AGRONOMETRICS

PERUVIAN BLUEBERRY VARIETAL PRICE SPECTRUM MONITOR (PRISM)

2025 REPORT

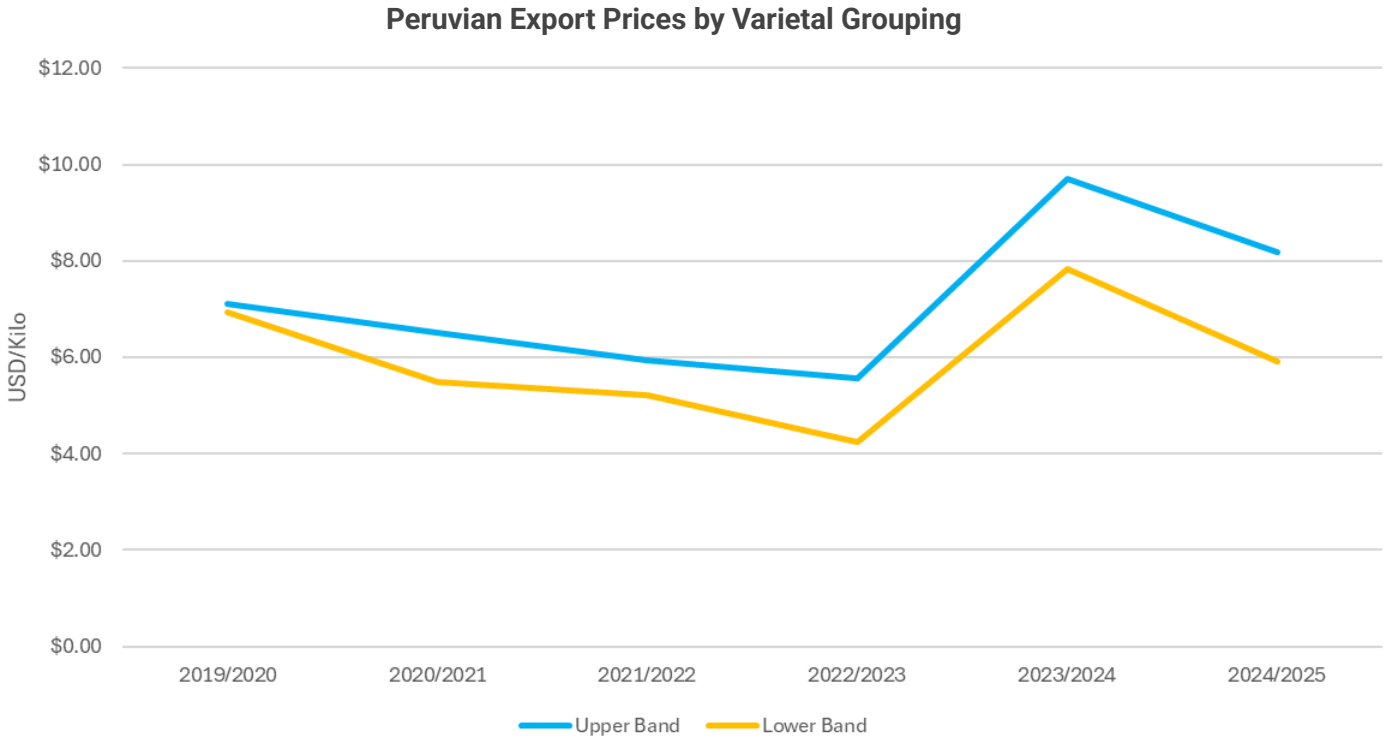
2025 Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

By: Colin P. Fain, CEO of Agronometrics

Abstract

This study introduces the 2025 Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM), a methodology developed to track and analyze how varieties influence blueberry export prices. Peru's blueberry industry has experienced rapid growth over the past decade, transforming the country into one of the world's leading suppliers. While this expansion has reshaped global supply dynamics, it has also raised new challenges: as volumes have surged, profitability has become increasingly dependent on differentiation rather than scale alone.

Drawing on official tax records from SUNAT and applying a methodology designed to isolate varietal performance, PRISM highlights a growing bifurcation between varietal groupings organized into upper band and lower band. Over six seasons of data, upper band blueberries have consistently commanded higher returns, culminating in the 2024/2025 season when they averaged more than two dollars above lower band fruit. At the same time, the volume of upper band fruit is expanding as newer, higher performing cultivars mature and gain share in the market.



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

These findings suggest that consumer willingness to pay for favorable eating experiences is generating additional value across the supply chain, which buyers and importers are increasingly channeling back to exporters capable of delivering this more desirable fruit. By providing a transparent, data driven measure of these dynamics, PRISM offers growers, exporters, and industry stakeholders a valuable tool to navigate the evolving economics of Peru's fast growing blueberry sector.

Becoming a Sponsor

PRISM was developed to bring greater transparency and analytical rigor to the blueberry industry, offering stakeholders clear insights into how varietal renewal is shaping market outcomes. Producing this level of analysis requires ongoing resources, and we invite companies across the supply chain to support the continued development and availability of these insights by becoming sponsors of the study.

Sponsorship not only helps ensure that the industry at large benefits from data driven research but also provides direct advantages to contributing companies. Sponsors gain exclusive access to the underlying data used to build the PRISM, updated weekly, allowing them to explore trends and dynamics in greater depth than is available in the published report. This privileged access equips sponsors with actionable intelligence to inform commercial strategies, investment decisions, and long term planning.

