World Raspberry Summary Situation. May, 2008

Felipe Rosas

World Berry Consultant

World Raspberry Production 2007(tons.)

Total World

5.700.000 metric tons

6% of World Fruits

Raspberries

360.000

Blueberries

450.000

Strawberries

3.800.000

Blackberries

150.000

Cranberries

350.000

Currants, others

650.000

World Raspberry Area

World Area 2007:

60.000 hectares

R CONSULTING

World Raspberry Area (hectares)

Region	Area (Ha)
Russia	??
Serbia	15.500
USA	10.000
Chile	12.000
Poland	10.000
Germany	1.000
Ukraine	1.500
Hungary	1.700
China	1.000
Canada	2.500
France	1.300
England-Scotland	1.000
Others	6.000

R CONSULTING

World Raspberry Summary Situation

World Production 2007:

356.000 metric tons

With out Russia

R CONSULTING

World Raspberry Summary Situation

Region	Production (T) normal
Russia	??
Serbia	90.000
USA	75.000
Chile	64.000
Poland	60.000
Germany	6.000
Ukraine	8.000
Hungary	9.000
China	16.000
Canada	12.000
France	7.000
England-Scotland	11.000
Others	30.000

R CONSULTING

Russia Production. Metric Tons.

Russia Normal Production

As appears on Food Agriculture Org statisitcs : 100.000 metric tons

Where they are ??

R CONSULTING

Serbia Production. Normal, 2007, 2008. Metric Tons.

Max. 2002	2007	2008
>90.000	65.000	55.000

United States Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
65.000	73.000	>75.000

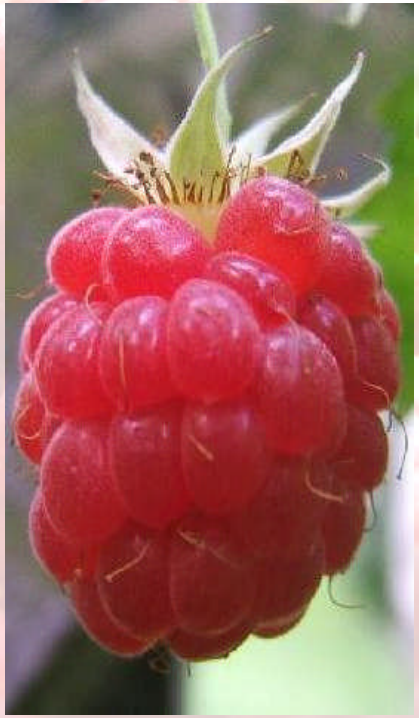
Chile Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
63.000	57.000	40.000

Poland Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
52.000	55.000	50.000

Germany Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
		
6.000	6.000	5.000

Ukraine Production. Metric Tons.

Ukraine Production

7.000 metric tons

R CONSULTING

Hungary Production. Normal, 2007, 2008. Metric Tons.

2006	2007	2008
9.000	6.000	< 5.000

China Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
16.000 inc. wild	6.000	8.000

R CONSULTING

Raspberry area
RUSSIA
DA HINGGAN LING
XIAO HINGGAN LING
UZBEKISTAN
ALTAY MTS.
MONGOLIA
Ürumqi
KYRG.
TIEN SHAN
TAJIK.
Kashi
GOBI DESERT
Hohhot
BEIJING
N. KOREA
Yumen
Shache
Baotou
TAKLA MAKAN DESERT
QILIAN SHAN
Dalian
S. KOREA
Tianjin
Yinchuan
Taiyuan
Xining
KUNLUN MTS.
Jinan
Qingdao
PAK.
Lanzhou
Zhengzhou
Yellow Sea
JAPAN
JAMMU AND KASHMIR
TIBETAN PLATEAU
Xi'an
TIBET
C H I N A
Nanjing
Suzhou
Shanghai
Hefei
HIMALAYAS
Wuhan
Hangzhou
Lhasa
Chengdu
Changde
Anqing
East China Sea
NEPAL
Mt. Everest
Chongqing
Nanchang
BHUTAN
Zunyi
Changsha
Taiwan Strait
Guiyang
Guilin
Fuzhou
BANGLADESH
Kunming
Liuzhou
TAIWAN
Guangzhou
INDIA
Shenzhen
Wanning
HONG KONG
MYANMAR
VIETNAM
MACAU
Bay of Bengal
LAOS
Haikou
www.theodora.com/maps
PHILIPPINES

Raspberry farm

Raspberry farm

Raspberry nursery

Management

Factories-IQF plant

Factories-infusion plant

China Varieties :

Fertodi/Tulameen/Europe red/Australian red
American H22/Heritage

Products-infused raspberry

Products-drinks

IQF Raspberry-Retail packing

Products-frozen raspberry purees

Fresh sales

3Q
Quality Quantity Qualifier
红树莓
Red Raspberries
Net WT:150g
辽宁今日农业有限公司
抚顺富湾经济区雁鸣湖
024 - 23214201
www.todaymedia.com.cn
6 938991 366666
重量（千克）
0.340
单价（元/千克）
0.0
金额（元）
0.00
7 8 9
4 5 6
置零

Canada Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
10.000	9.500	10.000

France Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
7.000	6.000	7.000

England - Scotland Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
11.000	13.000	13.000

Others Production. 2006, 2007, 2008. Metric Tons.

2006	2007	2008
20.000	30.000	35.000

Challenges on Country side

Virus Free Material

Improve on varieties :big and sweet

Less production costs => Mechanical Harvesting

Good agricultural practices

Prices

¿Present Situation Is Related With The Moment ?

Prices

Frozen IQF A Raspberries .

2006	2007		2008	
1,5 euros/kg exwork	1,8	2,0	2,5 First quarter	Nort hemisphere season
U$ 2200 /ton/C&F	2600	3100	3800	

R CONSULTING

CONCLUSIONS

Easy to anticipate Market ?

No news significative actors on Frozen

Consumers:

•Aging and looking for healthy benefits, Money

Raspberries:

•Antiaging components,expensives fruits

New Markets to Discover

R CONSULTING

CONCLUSIONS

Industry challenges:

Food Safety

Labor costs

New Products – Super Fruits

R CONSULTING

Organic Beverages,Snack Foods, Kids, women

ORGANIC OFFERINGS have expanded with the increased availability of organic and natural flavors to include new products like fruit flavored Aloe Breeze aloe vera water and Hemp Bliss organic hempen tk.

R CONSULTING

Work Together

- Increasing production:
- PROMOTE WORLD RASPBERRY CONSUMPTION
- **1)Analyze existing information and conduct new research on the benefits of raspberries**
- **2)Convey the message to consumers, food processors and the food industry**
- **3)Increase the number of new products and the use of existing products**

Thanks You !

Felipe Rosas

World Berry Consultant