

**BC is naturally big on the
world blueberry scene.**



Best Blueberries on Earth

A scenic landscape featuring snow-capped mountains in the background, a dense forest of evergreen trees in the middle ground, and a vast field of green bushes in the foreground, likely a blueberry farm. The sky is filled with soft, white clouds.

ここで育つブルーベリーはBC100%、
大自然がたっぷりです。

カナダ、
ブリティッシュコロンビア州の壮麗
な自然は、生き物たちの生命の源泉です。混
じりけない天然水、清浄な空気、肥沃な大地、そし
て温暖な気候は、ハイブッシュ・ブルーベリーの
栽培に理想的な環境です。この理想的な条件のもと、BCで
は600件以上のブルーベリー農家が毎年1億5千万ポンド（約
68,000トン）を超えるブルーベリーを生産し、ハイブッシュ・
ブルーベリーの供給では世界第1位となっています。BCブルー
ベリーのひと粒ひと粒に凝縮された自然の力と
市場潜在力をぜひ実感してください。

A close-up photograph of a small cluster of fresh, ripe blueberries with green leaves, set against a soft, light background.

The Plan

- **Build the BC Blueberry “Brand” High Brix, soft skin.**
- Strengthen and expand current markets
- Identify and pursue new categories and markets, ingredients



Situation – Fresh SWOT

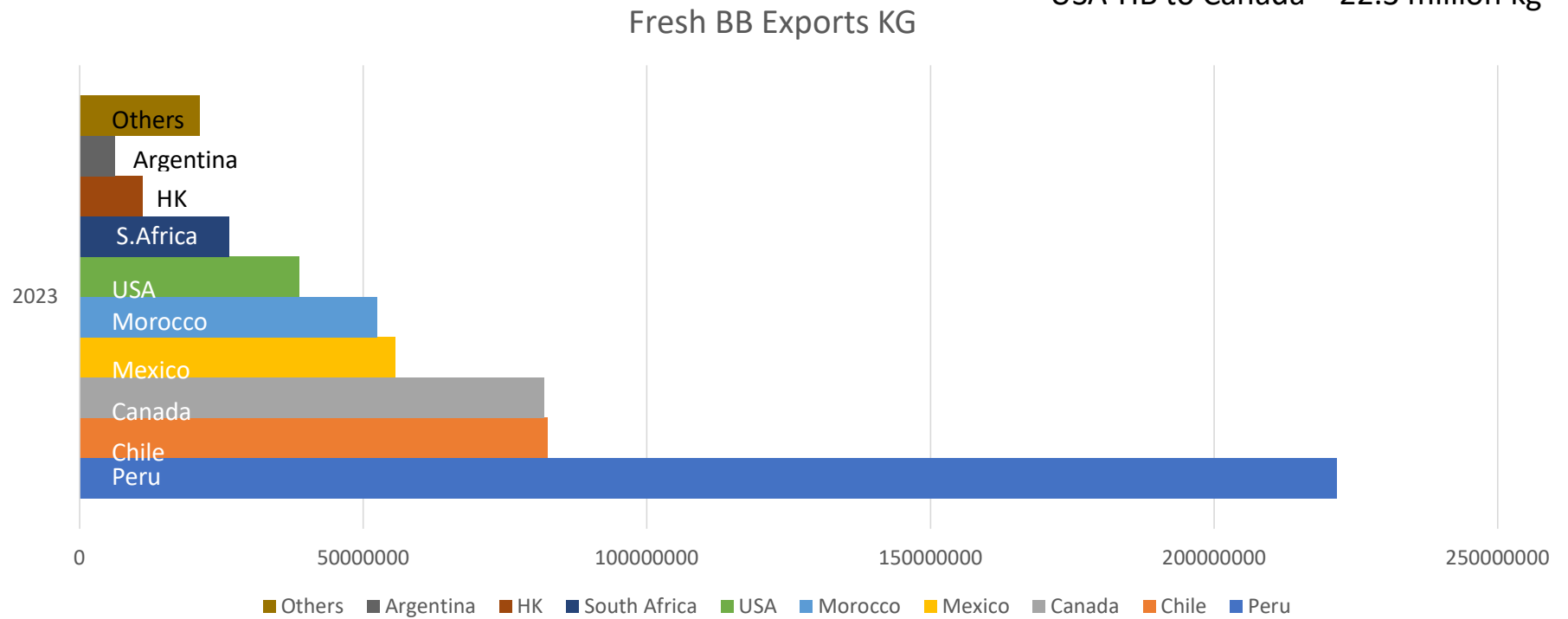
- **Weakness**
- Short Season
- Weather happenings
- End of the Line
- Size matters
- **Strengths**
- Best Place on Earth
- Super sweet
- Sweet Spot Timing
- New Open Markets
- Zero Duty in Vietnam
- Sour Blueberry Backlash!



Fresh Blueberry Exports All

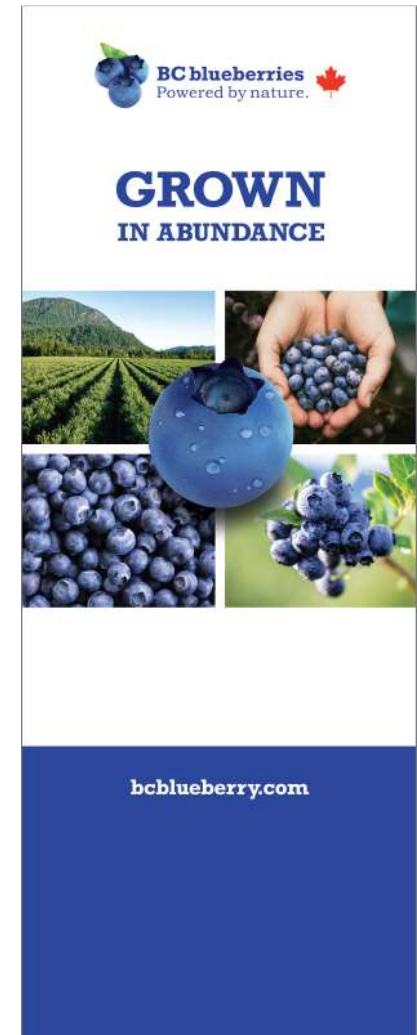
Others: Growing each year!

