

USA Raspberry Industry: Trends & Opportunities



2005 US Raspberry Production '000 pounds

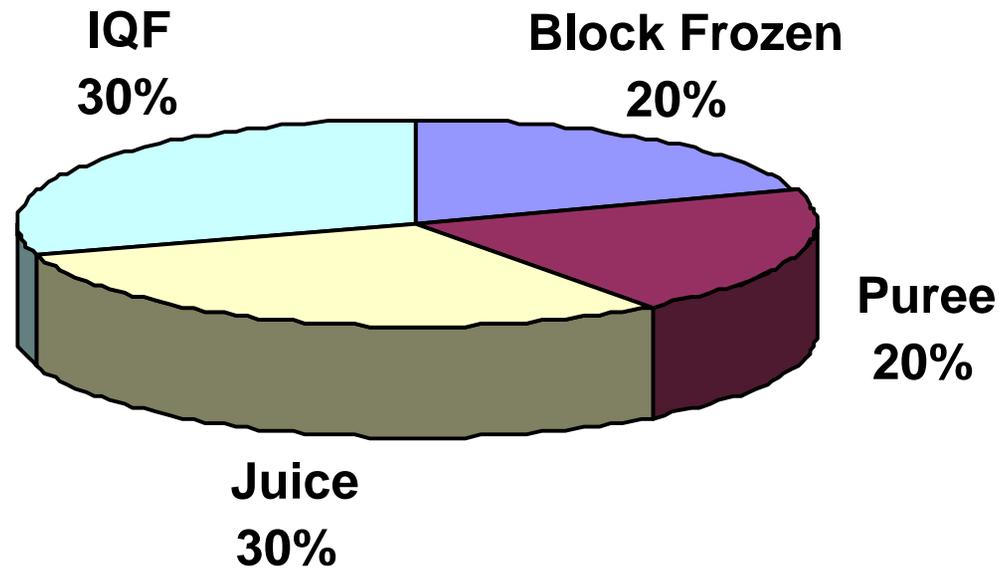
Washington	68,900
California (<i>fresh</i>)	72,000 est.
Oregon	5,700
All Other (<i>fresh</i>)	2,000 est.
USA TOTAL	148,600



