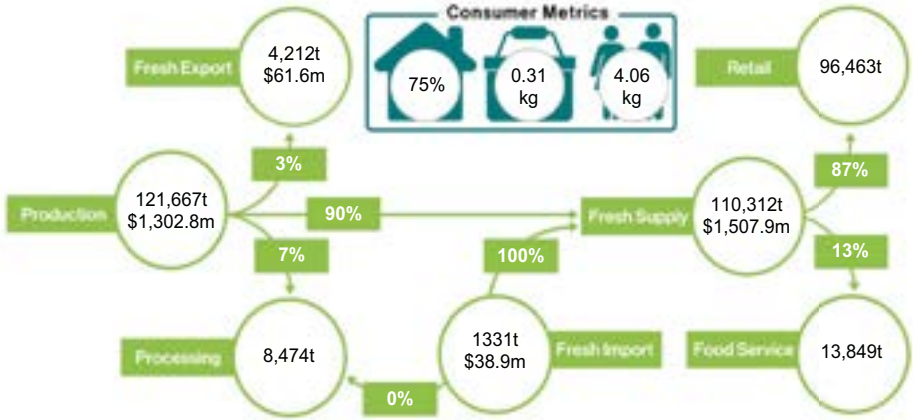
Australian Horticulture Statistics Handbook
2023/24

Hort Innovation freshlogic

Berries - Overview

Fresh Berries Overview

FRESH BERRIES SUPPLY CHAIN – YEAR ENDING JUNE 2024



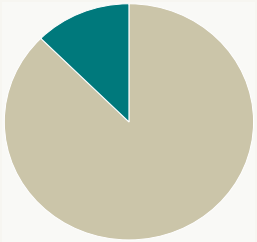
Sources: ABS; AC; CFVIWA; GTA/TDM; IRB; MP & DD (Freshlogic Analysis)

TOTAL PRODUCTION

$1,302.8m

121,667t produced and valued at **$1,302.8m** with 7% sent to be processed.

RETAIL VS FOOD SERVICE



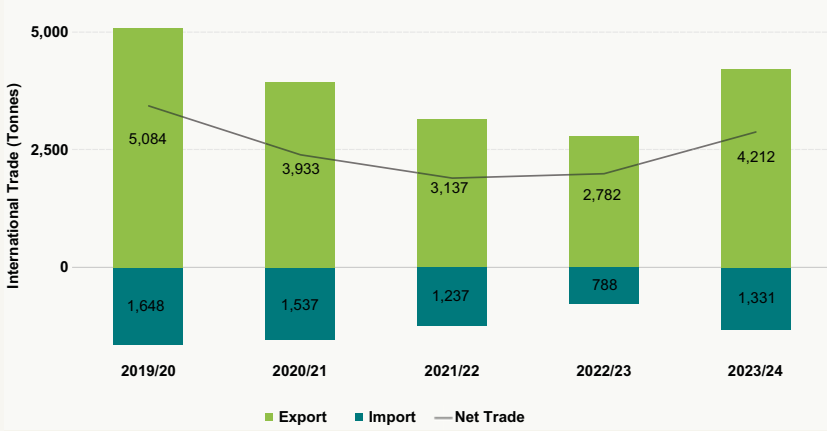
Retail 87% **Food Service** 13%

The fresh supply was **110,312t**, with **96,463t** distributed into retail and **13,849t** into food service.

YEAR ENDING JUNE	2022	2023		2024	
	Value	Value	% YoY	Value	% YoY
Production (t)	97,552	96,816	*>-1%*	121,667	*+26%*
Production ($m)	$1,029.3	$1,072.6	*+4%*	$1,302.8	*+21%*
Fresh Export Volume (t)	3,137	2,782	*-11%*	4,212	*+51%*
Fresh Export Value ($m)	$39.0	$42.2	*+8%*	$61.6	*+46%*
Fresh Import Volume (t)	1,237	788	*-36%*	1,331	*+69%*
Fresh Import Value ($m)	$29.1	$25.2	*-13%*	$38.9	*+55%*
Fresh Supply (t)	88,336	88,140	*>-1%*	110,312	*+25%*
Fresh Supply Wholesale Value ($m)	$1,208.5	$1,245.4	*+3%*	$1,507.9	*+21%*
Supply per Capita (kg)	3.40	3.36	*-1%*	4.06	*+21%*
Retail Supply (t)	76,872	77,043	*<1%*	96,463	*+25%*
Retail Supply Wholesale Value ($m)	$1,057.5	$1,092.9	*+3%*	$1,326.8	*+21%*
Food Service Supply (t)	11,465	11,098	*-3%*	13,849	*+25%*
Food Service Wholesale Value ($m)	$150.9	$152.5	*<1%*	$181.0	*+19%*

Sources: ABS; AC; CFVIWA; GTA/TDM; IRB; MP & DD (Freshlogic Analysis)

FRESH BERRIES INTERNATIONAL TRADE



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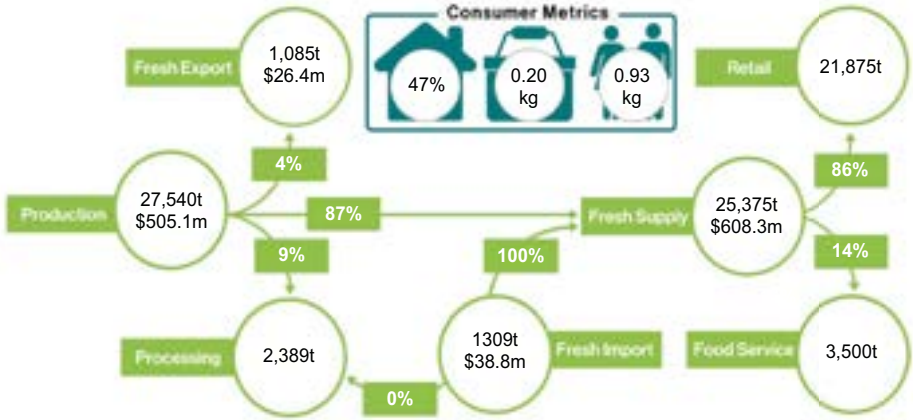
Berries - Blueberries

