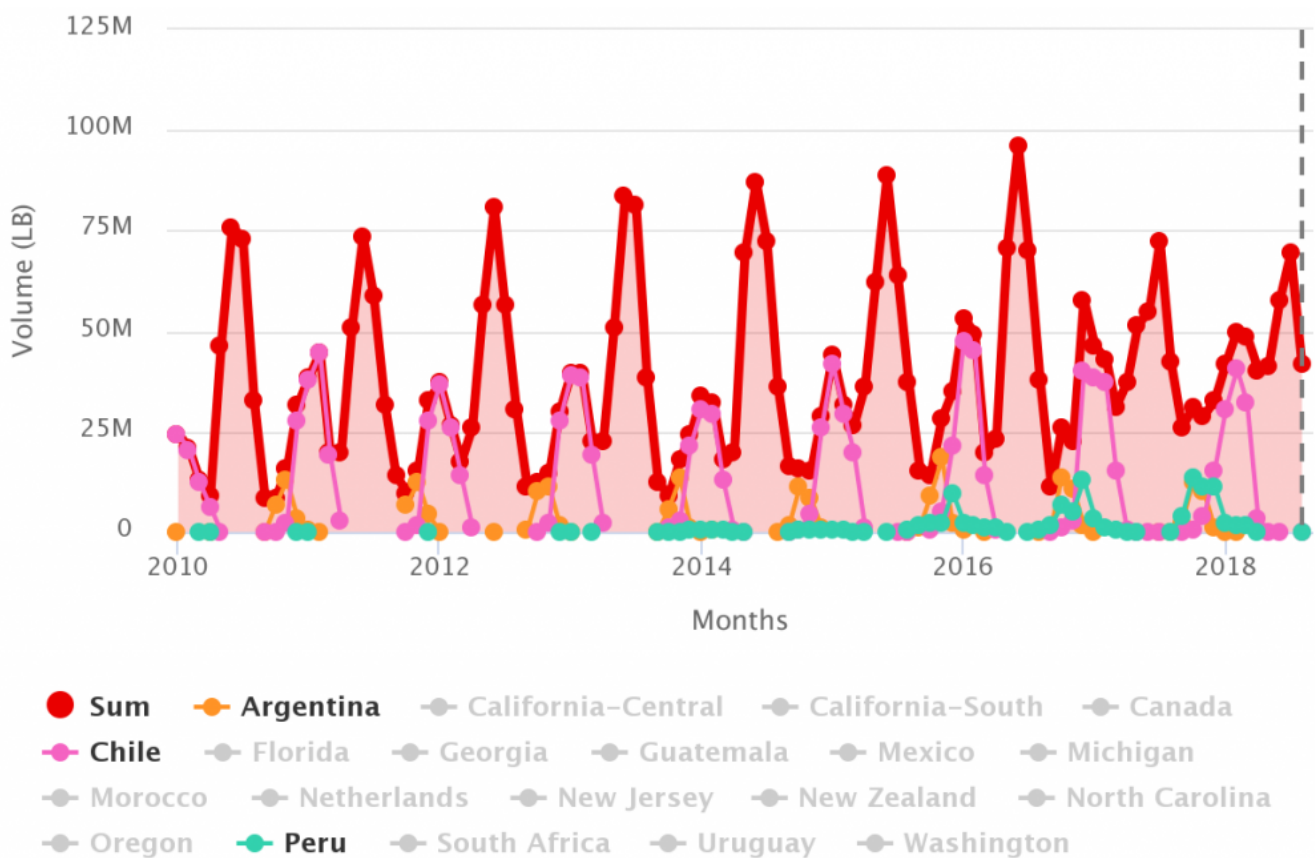


In this 'In Charts' series of mini-articles, Colin Fain of data visualization tool [Agronometrics](#) illustrates how the U.S. market is evolving. In each series, he will look at a different fruit commodity, focusing on a different origin or topic in each installment to see what factors are driving change.

Riding on the coattails of my previous [Blueberries in Charts article](#), I wanted to take a closer look at Peru as it begins its fourth year as an important player in the U.S. market.

Lined up right after the U.S. season and right before Chile, Peru is filling a window with its peak between October and December, a peak period also held by Argentina.

