

Understanding Quality vs Price in Blueberries: Lessons from Peru

Jane Richter, Communications Manager, Berries Australia

As Australia's blueberry industry continues to mature, insights from international markets can offer valuable guidance on how quality drives profitability. A recent report from Agronometrics '2025 Peruvian Price Quality Index (PQI)' provides one of the clearest demonstrations yet of how varietal performance translates directly into price outcomes.

The PQI uses six years of export data from Peru's customs authority (SUNAT) to measure how different blueberry varieties perform in the marketplace. It distinguishes between premium and standard fruit categories, tracking how these have evolved over time.

“ **The findings show a striking trend: the price gap between premium and standard blueberries has grown more than tenfold since 2019/20**

Varieties such as **Sekoya Pop, Eureka, Rosita** and **Raymi** are leading the charge, achieving prices more than \$1.30/kg above the market average, while older varieties including Ventura and Biloxi continue to sit in the standard bracket. The analysis reveals a structural shift: retailers and importers are no longer paying solely for volume. Instead, they're rewarding fruit with superior flavour, texture, shelf life and overall eating experience.

For Australian growers, this international perspective underscores an important principle: quality differentiation is becoming central to profitability. As consumers become more discerning and supply competition intensifies, the varieties that consistently deliver a premium eating experience will command stronger demand and better returns.

Understanding where quality meets price isn't just a marketing tool, it's a production strategy. Selecting the right genetics, maintaining optimal post-harvest handling, and delivering consistent quality can all

influence how fruit is valued by buyers. And this value equation will determine the long-term sustainability of both the industry and individual farms.

The Peruvian data reinforces what many growers already know; that every berry tells a story. The better and more consistent the eating experience, the better the reward both for growers and the future of the blueberry industry.

Key Takeaways

Quality drives value: Premium blueberry varieties are achieving significantly higher prices in export markets, proving that flavour, texture and shelf-life really do matter more than sheer volume

The price gap is widening: The difference between premium and standard fruit in Peru has grown more than 10x since 2019/20, reflecting changing buyer preferences

A lesson for Australian growers: As global markets mature, profitability depends increasingly on varietal choice, consistent quality and post-harvest care and not just yield

If you would like to read the full report, visit the Resource Library at bit.ly/BA-RL and search '2025 Peruvian Price Quality Index for Blueberries'

For more information visit:
www.agronometrics.com