

2021 Export Snapshot: Blueberries & Strawberries

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Blueberries

In 2021 Australia exported 476 tonnes of blueberries valued at A\$14.2 million (FOB). The result was 37% higher than in 2020. Australian production was 23,452 tonnes according to the Hort Innovation Statistics Handbook.

Hong Kong and Singapore were the main markets for Australian exports by volume, whilst there was no recorded trade to India. These markets are profiled in detail in the 'Fresh Intelligence Report' available in the Berries Australia Export Hub berries.net.au/home/export

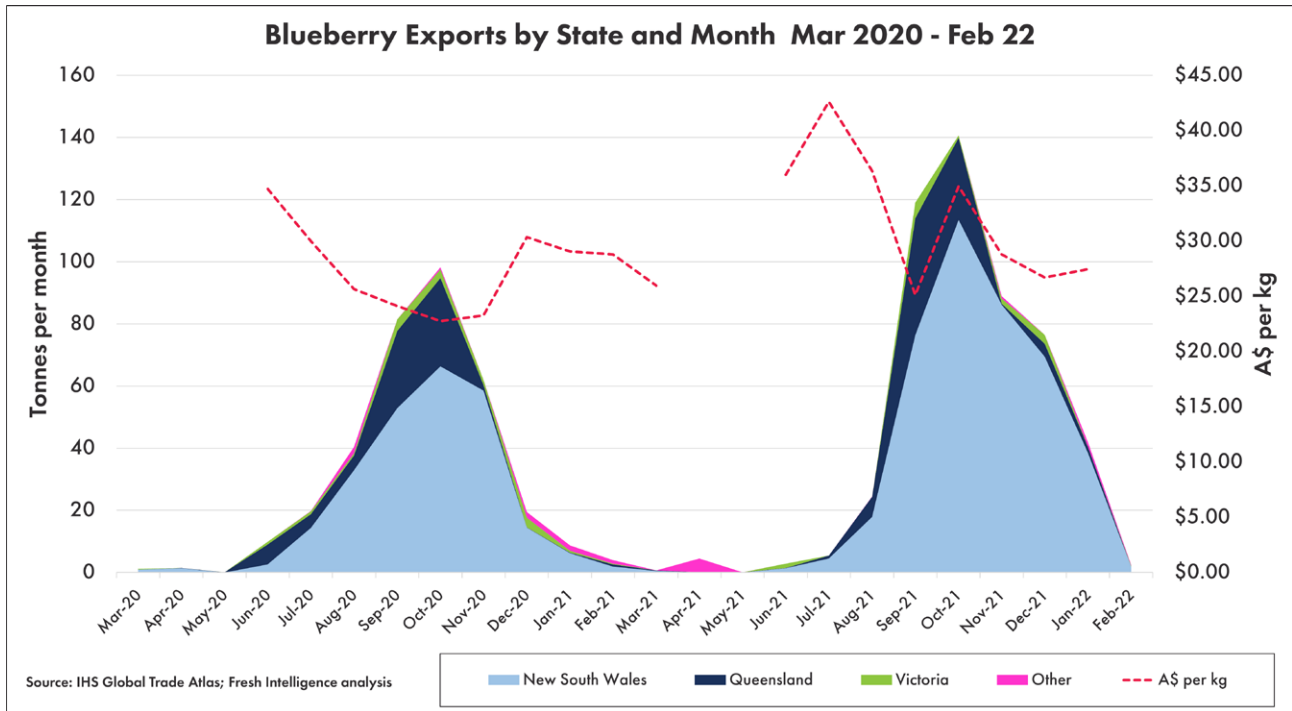
Australian Exports of Blueberries				
	2020	2021	1 yr chg	5 yr CAGR *
Tonnes	348	476	36.8%	12.0%
Value (A\$ million)	\$8.7	\$14.2	62.7%	33.3%
Unit Value A\$ per kg	\$25.04	\$29.76	18.9%	10.3%
Key Markets (Tonnes)	2020	2021	1 yr chg	5 yr CAGR *
Hong Kong	185	265	43.2%	23.5%
Singapore	102	167	64.4%	29.7%
Thailand	24	7	-68.4%	-25.8%
Indonesia	32	30	-6.6%	48.4%
Malaysia	3	3	-10.8%	80.2%
India	0	0		
Other	2	3		

Source: IHS Global Trade Atlas; Fresh Intelligence analysis

*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specified period of time longer than one year.

New South Wales is the main exporting state followed by Queensland, with most trade occurring from July to December.

According to FAOSTAT data global blueberry production reached 858,000 tonnes in 2020. The United States, Peru and Canada were the largest producers. In 2021 global export trade was 827,000 tonnes according to ITC TradeMAP, or around 96 per cent of global production. This must be viewed with caution due to the variance in time frames and the rapid production growth of blueberries particularly in Peru and Chile.



