

Britain's favourite fresh produce magazine since 1895



By Ed Leahy

Friday 23rd August 2019, 14:47 GMT

BerryWorld SA forecasts big blueberry crop



BerryWorld predicts nearly double the number of blueberries compared to 2018 with exports going to Asia and the UK

BerryWorld South Africa will be exporting blueberries to Asia as the soft-fruit company's production in the Rainbow Nation is forecast to nearly double.

BerryWorld is forecasting a total seasonal supply of more than 7,500 tonnes across South Africa's August to January window, representing a growth of over 40 per cent on last year for the berry specialists.

"We are expanding our production and our customer base and continuing to develop our IP and systems through dedicated R&D work," said Jason Richardson, managing director of BerryWorld South Africa.

"We recently held our Annual Grower Day event in Stellenbosch, an event which brings our dedicated and ever expanding BerryWorld team together with all our growers, in order to align, plan and prepare for the upcoming season and the long-term future of the business."

The company said it was also celebrating a "significant growth in shopper penetration", thanks to their exclusive MBO varieties.

"Our MBO varieties continue to excite us and some have already been awarded Superior taste awards by the International Taste Institution", Richardson added.

"These exclusive varieties offer our customers superior size, great flavour profiles and texture characteristics that provide firm berries with a wonderful crunch."

Chloe Butler, head of insights at BerryWorld UK said that the company was also aiming to drive its South African blueberry exports to the UK. "Kantar data for the UK shows that in the 12 w/e 31st December 2019 (peak of the South African season, market penetration on blueberries was 24.8 per cent.

"By comparison the summer average was

36 per cent (April to June 2019), demonstrating that there is significant head room to encourage summer blueberry shoppers to continue to buy in the winter."

BerryWorld say their MBO varietal offer gives them the opportunity to bridge the gap between end of the Polish and UK blueberry seasons, according to, bringing South African supply into Europe as early as possible.

The Group is also celebrating its 25th anniversary with the launch of a new brand look, which will be on display at Asia Fruit Logistica.

Stefan Viljoen, BerryWorld South Africa's sales manager said: "As part of the global roll out of the newly designed BerryWorld brand, we have now launched in Singapore and Malaysia. It's been fantastic to celebrate our 25th anniversary year with a new brand and I'm excited seeing it come alive across the globe".

BerryWorld South Africa will be exhibiting

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

at Fruit Logistica Asia from the 4th
September to 6th September at stand 5E02
in hall 5

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM