



**American**  
**Blueberries** LLC



- American Blueberries markets approximately 12,000,000 Lbs of Blueberries annually
- American Blueberries markets approximately 2,000,000 Lbs of Blackberries annually





# North Carolina Blackberry Production

- Southeast~300 Acres
  - DSA~125 Acres
  - Public~175 Acres
- 90% of this region's acreage is tunneled



# Western Piedmont and Mountains Blackberry Production

3

- All public varieties with ~500+ acres





# Price Trends

- American has experienced about a 10% decline in price over the last 3 years
- Demand on Blackberries during the same period has increased
  - Supply has increased during our window



# North Carolina Competition

- Mexico: Stays in through May and into June now
- Georgia: Late May-July 10<sup>th</sup>
- California: May-October
- Pacific Northwest: July-October
- North Carolina: June-October with southeast peak early July and western NC peak mid July to mid August



# Challenges

- Labor
- Disease (Fusarium)
- Cost of Production
- Quality Issues
- Competition



# Opportunities

- Continued growth if we can satisfy the public demand for quality and flavor
- Continued growth if we can satisfy retailers demand for consistency of supply
- Continued growth if land, water, and transportation continue to be a challenge in California
- Long cane production



The background of the slide is a close-up photograph of a raspberry bush. It shows several ripe, dark purple-black raspberries and some unripe, reddish-orange ones. The leaves are green and serrated. Overlaid on the image are several geometric shapes: a large, semi-transparent dark grey triangle on the left side, and a series of parallel diagonal stripes in light blue and dark grey on the right side.

Thank You!