We would like to extend our sincere thanks to the current sponsors. Their commitment to advancing transparency and understanding in the blueberry industry sets a strong example of leadership and collaboration.

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Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)(Media Kit)

We can also be contacted directly at: sales@agronometrics.com.

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Problem Statement

The Peruvian blueberry industry has undergone a rapid expansion over the last decade, positioning Peru as one of the world's leading suppliers. However, as volumes increased, concerns around profitability and differentiation have become more pressing. To better understand market dynamics, Agronometrics developed the Peruvian blueberry Varietal Price Spectrum Monitor (PRISM), a tool designed to measure the performance of a basket of varieties differentiated through market pricing at FOB origin as offered by Peruvian tax records.

Data Source, Integrity and Reliability

The data underpinning this report comes from updated export records published by SUNAT, the Peruvian National Superintendency of Customs and Tax Administration. As the official authority responsible for administering customs and taxation in Peru, SUNAT provides detailed and authoritative records on all agricultural exports, including blueberries. These datasets form the backbone of PRISM, offering a transparent and verifiable view of shipment volumes, declared values, and trade flows.

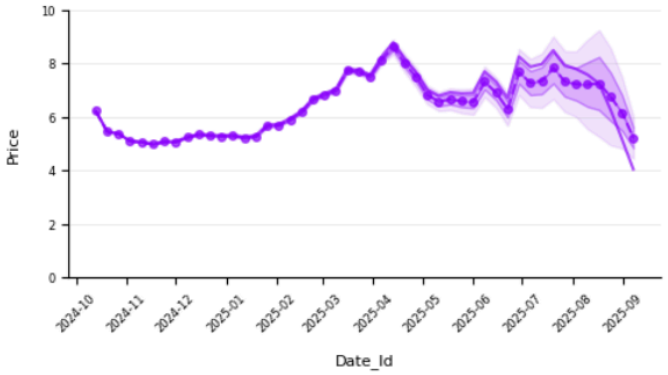
To ensure accuracy and timeliness, Agronometrics updates the dataset on a weekly basis, capturing the most recent two years of records. This process guarantees that revisions to export figures, as shipments are consolidated and final returns flow back to Peru, are reflected in the index, providing the industry with a reliable and up-to-date perspective on market dynamics.

An added benefit of using tax records for this study is that, even though true performance in the eyes of the consumer can be measured at retail in destination markets, the values in SUNAT's records represent the net sales figures returned to exporters in Peru. This means that if any of the added value from sales does flow back to the country, this dataset is where it can be most effectively measured. In this way, PRISM is grounded not only in transparent reporting but also in values that directly reflect the economic outcomes experienced by Peruvian exporters.

Updates to the Data

In addition to relying on SUNAT records, this report accounts for the inherent delays in how export data consolidates over time.

Chart 1: Peruvian Export Prices (Degree of Certainty)



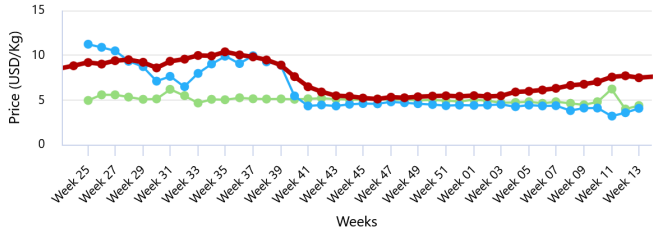
Source: Agronometrics Degree of Certainty

Using the Agronometrics Degree of Certainty tool, described in detail here, we are able to measure how long it takes for Peruvian export values to stabilize in SUNAT's reporting system. This analysis shows that Peruvian blueberry prices typically require around ten weeks to fully consolidate, which mirrors the time it takes for returns from exports to make their way back to the country. By integrating this understanding into our methodology, PRISM ensures that the mechanics of the market are properly reflected in the data, offering stakeholders a realistic and reliable view of price formation over time.

Cleaning the Data for Transfer Pricing

A unique challenge in working with SUNAT's export records is the presence of transfer pricing strategies employed by some of Peru's largest exporters. In these cases, reported prices remain unusually stable across shipments, showing little to no variation in response to market conditions, destinations, or seasonal dynamics. While these records are valid from a regulatory perspective, they do not reflect the true behavior of market driven prices and therefore cannot be reliably used to study varietal price performance.

Chart 2: Peruvian Export Prices by Company



Source: Agronometrics Global Trade Data

For this reason, entries identified as transfer priced transactions were excluded from the analysis. Removing this data ensures that PRISM captures only prices that respond to actual market conditions, providing a more accurate measure of how varietal competitiveness is shaping the blueberry industry.

Identifying Varietal Data within the Dataset

One of the central challenges in developing PRISM is that the export records published by SUNAT do not include parametrized information on blueberry varieties. Instead, the only varietal references appear in the free text comments provided by exporters in their customs declarations. To address this limitation, Agronometrics applied a natural language processing approach designed to extract varietal information from these unstructured fields.

