



Australian Blueberries

Savour every mouthful





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Acknowledgement of country

In the spirit of reconciliation we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Introducing Australia's Blueberry Industry

Australian blueberries are one of nature's most important superfoods

Due to Australia's diverse soil types, climates and increasingly sophisticated cultivation techniques our blueberries are prized for their premium quality, delicious flavour and consistency in size.

The Australian blueberry industry has experienced significant growth over the past decade due to growing consumer demand, improved varieties, and technical advances in the way our berries are grown. This is great news for international buyers as there will be more blueberries available nearly all year round.

The industry produced 23,452t of fruit for the 20/21 season valued at approximately A\$411.2m, with fresh exports valued at A\$8.4m.

Australia is leading the way in environmental stewardship with our 230 growers committed to sustainable farming practices as they relate to the use of land and natural resources, including minimising environmental impacts on immediate and surrounding areas.

Our blueberry quality is the most important part of growing the fruit

Our fresh blueberries are carefully hand-picked by people who know how to spot a perfectly ripe blueberry so you can enjoy the freshest blueberries that Australia has to offer.

Australia's proximity to Asian markets and strong trading ties mean that our blueberries can land in these markets within 24 hours of picking.

Australian supply chain solutions are helping meet consumer demand for food traceability and convenience by providing transparent transactions in real time.

It goes without saying that buyers can be confident that Australia's blueberries meet the strictest standards for safety, sustainability and quality.



Grown in ideal conditions



Over 9 premium export varieties



Exported to more than 10 global destinations



Healthy and nutritious



Technology and innovation



Safe and trusted source



Ideal Growing Environment



Growing blueberries the right way is considered an art

Blueberries were first introduced into Australia in the early 1970s. The cold climate varieties are suited to southern Australian regions such as Victoria, Western Australia, South Australia, and the southern highlands of New South Wales and Tasmania. The warmer areas of Australia grow Southern Highbush and Rabbiteye.

Blueberry varieties require differing amounts of chill hours for flower and fruit development.

Chill hours are the cumulative number of hours where the temperature is below 7 degrees C.

In recent years, blueberry production in Australia has been progressing into substrate in pots and under tunnels.

This provides a protected environment free from any soil-borne pests and diseases and allows for improved plant management and higher density production.

Evergreen varieties retain their leaves year round while deciduous varieties leaves will fall off over the winter months.

Northern Highbush varieties are deciduous while Southern Highbush and Rabbiteye varieties are semi or fully evergreen.

For the year ending June 2021, Australia produced 23,452t of blueberries valued at A\$411.2m.

Harvest windows

	20/21 t	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
NSW	20,075t	●	●	●	●	●	●	●	●	●			●
QLD	879t	●	●	●	●	●	●					●	●
TAS	1,407t							●	●	●	●		
VIC	469t						●	●	●	●	●		
WA	504t		●	●	●	●	●						
SA	117t						●	●	●	●	●	●	
Imports	778t						●	●	●	●	●		

● Darker shades represent main crop volume

Source: Australian Horticulture Statistics Handbook 2020/21

Australian Blueberry Varieties



Australian blueberry growers have access to some of the best blueberry genetics in the world

The continuing development of new varieties, suited to specific climatic zones, has enabled the industry to dramatically expand, leading to more fruit being available outside of the traditional summer availability window.

This is great news for international buyers as there will be more blueberries available nearly all year round.

The Australian blueberry industry is committed to the ongoing development of new varieties

Breeding of blueberry varieties takes years of research and development, focussing on all aspects of fruit quality including antioxidant levels, texture and taste.

Australian blueberry growers have access to some of the best blueberry genetics in the world, and Australia is now world-renowned for the varieties that have been produced as part of our own blueberry genetics development programs.

Some of the best varieties for export developed right here in Australia include: Eureka Gold, Eureka Sunrise, Arana and OZ Magica.



Eureka Gold

V.corymbosum hybrid

Excellent all-around qualities and extremely good shelf life. Large to extra large in size. Eureka Gold provides exquisite flavour with a crisp, crunchy texture.

Availability

August to November.



Arana

V.corymbosum hybrid

Large fruit size combined to an exceptional flavour and crunch.

Availability

May to early February.



Eureka Sunrise

V.corymbosum hybrid

Exceptional flavour and big crunch. A consistent large to extra large size with a delicious balance of sugar/acid to produce sweet round fruit.

Availability

June to August.



