

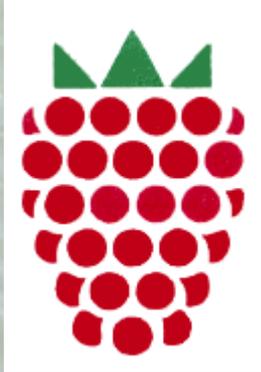
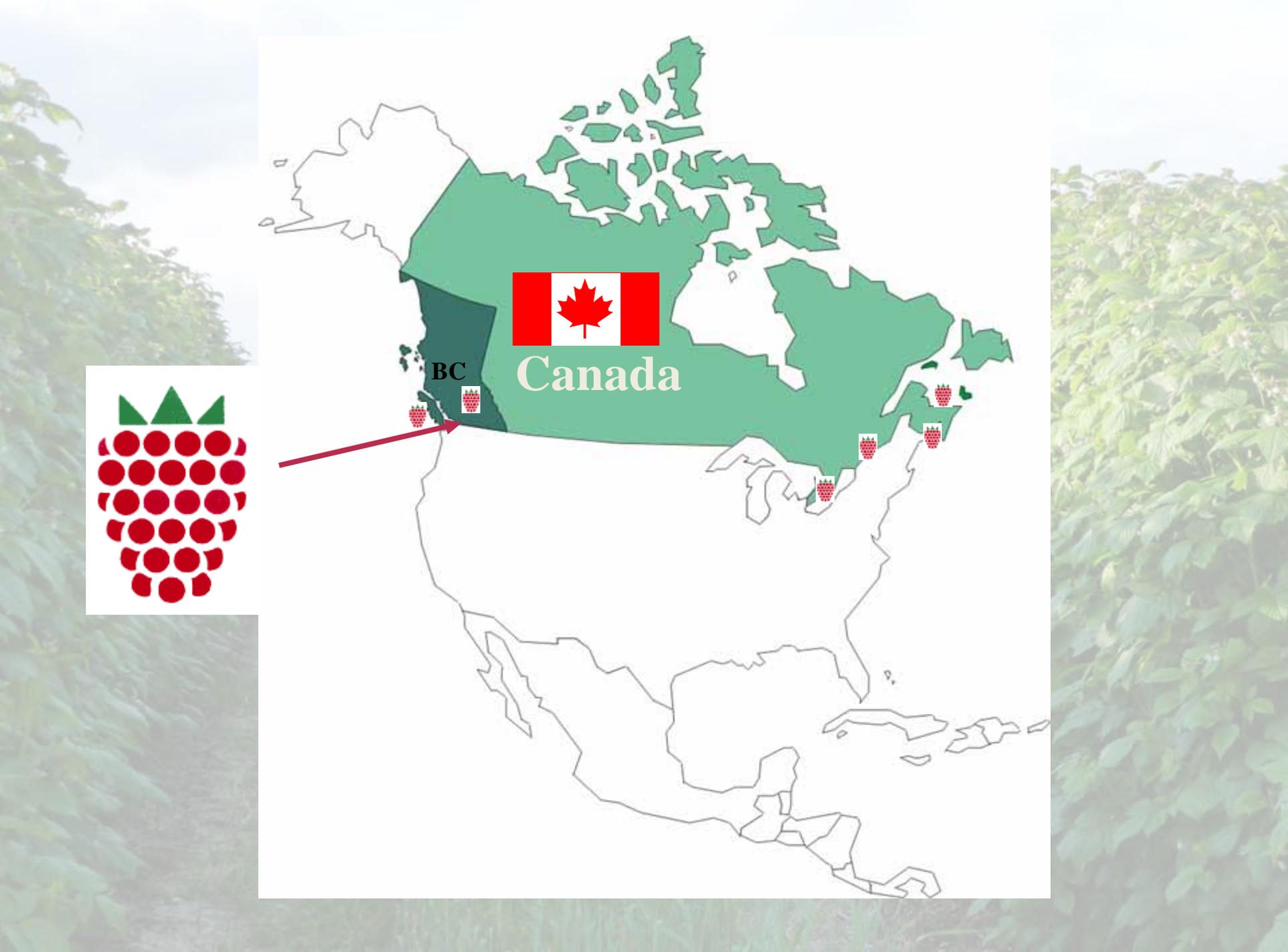
Canadian Raspberry Industry

