

USA Raspberry Industry: Trends & Opportunities



WASHINGTON Red 
Raspberries

USA Production Areas

Whatcom County, Washington

Willamette Valley, Oregon

Central Coast, California

Image NASA
Image © 2008 TerraMetrics

Image © 2008 DigitalGlobe

© 2007 Google™

Pointer 41°20'52.35" N 98°59'10.98" W

Streaming ||||| 100%

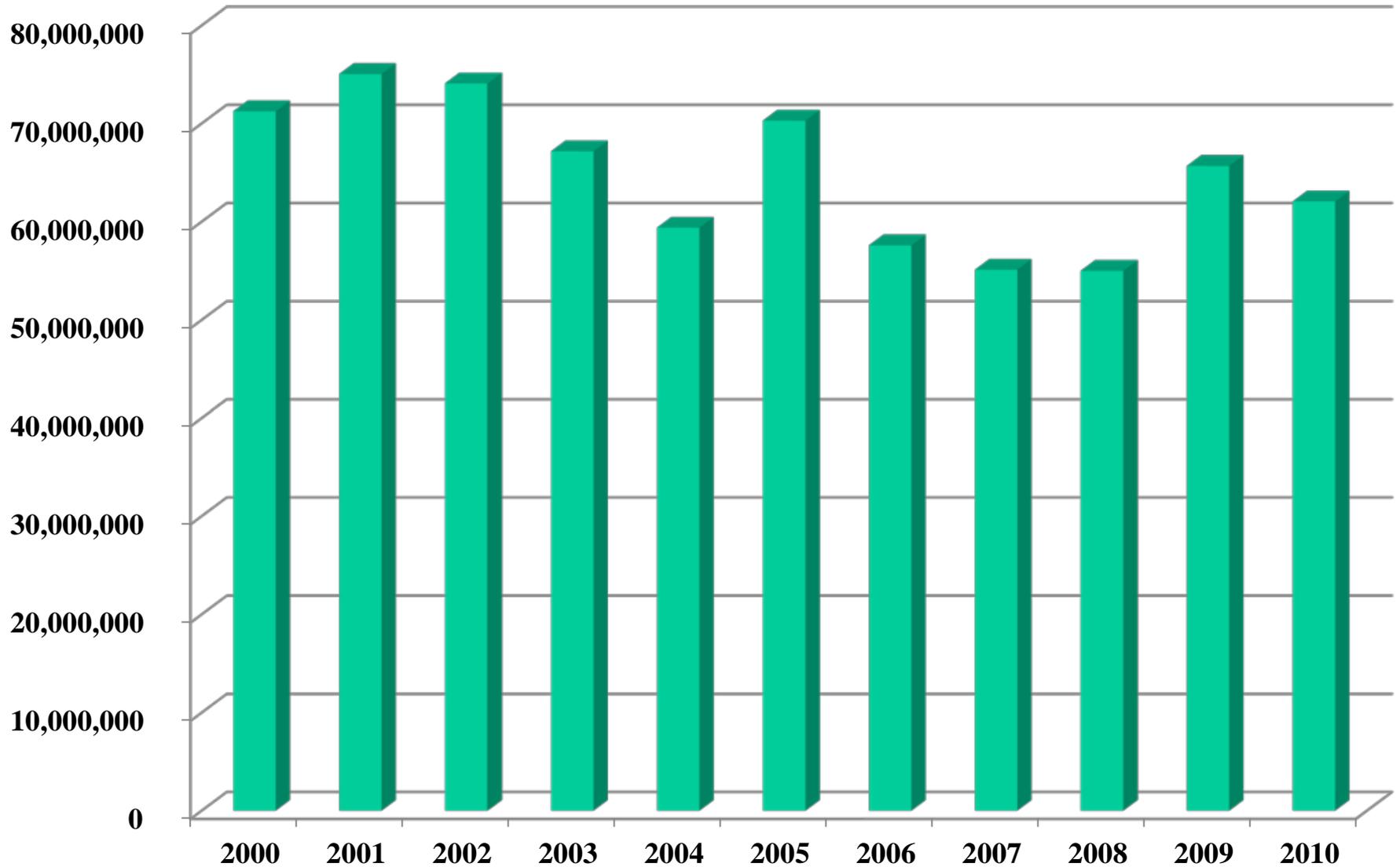
Eye alt 2426.21 mi

2010 US Raspberry Production metric tonnes

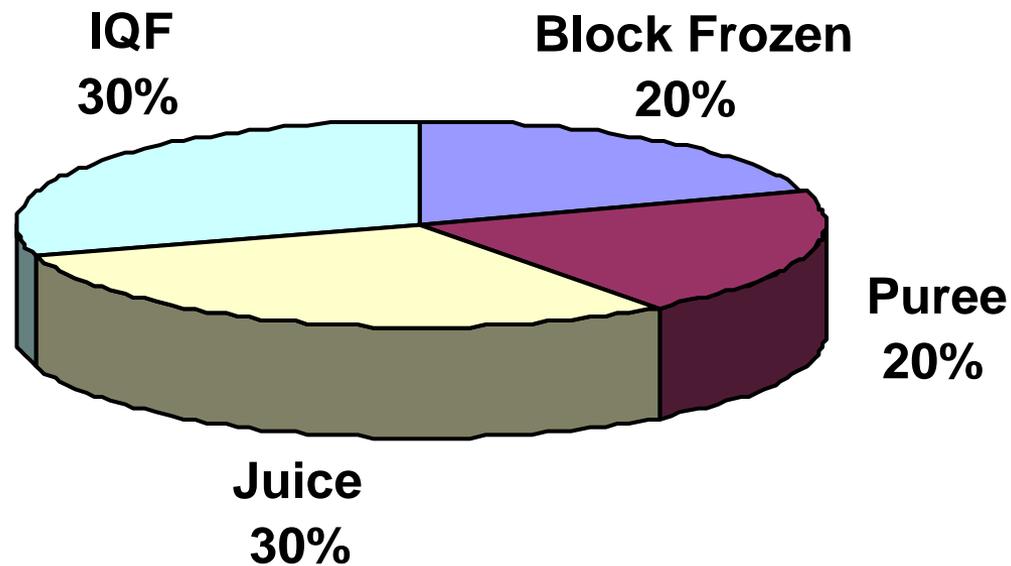
Washington (<i>frozen</i>)	26,848
California (<i>fresh</i>)	44,000
Oregon (<i>frozen</i>)	1,390
All Other (<i>fresh</i>)	<u>1,000</u>
USA TOTAL	73,238



WA, OR Raspberry Production (lbs)