CAN-HB to USA = 21.4 million kg
USA-HB to Canada = 22.3 million kg



Situation –Frozen

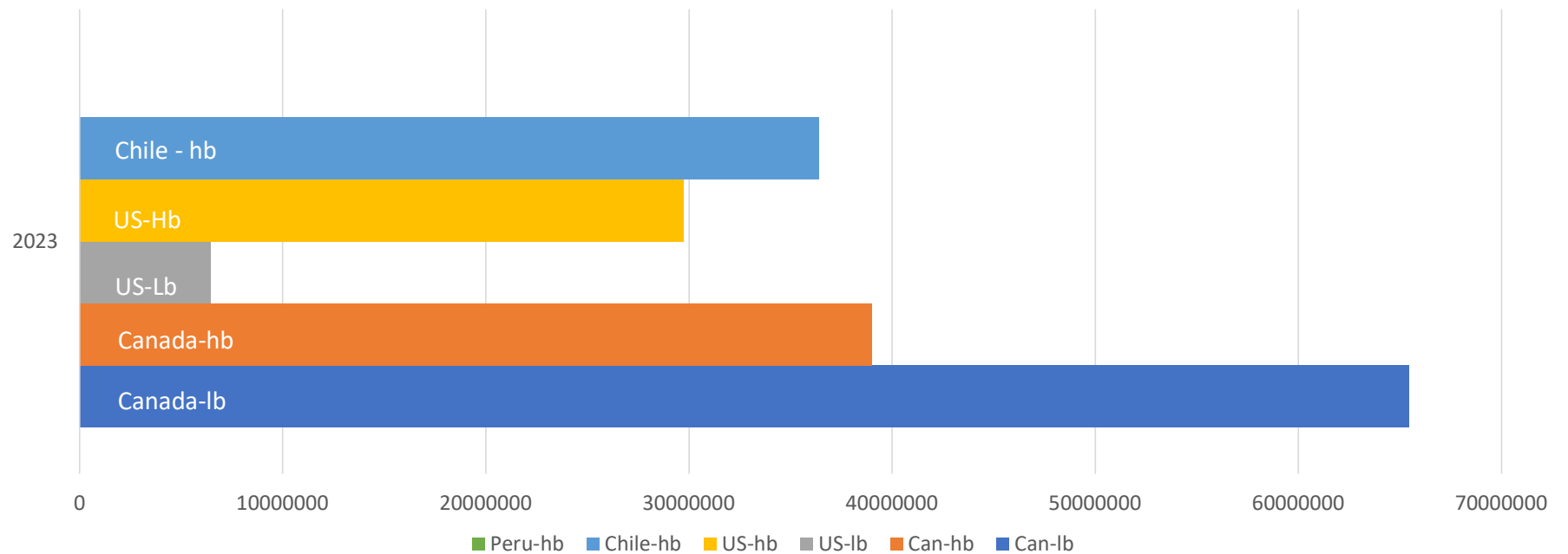
- **Weakness**
 - Weather happenings
 - End of the Line
 - Size matters
- **Strengths**
 - Best Place on Earth
 - Functionality
 - Soft Skins
 - High Brix
 - Zero Duty in Vietnam
 - Sour Blueberry Backlash!



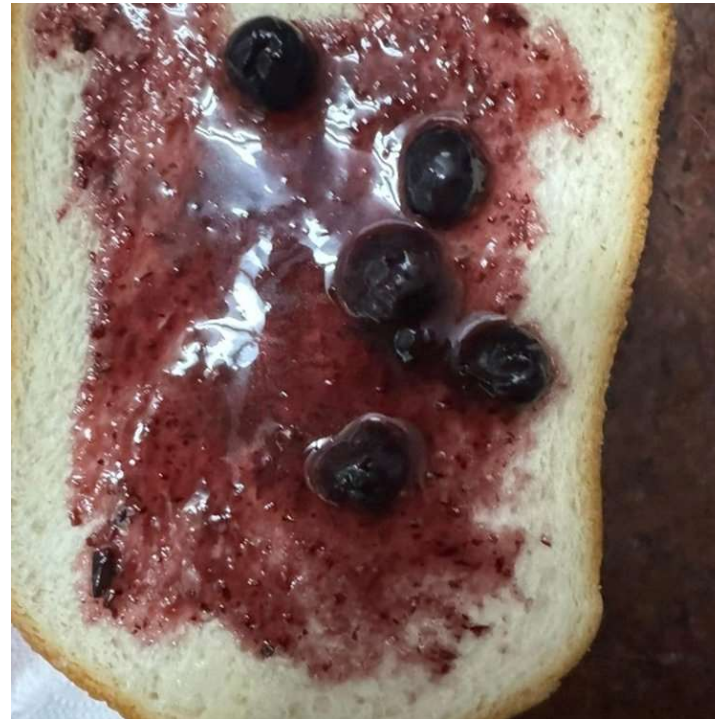
Frozen Blueberry Exports

CAN-HB to USA = 29.6 million kg
USA-HB to Canada = 21.4 million kg

Frozen BB Exports-KG 2023



BC Blueberries – The Gold Standard!