David Mutz, Chair

BC Raspberry Industry Development Council

December 2010

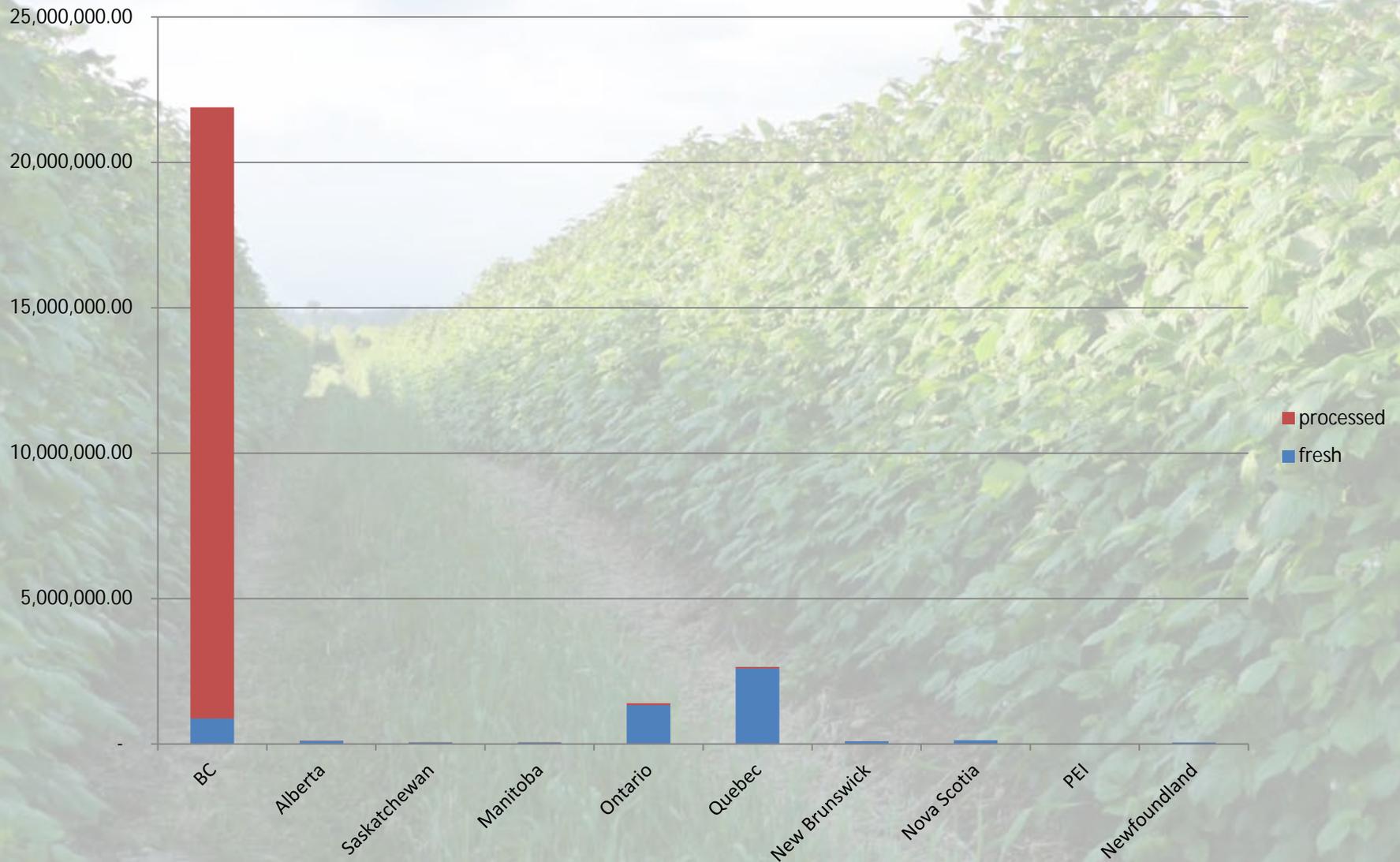




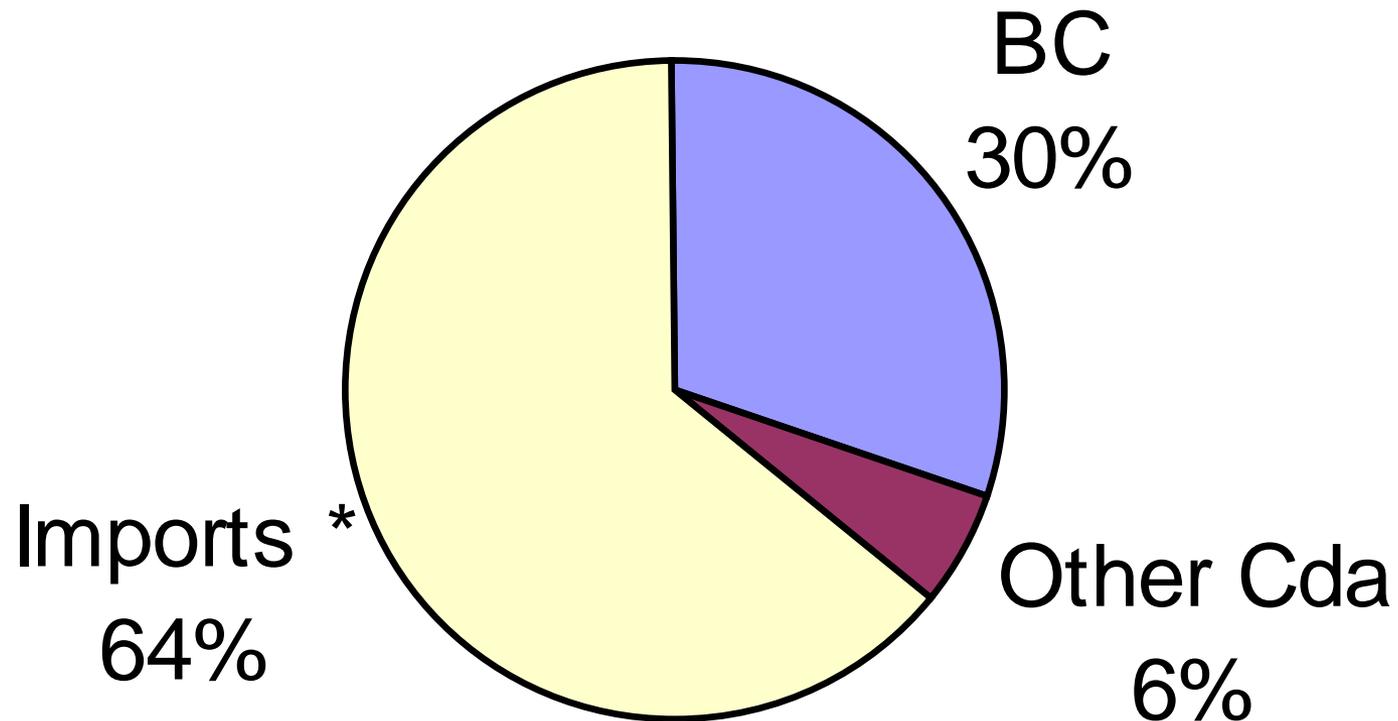
Canadian Raspberry Production

- Total of 26,407,000 lbs (2009) [11,980 tonnes]
- Mostly Small fresh and U-pick operations on east coast
- Some small on farm processors on east coast
- Mostly mechanically harvested for processing in BC