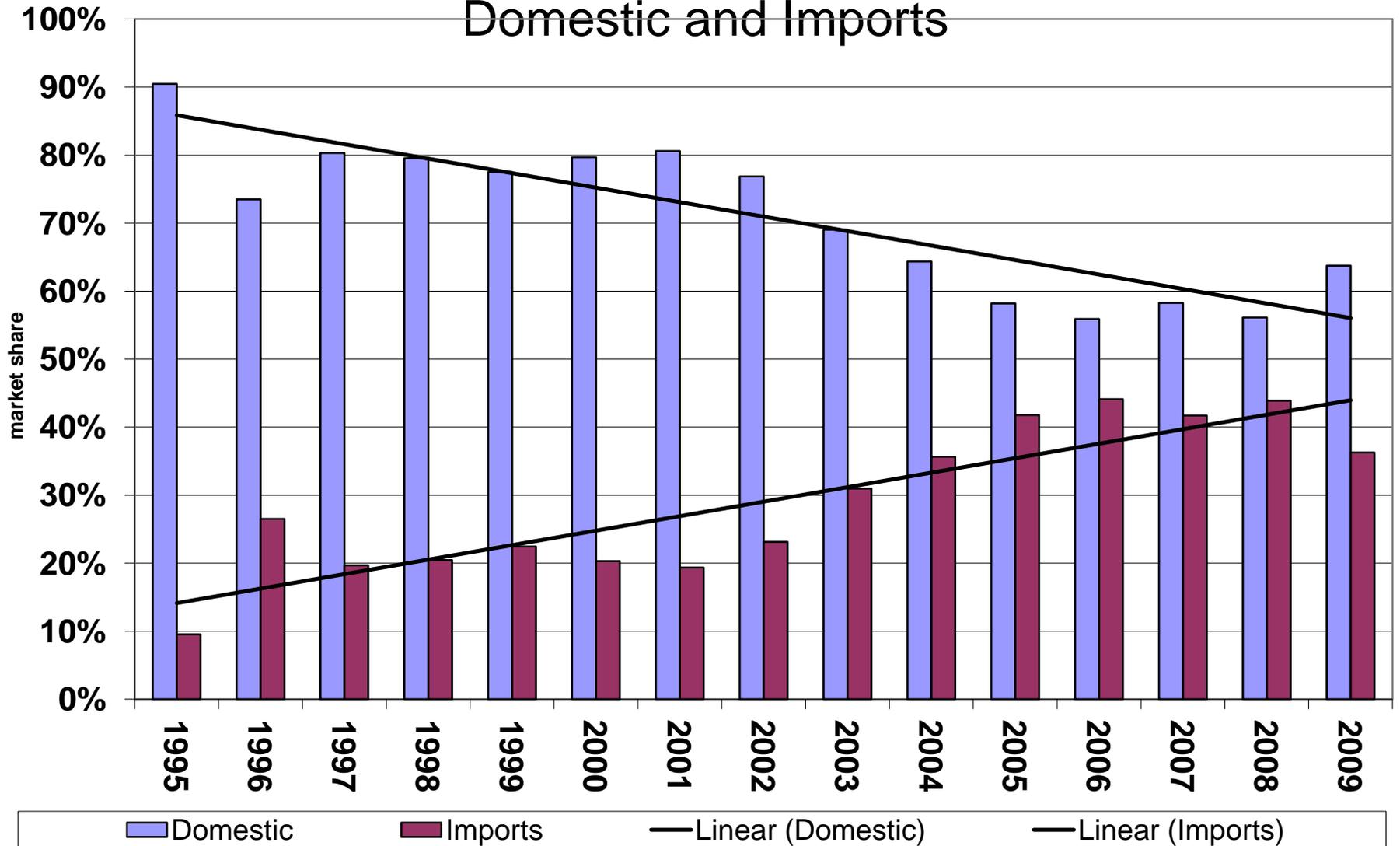
U.S. Processed Raspberry Production



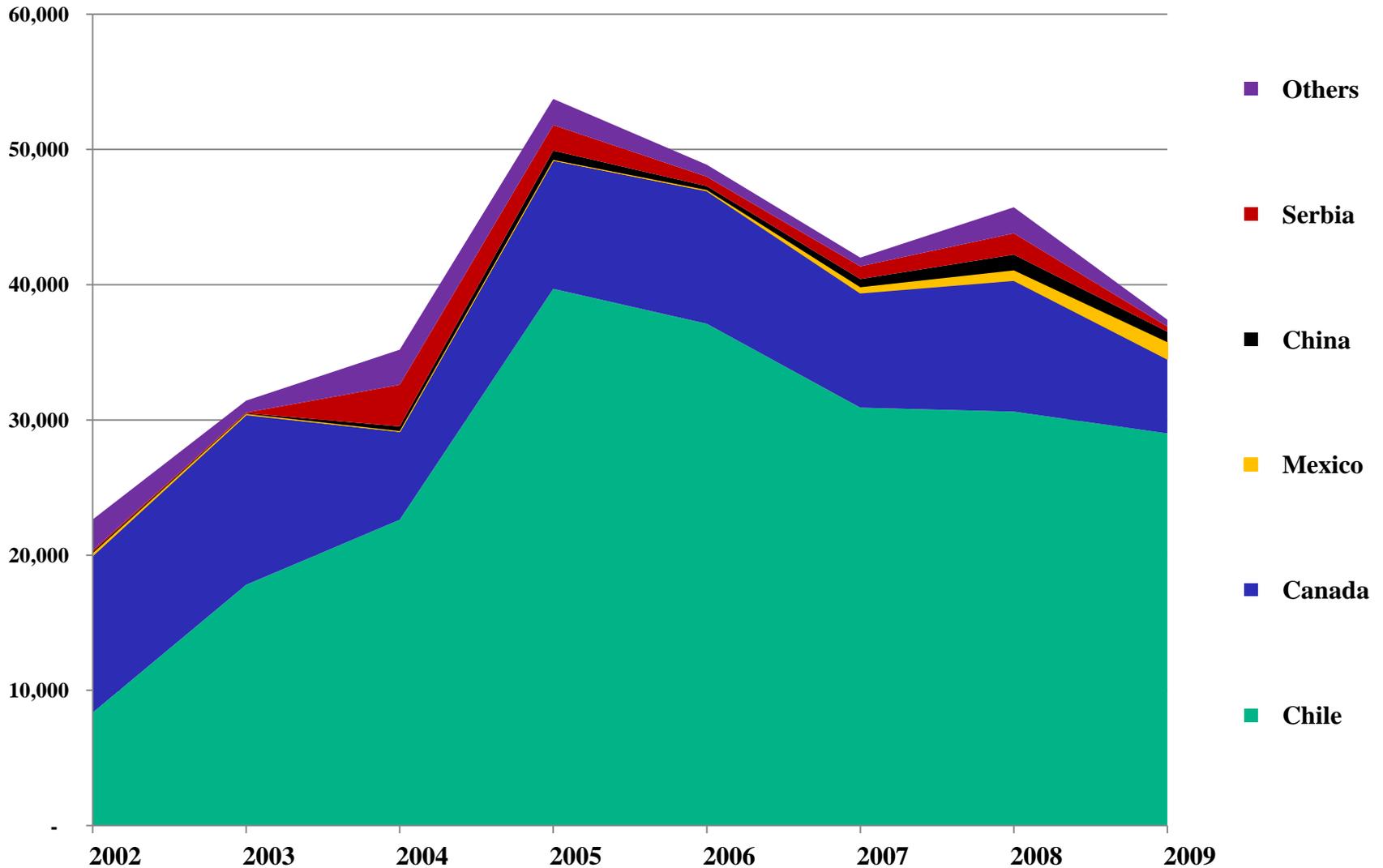


USA Processed Raspberry Production

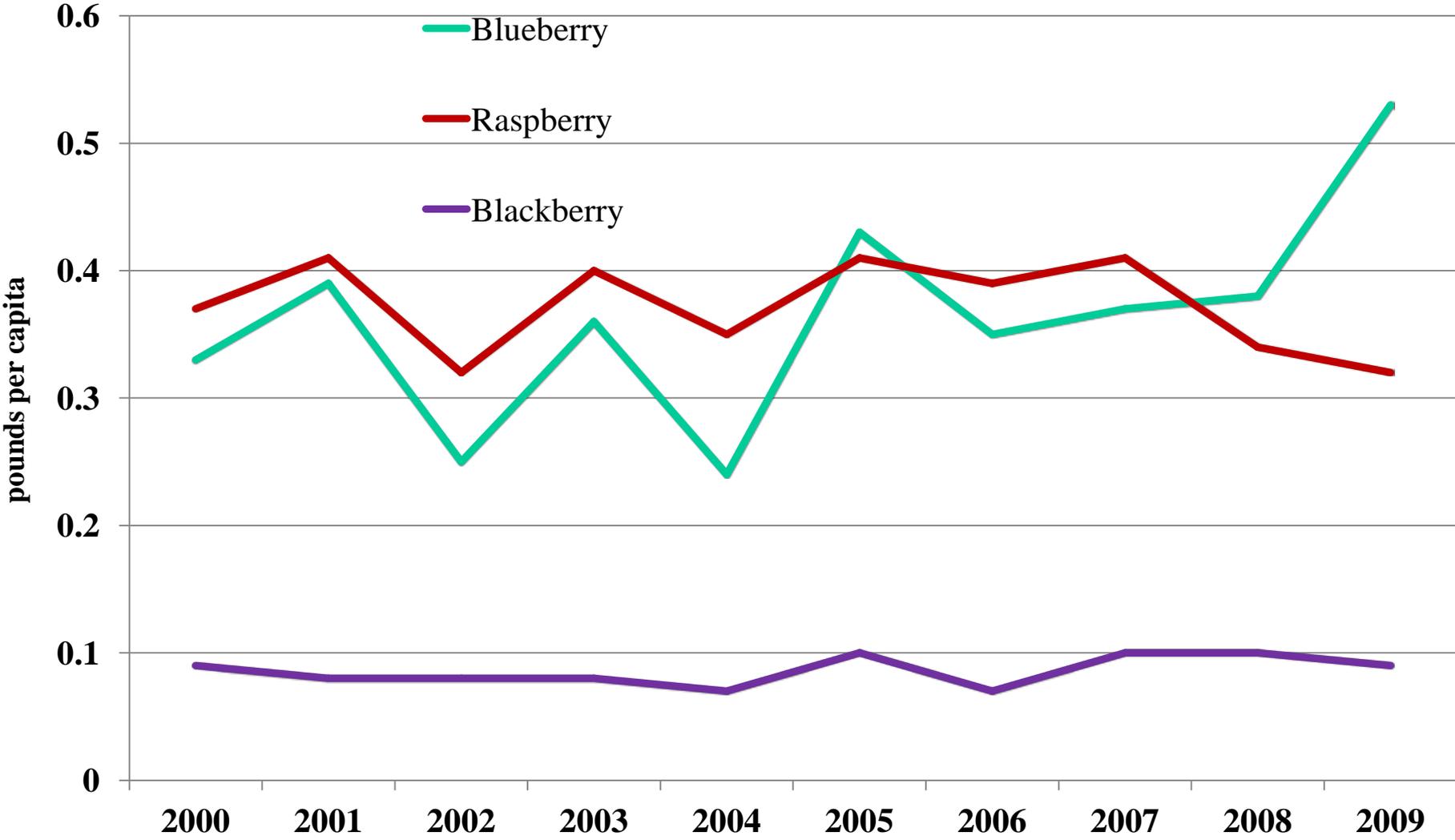
Domestic and Imports



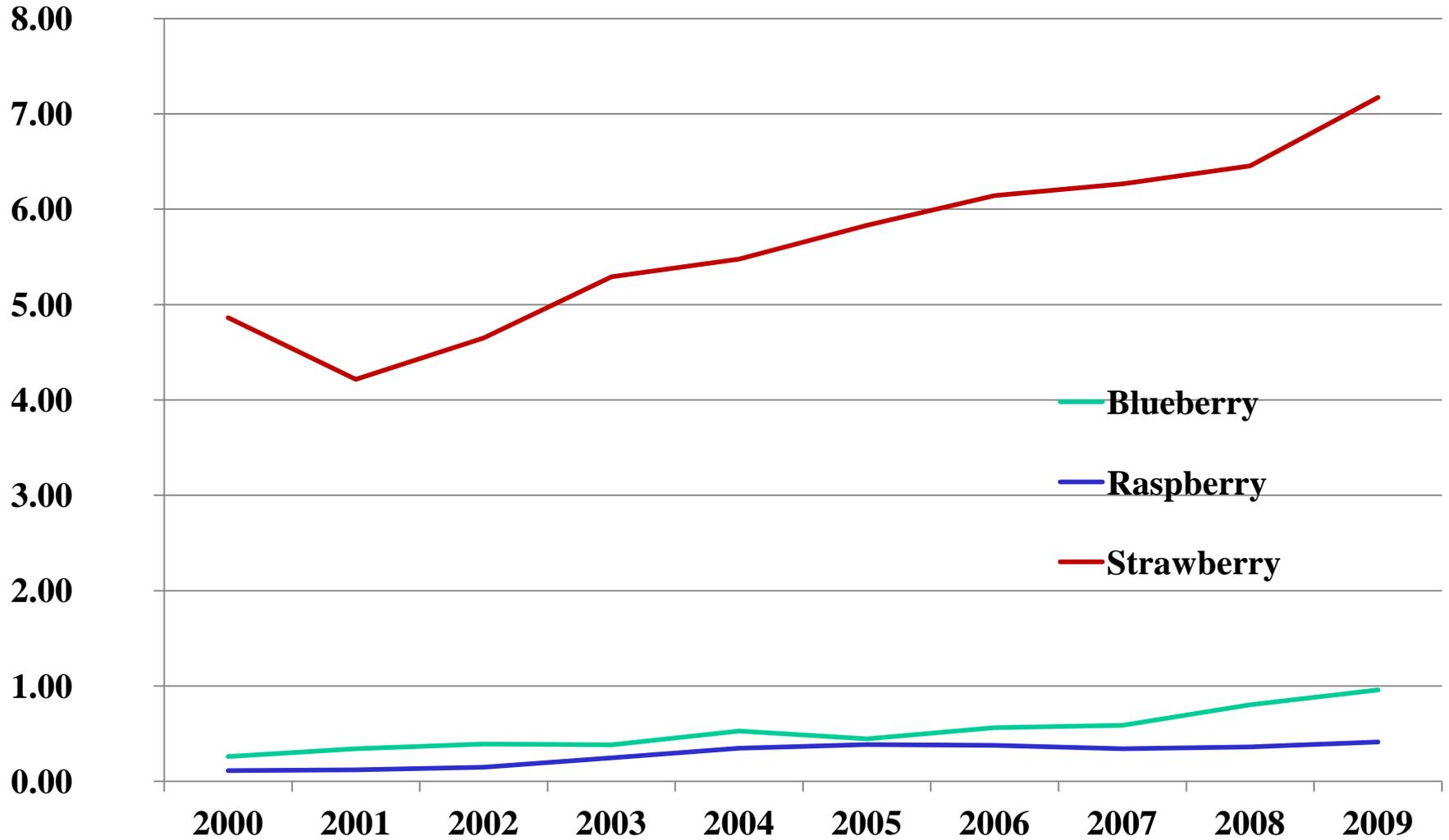
Frozen Raspberry Imports



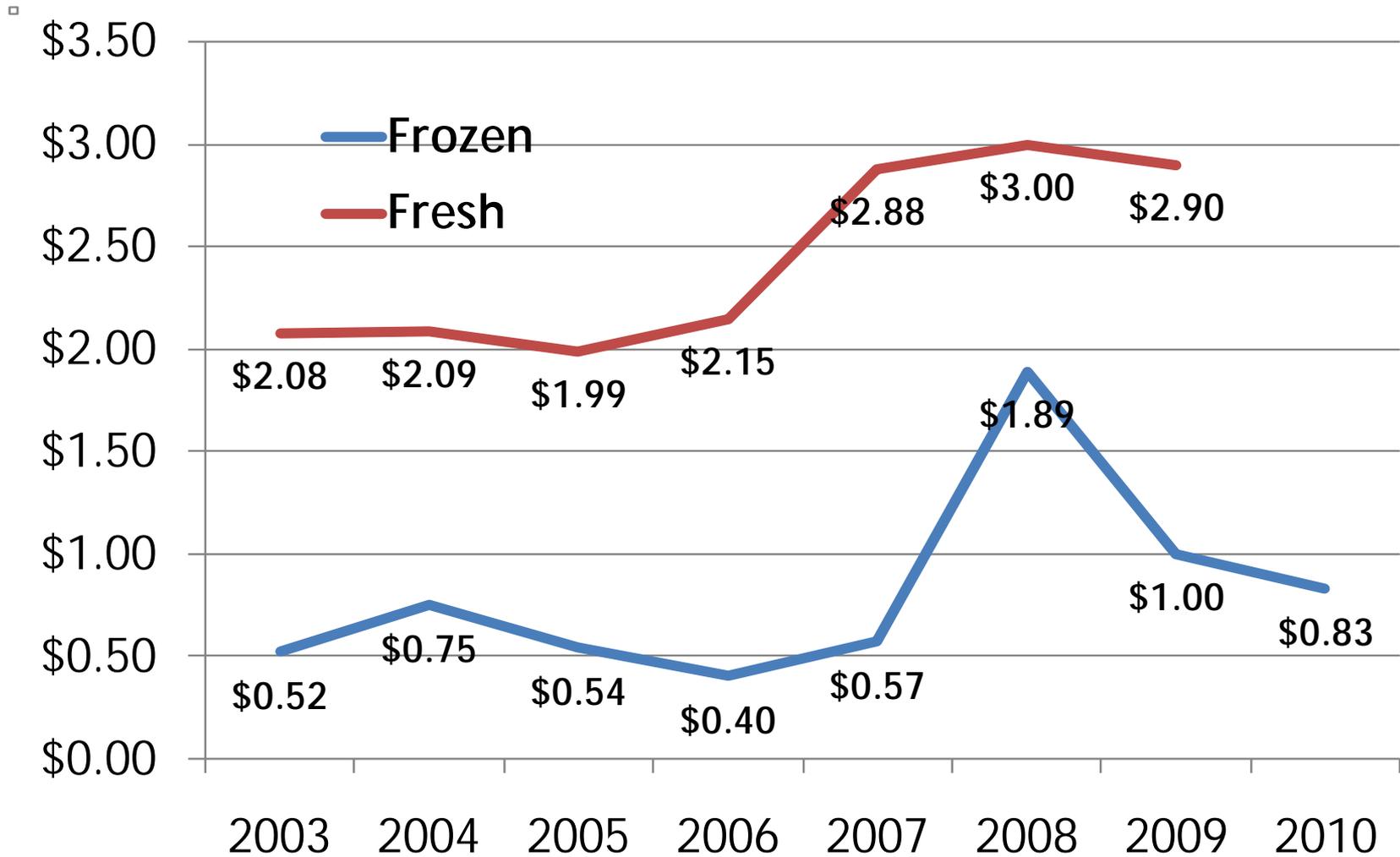
US Frozen Berry Consumption



US Fresh Berry Consumption