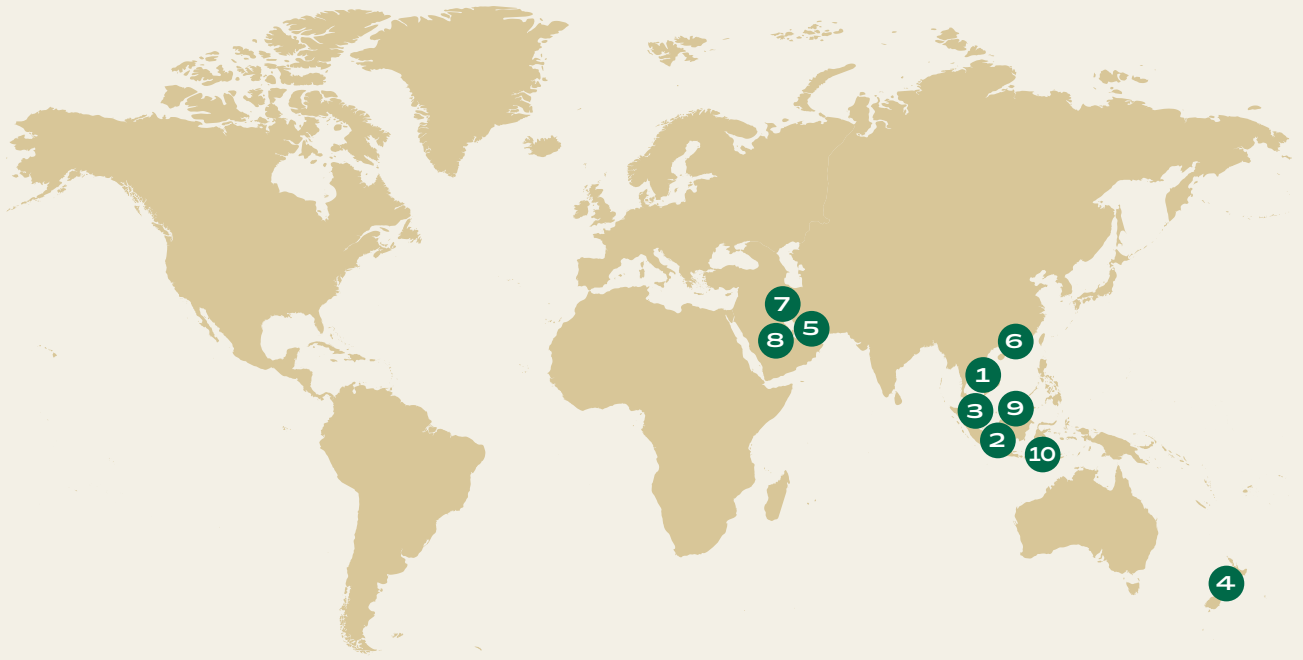
OZ Magica

V.corymbosum hybrid

Fruit is close to spherical, firm, with high crunch, a uniquely attractive flavour, with a consistently large size (typically 18mm).

Availability

Year round.



2021/22
\$A8.4m
342t

Top export markets

- 1** Hong Kong, China
- 2** Singapore
- 3** Indonesia
- 4** Thailand
- 5** Malaysia
- 6** Papua New Guinea
- 7** New Caledonia
- 8** Brunei Darrassalam
- 9** Fiji
- 10** United Arab Emirates

Source: Australian Bureau of Statistics 2021



Growing Global Demand



Australia's blueberries are some of the most sought after in the world because of our reputation for high quality, premium fruit that is firm, sweet and highly nutritious

Australian blueberries have a reputation for premium quality that meets and exceeds the requirements of even the most discerning buyers. Australian blueberries can satisfy many different preferences in taste, colour and flavour.

For the year ending June 2021 Australia produced 23,452t of blueberries valued at A\$411.2m and exported 342t with a total export value of A\$8.4m.

Australia's proximity to Asia means that our blueberries can land in these markets in as little as 24 hours of picking

The key markets for Australian blueberries in value are Hong Kong followed by Singapore and Indonesia, with Thailand and Malaysia showing potential growth.

Australia has 16 Free Trade Agreements in force that benefit Australian exporters and their overseas customers in major markets.

Recent trade and economic partnership agreements negotiated between Australia and other international markets are focussed on making Australian fruit and vegetables even more competitive.





Nutrition and Health Benefits



Blueberries remain one of the most nutritious, antioxidant-rich types of fruit in the world

A handful of blueberries each day delivers a huge range of health benefits that will make you feel great inside and out especially its exceptionally high antioxidant content.

Nutritional information (100g)	
Total Fat	0 g
Saturated Fat	0 g
Trans Fat	0 g
Cholesterol	0 g
Sodium	0 mg
Total Carbohydrate	9.6 g
Dietary Fibre	3.5 g
Total Sugars	9.2 g
Protein	0.5 g
Vitamin D	0 mcg
Calcium	11 mg
Iron	0.35 mg
Potassium	83 mg
Vitamin A	0 mcg
Vitamin C	2 mg
Manganese	0.082 mg

Source: Australian Food Composition Database

Good gut health

As a natural source of prebiotics, they promote the growth of good bacteria in the gut.