Fresh Blueberries Overview

FRESH BLUEBERRIES SUPPLY CHAIN – YEAR ENDING JUNE 2024



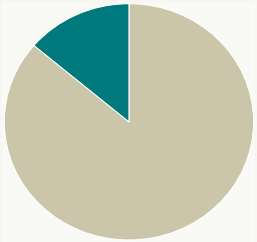
Sources: Berries Australia (BA); ABS; AC; CFVIWA; GTA/TDM; MP & DD (Freshlogic Analysis)

TOTAL PRODUCTION

$505.1m

27,540t produced and valued at **$505.1m** with 9% sent to be processed.

RETAIL VS FOOD SERVICE



Retail 86% **Food Service** 14%

The fresh supply was **25,375t**, with **21,875t** distributed into retail and **3,500t** into food service.

CONSUMER METRICS

47%

47% of Australian households purchased blueberries, buying an average of **199g** per shopping trip.

PER CAPITA CONSUMPTION

0.93kg

in 2023/24 based on the volume supplied.

YEAR ENDING JUNE	2022	2023		2024	
	Value	Value	% YoY	Value	% YoY
Production (t)	19,608	20,211	*+3%*	27,540	*+36%*
Production ($m)	$407.1	$422.2	*+4%*	$505.1	*+20%*
Fresh Export Volume (t)	517	504	*-2%*	1,085	*>100%*
Fresh Export Value ($m)	$15.8	$16.2	*+3%*	$26.4	*+63%*
Fresh Import Volume (t)	1,231	788	*-36%*	1,309	*+66%*
Fresh Import Value ($m)	$29.0	$25.2	*-13%*	$38.8	*+54%*
Fresh Supply (t)	18,621	18,742	*<1%*	25,375	*+35%*
Fresh Supply Wholesale Value ($m)	$503.8	$509.6	*+1%*	$608.3	*+19%*
Supply per Capita (kg)	0.72	0.71	*>-1%*	0.93	*+31%*
Retail Supply (t)	16,053	16,157	*<1%*	21,875	*+35%*
Retail Supply Wholesale Value ($m)	$434.3	$439.3	*+1%*	$524.4	*+19%*
Food Service Supply (t)	2,568	2,585	*<1%*	3,500	*+35%*
Food Service Wholesale Value ($m)	$69.5	$70.3	*+1%*	$83.9	*+19%*

Sources: BA; ABS; AC; CFVIWA; GTA/TDM; MP & DD (Freshlogic Analysis)

Fresh Blueberries Production

MAJOR PRODUCTION AREAS

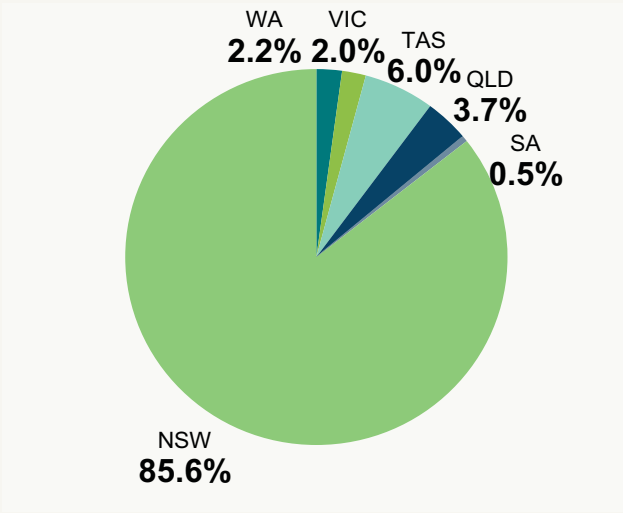
Source: BA

Blueberry production is centered in the northern New South Wales region of Coffs Harbour. The majority of the production in this region occurs over the summer months. A number of other blueberry production regions across Australia allow for close to year-round availability.

PRODUCTION WINDOW

Year-round

2023/24 FRESH BLUEBERRIES PRODUCTION BY STATE



Source: BA

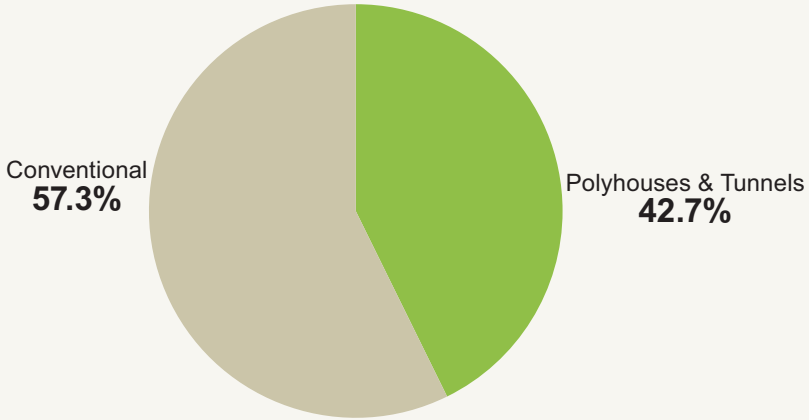
2023/24 FRESH BLUEBERRIES SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New South Wales	23,575	High	High	High	High	High	High	High	Medium	Medium	None	None	High
Tasmania	1,652	None	None	None	None	None	None	High	High	High	Medium	None	None
Queensland	1,033	None	None	None	None	None	Medium	Medium	Medium	Medium	None	None	None
Western Australia	592	None	Low	Low	High	High	Low	None	None	None	None	None	None
Victoria	551	None	None	None	None	None	Medium	High	High	High	Medium	None	None
South Australia	138	None	None	None	None	None	Medium	High	High	Medium	Medium	Low	None

