



SEASON 2024 / 2025

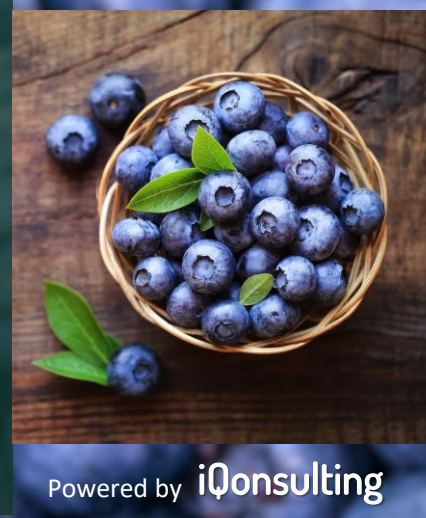
CHILEAN BLUEBERRY COMMITTEE CROP & EXPORTS REPORT

WEEKLY ADVANCE WEEK 9 (24th Feb until 02nd March, 2025)

... Take a Fresh Look at Chilean Blueberries

EDITED WEEK 10

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Editorial

Week 10 marks the closing phase of Chile's 2024/25 blueberry season. Despite being a challenging campaign, characterized by logistical difficulties in exports, the increasing share of new varieties, which doubled this season, demonstrates the industry's shift toward fruit that better aligns with market demands. This growth even surpassed the projected volume for this category.

As of Week 9, the accumulated export volume reached 90,283 tons, reflecting a 5% increase compared to the 2023/24 season and a 3% rise versus 2022/23.

In terms of category distribution, the "Group 1 New" varieties accounted for 21% of the season, "Group 1 traditional" varieties made up 53%, while "Group 2" represented 23%, and "Group 3" 2.5%. Compared to the previous season, the new varieties experienced a 49% increase, while the traditional Group 1 remained stable, with a slight 0.4% uptick, explained by a 19% growth in Duke and a 12% decrease in Legacy. These two varieties concentrate 50% of fresh exports. In contrast, "Group 2" recorded a 6% decline, and "Group 3" saw a sharp 42% contraction.

Regarding origins, the regions with the highest export

participation were Maule (36%), Ñuble (24%), and Biobío (12%).

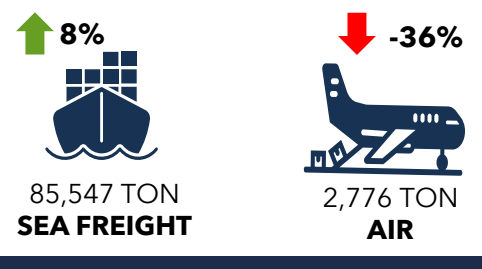
As for export markets, both the United States and Europe hold a 43% share. While the US had a slight 1% decrease, shipments to Europe grew by 12%. Asia also had a 1% decrease, but notably, South Korea stood out with a remarkable 45% increase, consolidating its position as one of the fastest-growing destinations and the main destination in Asia. On the other hand, Latin America, even though represents only 1,6% of total shipments, the growth was impressive, with more than double compared to last season.

Regarding organic blueberries, the total volume exported as fresh fruit reached 15,811 tons, accounting for 17.5% of total blueberry exports. This category grew by 7% compared to the previous season. About 74% of organic blueberries were exported to the U.S., while 24% were shipped to continental Europe, making them the main markets.

This is the last report of the season from Chile. The evolution of volume, markets and varieties, shows the adaptation process of the Chilean industry to the new market situation. **Until the coming season!**