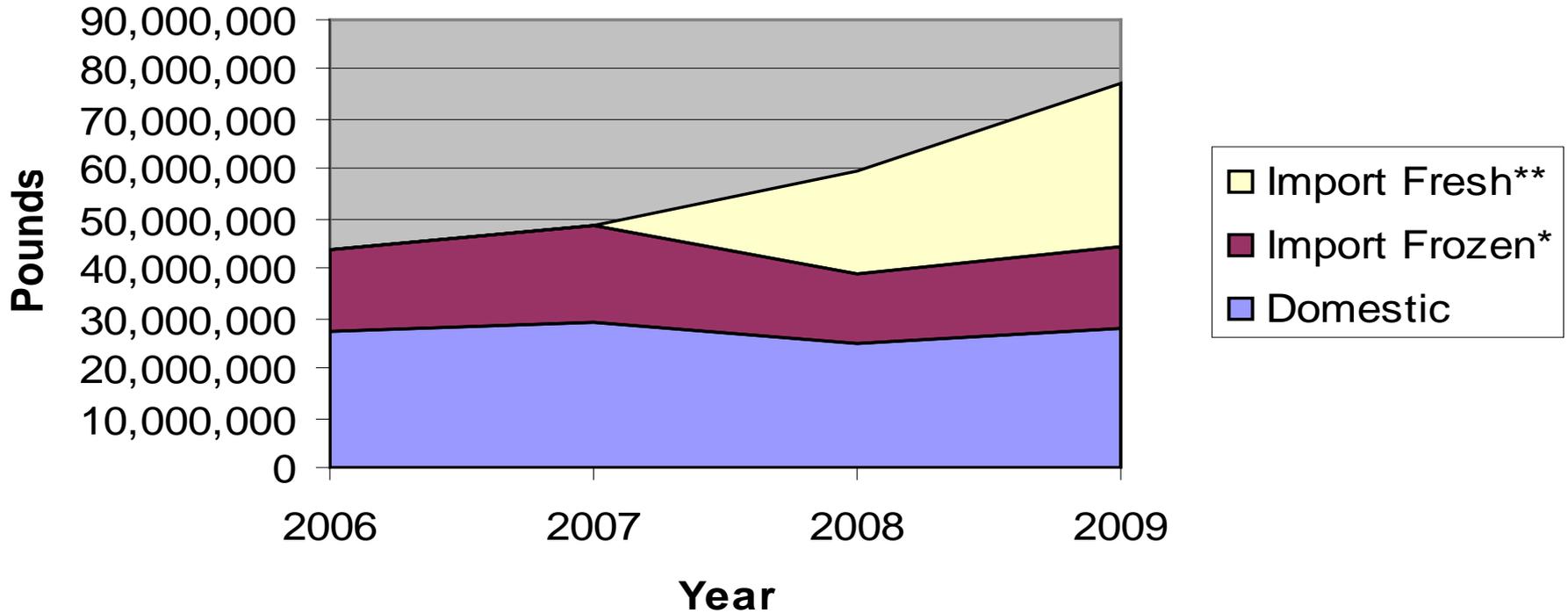
Canadian Production 2009



Canadian Raspberry Market 2009

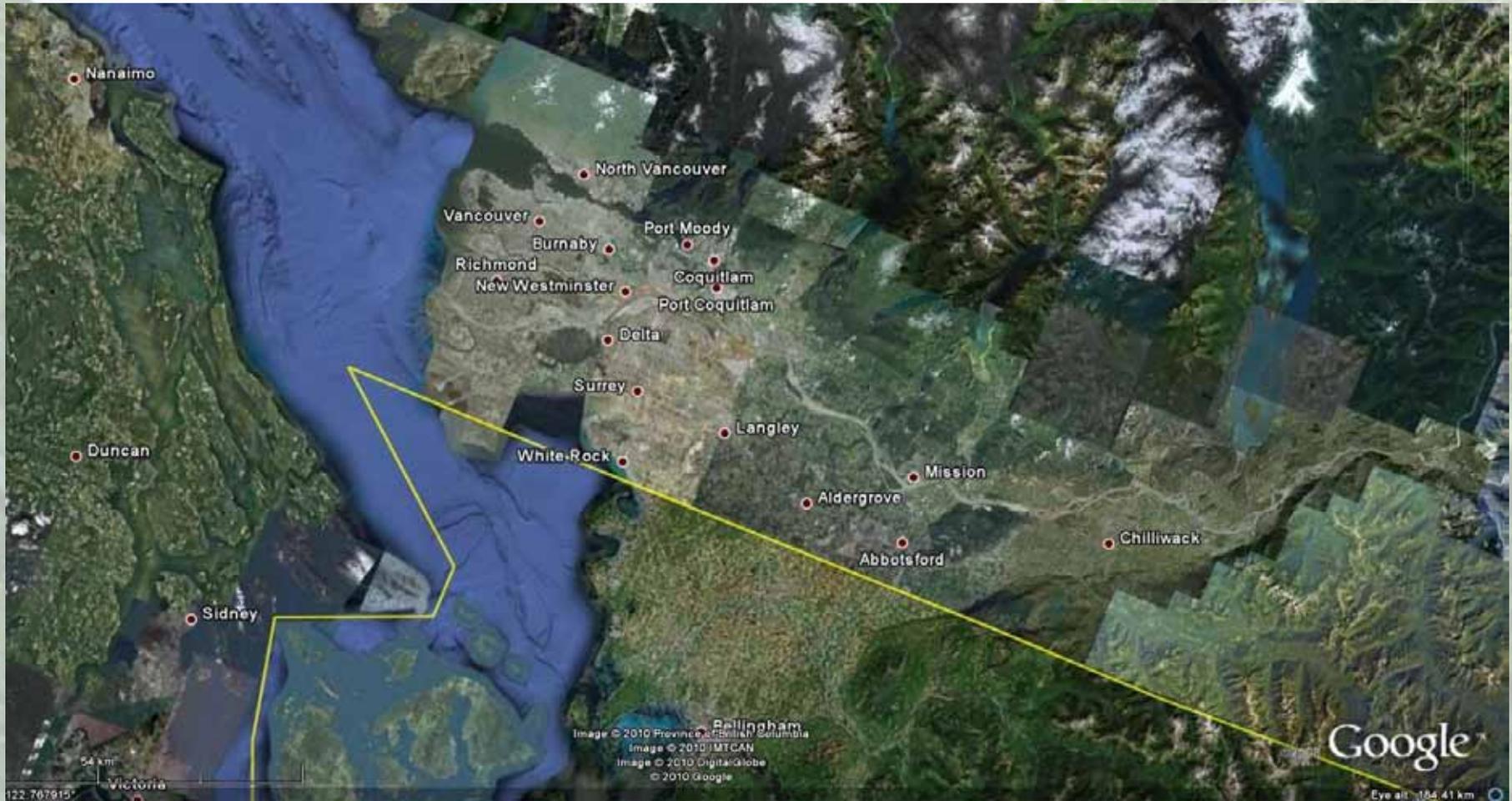


Canadian Raspberry Market



- Total of 78 million lbs (2009) [35,380 tonnes]
- No fresh data before 2008

The BC Growing Region