Availability legend: High Medium Low None

Source: BA

2023/24 FRESH BLUEBERRIES PRODUCTION BY SYSTEM



Production of blueberries in Australia occurs in two different types of farming systems. These systems and their contribution to production are **Polyhouses & Tunnels 42.7%** and **Conventional 57.3%**.

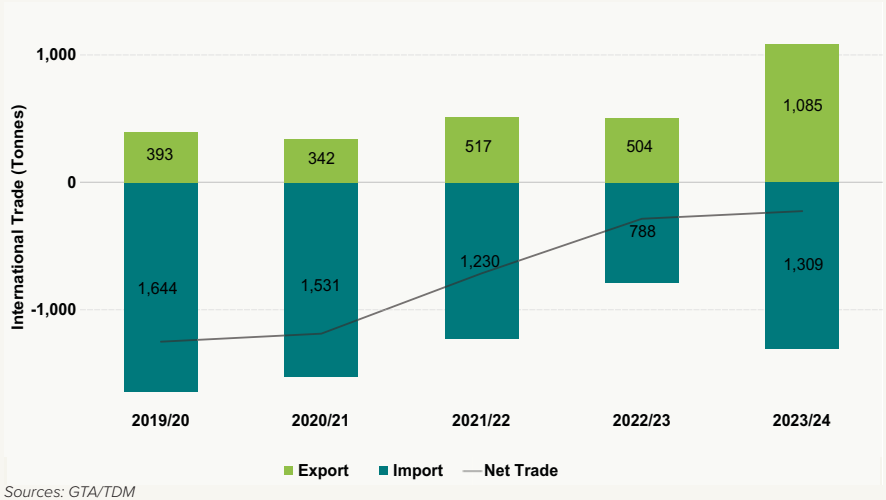
2023/24 FRESH BLUEBERRIES PRODUCTION SYSTEM BY STATE

	Polyhouses & Tunnels		Conventional	
State	Hectares (Ha)	Volume (t)	Hectares (Ha)	Volume (t)
New South Wales	1259	10,071	-	13,504
Victoria	29	235	-	316
Queensland	55	441	-	592
Western Australia	32	253	-	339
South Australia	7	59	-	79
Tasmania	88	706	-	947
Northern Territory	0	0	-	0
Total	1471	11,765	-	15,775

Fresh Blueberries International Trade

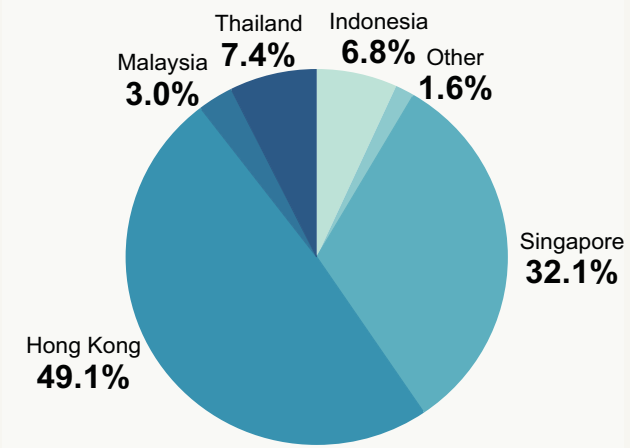
FRESH BLUEBERRIES INTERNATIONAL TRADE

Australia has traditionally been a net importer of fresh blueberries, typically importing **700-1,700 tonnes** per year, with the majority of this volume coming from New Zealand. For the year ending June 2024, Australia imported **1,309 tonnes**. The exports and imports over the last five financial years are profiled in the graph below, where imports are counted as negative tonnes.



Sources: GTA/TDM

FRESH BLUEBERRIES EXPORTS



Source: GTA/TDM

For the year ending June 2024, **49.1%** of exported fresh blueberries were sent to **Hong Kong**, as profiled in the chart above.

Exports by State of Production Origin (Tonnes)			
Year Ending June	2022	2023	2024
New South Wales	418	357	966
Queensland	84	138	61
Victoria	12	2	33
Western Australia	< 0.5	-	9
South Australia	1	-	8
Other	2	6	7
TOTAL	517	504	1,085

Exports by Country (Tonnes)			
Year Ending June	2022	2023	2024
Hong Kong	283	275	532
Singapore	190	142	348
Thailand	7	21	80
Indonesia	29	59	74
Malaysia	4	4	33
Other	3	3	18
TOTAL	517	504	1,085

FRESH BLUEBERRIES IMPORTS

Imports by Country (Tonnes)			
Year Ending June	2022	2023	2024
New South Wales	587	522	645
Victoria	179	55	323
Western Australia	252	195	235
Queensland	205	14	106
South Australia	8	2	-
Other	-	< 0.5	-
TOTAL	1,230	788	1,309