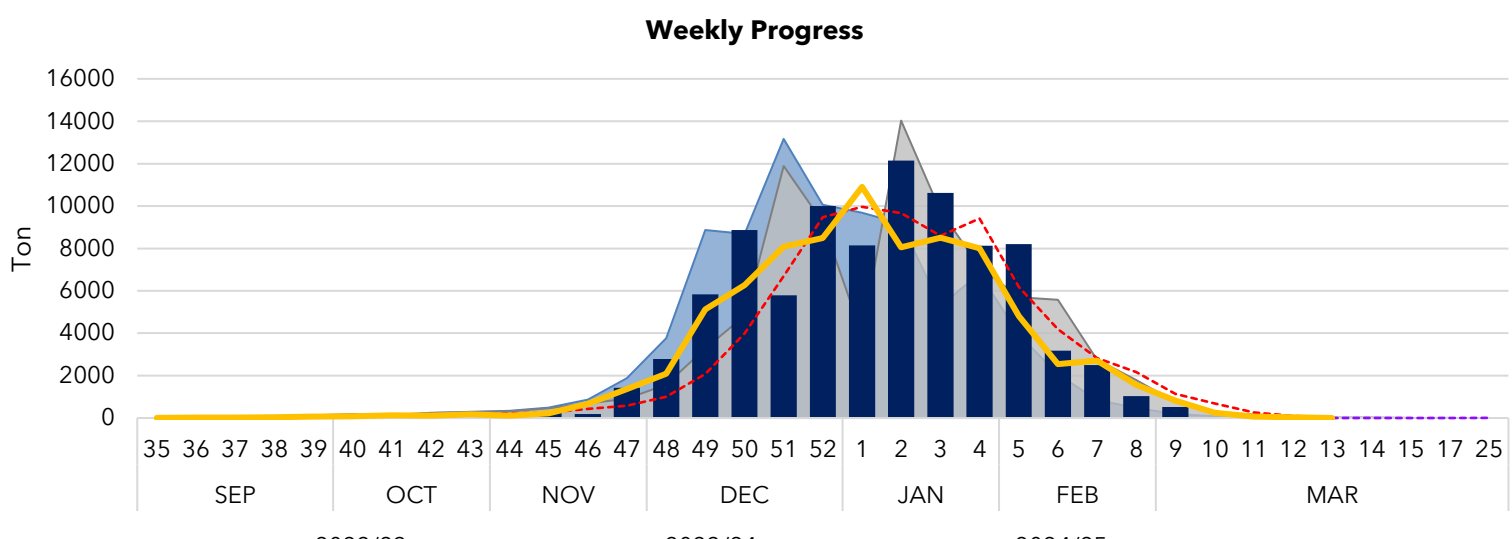
WEEKLY ADVANCE WEEK 9 (24th Feb until 02nd March, 2025)

Month	Week	Export Progress (Ton)					Total (Ton)			Organic		Export Progress vs total estimated
		2024/25					2024/25	2023/24	Accum 2024/25	Accum	Share %	
		USA	EUR. CONT.	UK	ASIA	OTHER						
Sep	36				6		6	53	6	0	0	11%
Sep	37				14		14	82	21	0	0	
Sep	38				3		3	58	24	0	0	
Sep	39	1			43		44	120	68	0	0	
Oct	40	3			65		67	184	135	0	0	
Oct	41	4			63		66	135	201	3	1.3	
Oct	42	11			109		120	244	321	9	2.8	
Oct	43	10			132		142	279	463	18	3.8	
Nov	44	26			124	5	155	301	618	44	7.1	
Nov	45	85			226		311	456	929	114	12.2	
Nov	46	64			120	8	191	684	1,120	161	14.4	
Nov	47	553	209	162	438	60	1,420	906	2,541	342	13.5	
Dec	48	934	1,034	184	477	151	2,779	1,579	5,320	630	11.8	
Dec	49	1,999	2,543	374	719	194	5,828	3,285	11,148	1,015	9.1	
Dec	50	3,020	3,734	672	1,151	287	8,863	4,821	20,011	1,856	9.3	
Dec	51	1,583	2,381	407	1,298	121	5,789	11,884	25,800	2,404	9.3	
Dec	52	3,777	4,539	729	712	249	10,005	9,225	35,805	3,576	10.0	
Jan	1	2,177	4,295	977	474	226	8,149	3,915	43,955	4,834	11.0	
Jan	2	5,351	4,750	735	1,027	277	12,140	14,029	56,094	6,872	12.3	
Jan	3	5,001	4,322	517	538	246	10,624	9,757	66,718	9,179	13.8	
Jan	4	4,489	2,225	400	723	295	8,132	7,145	74,850	11,049	14.8	
Jan	5	5,368	1,722	515	342	249	8,197	5,704	83,047	13,733	16.5	
Feb	6	2,035	500	339	121	186	3,182	5,581	86,229	14,683	17.0	
Feb	7	1,585	211	185	375	135	2,491	2,761	88,720	15,358	17.3	
Feb	8	706	71	39	71	150	1,037	1,784	89,757	15,722	17.5	
Feb	9	318	49	19	25	116	527	747	90,283	15,811	17.5	
Total to W-09 2024/25		39,097	32,585	6,252	9,397	2,953	90,283					
Total to W-09 2023/24		39,011	27,653	6,916	9,474	2,373	85,716					
Total to W-09 2022/23		43,610	25,181	6,331	9,865	2,428	87,415					
VAR 24/25 vs 23/24		-1%	18%	-10%	-1%	24%	5%					
VAR 24/25 vs 22/23		-10%	29%	-1%	-5%	22%	3%					