Raspberry Price to Growers



Production

- Cost of Production =
 - 40-50 cents per pound for all raspberries
 - IQF quality increases costs
- Average yield
 - 3.6 metric ton/acre
 - 99% machine harvest in WA, OR
 - Korvan, Littau, BEI
- Processing Plants in PNW:
 - 10 IQF plants – 2 new in 2011
 - 18 Block Frozen
 - 4 Juice Concentrators





Major Northwest Cultivars for Process Industry

(based on 2009 plant sales)

- Meeker = 58%
- Chemainus = 9%
- Cascade Bounty = 9%
- Wakefield = 7%





2011 Challenges

- **New cultivar development**
- **Pest management tools**
 - **International minimum residue limits (mrl)**
 - **Buffers from streams for endangered species protection**
 - **Spotted wing drosophila**
- **New product development leading to increased demand**
- **Increased grower acceptance of Good Agricultural Practices (GAP) – food safety, traceability**
- **Labor**

WASHINGTON **Red** 
Raspberries



Opportunities

- **Continue working alliances – IRO, USRRC**
- **Promote Health Benefits through strategic investments in health research**
- **Promote consumption via health message**
- **Target growing wellness trend in North American consumers**
- **Develop partnerships with other berries – synergy in promotions**

WASHINGTON **Red** 
Raspberries



US Red Raspberry Council

A USDA Research and Promotion Program

- Imports contribute to growing market
- Estimated to provide \$1 million annually for:
 - Health based research projects
 - Publicity efforts
- Representatives of IRO on Managing Board
- Desire to work with International partners
- Referendum next spring ????



