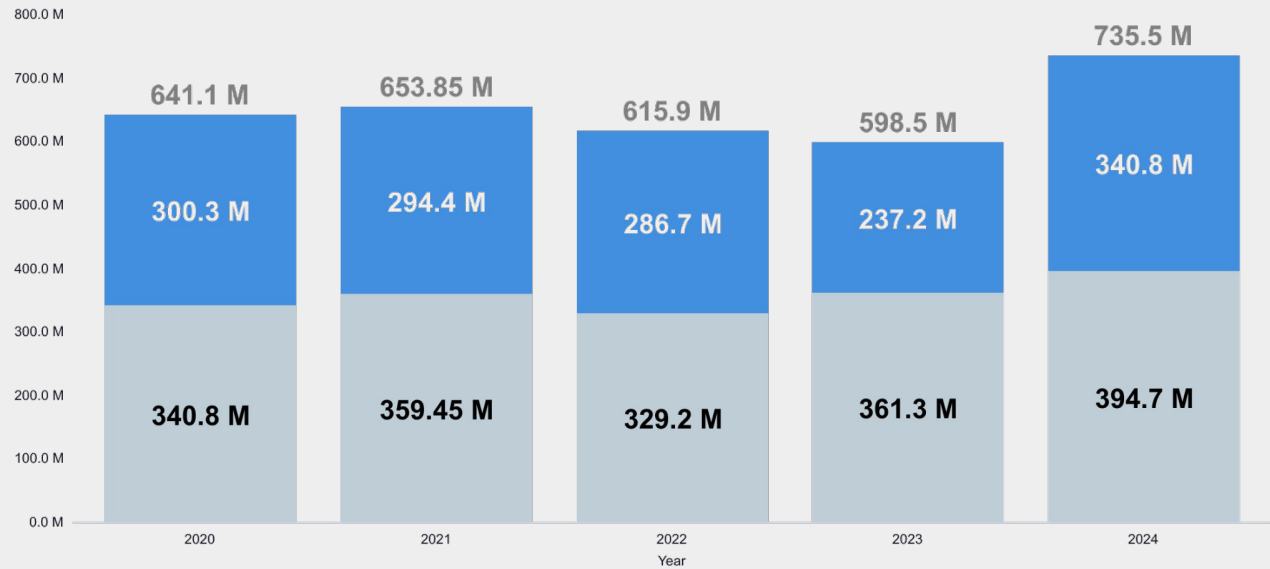
Domestic Summary

Observed Production for 2024

735.5 M

Estimated Production for 2025

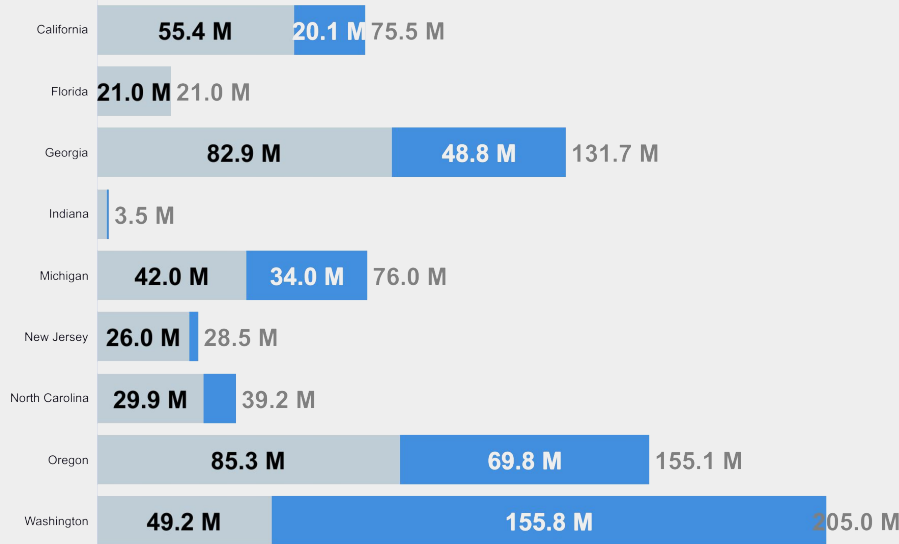
721. M



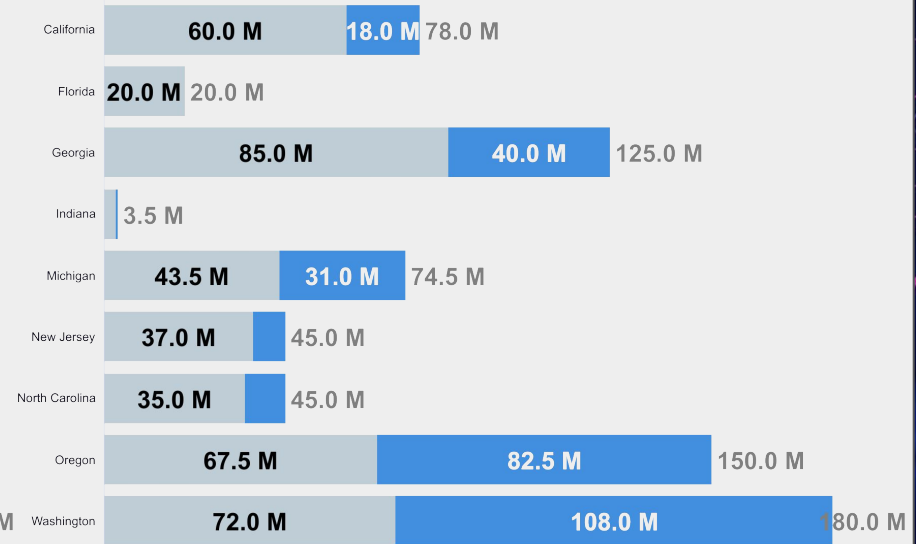
● Total Fresh Actual ● Total Processed Actual