The entire dataset was processed through a large language model (LLM), which was trained and reinforced with human feedback from an analyst. This iterative process matched the natural language text against the official list of varieties exported from Peru, as published by ProArándanos, Peru's national blueberry growers' association. By aligning the LLM's output with a verified varietal catalog, the methodology ensured that the extracted varietal assignments were both accurate and consistent with industry recognized classifications.

During this process, a subset of reports was identified as including multiple varieties within a single declaration. Because there was no reliable way to assign proportions or prices to each variety in these cases, they were excluded from the analysis. The final dataset used in this report therefore consists exclusively of export records where a single variety could be clearly identified. The proportion of usable reports relative to the total dataset is summarized below in Table 1, providing transparency into the scope of coverage and the degree of precision achieved through this methodology.

Table 1: Varietal data Coverage

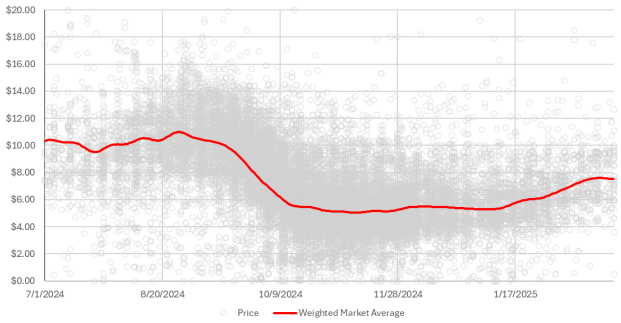
Season	Reports with variety	Total Reports	Share of Coverage
2019/2020	87	13227	1%
2020/2021	856	17077	5%
2021/2022	2228	20444	11%
2022/2023	5781	26468	22%
2023/2024	4141	23494	18%
2024/2025	6574	32752	20%

Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Adjusting Prices Relative to the Market Average

The behavior of the export pricing data obtained from SUNAT generally resembles an even distribution around the broader market average, as can be observed in the chart below. This characteristic suggested that the most effective approach would not be to fully restructure the dataset but rather to normalize it in relation to the market baseline.

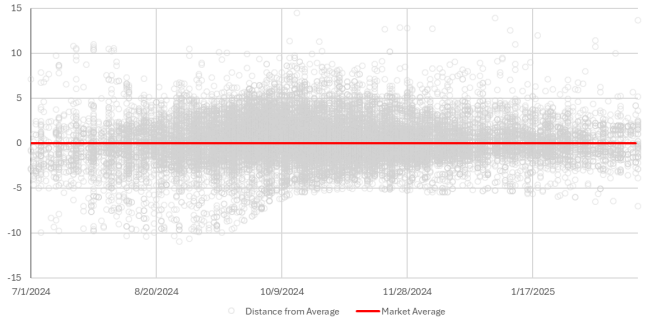
Chart 3: Peruvian Export Prices



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Several methodologies were tested to account for external influences such as destination markets and exporter specific effects. After reviewing these options, the author opted for a more straightforward adjustment: subtracting each export record from the weekly market average, which appears to offer more representative results. To improve accuracy and avoid abrupt steps between weeks, the weekly average was smoothed with a spline function, creating a continuous approximation of a daily market average. This adjustment provides a cleaner, more consistent benchmark against which to measure individual transactions.

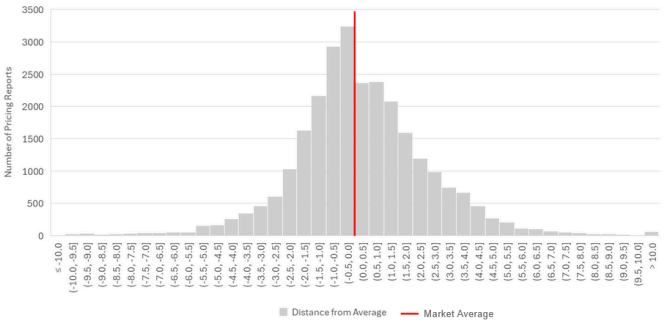
Chart 4: Peruvian Exports Prices Relative to Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

The result of this methodology is a cluster of data points that are relatively evenly distributed around zero, making it easier to detect meaningful deviations linked to varietal performance rather than extraneous market conditions. These outcomes can also be visualized as a histogram, Chart 5, which illustrates how prices are distributed within the 2024/2025 season. The visualization further demonstrates the effectiveness of the normalization, showing a balanced spread of values around the adjusted baseline.

Chart 5: 24/25 Peruvian Export Prices Relative to Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Determining Varietal Performance Through Price