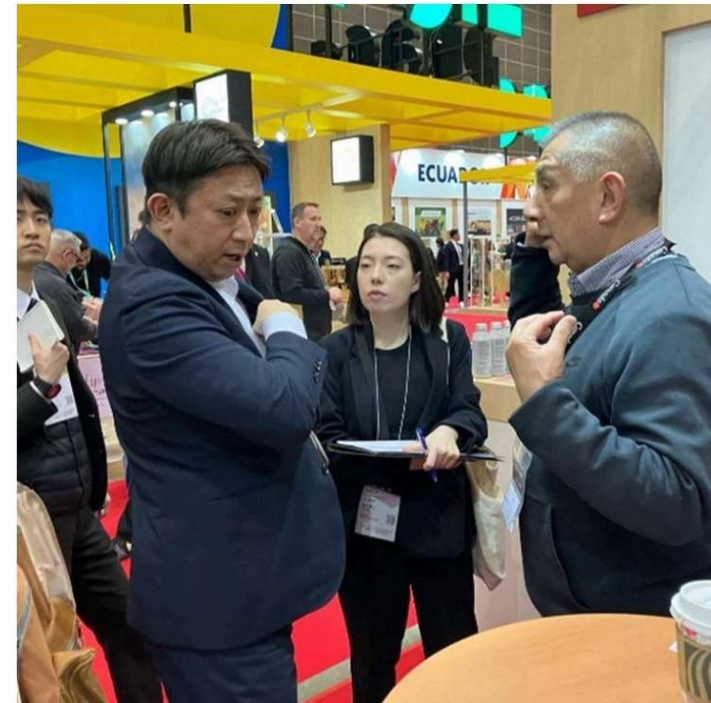
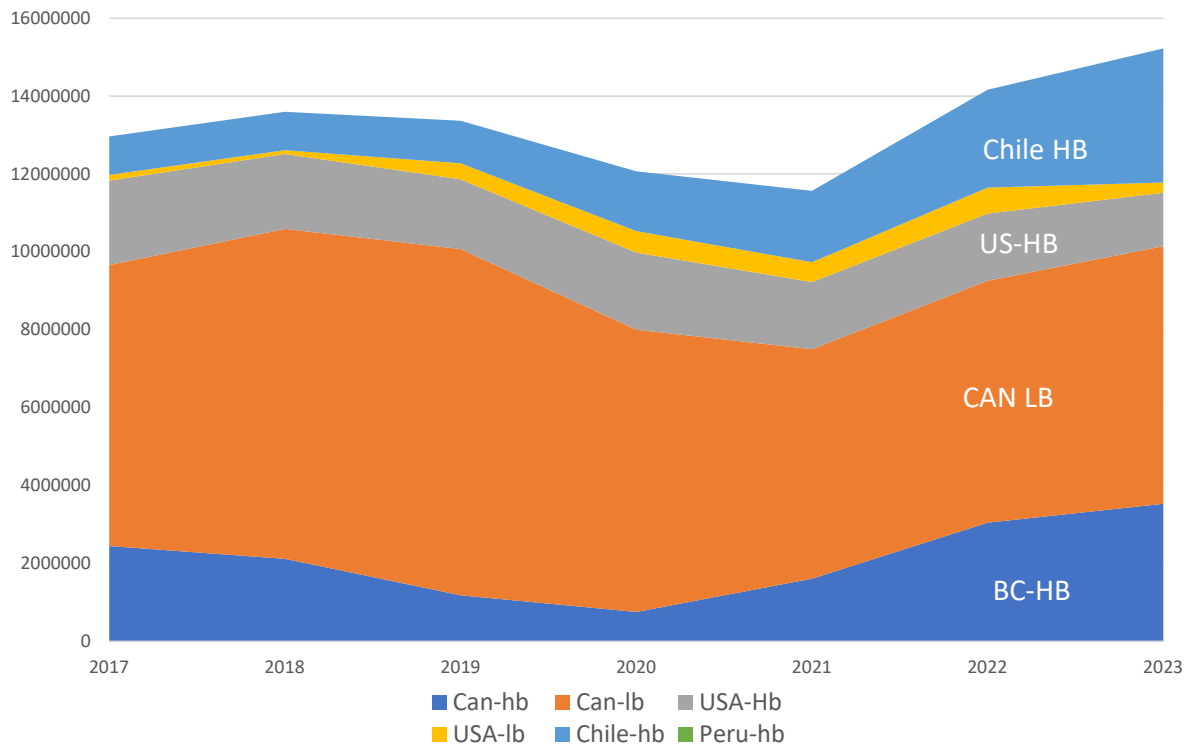