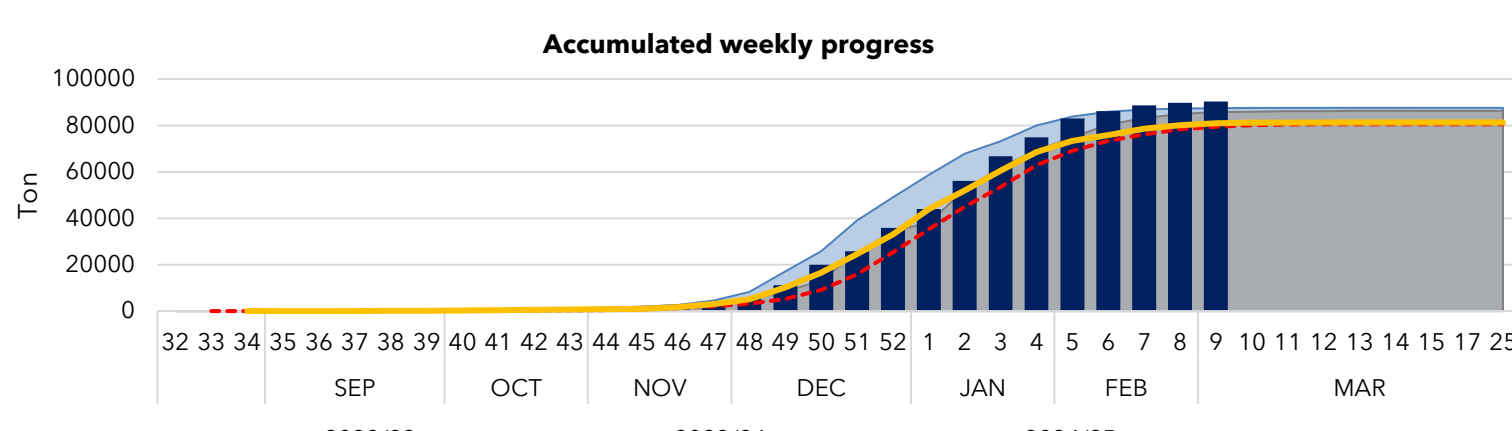


BLUEBERRY WEEKLY SHIPMENT

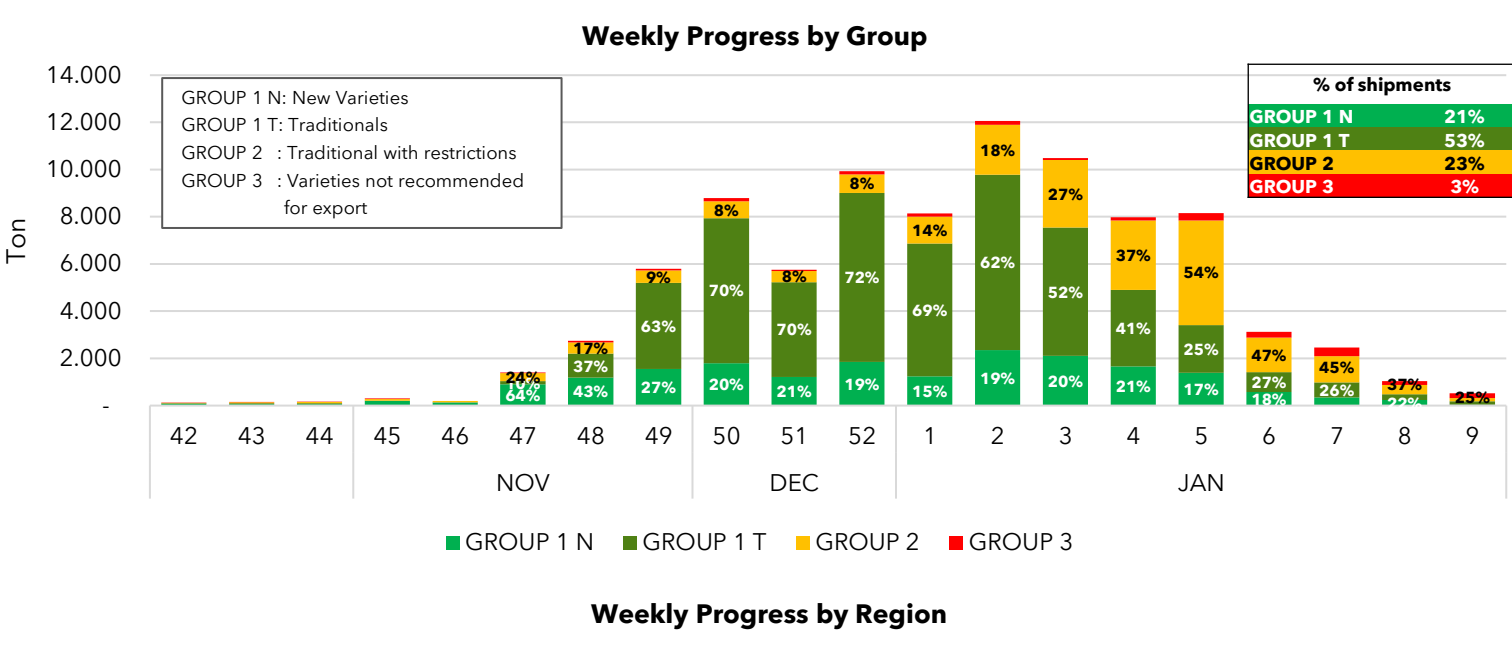
Weekly Progress



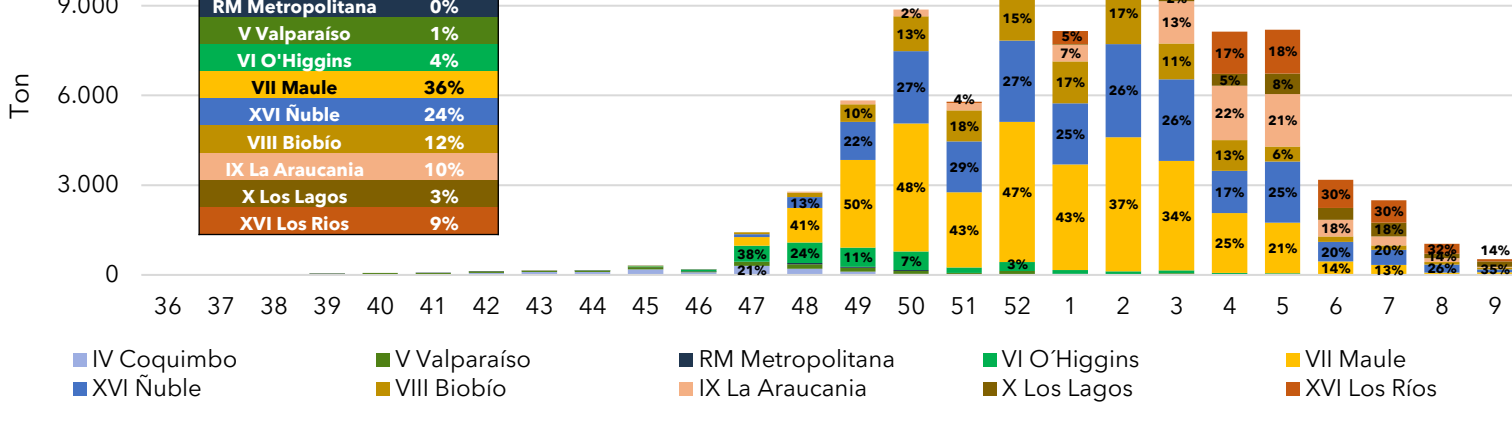
Accumulated weekly progress