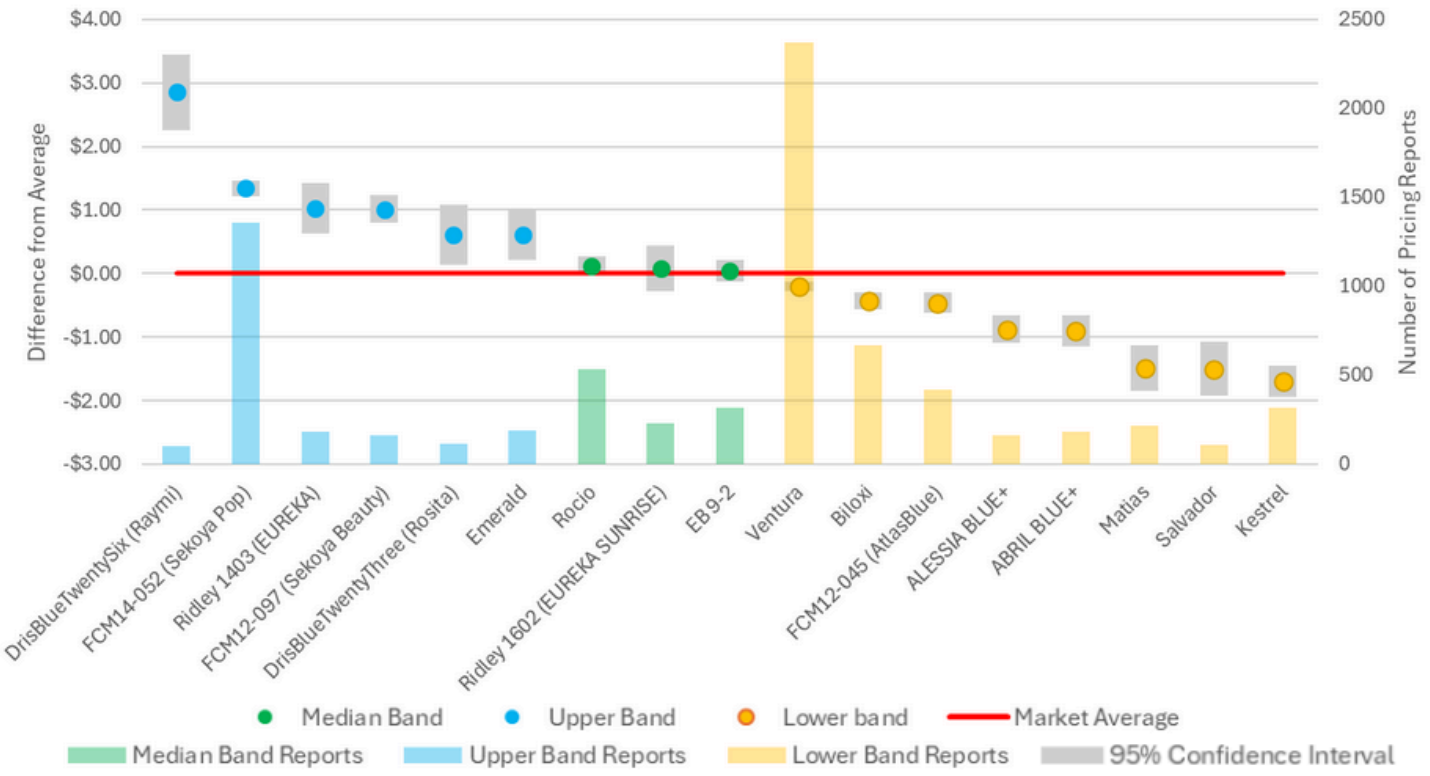
To identify performance differentials among Peruvian blueberry varieties, this study relies on prices adjusted relative to the market average, as described in the previous section. For each variety identified in the dataset, the distance from the smoothed market average was calculated, allowing

varieties to be ranked from those with the highest average price to those with the deepest discounts. This approach provides a transparent and quantitative way of assessing how the market rewards different cultivars.

To ensure the robustness of the results, only varieties with at least 100 individual export reports were included in the analysis. This threshold minimizes the influence of outliers or unrepresentative data that could distort the overall findings. In addition, the methodology incorporates confidence intervals to assess the statistical significance of each variety's price position relative to the market average. Varieties whose 95% confidence intervals lie entirely above the market average are classified into the "Upper Band" basket of varieties, reflecting a statistically significant price advantage. Conversely, those whose 95% confidence intervals lie entirely below the market average are classified into the "Lower Band" basket of varieties, indicating a statistically significant discount to the market average. When a variety's confidence interval crosses the market average, it is categorized into the "Median Band" basket of varieties, recognizing that its relative position cannot be reliably distinguished from the average.

The results of this classification can be seen in Chart 6 and Table 2, which illustrates how different varieties are categorized into the three categories. This framework provides the foundation for PRISM by quantifying varietal competitiveness through observable and statistically validated price outcomes.

Chart 6: Peruvian Blueberry Varietal Performance 2024/2025



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Table 2: Peruvian Blueberry Varietal Performance 2024/2025

Variety	Performance vs Average	Lower Bound (95% CI)	Upper Bound (95% CI)	# Pricing Reports
DrisBlueTwentySix (Raymi)	2.86	2.27	3.45	99
FCM14-052 (Sekoya Pop)	1.34	1.22	1.46	1358
Ridley 1403 (EUREKA)	1.02	0.62	1.42	182
FCM12-097 (Sekoya Beauty)	1.02	0.80	1.23	161
DrisBlueTwentyThree (Rosita)	0.62	0.15	1.09	115
Emerald	0.61	0.21	1.00	185
Rocio	0.12	-0.03	0.27	534
Ridley 1602 (EUREKA SUNRISE)	0.08	-0.28	0.44	227
EB 9-2	0.05	-0.12	0.22	319
Ventura	-0.20	-0.28	-0.12	2373
Biloxi	-0.43	-0.57	-0.29	665
FCM12-045 (AtlasBlue)	-0.46	-0.63	-0.29	417
ALESSIA BLUE+	-0.88	-1.10	-0.66	161
ABRIL BLUE+	-0.91	-1.16	-0.66	182
Matias	-1.49	-1.85	-1.13	214
Salvador	-1.51	-1.93	-1.08	108
Kestrel	-1.69	-1.94	-1.45	314