Fruit
Preps
Jams
Jellies

BC Blueberries – Japan



Japan Processed BB Imports- KG

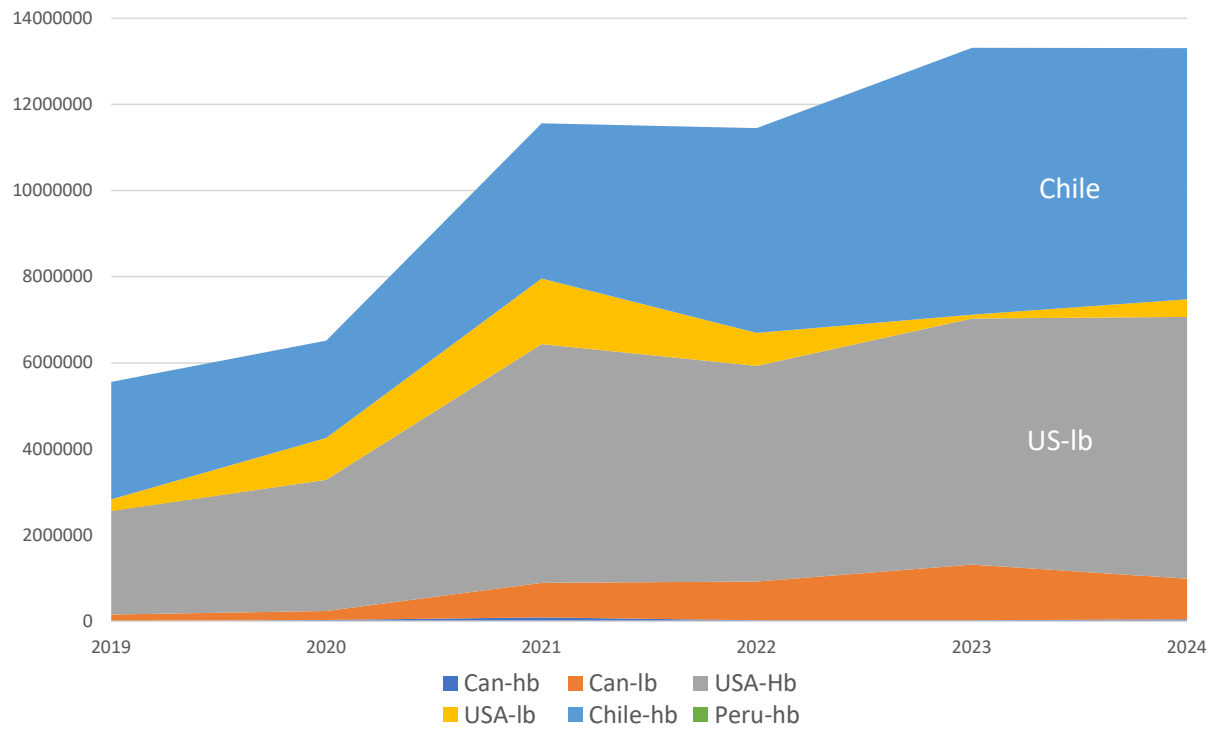




South Korea

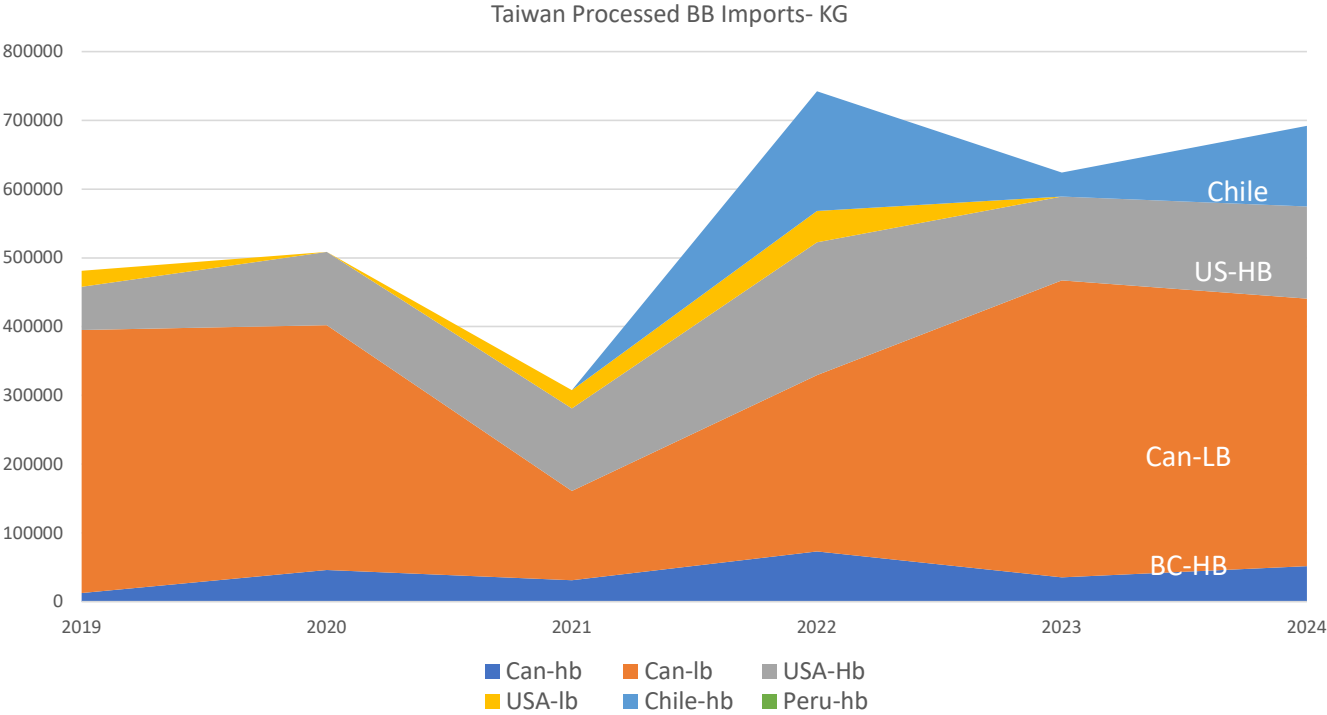
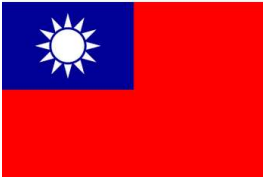