Weekly Progress by Group

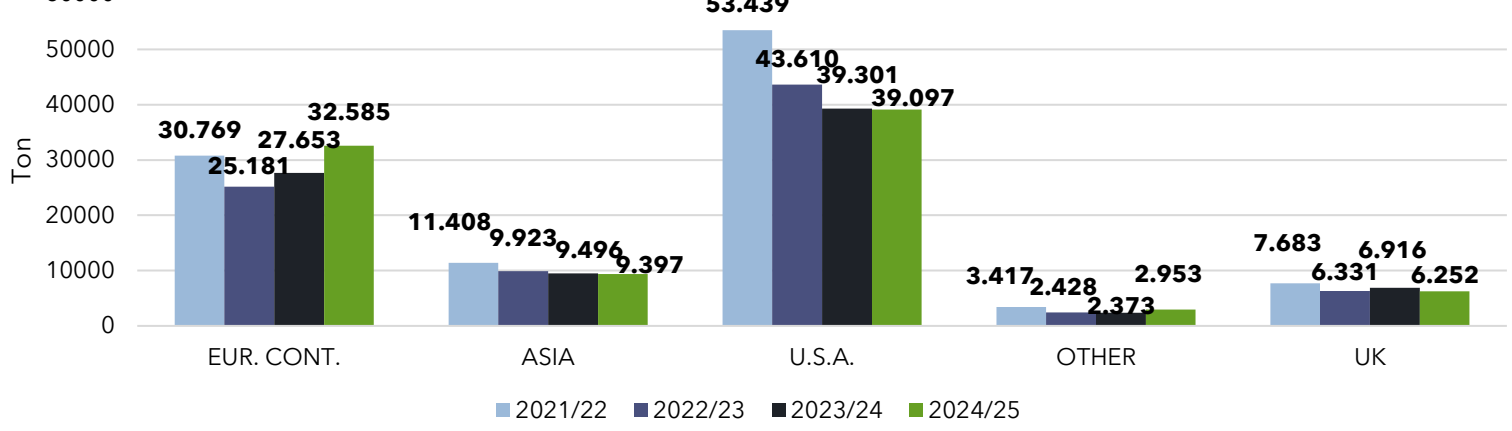


Weekly Progress by Region



DESTINATION MARKETS EXPORTS UP TO WEEK 9 (24th Feb until 02nd March, 2025)

