

# ¡ GLOBAL RASPBERRY MARKET CHALLENGES !

**ABOTTSFORD, B.C. CANADA**

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Production and World Demand  
is almost same

around 400.000 metric tons

good or bad weather affect production  
in some areas around the world and  
causes high prices variation

this is not good ,can we deal with it ?

New signals to increase demand  
(promotion and research )

US Raspberry Council ?? USRC

How to do this also in Europe is a big  
challenge for IRO

# Challenges

- Increase research on healthy benefits.
- Develop consumption promotion as US Highbush Blueberry Council.
- Increase on field productivity.
- Develop right varieties for mecanization.
- Develop varieties resistant for specific diseases.
- Increase retail packing at origen .

# Challenges

- What's about organics, now few portion of market .
- Have communication with industry for products development where raspberries are ingredients as bakery, milk, yogurths, juices , others.
- Breakfast meals.
- Opportunities for products not world known as leather fruit ,freeze dry ,infuses.
- Raspberry smoothie as strawberries ??

# Challenges

- Increase communication between IRO members.
- Incorporate as IRO members other raspberry producing countries.
- More attention in Food Safety, Social Responsibility, Carbonfootprint and Waterfootprint .

# Why not raspberries ??





Develop New  
Markets

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# BIG CHALLENGE

Increase world  
consumption

¡ THANKS !

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