Korea Procused BB Imports- KG



- Food Industry Focus
- New Momentum

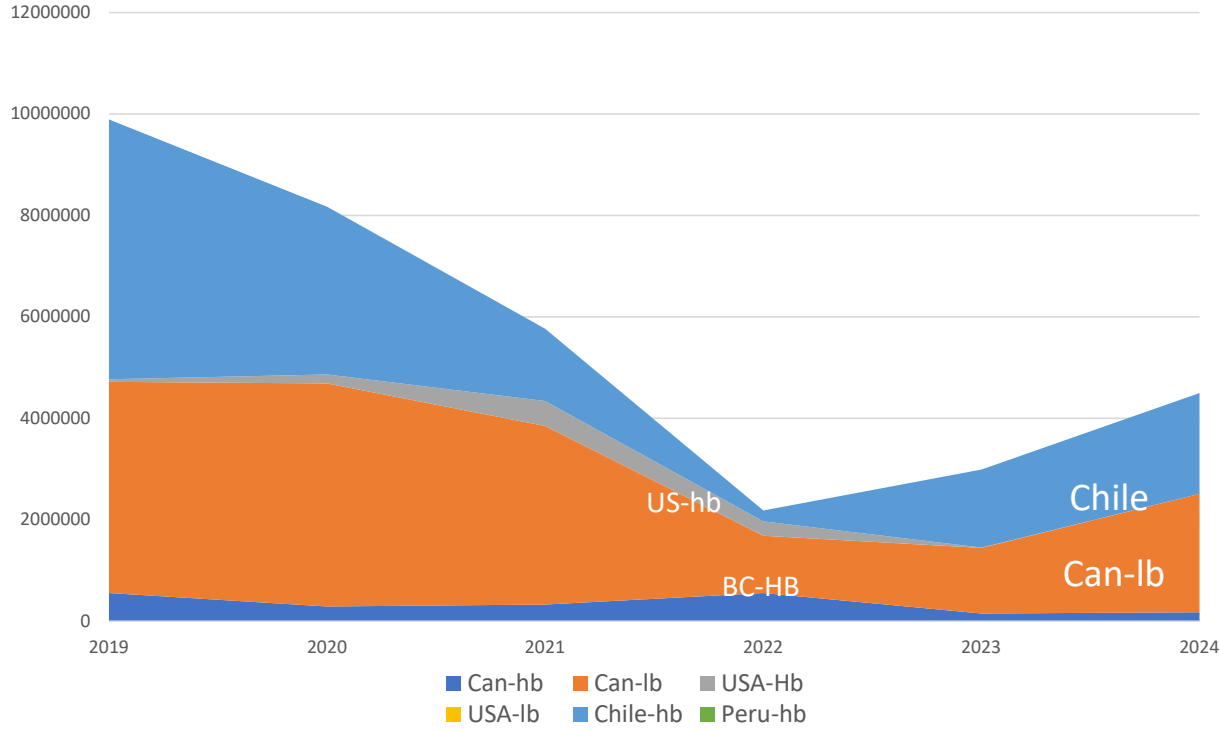
Taiwan – Republic of China



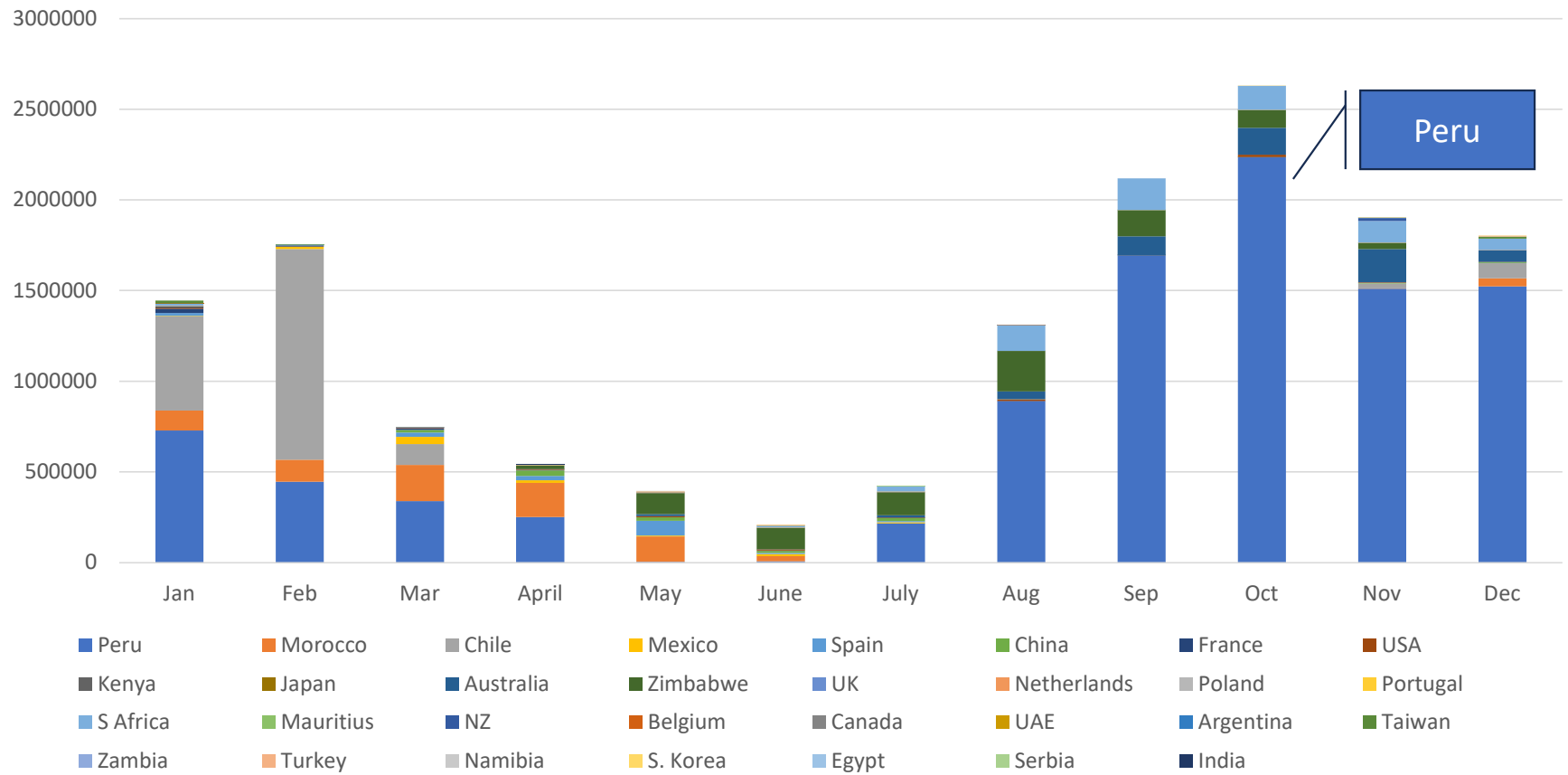
PR China



China Processed BB Imports- KG