Total volume by market up to week 9

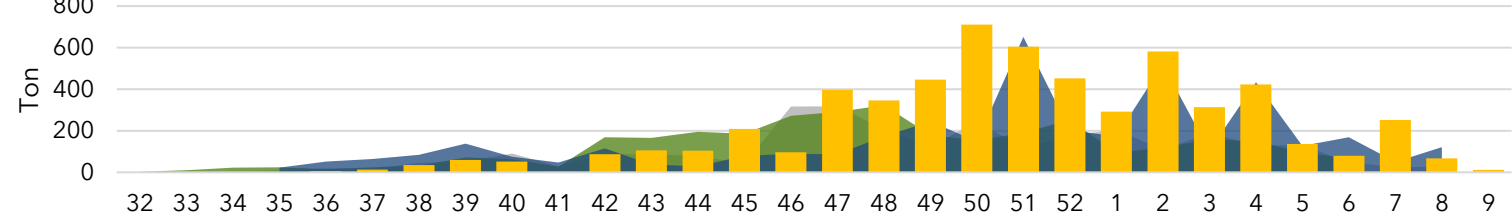


MAIN DESTINATION COUNTRY

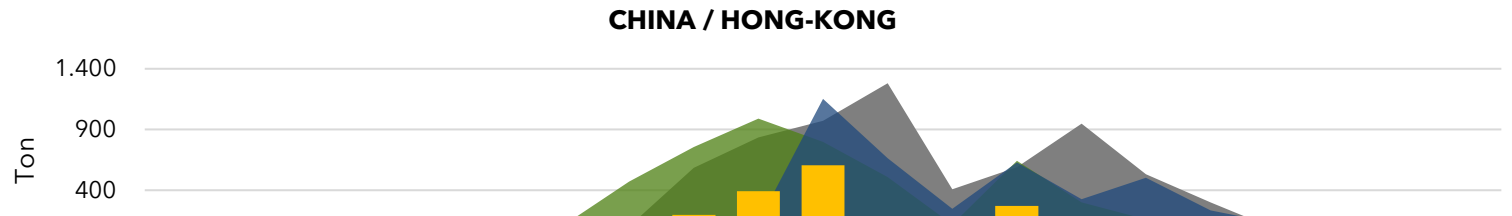
Country (Ton)	Accum. to W-9 2022/23	Accum. to W-9 2023/24	Accum. to W-9 2024/25	Part. % by Country 2024/25	Var 24/25 vs 23/24
USA	43,610	39,301	39,097	43%	-1%
Netherlands	24,635	26,225	31,257	35%	19%
England	6,331	6,916	6,252	7%	-10%
Korea	3,320	4,043	5,883	7%	45%
Others	9,544	9,255	7,795	9%	-16%
Total	87,439	85,739	90,283	100%	5%