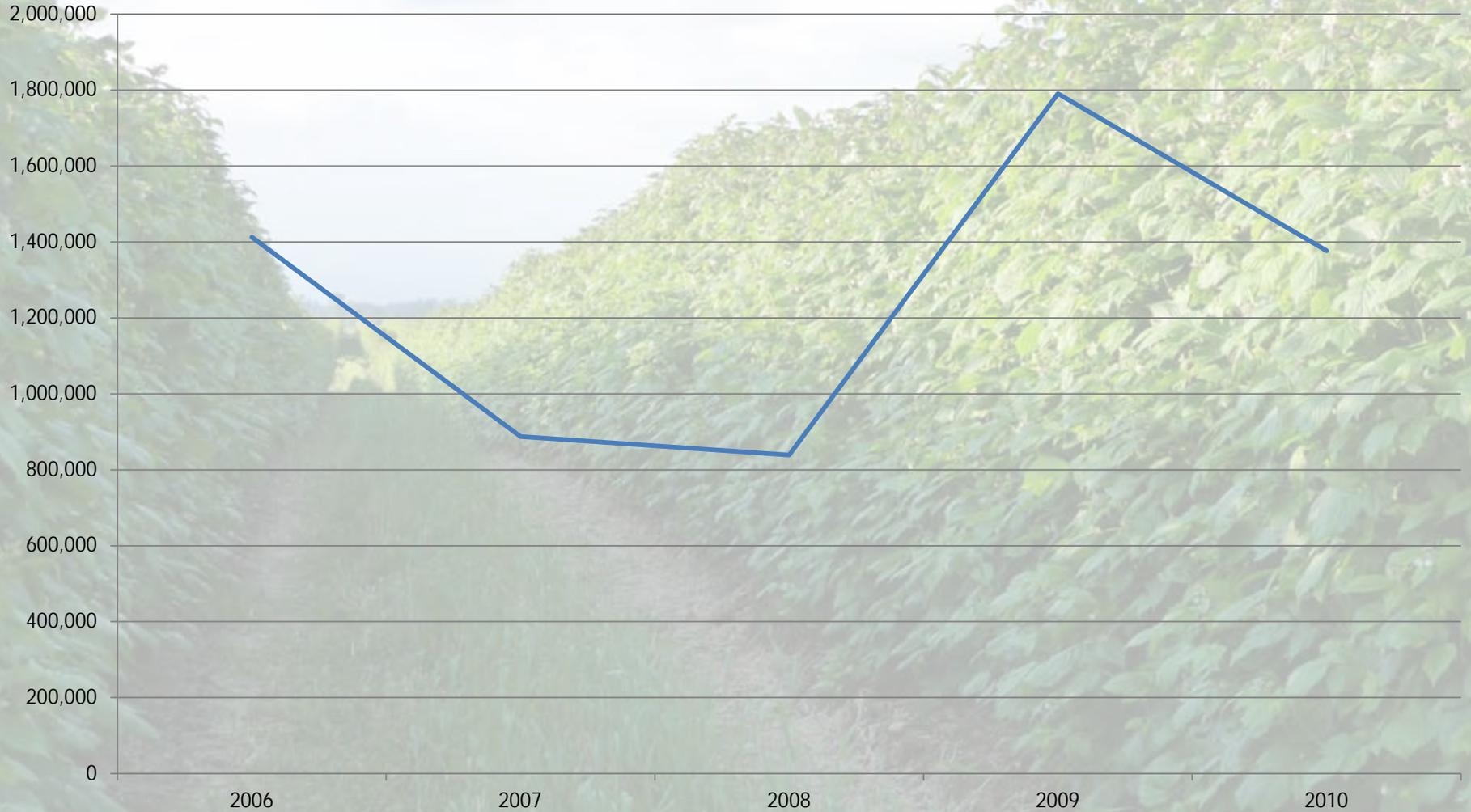


BC Cultivated Area

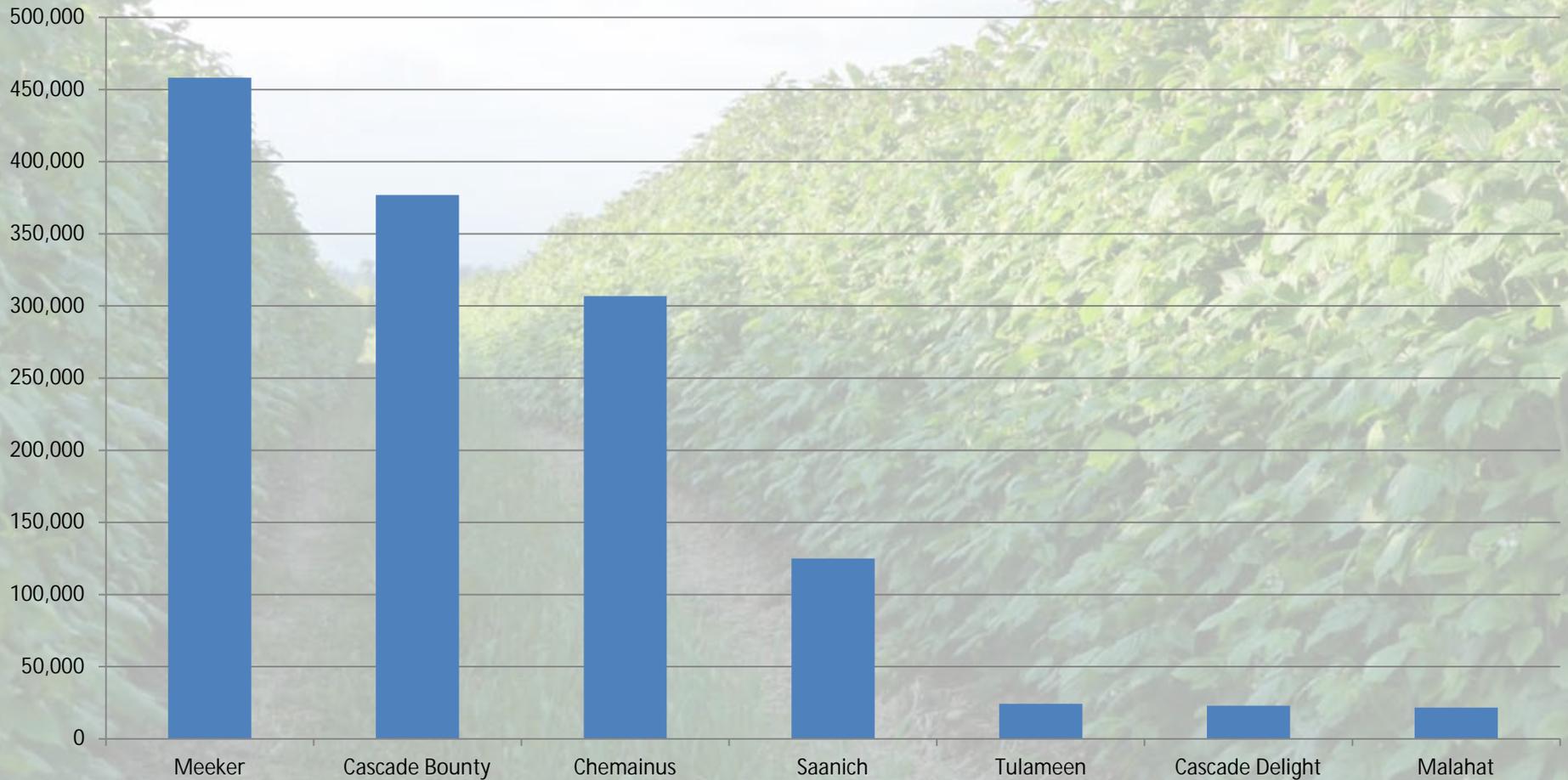
- About 125 growers
- Growing on approximately 3800 Acres (1500 ha)



Historical BC Plant Purchases



BC Raspberry Cultivar Purchases (2010)



Costs of Production

- Very High Land Prices
 - Buy \$80,000/acre
 - Lease \$1000-1500/acre/year
- Labour
 - 65 cents/lb hand harvest
 - 8.65 hourly wage rate
 - Offshore labour use
- High input costs (chemicals & fertilizers)

Other Production Issues

- Pests & Diseases
 - Phytophthora Root Rot
 - Raspberry Bushy Dwarf Virus
 - Spotted Wing Drosophila



Food Safety

- On-farm food safety program for producers, packers and storage intermediaries
- Successfully benchmarked against the Global Food Safety Initiative requirements in 2010