HK Fresh BB Imports 2023

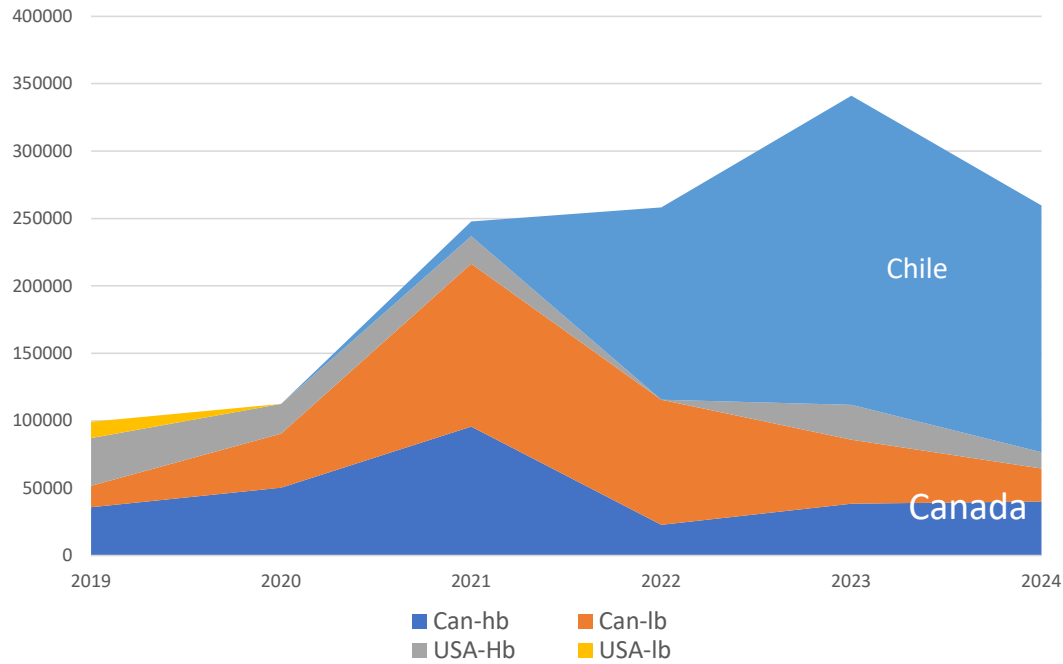


Source: Hong Kong Census and Trade

India



India Processed BB Imports- KG



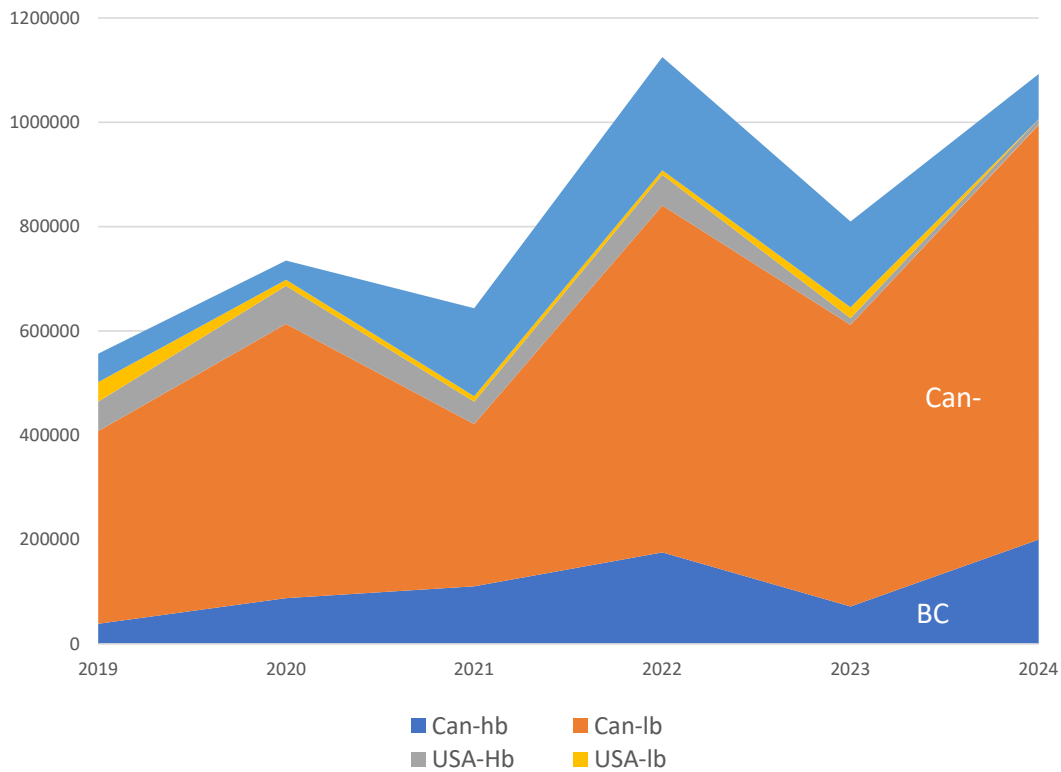
Food Industry – Fruit Preps
Cash and Carry!
Fresh to South India