Imports by Country (Tonnes)			
Year Ending June	2022	2023	2024
New Zealand	1,223	788	1,309
Chile	5	-	-
Serbia	2	-	-
TOTAL	1,230	788	1,309

Source: GTA/TDM

Australian Horticulture Statistics Handbook
2023/24

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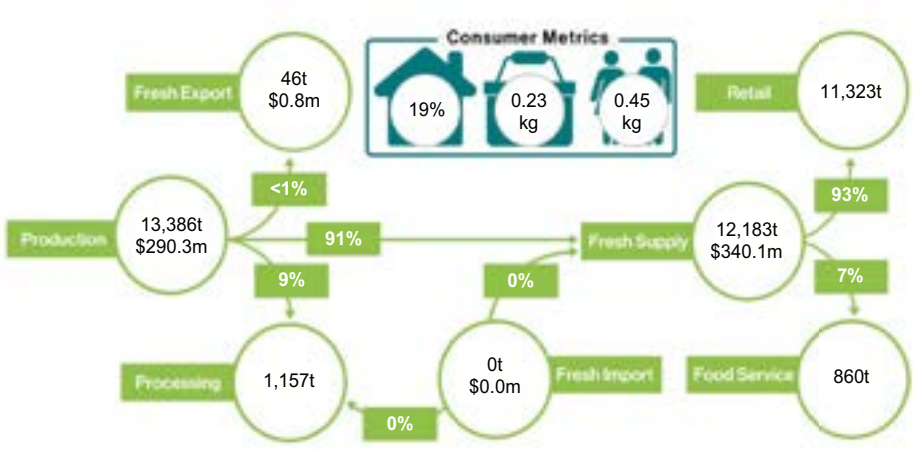
Berries - Rubus

Fresh Rubus Berries Overview

FRESH RUBUS BERRIES SUPPLY CHAIN – YEAR ENDING JUNE 2024



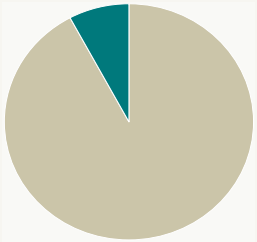
Sources: Berries Australia (BA); ABS; AC; CFVIWA; GTA/TDM; MP & DD (Freshlogic Analysis)

TOTAL PRODUCTION

$290.3m

13,386t produced and valued at **$290.3m** with 9% sent to be processed.

RETAIL VS FOOD SERVICE



Retail 93% **Food Service** 7%

The fresh supply was **12,183t**, with **11,323t** distributed into retail and **860t** into food service.

CONSUMER METRICS

19%

19% of Australian households purchased rubus berries, buying an average of **230g** per shopping trip.

PER CAPITA CONSUMPTION

0.45kg

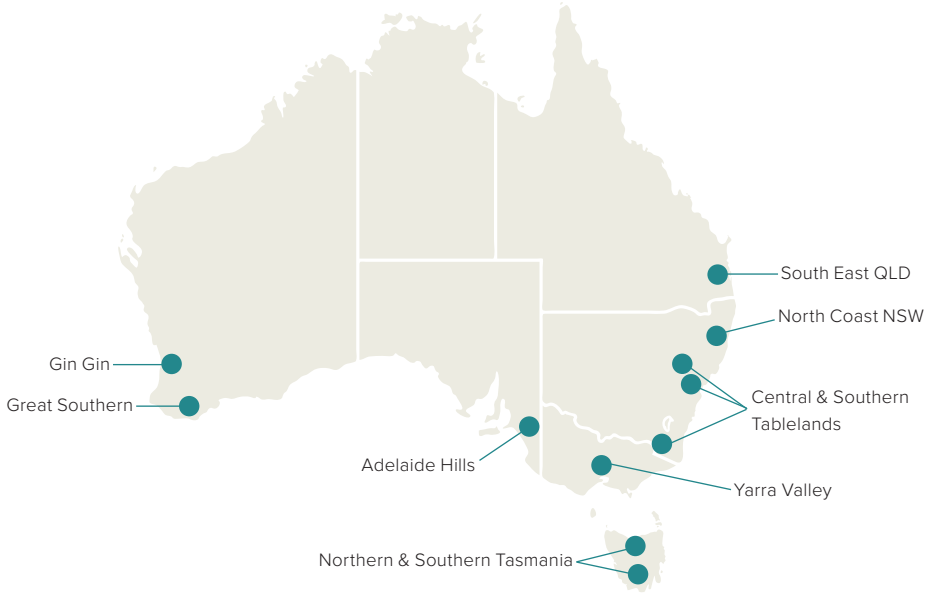
in 2023/24 based on the volume supplied.

YEAR ENDING JUNE	2022	2023		2024	
	Value	Value	% YoY	Value	% YoY
Production (t)	9,632	10,781	*+12%*	13,386	*+24%*
Production ($m)	$205.3	$221.3	*+8%*	$290.3	*+31%*
Fresh Export Volume (t)	26	9	*-65%*	46	*>100%*
Fresh Export Value ($m)	$0.5	$0.3	*-38%*	$0.8	*>100%*
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value ($m)	$-	$-	-	$-	-
Fresh Supply (t)	8,758	9,861	*+13%*	12,183	*+24%*
Fresh Supply Wholesale Value ($m)	$240.2	$259.4	*+8%*	$340.1	*+31%*
Supply per Capita (kg)	0.34	0.38	*+11%*	0.45	*+19%*
Retail Supply (t)	8,088	9,114	*+13%*	11,323	*+24%*
Retail Supply Wholesale Value ($m)	$221.4	$239.4	*+8%*	$315.9	*+32%*
Food Service Supply (t)	670	747	*+11%*	860	*+15%*
Food Service Wholesale Value ($m)	$18.8	$20.0	*+7%*	$24.1	*+20%*