WEEKLY SHIPMENTS PER MARKET

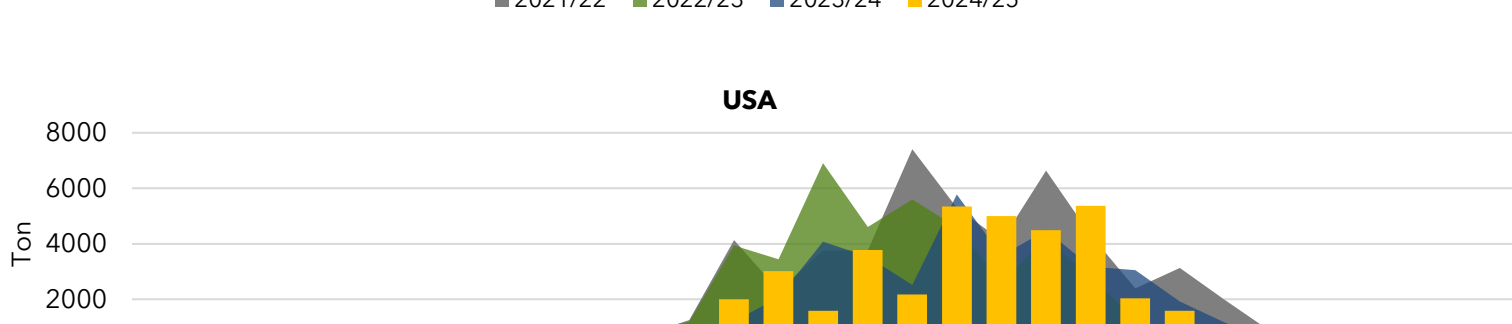
KOREA



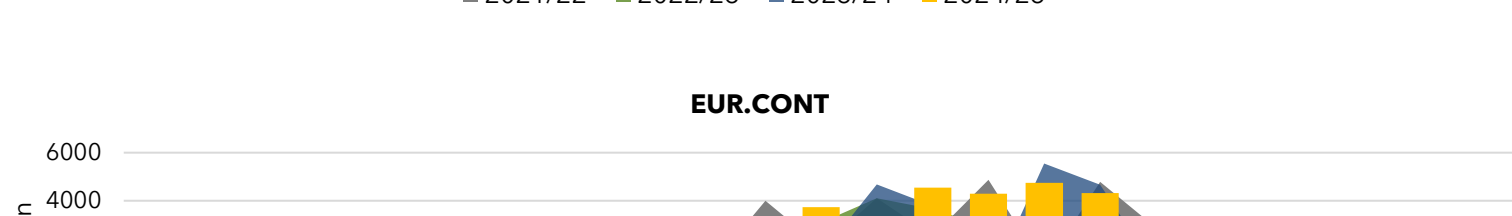
CHINA / HONG-KONG



USA



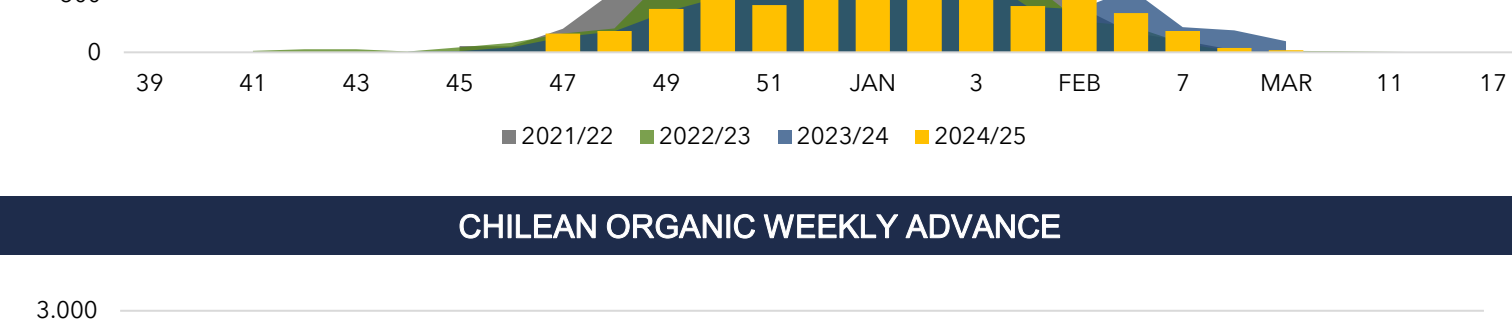
