

# China Raspberry

## I. History and Present Conditions

- There has been a history of 100 years for the raspberry planting in China. In 1903, Russian aliens brought raspberry varieties to Shitouhezi region in Heilongjiang Province, China for planting. At early stage, it was just for family planting.
- After the 1960s, there was a small area of planting in Heilongjiang Province.
- After the 1970s, planting was promoted in Heilongjiang Province, and the largest planting area ever reached 200 ha. The production of beverage and wine with raspberry as raw material was started locally.
- From the year 2000 on, China started to introduce excellent raspberry varieties from European and American areas, and a small area of experimental planting of raspberry was started in many areas of China.
- After the year 2005, the raspberry planting in China enjoyed relatively rapid development. At present, the major production areas of raspberry planting in China include:
  - Area with relatively long history of planting: Shangzhi area, Heilongjiang Province
  - Newly developed planting areas: Shenyang area, Liaoning Province
  - The small-lot export of frozen raspberry products was started in China.
- According to incomplete statistics, the major places of origin of raspberry planting and frozen products in China in recent years:

**Major places of origin of raspberry planting and frozen products in China**

Major Places of Origin	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009	Year 2010
Heilongjiang Province	√	√	√	√	√	√
Shandong Province			√	√	√	√
Liaoning Province			√	√	√	√
Hebei Province				√	√	√
Beijing				√	√	√
Number of Places of Origin	1	1	3	5	5	5

## II. Varieties and Area:

- Prior to the year 2000, the raspberry planting varieties in China were mainly those brought by Russian aliens. Among them, the major varieties include Zaohong, Thornless Red (The name of place of origin has been lost).
- Self-cultivated variety in China at present: Fengmanhong
- After the year 2000, China introduced many raspberry varieties from Europe and America. The major varieties introduced from Europe and America and planted in China at present:
  - Summer Fruit:

Fertodi	Hungarian variety-Mainly planted in North China (Heilongjiang, Jilin, Liaoning and etc.)
Tulameen	Canadian variety-Mainly planted in Middle China and East China (Beijing, Shandong, Hebei, Henan and etc.)
Willamate	American variety-Mainly planted in North China (At present, the planting area in Sichuan area is relatively large.)
  - Autumn fruit

Heritage	American variety-Planted in most areas of China
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- Other European and American varieties in experimental planting and promotion: Autumn Bliss meeker
- With promotion and planting of raspberry for 10 years, the planting area of raspberry in China at present is about 4300 ha (incomplete statistics). Planting is mainly distributed in North China, Middle China, East China and Southwest China:
  - Northern area in Heilongjiang Province and Liaoning Province, with an area of about 2500 ha. Since the area features cool climate, it is the best production area for raspberry in China.
  - Middle and eastern area in Beijing, Shandong, Henan, Anhui, with an area of about 1500 ha.
  - Western and southwestern area in Sichuan and Qinghai, with an area of about 300 ha.

### III. Products and Market

- The raspberry products in China at present mainly include:
  - Frozen products: (IQF、BQF、Crumble) account for 90% in all the raspberry products.

#### Statistics of Raspberry Frozen Products

Unit: Ton

Year	2005	2006	2007	2008	2009	2010
Frozen Product	570	740	2600	3200	8000	13000

- Juice concentrate: There is only one production line of raspberry juice concentrate in China at present. Established in 1988, the equipment is Sweden-Alfa Laval with the production capacity of 5 tons per hour to produce Brix 65% juice concentrate.

#### Statistics about Output of Raspberry Juice Concentrate

Unit: Ton

Year	2005	2006	2007	2008	2009	2010
Juice concentrate	50	100	100	130	150	150

- The products including raspberry juice beverage, jam, wine and etc. are at the development stage in the market.
- Product Market:
  - Frozen products: 95% products are used for export, mainly exported to European market.
  - Juice concentrate: 90% products are used for export, mainly exported to European and Asian markets.
- Market Analysis:
  - Fresh raspberry market: The proportion of fresh fruit market is small. It is only taken as seasonal fruit in raspberry production area to be sold in small lots.
  - Raspberry juice beverage: As the featured beverage, raspberry has been approved by more and more people. As a new product, raspberry beverage has great volume in China market.
  - Raspberry health products: According to the consuming characteristics and habits of Chinese people as well as the diversity of food, the health products of Chinese people produced with raspberry as raw material will be increased.
  - The demand of dairy products, jam, fruit wine and etc. will be continuously increased, and the market outlook is extensive.
- The market of China raspberry products will enjoy relatively rapid development in 3-5 years.



## V. Problems and Development Trends:

- Problems existing in the raspberry planting of China at present:
  - The management of raspberry is not standard; the conspicuous problem is that the picking methods are confusing. Since raspberry planting and picking are new things, experience is lacking. The quality of picked raspberry fruit is not good, and the frozen quality is affected.
  - The planting varieties of raspberry are disorderly and confusing; the planning of raspberry varieties is insufficient, and many raspberry varieties are planted in one same area.
- Frozen processing of raspberry:
  - Since the processing of frozen raspberry products is different from other fruits, the processing method of raspberry products in some frozen processing factories needs to be improved.
  - With the expansion of the planting area of raspberry, raspberry processing enterprises need to grow fast. At present, there is only one juice concentrate processing factory in Heilongjiang. In other production areas, only frozen processing is available, which can not keep up with the market development.
- With the adjustment of agricultural planting structure in China, as the new specialty industry, the raspberry industry will enjoy relatively fast development in China. It is expected that the raspberry planting area in China will be expanded to about 10000 ha in the next five years.
- The production of China raspberry products will have relatively great demand in 3-5 years:
  - The beverage and processing products of blueberry are well sold in China market at present, and makes good publicity for raspberry products. Raspberry beverage will become new hotspot in the market.
  - Raspberry diary products, fruit wine, health products and etc. will enter the market.