Sources: BA; ABS; AC; CFVIWA; GTA/TDM; MP & DD (Freshlogic Analysis)

Fresh Rubus Berries Production

MAJOR PRODUCTION AREAS



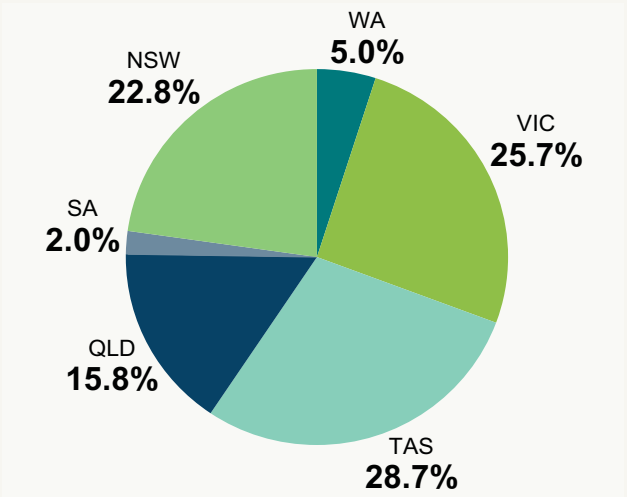
Source: BA

Rubus berries includes raspberries, blackberries and other berries such as boysenberries and silvanberries. Production occurs all along the Eastern seaboard of Australia, with the majority of production centred on Victoria and Tasmania.

PRODUCTION WINDOW

Year-round

2023/24 FRESH RUBUS BERRIES PRODUCTION BY STATE



Source: BA

2023/24 FRESH RUBUS BERRIES SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Tasmania	3,843					Low	High	High	High	High	Low	Low	
Victoria	3,446				Low	High	High	High	High	Medium	Low		
New South Wales	3,048	High	High	High	Medium	Low	Low	Low	Low	Medium	High	High	High
Queensland	2,121	High	High	High	Medium	Low				Low	Medium	High	High
Western Australia	663				Low	Medium	Medium	Medium	Medium	Low			
South Australia	265				Low	Medium	Medium	Medium	Medium	Low			

Availability legend: High Medium Low None

Source: BA

MAIN RUBUS BERRIES TYPES

Production in Australia is dominated by raspberries, although blackberries are becoming increasingly common.

Raspberries, a bright red aggregate fruit with a hollow core. Raspberries accounted for **68%** of fresh production.

Blackberries, a black aggregate fruit with a white core. Blackberries accounted for **31%** of fresh production

Other varieties, including boysenberries and silvanberries, accounted for **<1%** of fresh production

Raspberries **68%**

Blackberries **31%**

Others **<1%**

Sources: BA

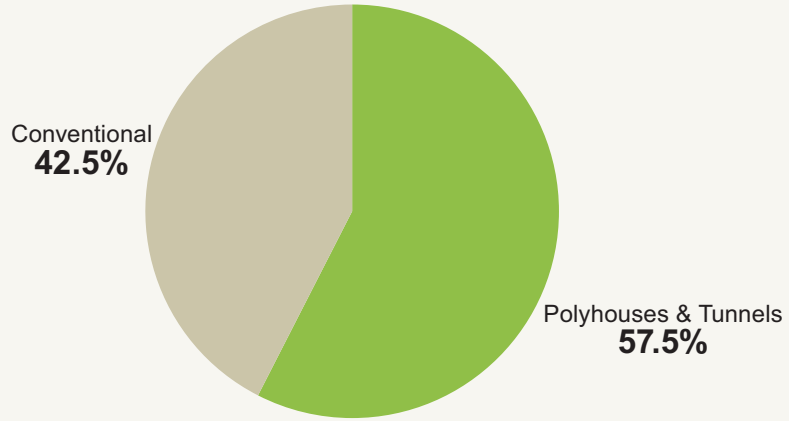
2023/24 FRESH RUBUS BERRIES SEASONALITY BY VARIETY

Variety	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Raspberries	9,163												
Blackberries	4,163												
Other	60												

Availability legend: High Medium Low None

Source: BA

2023/24 FRESH RUBUS BERRIES PRODUCTION BY SYSTEM



Production of rubus berries in Australia occurs in two different types of farming systems. These systems and their contribution to production are **Polyhouses & Tunnels 57.5%** and **Conventional 42.5%**.

