



David Yarborough, University of Maine, Blueberry Extension Worker said blueberry producers have reason to be optimistic, as he gave a report on the 2010 World Blueberry Acreage and Production.



Peter Burgess, Agra Point, presented the 2011 Wild Blueberry Crop Report & Martime Cost of Production Project Update, along with some tips for the Development of Best Management Practices.



WBPANS President John Quinn welcomed wild blueberry producers to their annual meeting at the Best Western Glengarry, Truro.



Alice Pugsley, Chair of the WBPANS Promotion Committee, gave an update on promotional activities held throughout 2011. The Wild Blueberry Festival in August featured over 50 events, held in 36 different communities.

## Wild Blueberry Statistics and Facts

- Nova Scotia's Provincial Berry
- #1 source of antioxidants among fresh fruits and vegetables.
- Grow naturally in Atlantic Canada, Quebec and Maine and these are the only areas in the world where wild blueberries are commercially harvested.
- Oxford, NS is the Wild Blueberry Capital of Canada.
- Wild Blueberry Producers Association of Nova Scotia (WBPANS) was established in 1970, incorporated under the Societies Act in 1975 and today is one of the leading commodity associations in Nova Scotia.
- #1 horticultural crop in terms of acreage, export sales and value to the economy in NS.
- Over 1000 wild blueberry growers in NS with over 40,000 acres in production.
- 5-year average (2007-2011) grown in NS annually is 31,500,000 lbs.
- 5-year average (2007-2011) price paid to growers is \$0.66/lb.
- 2011 production for NS is estimated at 28 million lbs.
- 2011 "farm gate" value of the NS wild blueberry crop is estimated at over \$20,000,000
- In 1953, provincial production was 1.1 million pounds with a farm value of \$152,000.
- Each year the wild blueberry crop contributes over \$50,000,000 to the provincial economy.
- NS processors continue to expand and invest in the wild blueberry industry developing a strong processing infrastructure with state of the art technology.
- Markets for Nova Scotia wild blueberries exist worldwide.
- Individually Quick Frozen (IQF) wild blueberries are exported as a frozen ingredient to United States, Japan, Germany, United Kingdom, France, Netherlands and other countries.



The Wild Blueberry Association of North America (WBANA) consists of representatives from processors and wild blueberry producers from Canada and United States working together to promote the wild blueberry worldwide. The WBANA model is unique to the wild blueberry industry resulting in the development and expansion of international markets for the wild blueberry.

(Statistics courtesy of  
Dave Sangster, P.Ag.,  
Exec. Director, WBPANS)

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wild blueberries

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Best Holiday Wishes  
for a Merry Christmas  
and Happy New Year



to members, family and friends of  
**Wild Blueberry Producers  
Association of Nova Scotia.**

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