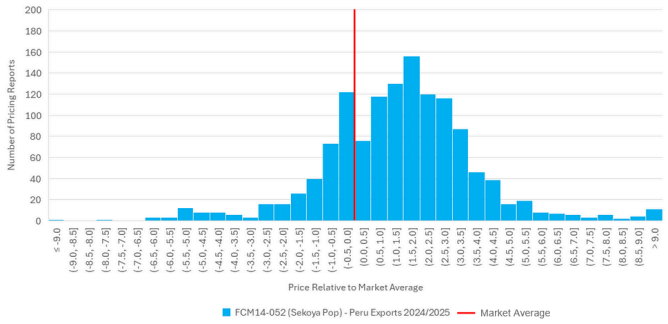
Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Upper Band Varieties

PRISM reveals a clear stratification among blueberry varieties, with some cultivars consistently achieving better performance while others are increasingly discounted. At the top of the distribution, upper band varieties demonstrate strong performance against the market average.

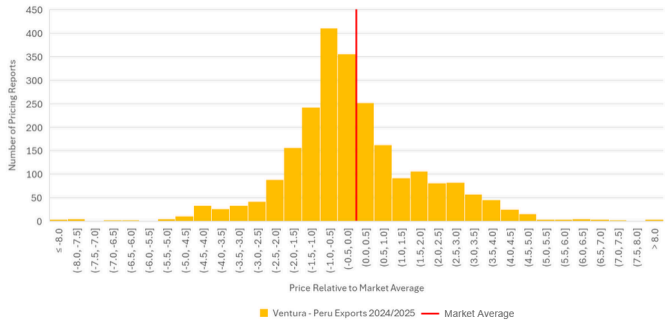
Among these, Sekoya Pop is particularly noteworthy as it is the most widely represented variety in the category. The histogram of its prices shows that while not every transaction is higher than the market average, the majority of exports do fall into this category. This distribution illustrates why PRISM relies on the whole dataset rather than individual outcomes. By capturing the full spread of sales, the study provides a realistic measure of sales price. For a producer, the implication is clear: while not every *Sekoya Pop* blueberry may be sold at a premium price, the average sale consistently offers better net returns than a lower band variety such as *Ventura*.

Chart 7: FCM14-052 (Sekoya Pop) Prices 2024/2025
Performance Relative to Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Chart 8: Ventura Prices 2024/2025
Performance Relative to Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Median Band Varieties

A small set of varieties fall into the Median Band category, with average prices that cannot be statistically distinguished from the market mean. These varieties occupy a middle ground that could shift toward either the upper or lower band depending on improvements to market performance, quality perception, or market positioning.

Lower Band Varieties

Ventura is the most widely represented variety overall in the dataset and serves as a clear example of a lower band variety. Its price distribution shows that most shipments fall below the market average, though a small share of export records achieve higher returns. These outliers may reflect unlabeled organic fruit or other differentiated production, but they do not change the broader pattern. The bulk of Ventura's distribution reinforces its position as a variety that receives a distinguishable discount compared to the market average.

Grouping Varieties Based on Performance

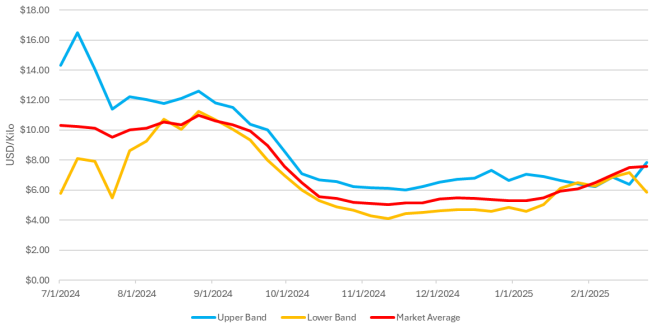
The upper and lower bands are constructed by aggregating varietal level results into consolidated measures. For each group, the weighted average of all prices for the identified varieties is calculated, with weights determined by the number of export reports associated with each variety. This process allows the analysis to move beyond individual varietal outcomes and instead focus on the performance of broader categories.

Taken together, these consolidations offer a clear picture of how the Peruvian blueberry industry is evolving, and how each of the categories performs. This consolidation of results offers the core of the analysis offered through the PRISM methodology.

Analyzing Varietal Groupings in Prices

The 2024/2025 season illustrates how PRISM can capture and explain shifts in market behavior by bringing together varieties into upper band and lower band groupings. Through this methodology we see that upper band fruit maintained a consistent advantage throughout the season compared to the market average.

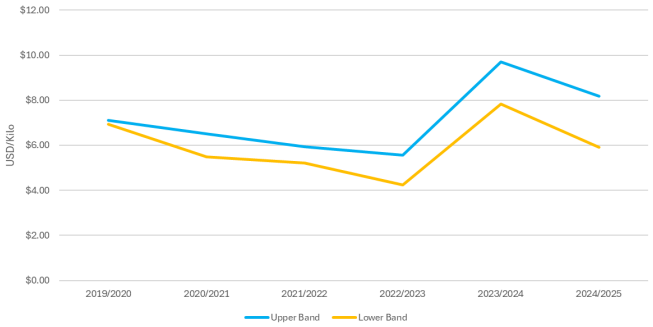
Chart 8: Peruvian Export Prices by Varietal Grouping



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

A particularly striking feature of the results is the rapid decline in market pricing observed during September and October. The index clearly shows how both upper band and lower band fruit were pressured during the seasonal peak, when export volumes surged and competition intensified. Although both groups declined, upper band fruit retained its relative advantage. This offers a particularly interesting insight in that the spread between the upper and lower bands seems to not be dependent on the price. This can be seen as the difference between the two groupings at the beginning of September is similar or even smaller than the difference between the two groupings in November.