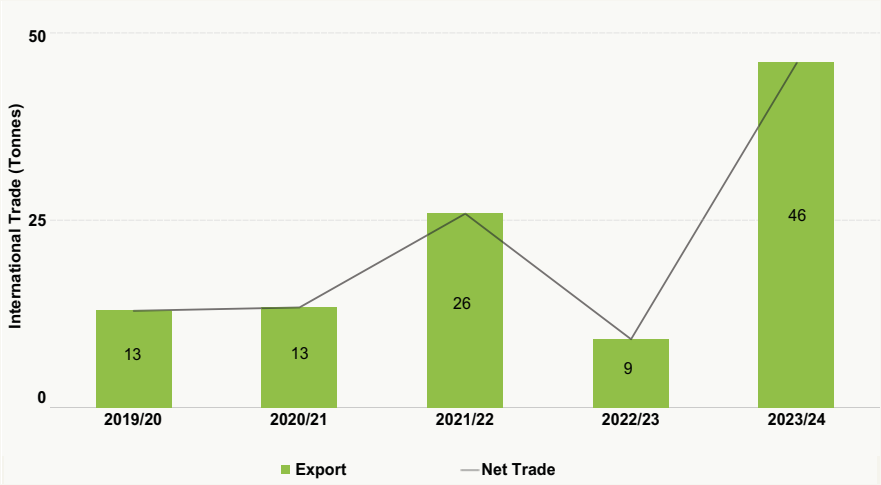
2023/24 FRESH RUBUS BERRIES PRODUCTION SYSTEM BY STATE

	Polyhouses & Tunnels		Conventional	
State	Hectares (Ha)	Volume (t)	Hectares (Ha)	Volume (t)
New South Wales	219	1,753	0	1,295
Victoria	248	1,982	0	1,464
Queensland	152	1,220	0	901
Western Australia	48	381	0	281
South Australia	19	152	0	113
Tasmania	276	2,211	0	1,633
Northern Territory	0	0	0	0
Total	963	7700	0	5686

Fresh Rubus Berries International Trade

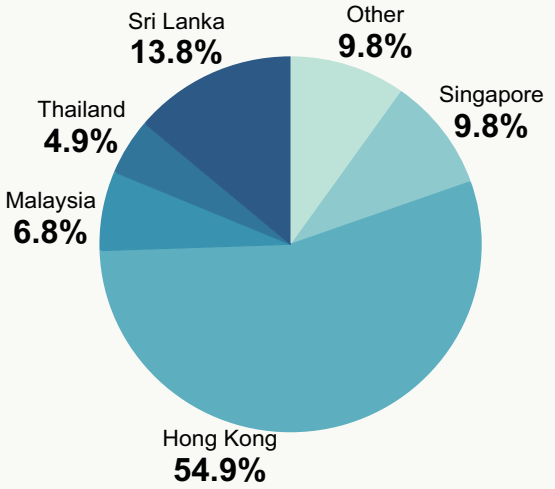
FRESH RUBUS BERRIES INTERNATIONAL TRADE

Due to the perishable nature of the fruit, there is limited trade of fresh rubus berries, compared to trade in processed and frozen rubus berries. There are currently **no fresh rubus berry imports**. The exports over the last five financial years are profiled in the graph below.



Sources: GTA/TDM

FRESH RUBUS BERRIES EXPORTS



Source: GTA/TDM

For the year ending June 2024, **54.9%** of exported fresh rubus berries were sent to **Hong Kong**, as profiled in the chart above.

Exports by State of Production Origin (Tonnes)			
Year Ending June	2022	2023	2024
Western Australia	-	-	29
Victoria	11	4	7
New South Wales	10	4	7
Queensland	3	1	3
Tasmania	1	< 0.5	< 0.5
Other	1	< 0.5	< 0.5
TOTAL	26	9	46

Exports by Country (Tonnes)			
Year Ending June	2022	2023	2024
Hong Kong	1	1	25
Sri Lanka	8	-	6
Singapore	14	2	5
Malaysia	1	< 0.5	3
Thailand	-	1	2
Other	3	4	5
TOTAL	26	9	46

Source: GTA/TDM

Processed Rubus Berries International Trade

2023/24 PROCESSED RUBUS BERRIES INTERNATIONAL TRADE

For the year ending June 2024, an additional **7,011 tonnes** of frozen rubus berries were imported, while **32 tonnes** were exported.

Source: GTA/TDM

Australian Horticulture Statistics Handbook
2023/24

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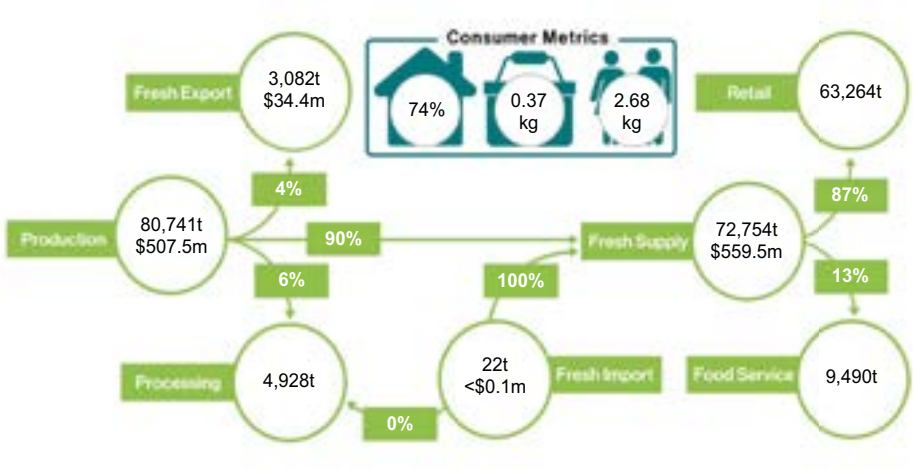
Berries - Strawberries

Fresh Strawberries Overview

FRESH STRAWBERRIES SUPPLY CHAIN – YEAR ENDING JUNE 2024



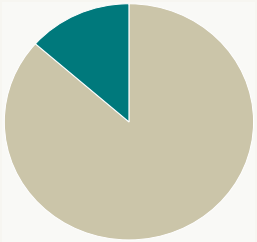
Sources: ABS; AC; CFVIWA; GTA/TDM; Strawberries Australia Inc. (SAI) MP & DD (Freshlogic Analysis)

TOTAL PRODUCTION

$507.5m

80,741t produced and valued at **$507.5m** with 6% sent to be processed.