USA Production Areas

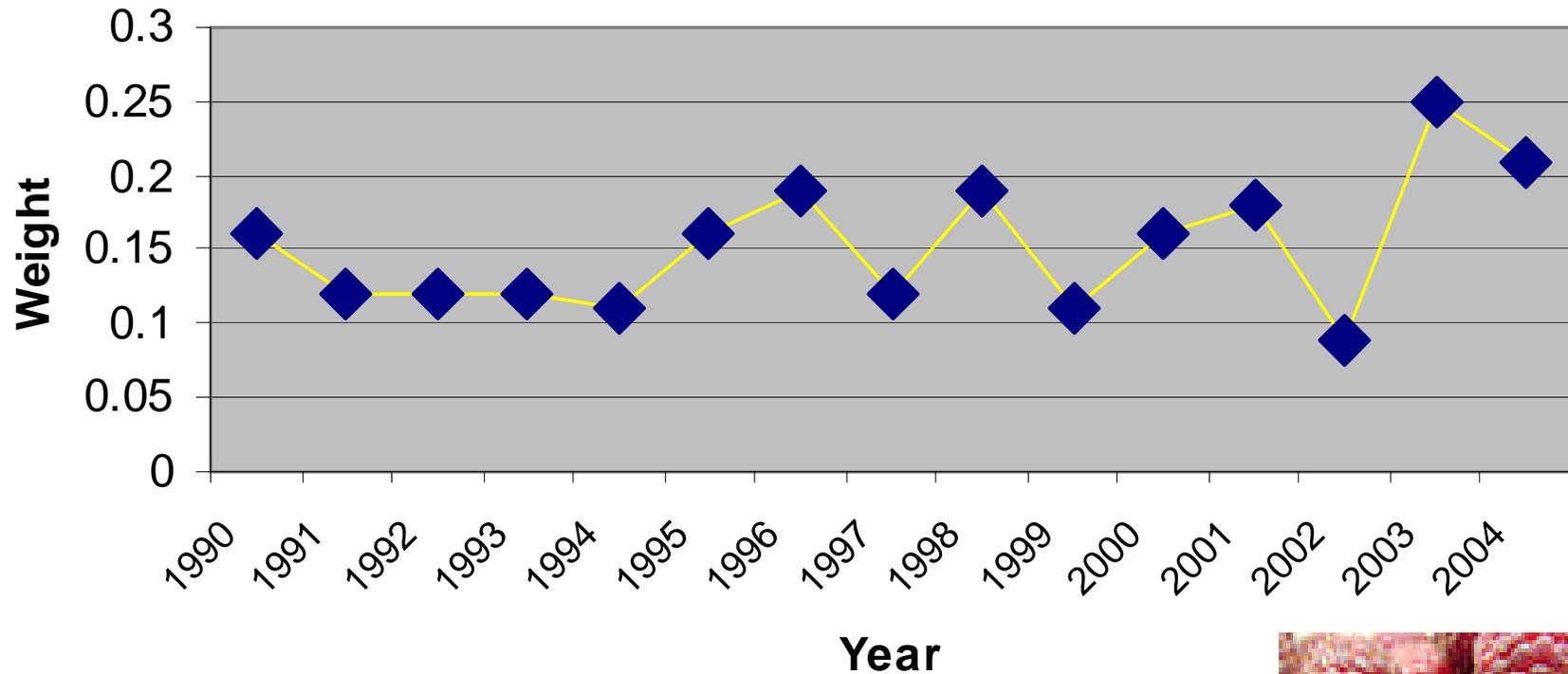


U.S. Processed Raspberry Production



Per Capita Consumption, Frozen Raspberries

(pounds, processed weight)



Washington Raspberries 2003-2005

Year	Area Harvested	Yield/Acre	Utilized Production			Price			Value of Utilized Production
			Total	Fresh	Processed	All	Fresh	Processed	
	(acres)	(pounds)	(1,000 pounds)			(Cents per pound)			(\$1,000)
2003	9,200	7,300	67,200	1,400	65,800	54.4	167	52	36,554
2004	9,000	6,600	59,400	1,500	57,900	77.4	169	75	45,960
2005	9,500	7,400	70,300	1,400	68,900	55.9	197	53	39,275



Total Pacific Northwest raspberry production in 2005 was up 21% from 2004.



**Price for Processing (Cents/lb.)
increased from \$0.31 in 2000
to \$0.75 in 2004 but back to
\$.55 in 2005.**



The #2 key consumer health concern is acid reflux.

Research shows that raspberries coat the esophagus, potentially preventing esophageal cancer.



**Raspberries have a stronger
nutritional story to tell and an
unbeatable flavor profile**

**Taste
still matters to consumers.**





How do we match the pomegranate's success?

Life Support

Health Benefits:

- ♥ ANTIOXIDANTS
- ♥ CARDIOVASCULAR HEALTH
- ♥ CANCER
- ♥ AGING





***KEY
BENEFIT**

The natural blend of anti-oxidants present in red raspberries is especially noted for its high ORAC value and provides a good source of vitamin C.



Challenges

- **Foreign competition – little cooperation, communication**
- **Disorganized marketing – no clear message**
- **Trade needs merchandising and new product encouragement**
- **Excessive inventories**
- **Lack of clear grades & standards**
- **Dehydrated has not fulfilled expectations**



Opportunities

- **Continue IQF growth**
- **Model blueberry successes**
- **Identify & Promote Health Benefits #1**
- **Target growing wellness trend in North American consumers**



National Marketing Institute

Top 10 Health & Wellness Trends

- **Changing demographics create health & wellness opportunities**
- **Organic versus natural**
- **Energy & Vitality**
- **Ingredient/Nutrient Drivers**
- **The proliferation of heart healthy products**
- **On-the-go healthy eating products**
- **The next growth opportunities in nutritional supplements**
- **Premium personal care**
- **Individualism crosses categories**
- **Corporate social responsibility**



New Structures???

- Federal Marketing Orders
 - Standardized quality standards
 - Production control ?
- Research and Promotion Programs
 - Imports contribute to growing market
 - Fresh and processed working together



Conclusion

To grow demand, we must have funding and cooperation from all countries marketing in North America:

Developing and delivering the raspberry story to manufacturers, food service retailers, opinion leaders, and consumers.



Can we count on your support?

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