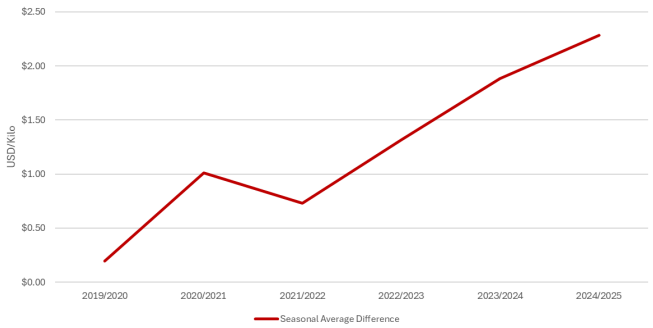
Chart 9: Peruvian Export Prices by Varietal Grouping



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

Looking back across six seasons, the data shows a marked evolution in how each category has performed. In 2019/2020, the two groupings were still closely aligned, with only a marginal difference between them. By the following season, however, the spread widened significantly, signaling the beginning of a structural shift. While both categories experienced general price pressure through 2021/2022 and 2022/2023, upper band fruit consistently held its position above the baseline, demonstrating resilience even as overall returns weakened. The 2023/2024 season marked a turning point, with upper band fruit surging to its highest observed levels, reinforcing the willingness of the market to pay for differentiated fruit. Although prices moderated somewhat in 2024/2025, upper band fruit still maintained a strong advantage relative to the lower band grouping, underscoring the staying power of this trend.

Chart 10: Growing Price Bifurcation



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

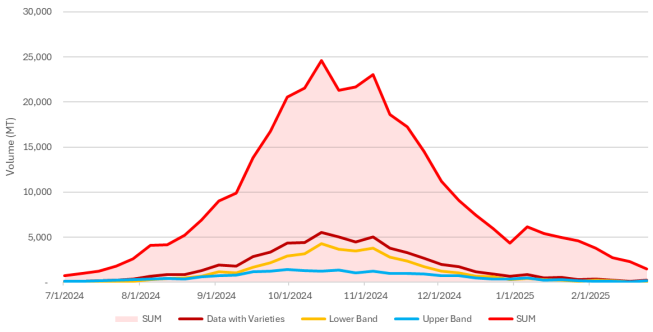
The most striking outcome across these seasons is the growing disparity between the two categories. What began as a modest gap of less than twenty cents in 2019/2020 has expanded more than tenfold, reaching over two dollars in 2024/2025. This widening spread illustrates not just temporary fluctuations but a deepening structural bifurcation in the industry. Upper band fruit has established itself as a category capable of capturing consistent advantages. As mentioned when analyzing Chart 8, the difference between the two groupings appears not to be tied to the level of the average price, this makes the findings from the 2022/2023 season relevant to all others putting more weight behind the observations in Chart 10. ***The long term trajectory suggests that this gap is unlikely to close,***

pointing instead to a future in which varietal renewal and differentiation become essential to sustaining profitability in Peru's blueberry exports.

Analyzing Varietal Groupings in Volumes

Although this analysis relies on only a subset of total exports, as described in Table 1, the volumes that can be identified through the PRISM methodology provide meaningful insights. The first and most straightforward observation is that the distribution of reports with varietal data generally follows the same seasonal curve as Peru's total exports. This suggests that, even with the limitations of the dataset, the sample is representative of broader trade dynamics.

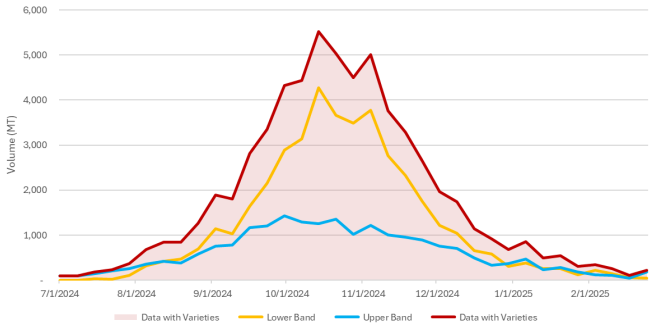
Chart 11: Peruvian Export Volumes - Total and by Varietal Grouping



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

When we zoom into the varietal level information, it becomes apparent that lower band fruit is much more widely represented than upper band fruit. Upper band volumes, while smaller in overall scale, tend to cluster toward the beginning of the season. This observation is consistent with anecdotal accounts from the industry, which often describe Peru's early season fruit as higher quality and better positioned to capture stronger prices.