US Blueberry Movements by Origin

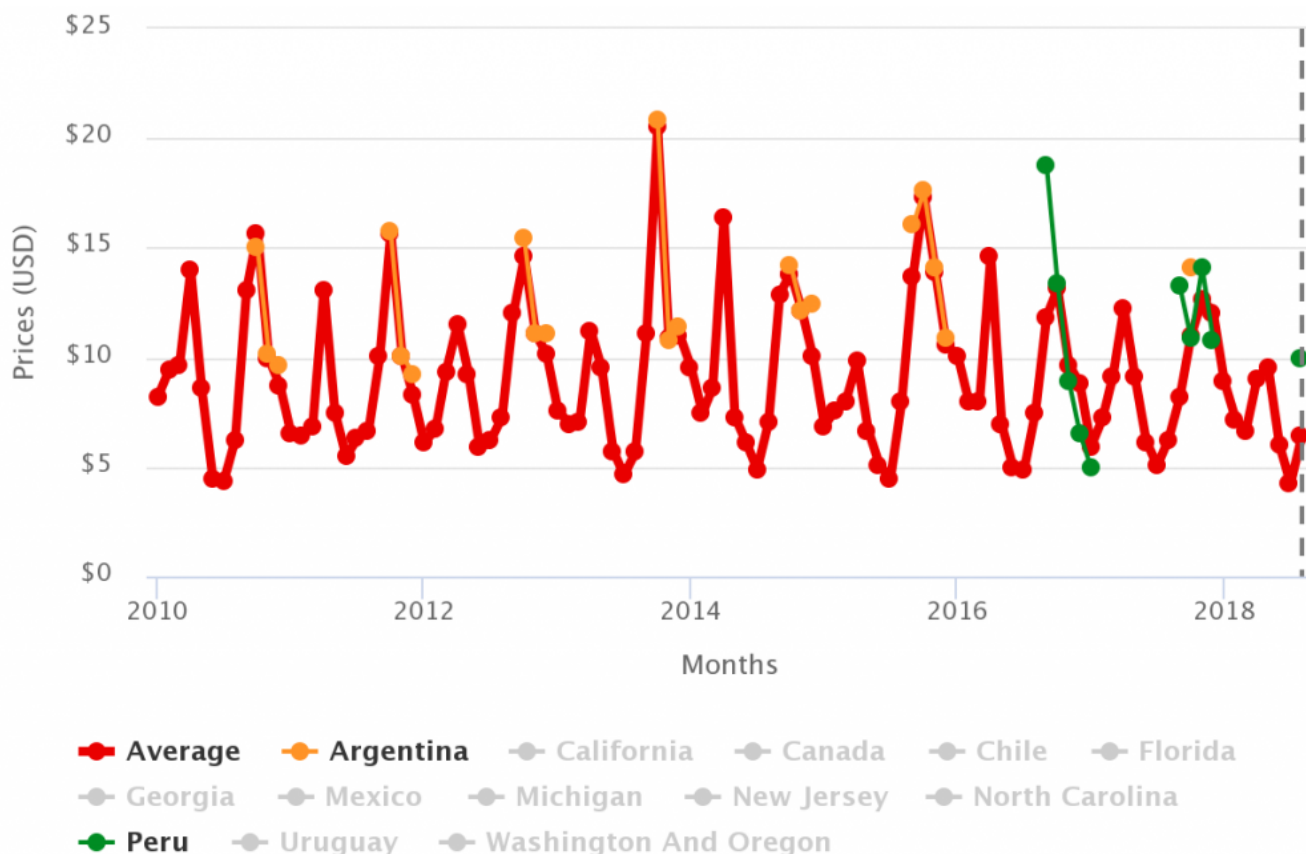


(Source: USDA Market News via [Agronometrics](#))

This strategic spot allows Peru’s producers to take advantage of some of the best prices on the market. Previously Argentina was the main benefactor of this window, which made

sense given that most of their fruit had to travel by air.

