


The Chilean blueberry industry will need to focus on quality to meet the demands of a sensitive U.S. market, with low consumer confidence and high frozen stocks. 

The Chilean Blueberry Committee's week 44 (Nov. 6) report highlighted price adjustments in the market last week, with a downward trend expected to continue, although with changes that are less pronounced.

"Therefore, it will be essential to focus on quality and in close coordination with export formats in line with higher export volumes from Chile," the report said.

"Exports continue at a slow pace although they are starting to show more strength. During week 43 (Oct. 30) shipments totalled 75 (metric) tons, accumulating at 140 (metric) tons to date, which is 24% less than what was accumulated last season and 63% less than what was estimated for this 2011-12 campaign.

"The export delay is mainly due to the lower thermal accumulation registered in the IV (Coquimbo) region which has delayed the progress of the harvest."

The committee expects the situation will be back to normal this week with an increase in volumes from the V (Valparaiso) region.

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