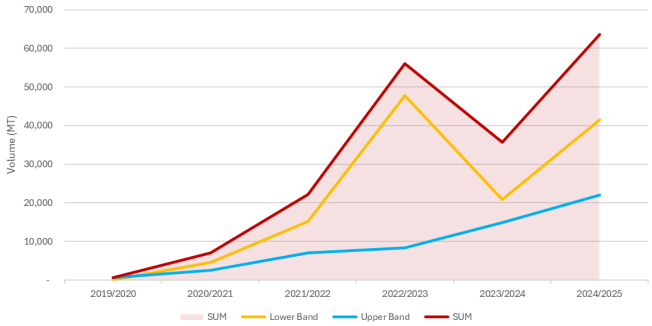
Chart 12: Peruvian Export Volumes by Varietal Grouping



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

A comparison of year-on-year growth further underscores the evolving role of upper band fruit. While both categories have expanded over time, upper band volumes show clear growth, particularly in the most recent two seasons. From just over 600MT identified in reports in 2019/2020, to more than 22,000MT by 2024/2025.

Chart 13: Peruvian Export Volumes by Varietal Grouping



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

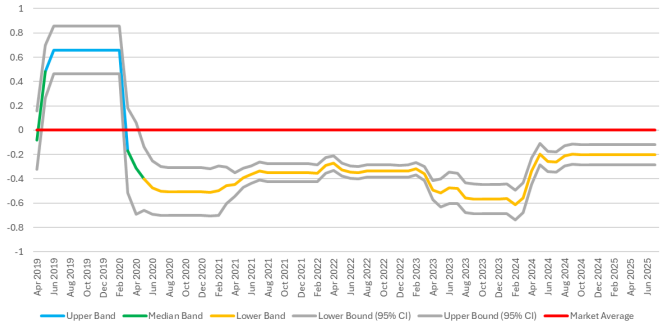
This trajectory reflects not only the increasing share of upper band varieties being planted and harvested but also the improvement in varietal identification within the data. Indeed, the share of reports containing varietal information has increased, which helps capture a more detailed and accurate picture of how segmentation is reshaping Peru's blueberry exports.

Changes in Performance Over Time

The methodology underpinning PRISM is not static; instead, it is recalibrated each month using a running 12 month average for every variety being considered. This dynamic framework was deliberately programmed to reflect that performance evolves over time. A variety grouped into the upper band this year may, through changes in market conditions, production scale, or consumer expectations, come to be viewed as lower band next year. Likewise, this approach provides a way to track the performance of individual cultivars over time.

The trajectory of *Ventura* provides a useful illustration. In 2019, Ventura briefly qualified as an upper band variety before quickly realigning in subsequent seasons. Its weakest performance came in 2023, coinciding with the effects of *El Niño*, a climatic shock that significantly impacted plantings of the cultivar. More recently, the variety has partially recovered, showing that environmental conditions and evolving consumer perceptions both play a role in shaping varietal classification.

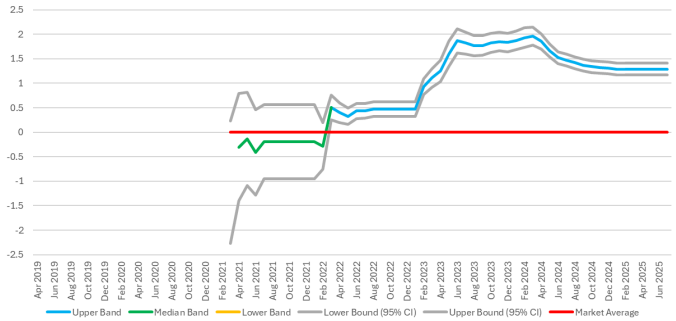
Chart 14: Ventura Performance on Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

By contrast, *Sekoya Pop* demonstrates a different dynamic. During the 2021/2022 season, the varietal struggled with consistency, posting an average price below the market and showing such a wide confidence interval that it fell into the median band category. However, its performance improved notably the following year, culminating in an all time high during the 2023/2024 season. This progression demonstrates how newer varieties may experience transitional "teething" periods as they establish themselves commercially, but also how strong genetics and growing adoption can elevate them into the upper band grouping once production stabilizes.

Chart 15: FCM14-052 (Sekoya Pop) Performance on Market Average



Source: Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM)

These examples illustrate why PRISM's adaptive methodology is essential. It does not lock varieties into fixed categories but instead captures how performance shifts over time, offering stakeholders a pulse check with which to assess performance in near real time.

Conclusions

The analysis presented with the PRISM methodology underscores a profound shift in the economics of Peru's blueberry exports. In the 2024/2025 season, upper band blueberries commanded an average of US $2.28 per kilogram more than lower band fruit, the widest gap observed to date. This result highlights the steadily widening difference in returns between categories, a trend that has accelerated over the past six years and now defines the competitive landscape of the industry.

At the same time, the volume of upper band fruit is growing, reflecting both the adoption of newer

genetics and the gradual renewal of plantings. This expansion, coupled with the price advantages demonstrated in this analysis, signals that upper band varieties are not only delivering higher returns but also becoming more central to Peru's overall export offering.

Two underlying hypotheses help explain why the market is behaving this way. First, consumers' willingness to pay more for favorable eating experiences appears to be bringing additional dollars into the category. Buyers and importers, responding to this demand, are channeling higher returns to producers who can consistently deliver fruit with superior taste, texture, and shelf life. Second, upper band varieties are increasingly offering a better experience to consumers as plantings mature and a broader assortment of cultivars enters the market.