Blueberry Shipping Point Prices by Origin

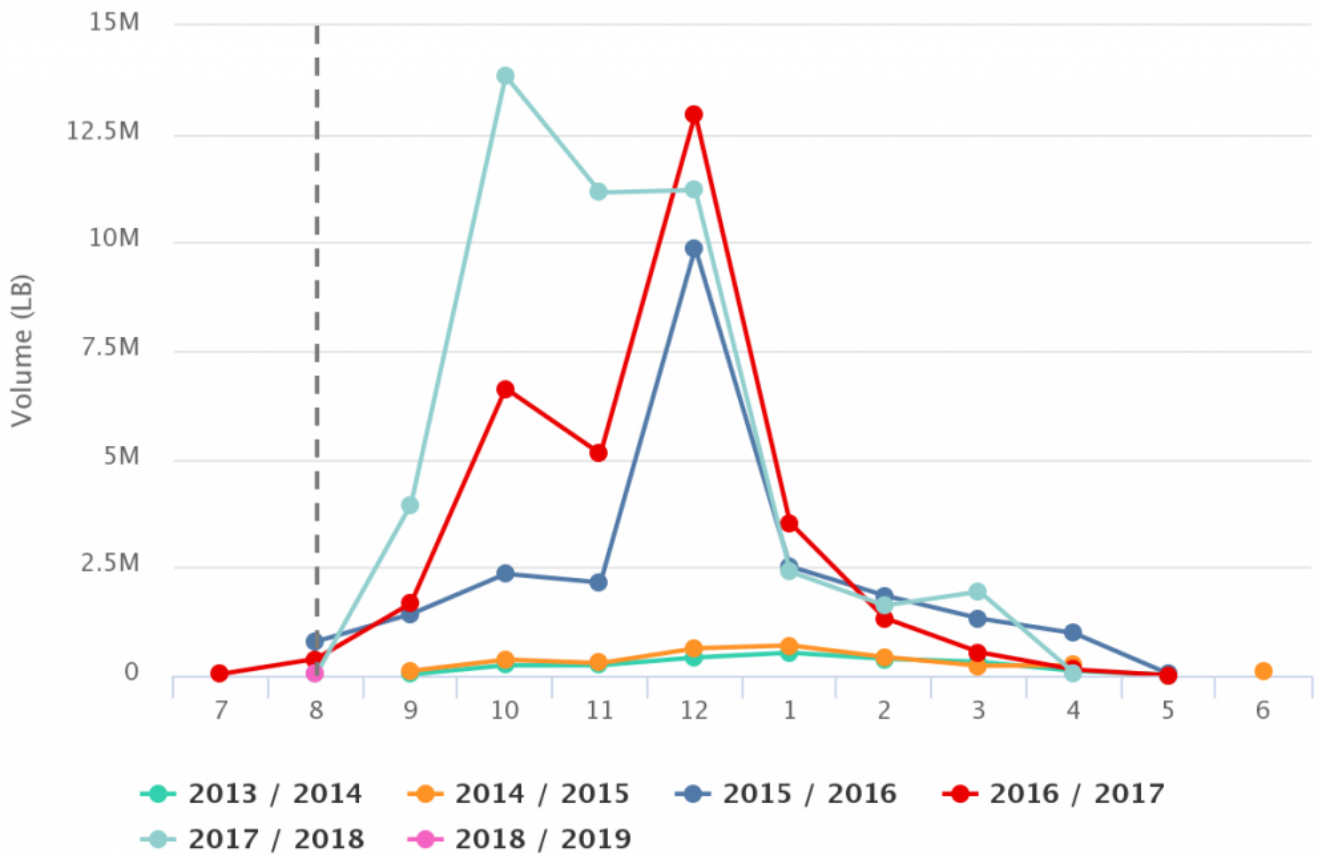


(Source: USDA Market News via [Agronometrics](#))

Since Peru enjoys the ability to ship its fruit by sea, producers have been able to gain a substantial margin on sales, right in a period that was so difficult to satisfy prior to the development of the origin. These trends have fueled massive growth, with 20-times more blueberries shipped in 2017-18 than in 2013-14.

With the Peruvian blueberry export association, ProArandanos, [forecasting a massive 60% rise](#) in exports this year, the markets will have to balance out how Argentina and Chile will compete with this massive influx of volume. As with any other commodity, the champion of this clash of titans will be the producers that can keep their costs the lowest, ensuring that they take home the largest profit margin.

Monthly Blueberry Movements from Peru



(Source: USDA Market News via [Agronometrics](#))

In our 'In Charts' series, we work to tell some of the stories that are moving the industry. Feel free to take a look at the other articles by [clicking here](#).

Agronometrics is a data visualization tool built to help the industry make sense of the huge amounts of data that you depend on. We strive to help farmers, shippers, buyers, sellers, movers and shakers get an objective point of view on the markets to help them make informed strategic decisions. If you found the information and the charts from this article useful, feel free to visit us at www.agronometrics.com where you can easily recreate these same graphs, or explore the other 20 fruits we currently track, creating your own reports automatically updated with the latest data daily.

To welcome blueberry professionals to the service we want to offer a 5% discount



off your first month or year with the following coupon code: BLUEBERRIES

The code will only be good till the 24th of September, so visit us today.