CANADAGAP™
ON-FARM FOOD SAFETY FOR FRESH FRUIT AND VEGETABLES



Raw material prices to growers for 2010 crop

- Fresh
 - \$1.50 lb
- IQF (frozen)
 - \$1.10 lb
- Jam
 - \$.60 lb



Raw material prices to growers for 2010 crop

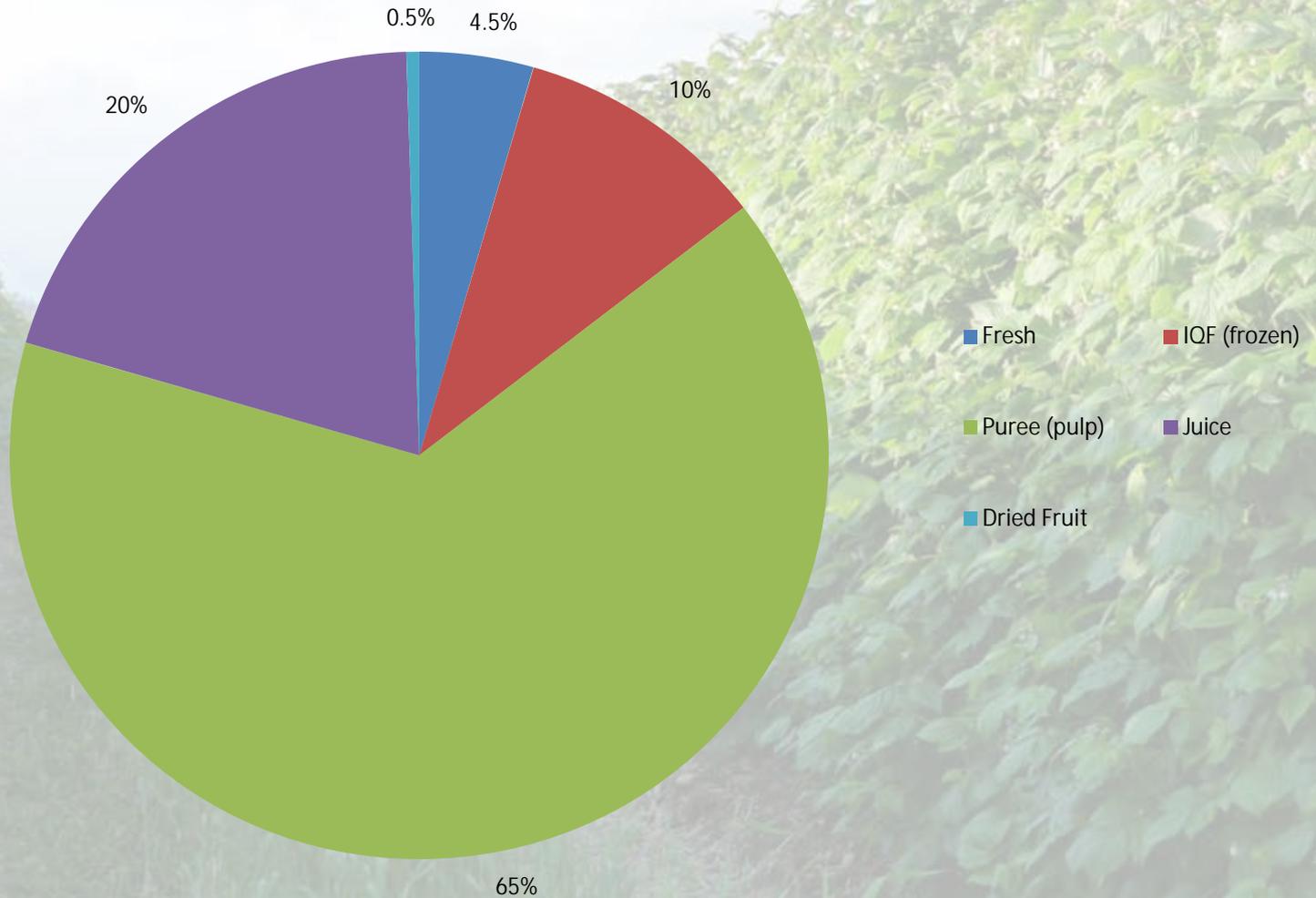
- Puree
 - \$.55 lb
- Juice
 - .50 lb



Historical BC Production



Breakdown of BC Pack Type



BC Packing Facilities

- 9 Fresh packers
- 12 primary processors
 - 6 with ability to pack IQF
- Only 1 juice plant



Summary & Future Forecast

- Raspberry acreage slowly declining due to high land costs, high input costs, decreasing yields, and volatile markets
- Total Production should remain steady
- IQF capacity slowly increasing
 - New varieties better suited for mechanical harvesting

Thank You

- Questions
- Thank you to the organizing committee for the invitation
- The BC Raspberry Industry Development Council Would like to Invite the IRO to BC and the Pacific North West for the 2012 IRO conference