Strawberries

In 2021 Australia exported 2,762 tonnes of strawberries valued at A\$23.7 million (FOB). The result was 25% lower than in 2020. Australian production was 77,751 tonnes according to the Hort Innovation Statistics Handbook.

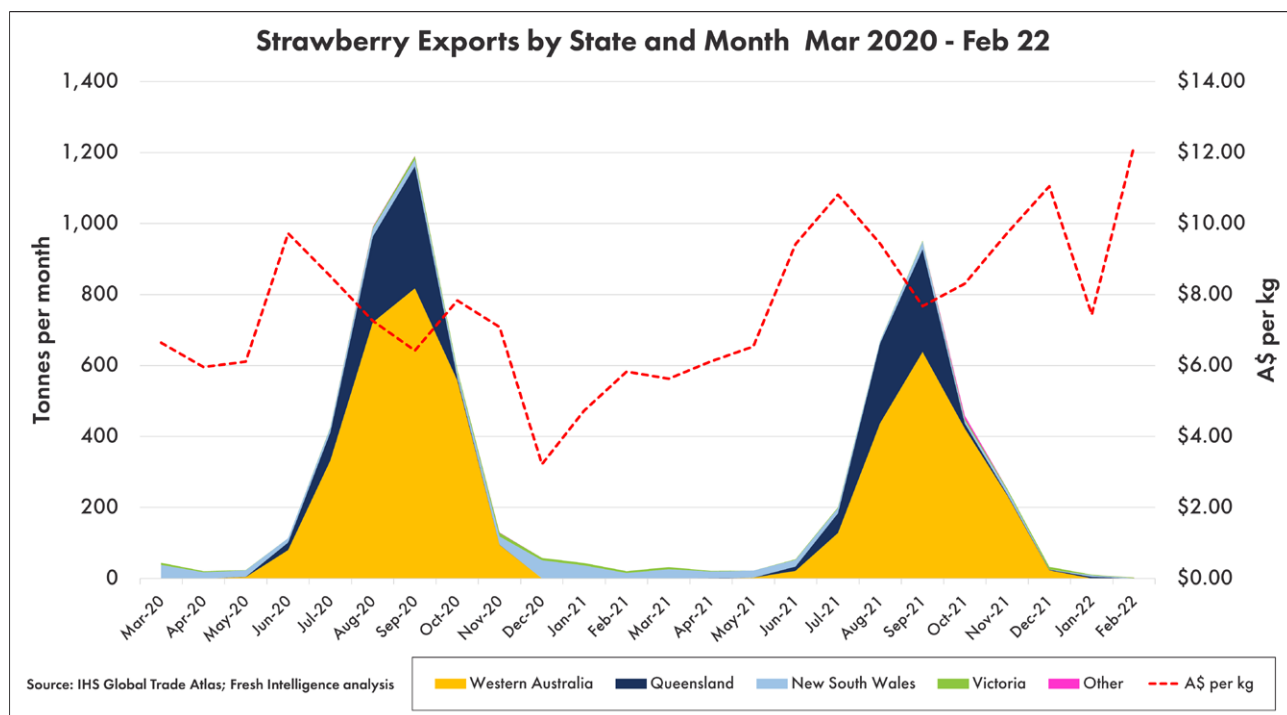
Thailand and Singapore were the main markets for Australian exports and the UAE was the 5th largest by volume. These markets are profiled in detail in the 'Fresh Intelligence Report' available in the Berries Australia Export Hub berries.net.au/home/export

Australian Exports of Strawberries				
	2020	2021	1 yr chg	5 yr CAGR *
Tonnes	3,681	2,762	-25.0%	-6.2%
Value (A\$ million)	26.3	23.7	-9.9%	-5.2%
Unit Value A\$ per kg	\$7.15	\$8.59	20.1%	5.4%
Key Markets (Tonnes)				
	2020	2021	1 yr chg	5 yr CAGR *
Thailand	901	686	-23.9%	4.2%
Singapore	782	547	-30.0%	-7.6%
Malaysia	558	446	-20.1%	7.9%
New Zealand	595	460	-22.8%	-11.1%
United Arab Emirates	285	179	-37.2%	-31.9%
Hong Kong	381	257	-32.7%	-13.0%
Other	178	187		

Source: IHS Global Trade Atlas; Fresh Intelligence analysis

*CAGR: Compound Annual Growth Rate is the mean annual growth rate over a specified period of time longer than one year.

Western Australia is the main exporting state followed by Queensland, with most trade occurring from July to October. According to FAOSTAT data global strawberry production reached 8.9 million tonnes in 2020. The US, Mexico and Spain were the largest producers. In 2021 global export trade was 947,000 tonnes according to ITC TradeMAP, or around 10.6 per cent of global production.



**Contact your MADEC Harvest Trail Office or
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on 1800 062 332**

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