Low calories

Low calorie, low on the glycemic index and high in fibre.

Anti-wrinkle marvel

Anthocyanidins, vitamin C and copper all help the body produce collagen, which helps keep skin young-looking.

Bone-builders

Contain iron, phosphorous, calcium, magnesium, manganese, zinc and vitamin K; all required for healthy bones.

Neuro-protectors

Help to protect our brains from degeneration, neurotoxicity and oxidative stress.

Anthocyanins

Powerful antioxidants that help to counter the build-up of arterial plaque and improve cardiovascular health.

Source: Australian Blueberries



Enjoy our Blueberries

Fresh blueberries have a sweet flavour, and they are succulent and nutritious

Blueberries can be eaten freshly picked or incorporated into a variety of recipes. You can also freeze blueberries to use later in anything from smoothies to cakes.

Whether you're just grabbing a handful on the go or sprinkling them into your favourite recipes for a healthy boost, you'll love how versatile our blueberries can be.

Here are some quick tips on including blueberries in meal options:



Use blueberries as fresh toppings on oatmeal, waffles, pancakes, yogurt, or cereal for an extra burst of flavour and nutrition in your breakfast.



Whip up a quick and easy smoothie using frozen berries, low-fat milk, and yoghurt.



Mix fresh or dried blueberries into a spinach salad with walnuts and feta cheese.



Fold blueberries into muffins and cakes.





Technology and Innovation



State of the art grading, packing and handling technology - as quick as 1 tonne per hour

Traditionally, blueberries have been processed by hand, from picking through to packing into punnets. Today, with growing consumer demand for uniformity, consistency and a higher quality product, Australian blueberry producers have introduced state of the art machinery which sorts fruit at high speed according to size, colour, defects and softness.

Australia is world leader in blueberry plant genetics

Australia is now a world leader in blueberry plant genetics, with varieties now grown across the globe and considered some of the very best in the world. As it can take 7-10 years to create a commercial variety of blueberry, strong genetics programs are critical to ensuring that new varieties are continually in the pipeline.

This addresses issues such as changing weather conditions, maximising yields with fewer inputs, creating fruit that stores well and continual improvement in the product for the consumer in terms of flavour, crunch and size.

Protected cropping

Protected cropping is defined as the production of horticultural crops within, under, or sheltered by artificial structures to provide or enable modified growing conditions, and protection from pests and adverse weather. Crops are often grown in artificial media rather than directly in the soil, and nutrients are supplied through irrigation systems.

More blueberry growers than ever before are investing in protected cropping infrastructure to help reduce yield variability due to extreme weather events, to help manage pests and diseases and to improve efficiency of inputs such as water, fertilisers, labour, land and energy.



The International Blueberry Organisation acknowledged Australia's contribution to the blueberry sector's innovation globally, helping fuel the exponential rise in low-chill genetics around the world

Safe and Trusted Source



The Australian horticultural industry's food safety and environmental standards are amongst the highest in the world



Australian Government
Department of Agriculture,
Fisheries and Forestry



Export credentials

The **Australian Government** administers export laws to ensure that exported products meet all Australian and importing country requirements. This maintains the integrity of our blueberry exports, Australia's positive relationships with trading partners and our reputation as a reliable exporter of safe and high-quality products.



Biosecurity Standards

National Biosecurity Management Program facilitated by **Plant Health Australia** has been adopted by the industry to ensure Australian blueberries are free from pests and diseases of quarantine concern.

The Biosecurity Program in conjunction with a Government approved export Crop Monitoring program and Integrated Pest and Disease Management allows growers to achieve export-ready biosecurity standards.

Food Safety Standards

Australia has very strict food safety standards that apply to retail, wholesale, exporting and processing. These standards are developed jointly by leading Australian retailers and **Food Standards Australia New Zealand (FSANZ)**.



Organic Standard

The Australian Certified Organic Standard is one of the most respected and rigorous standards in the world for organic production ensuring integrity of organic products in the marketplace for consumers.



International Standard

NASAA Organic and Biodynamic Standard is Australia's most internationally recognised Australian organic certification label, NASAA Certified Organic.

Australian Grown Horticulture Sustainability Framework

As a nation, we are committed to protect our environment now and for future generations

Nourish & Nurture

Food to nourish people
Plants to nurture communities
Safe, traceable, quality

People & Enterprise

Productive, profitable growers
Safe & ethical work
Leadership & governance
Innovation
Thriving communities
Trade & economic value

Planet & Resources

Water
Landscapes
Climate
Energy
Biosecurity

Less waste

Food waste
Packaging
Farm waste