Top 5 Reasons to Eat Raspberries

- Naturally high in vitamin C and fiber.
- Provide folate, vitamins B2 and B3, magnesium and other essential nutrients.
- Contain ellagitannins, important cancer fighting compounds.



Top 5 Reasons to Eat Raspberries, cont'd.

- Have considerable antioxidant activity (50% more than strawberries).
- Place in the top 15 of the *American Journal of Clinical Nutrition's* best antioxidant sources.”





Health Studies

Funded by Washington Raspberry Commission

<u>Project</u>	<u>Lead Scientist</u>	<u>Institution</u>	<u>Completed</u>
<i>Suppression of Carcinogenesis by Consumption of Raspberries and Blackberries Through Activation of the Immune Response</i>	<i>Lyndon L. Larcom</i>	<i>Clemson University</i>	<i>2007</i>
<i>Prevention of Diet-Induced Atherosclerosis, Obesity and Oxidative Stress in Hamsters</i>	<i>Jean-Max Rouanet Alan Crozier</i>	<i>University of Montpellier, France University of Glasgow, UK</i>	<i>2009</i>
<i>Red Raspberries and Human Health</i>	<i>A. Venket Rao</i>	<i>University of Toronto</i>	<i>2010</i>
<i>The Effects of raspberries on Cognition and Neuronal Communication in Aging: Mechanistic Considerations</i>	<i>James A. Joseph</i>	<i>Tufts University - USDA Human Nutrition Research Center on Aging</i>	<i>2011</i>
<i>Bioavailability, metabolism, and impact of anthocyanins and ellagitannins on colonic health after consumption of raspberries</i>	<i>Alan Crozier</i>	<i>University of Glasgow, UK</i>	<i>2011</i>
<i>Anti-Inflammatory Effects of Red Raspberry in Rat</i>	<i>Dr. Navindra Seeram</i>	<i>University of Rhode Island</i>	<i>2011</i>

Development of Health Based Website for Consumers

www.raspberryinfo.com





The taste you love, the nutrition you want.



Washington Red Raspberries

Our growers provide 90% of the highest quality frozen, processed and juice berries in the US.



Raves for Raspberries

In a national survey consumers picked raspberries as their #2 fruit, just behind strawberries. Why? It's the uniquely wonderful raspberry flavor: sweet, tart, and delicious.



Raspberries Are Good for You

Only 50 calories in a cup, and no fat, no sodium, no cholesterol! High in fiber, 50% of a day's vitamin C, 41% of manganese plus vitamin K, folic acid and potassium. Raspberries are in the top 10 high antioxidant fruits and vegetables. [CLICK HERE](#) for more about the many health and nutrition benefits of raspberries.



Raspberry Recipes

Try this spectacular (but simple) Panna Cotta, or a smoothie, salsa, salad, cobbler, gelato or fruit soup. Raspberries spark recipes for every meal. [CLICK HERE](#) for great eating.



IQF (Individually Quick Frozen) Red Raspberries

Washington growers carefully harvest the very best berries to individually quick freeze at the peak of perfection. [CLICK HERE](#) for more information.



Dave Grotto

Dave Grotto, Registered Dietitian, nutrition expert and author of "101 Foods That Can Save Your Life" considers raspberries part of a healthy diet. [CLICK HERE](#) for comments from Grotto.



Research Chefs Association

Chefs enjoyed Washington raspberries at recent conference in Seattle. [CLICK HERE](#) for more on raspberries in foodservice.

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

**Taste
still matters to consumers!**

WASHINGTON Red.
Raspberries



**We are looking forward to
your partnership in insuring a
healthy international
raspberry industry !**



1796 Front Street

Lynden, WA 98264 USA

360-354-8767

www.red-raspberry.org

www.raspberryinfo.com