EUR.CONT



UK

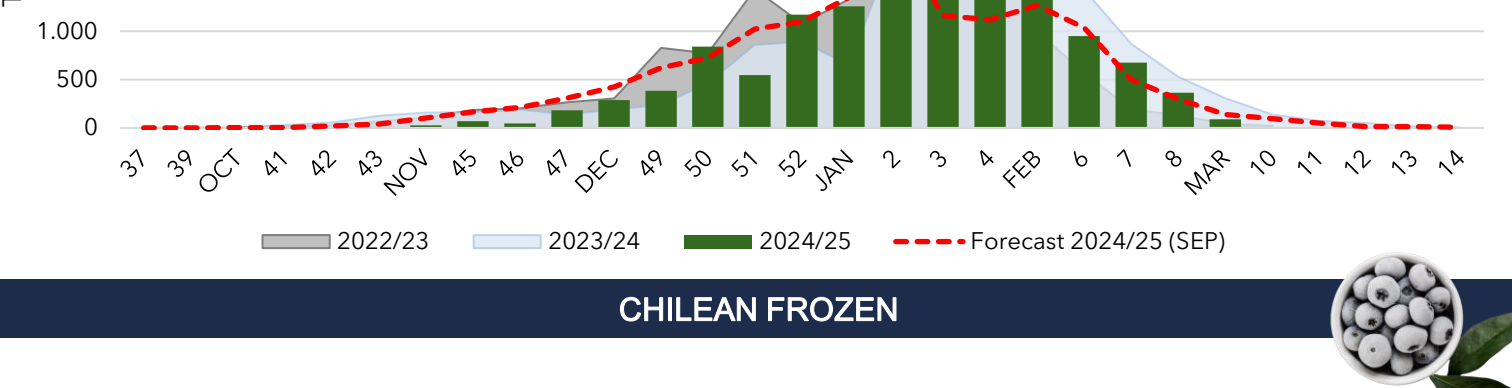


CHILEAN ORGANIC WEEKLY ADVANCE

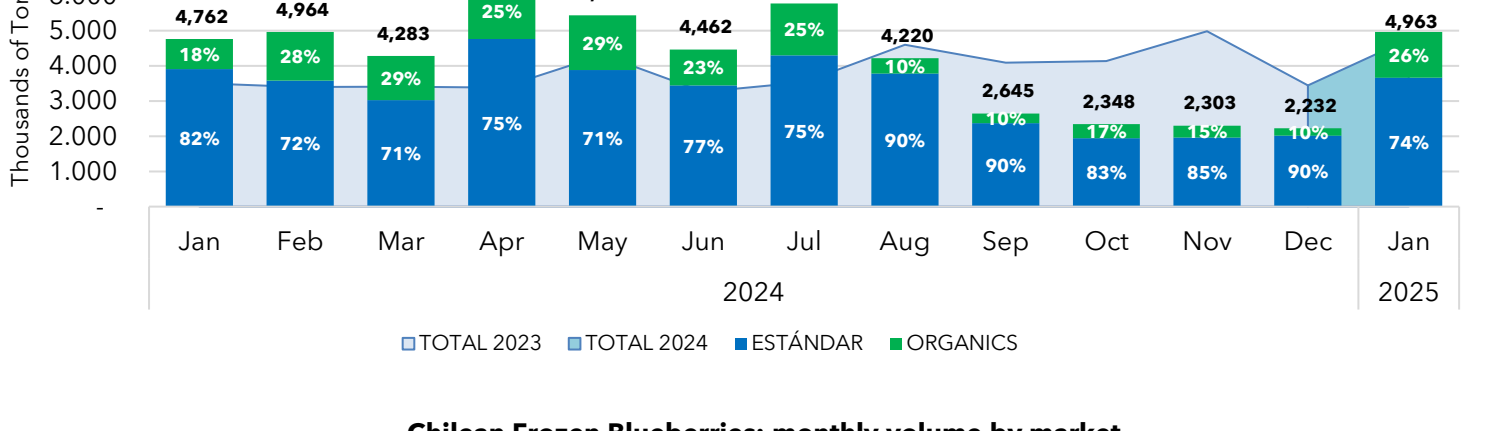


CHILEAN FROZEN

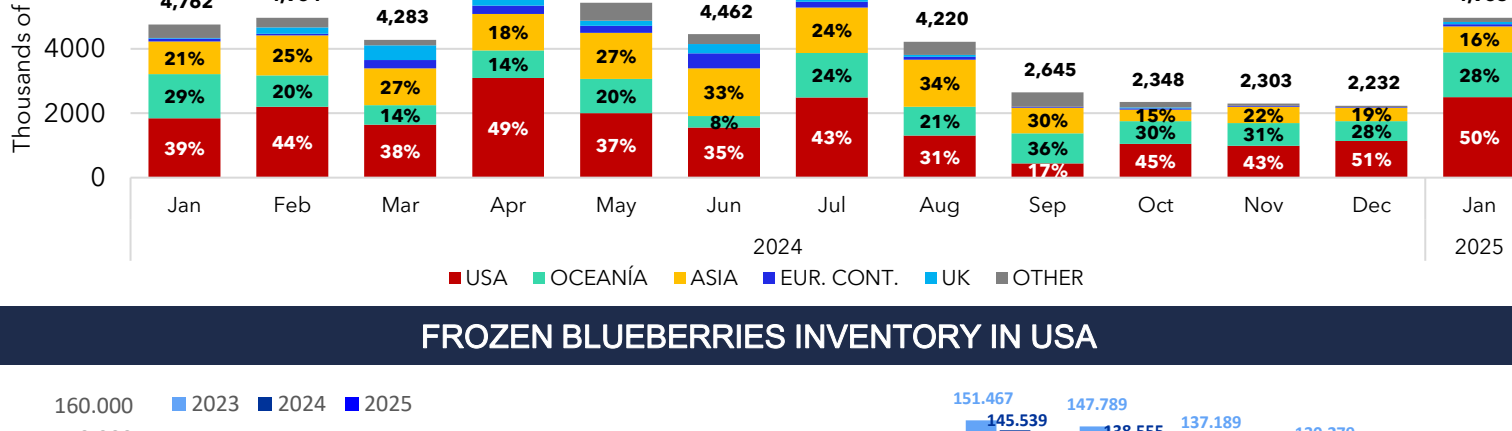
Chilean Frozen Blueberries: monthly departures. All markets.



Chilean Frozen Blueberries: monthly volume by market



FROZEN BLUEBERRIES INVENTORY IN USA



... Take a Fresh Look at Chilean Blueberries