RETAIL VS FOOD SERVICE



Retail 87% **Food Service** 13%

The resh supply was **72,754t**, with **63,264t** distributed into retail and **9,490t** into food service.

CONSUMER METRICS

74%

74% of Australian households purchased strawberries, buying an average of **365g** per shopping trip.

PER CAPITA CONSUMPTION

2.68kg

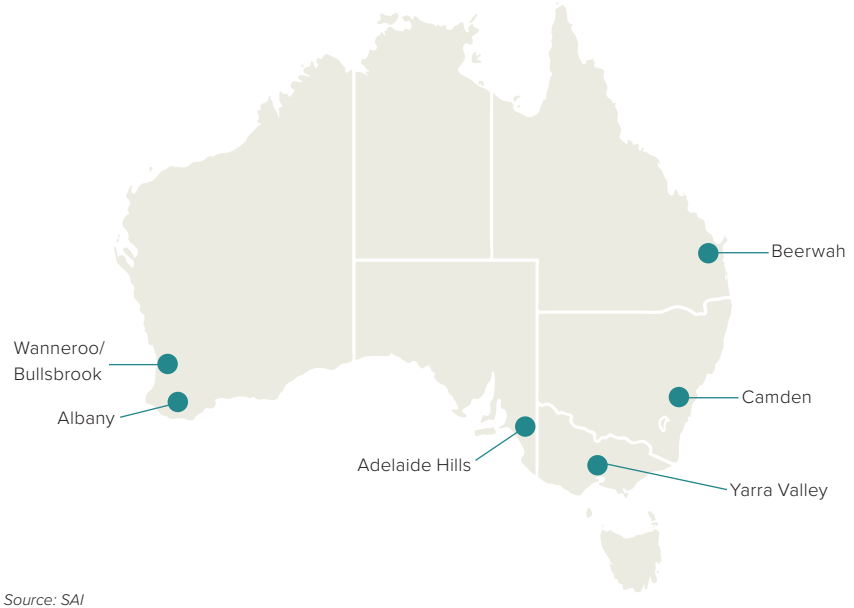
in 2023/24 based on the volume supplied.

YEAR ENDING JUNE	2022	2023		2024	
	Value	Value	% YoY	Value	% YoY
Production (t)	68,312	65,824	-4%	80,741	+23%
Production ($m)	$416.9	$429.2	+3%	$507.5	+18%
Fresh Export Volume (t)	2,595	2,269	-13%	3,082	+36%
Fresh Export Value ($m)	$22.8	$25.7	+13%	$34.4	+34%
Fresh Import Volume (t)	6	<1	-100%	22	>100%
Fresh Import Value ($m)	< $0.1	$-	-100%	< $0.1	-
Fresh Supply (t)	60,957	59,537	-2%	72,754	+22%
Fresh Supply Wholesale Value ($m)	$464.5	$476.3	+3%	$559.5	+17%
Supply per Capita (kg)	2.35	2.27	-4%	2.68	+18%
Retail Supply (t)	52,731	51,771	-2%	63,264	+22%
Retail Supply Wholesale Value ($m)	$401.8	$414.2	+3%	$486.5	+17%
Food Service Supply (t)	8,226	7,766	-6%	9,490	+22%
Food Service Wholesale Value ($m)	$62.7	$62.1	>-1%	$73.0	+17%

Sources: ABS; AC; CFVIWA; GTA/TDM; SAI; MP & DD (Freshlogic Analysis)

Fresh Strawberries Production

MAJOR PRODUCTION AREAS



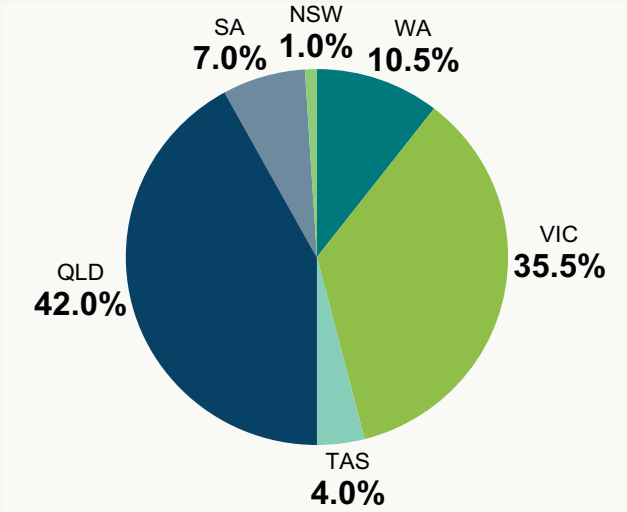
Source: SAI

Strawberries are grown in most states in Australia. Year-round availability is made possible through the different regions.