Ultimately, the PRISM methodology reveals that the Peruvian blueberry industry is moving into a new phase where profitability is no longer driven by volume alone. Instead, the ability to deliver differentiated fruit with improved eating characteristics is becoming the cornerstone of success. Producers, exporters, and stakeholders who align with this trend will be best positioned to capture value in an increasingly competitive global market.

Limitations of the Report

While the PRISM methodology provides valuable insights into the relationship between varieties and market pricing performance, it is important to acknowledge its limitations. **The prices analyzed in this study are based on FOB values, which serve as indicators of the net returns that exporters have historically realized. However, FOB prices do not represent profitability. Actual margins depend on a range of additional factors including, among others, yield, production costs, licensing fees, logistics expenses, and post harvest handling which vary widely from company to company and, in many cases, from field to field.**

It is also **important to emphasize that this report does not constitute a forecast of future returns.** The purpose of PRISM is not to predict prices, but to shed light on market factors that are measurably shaping the industry today. By quantifying how varietal performance influences returns, the index highlights dynamics that have long been observed anecdotally but have not previously been brought into the public domain in a systematic, data driven way. In this sense, PRISM is best understood as a descriptive and analytical tool, offering a clearer view of the forces that are reshaping the economics of Peruvian blueberry exports.

Future Improvements to the Methodology

While the current version of PRISM demonstrates how varietal level pricing can be measured with consistency and transparency, there remain several opportunities to strengthen the methodology further.

One of the most immediate improvements lies in increasing the reporting of varieties in export declarations. Because varietal information in SUNAT records depends on exporters' comments, coverage is still incomplete. With support from exporters and the wider industry, expanding the frequency and accuracy of these declarations would substantially increase the volume of usable data. A parallel effort is the convergence of SUNAT data with SENASA records, which already achieve approximately 80% varietal coverage. Aligning these two systems would unlock a more comprehensive and precise foundation for the methodology.

Beyond improving varietal coverage, there are also structural enhancements that would deepen the insights generated by the methodology. Automating the weekly data processing would make tracking the performance of varieties more agile and responsive to market changes, offering near real time updates to the industry. Studying the impact of bulk shipments would add nuance by distinguishing between price dynamics by commercial format. Further, regression analysis incorporating complementary variables such as destination markets, logistics costs, or seasonal weather impacts would strengthen the explanatory power of the index. Finally, incorporating data on consignees could shed light on how pricing dynamics vary by buyer or market segment, further enriching the understanding of where and how varietal performance is being valued.

Acknowledgements

The preparation of this report would not have been possible without the contributions of many individuals who dedicated their time, expertise, and energy to bringing PRISM to life.

Special thanks go to Claudio Riquelme and Sebastián Castillo for their invaluable support on the programming side, helping with data acquisition, process architecture and for implementing the infrastructure necessary to make this service a reality. Sarah Ilyas deserves recognition both for her role in developing the Degree of Certainty tool and for the insights she provided as this report took shape. I am also grateful to Violeta Rodríguez, whose work ensured that the report is visually appealing and accessible to readers. Finally, a sincere thanks to Pablo Castillo and Thomas Grandperrin for their tireless efforts in reaching out to industry participants and securing the financial support that made this endeavor possible.

I would also like to express my deep appreciation to the report's sponsors. While the financial backing is essential, what has truly elevated this project is the belief you placed in it from the very beginning. Your encouragement, inquisitiveness, insights, and perspectives have added more to this report than words can fully capture.

The author of this report is merely a catalyst, bringing together the insights and hard work of all those involved. In many ways, this is a "standing on the shoulders of giants" type of publication, reflecting a collective effort that extends well beyond the pages of this document.

Disclaimer

This report has been prepared in good faith and with the intention of providing an objective and transparent analysis of the performance of Peruvian blueberry varieties. While every effort has been made to ensure the accuracy, reliability, and timeliness of the information presented, the data and conclusions are provided "as is" without any express or implied guarantees.

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About the Author

Colin Fain is the founder and CEO of Agronometrics. With over a decade of experience in agricultural data analysis, he has led international initiatives to standardize, analyze, and visualize

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About Agronometrics

Agronometrics is a market intelligence platform specializing in the analysis of fresh produce trade data. Our mission is to increase transparency across global fruit markets by making complex datasets accessible, standardized, and actionable for growers, exporters, importers, and retailers.

This report reflects our commitment to empowering the blueberry industry with objective tools that clarify how varietal performance is shaping market outcomes. While Agronometrics does provide commercial services, the intention behind PRISM is to create a public benchmark that benefits the industry as a whole by reducing information asymmetries and encouraging data driven decision making.

By publishing this analysis, we aim to support stakeholders in identifying opportunities, managing risks, and understanding how differentiation is reshaping profitability. Our interests are aligned with the long term health of the blueberry category: a more transparent market strengthens trust, fosters innovation, and helps ensure that growers and exporters are fairly rewarded for the products they deliver.

For more information visit the website www.agronometrics.com

Additional Material

You can also learn more about the results and the methodology through our launch event on 19 Aug 25.

Agronometrics Peruvian Blueberry Varietal Price Spectrum Monitor (PRISM) (Launch Webinar)

Note: The terminology of this report has changed since the webinar was recorded. The concepts, methodology and calculations remain the same.