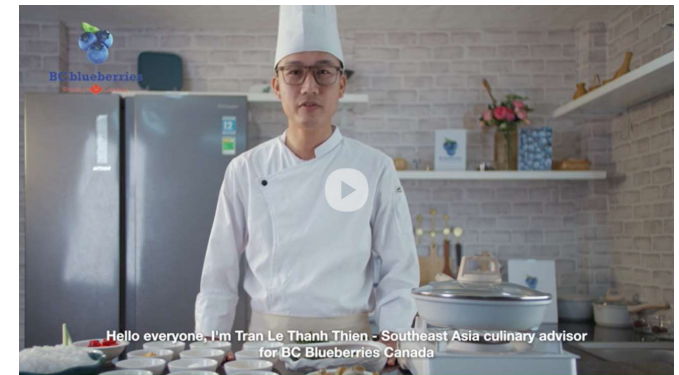


Vietnam

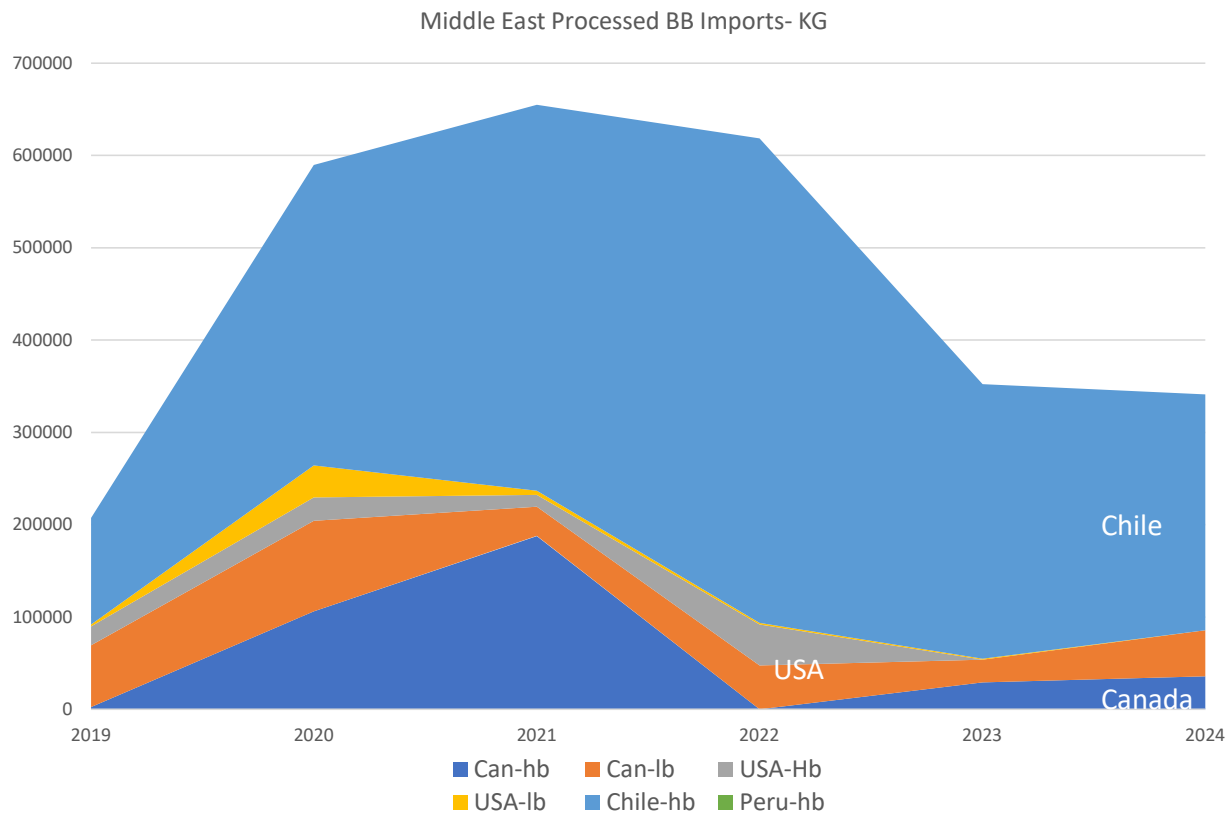


Vietnam Processed BB Imports- KG



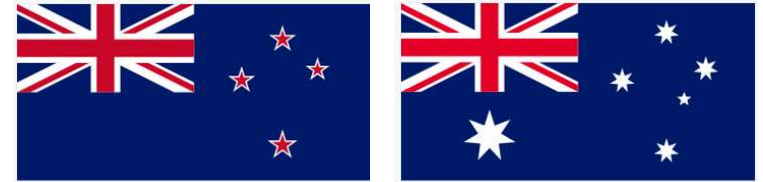


Middle East

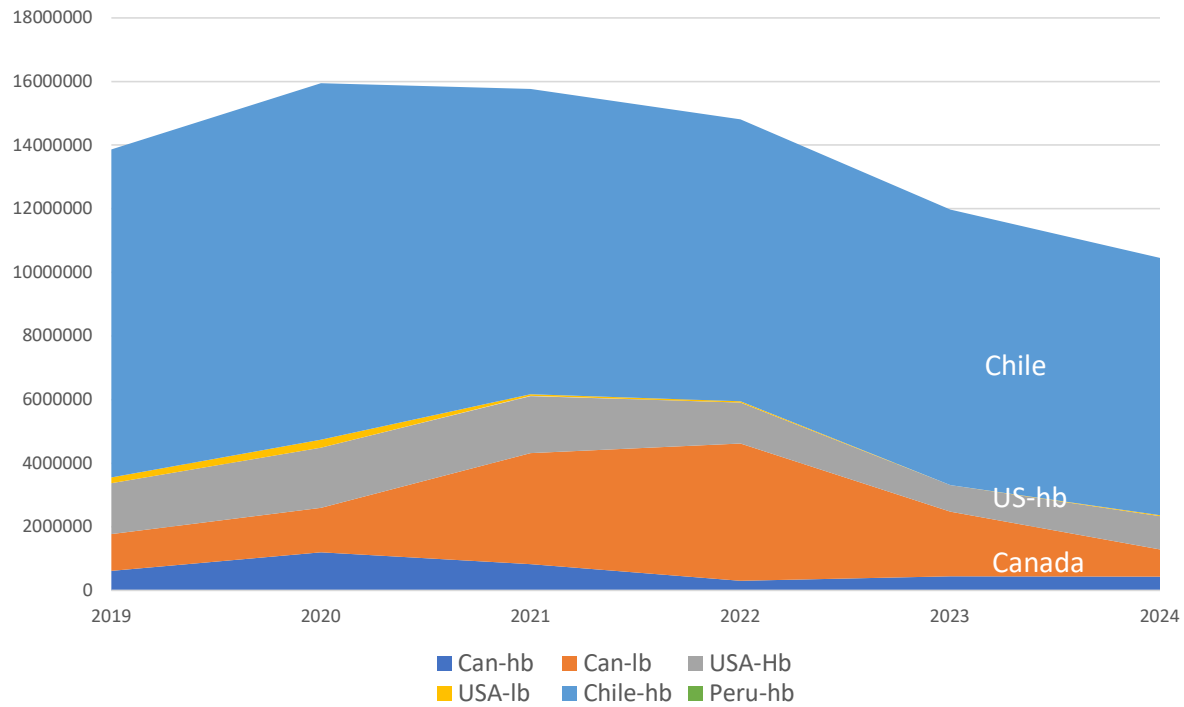


- UAE
- Saudi Arabia
- Oman
- Bahrain
- Qatar

Frozen BB – Australia-NZ



Thailand Processed BB Imports- KG

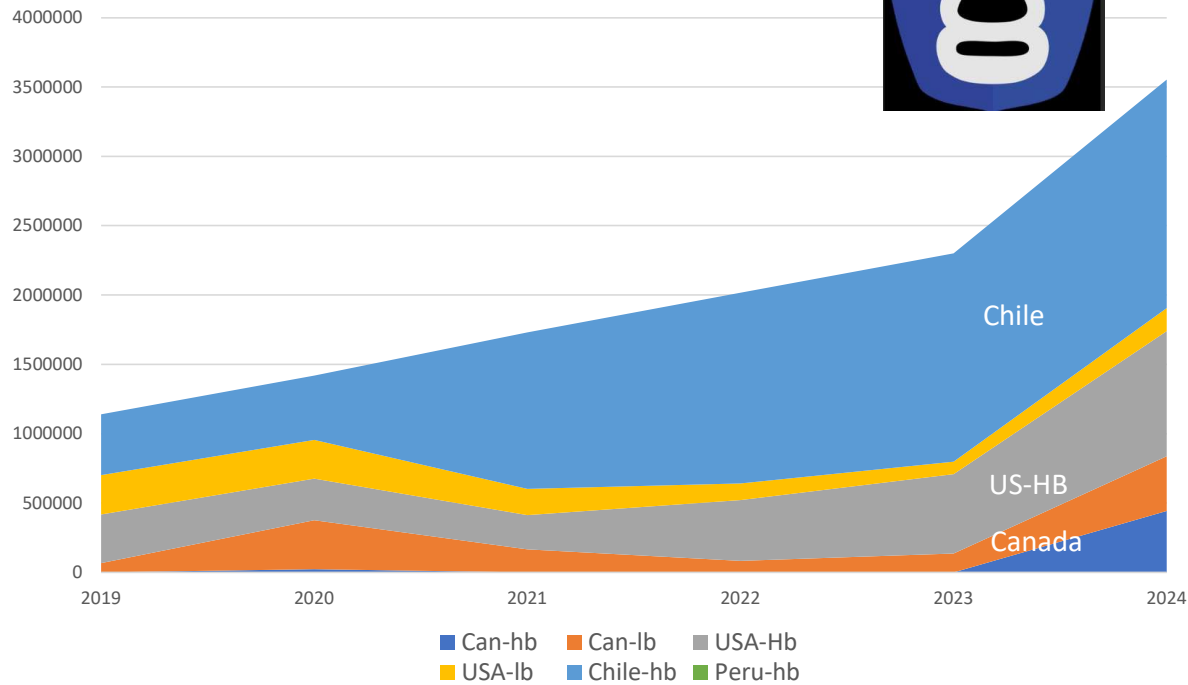


- Food Industry
- Foodservice
- Pro-Canadian!

Latin America



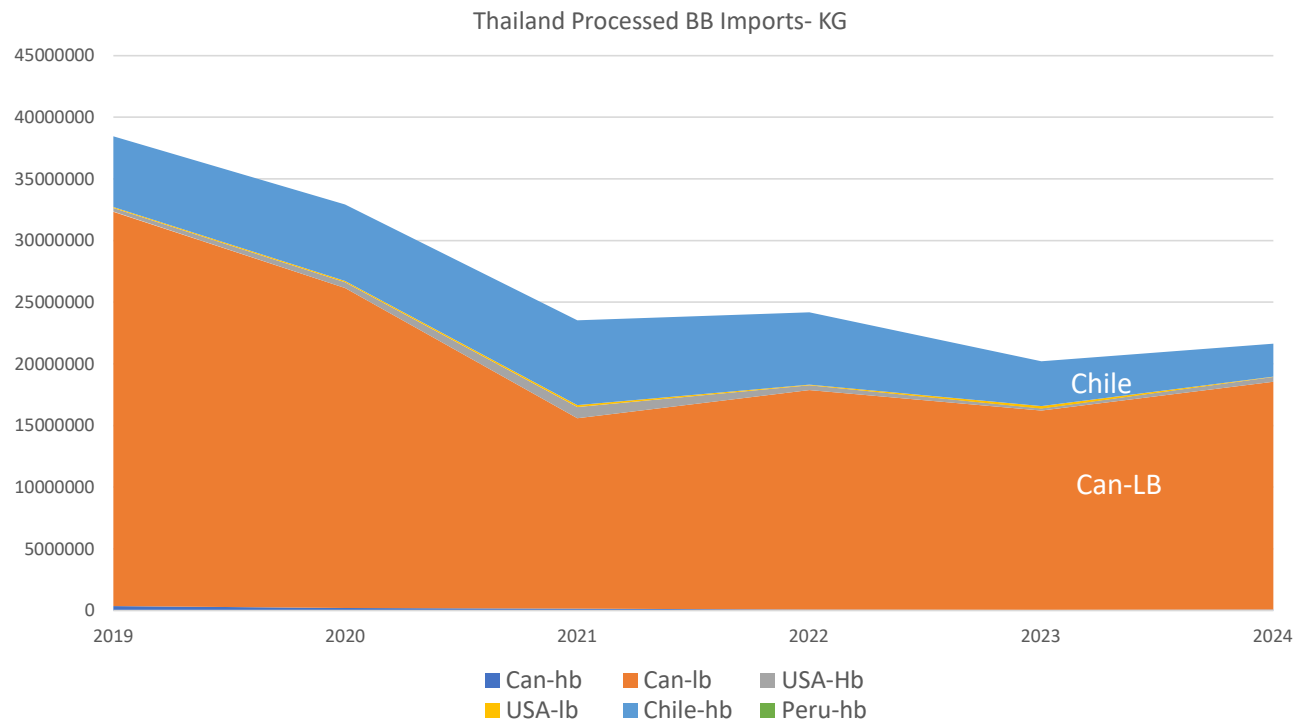
Latin America Processed BB Imports- KG



- Food Industry
- Pro-Canadian!
- 25% duty on US-BB?



Frozen BB – Exports Europe



Is it worth a try?

BC Blueberries – The Future



Fresh

Frozen

Bulk