PRODUCTION WINDOW

Year-round

2023/24 FRESH STRAWBERRIES PRODUCTION BY STATE



Source: SAI

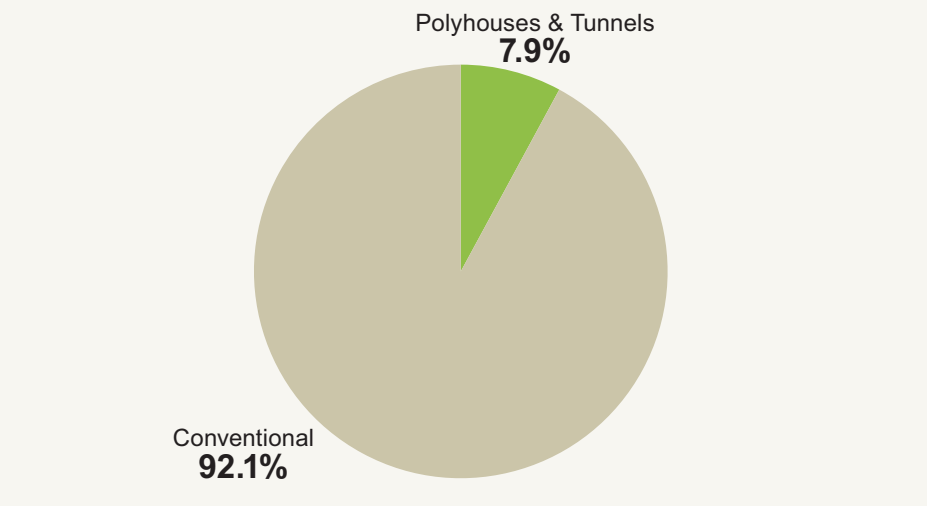
2023/24 FRESH STRAWBERRIES SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Queensland	33,911	High	High	High	Medium	Medium	None	None	None	Low	Low	Low	High
Victoria	28,663	None	None	None	Medium	High	High	High	High	High	Medium	Low	Low
Western Australia	8,478	High	High	High	Medium	Medium	Low	None	None	None	None	None	High
South Australia	5,652	None	Low	Low	Medium	High	High	High	High	High	Medium	Low	Low
Tasmania	3,230	None	None	None	Low	Medium	High	High	Medium	Low	Low	None	None
New South Wales	807	None	None	None	Low	Medium	High	High	Medium	Low	Low	None	None

Availability legend: High Medium Low None

Source: SAI

2023/24 FRESH STRAWBERRIES PRODUCTION BY SYSTEM



Production of strawberries in Australia occurs in two different types of farming systems. These systems and their contribution to production are **Polyhouses & Tunnels 7.9%** and **Conventional 92.1%**.

2023/24 FRESH STRAWBERRIES PRODUCTION SYSTEM BY STATE

	Polyhouses & Tunnels		Conventional	
State	Hectares (Ha)	Volume (t)	Hectares (Ha)	Volume (t)
New South Wales	4	64	-	744
Victoria	151	2,265	-	26,398
Queensland	179	2,680	-	31,231
Western Australia	45	670	-	7,808
South Australia	30	447	-	5,205
Tasmania	17	255	-	2,974
Northern Territory	0	0	0	0
Total	425	6,381	-	74,360

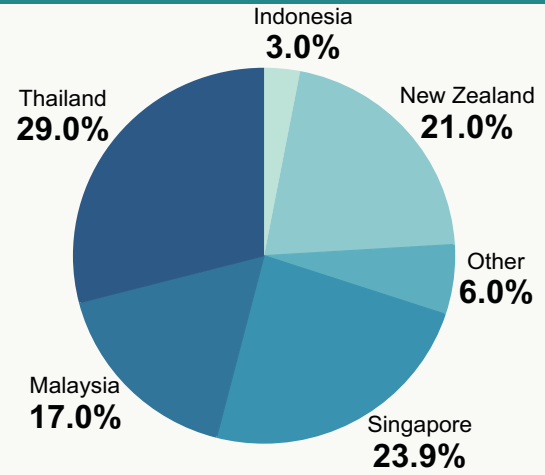
Fresh Strawberries International Trade

FRESH STRAWBERRIES INTERNATIONAL TRADE

Australia has traditionally been a net exporter of fresh strawberries. For the year ending June 2024, Australia exported **3,082 tonnes**. The exports and imports over the last five financial years are profiled in the graph below, where imports are counted as negative tonnes.

Sources: GTA/TDM

FRESH STRAWBERRIES EXPORTS



Source: GTA/TDM

For the year ending June 2024, **29.0%** of exported fresh strawberries were sent to **Thailand**, as profiled in the chart above.

Exports by State of Production Origin (Tonnes)			
Year Ending June	2022	2023	2024
Western Australia	1,890	1,898	2,136
Queensland	597	321	702
New South Wales	70	7	177
Victoria	29	42	64
South Australia	-	-	2
Other	8	1	-
TOTAL	2,595	2,269	3,082

Exports by Country (Tonnes)			
Year Ending June	2022	2023	2024
Thailand	682	746	894
Singapore	552	617	738
New Zealand	449	296	648
Malaysia	429	419	523
Indonesia	29	40	93
Other	454	152	186
TOTAL	2,595	2,269	3,082

FRESH STRAWBERRIES IMPORTS

Imports by State Destination (Tonnes)			
Year Ending June	2022	2023	2024
Queensland	1	< 0.5	22
New South Wales	1	-	< 0.5
Victoria	5	-	-
Other	-	< 0.5	< 0.5
TOTAL	6	0	22

Imports by Country (Tonnes)			
Year Ending June	2022	2023	2024
Egypt	-	-	22
South Korea	1	-	< 0.5
India	-	< 0.5	-
Spain	5	-	-
Japan	< 0.5	-	-
Other	< 0.5	< 0.5	< 0.5
TOTAL	6	0	22

Source: GTA/TDM

Processed Strawberries International Trade

2023/24 PROCESSED STRAWBERRIES INTERNATIONAL TRADE

For the year ending June 2024, an additional **5,615 tonnes** of frozen strawberries were imported, while **10 tonnes** were exported. Australia also imported **795 tonnes** of preserved strawberries, while exporting **one tonne** of preserved strawberries.

5,615
tonnes of frozen strawberries imported

795
tonnes of preserved strawberries imported

10
tonnes of frozen strawberries exported

1
tonne of preserved strawberries exported

Source: GTA/TDM