Domestic Summary by State

Total by State 2024 Actual



Total by State 2025 Forecast



● Total Fresh Actual
 ● Total Processed Actual



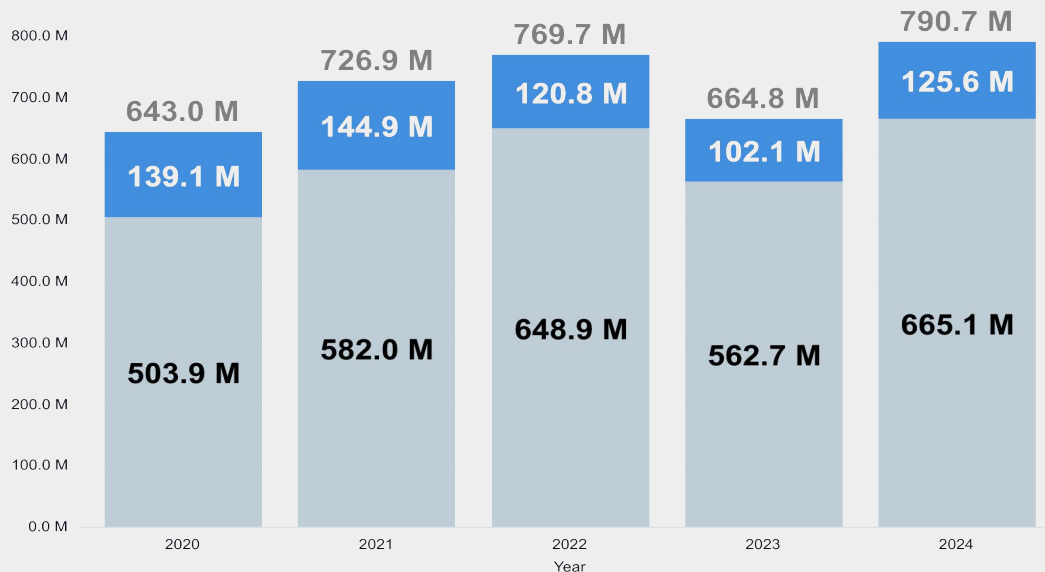
Import Summary by Crop Year

US Import Observed Production for 2024

790.7 M

Global Observed Production for 2024

1192.1 M



● Total Fresh Actual ● Total Processed Actual

Summary All Production – Total by Crop Year

Highbush

Year		2022			2023			2024		
Region	State	Total Fresh Actual	Total Processed Actual	Total Actual	Total Fresh Actual	Total Processed Actual	Total Actual	Total Fresh Actual	Total Processed Actual	Total Actual
Western	Washington	51.0 M	124.0 M	175.0 M	40.8 M	95.2 M	136.0 M	49.2 M	155.8 M	205.0 M
Western	Oregon	63.0 M	94.4 M	157.4 M	58.5 M	59.0 M	117.5 M	85.3 M	69.8 M	155.1 M
Western	California	51.6 M	12.0 M	63.6 M	51.6 M	12.0 M	63.6 M	55.4 M	20.1 M	75.5 M
Southern	North Carolina	26.5 M	10.0 M	36.5 M	40.5 M	8.7 M	49.2 M	29.9 M	9.3 M	39.2 M
Southern	Florida	25.1 M	0.0 M	25.1 M	15.7 M	0.0 M	15.7 M	21.0 M	0.0 M	21.0 M
Southern	Georgia	38.0 M	16.0 M	54.0 M	79.0 M	18.0 M	97.0 M	82.9 M	48.8 M	131.7 M
Northeast	New Jersey	30.0 M	4.0 M	34.0 M	30.0 M	6.0 M	36.0 M	26.0 M	2.5 M	28.5 M
Midwest	Indiana	3.0 M	0.3 M	3.3 M	3.2 M	0.3 M	3.5 M	3.0 M	0.5 M	3.5 M
Midwest	Michigan	30.0 M	26.0 M	56.0 M	42.0 M	38.0 M	80.0 M	42.0 M	34.0 M	76.0 M
Import	British Columbia	41.6 M	62.4 M	104.0 M	56.0 M	49.0 M	105.0 M	67.5 M	75.2 M	142.7 M
Import	Mexico	172.9 M	0.0 M	172.9 M	142.2 M	2.6 M	144.8 M	128.3 M	2.6 M	130.9 M
Import	Peru	338.1 M	11.4 M	349.5 M	277.1 M	7.9 M	285.0 M	382.8 M	4.2 M	387.0 M
Import	Chile	96.3 M	47.0 M	143.3 M	87.4 M	42.6 M	130.0 M	86.5 M	43.6 M	130.1 M

Lowbush

Year		2022			2023			2024		
Region	Total Fresh Actual	Total Processed Actual	Total Actual	Total Fresh Actual	Total Processed Actual	Total Actual	Total Fresh Actual	Total Processed Actual	Total Actual	
Import	5.0 M	336.5 M	341.5 M	0.0 M	285.0 M	285.0 M	0.0 M	295.7 M	295.7 M	

*Data from the NABC Crop Report. All data is represented by Crop Year. Chile and Peru data represents 2024-2025 season. Mexico is represented as a forecast for its 2024-2025 season.





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