Polybag

Liquid

Dried-

Fruit Preps

Foodservice

Puree

Juice

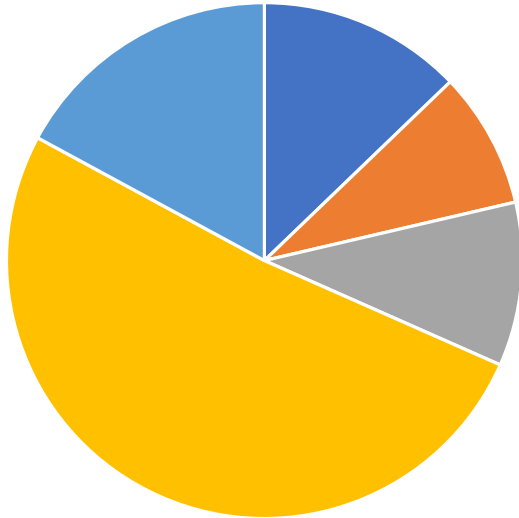
Concentrate

Sweetened

Ultra low moisture

Flakes
Powder

India Food Industry



■ Namkeen ■ Biscuits ■ Dairy ■ Snack ■ Foodservice

Moving Forward

- Power of the BC/Canada Brand!
- Global-Reconnect!
 - Importers
 - End users
- Boots on the Ground
 - Technical Assistance
- Build BCBC network
 - Current markets
 - Developing market



Targets

- Japan/Korea
- India/Middle East
 - India
 - United Arab Emirates
- Southeast Asia
 - Vietnam
 - ASEAN Countries (Thailand)
- Greater China
 - Taiwan
 - PR China



Thank You!

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