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Magic Sun expands, bringing blueberries to market

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Magic Sun, well known as a leading grower of conventional and organic tomatoes, has taken its agricultural expertise to a new commodity and expanded its product line to include blueberries. Grown in the Mexican region of Jalisco, there are approximately 52 acres of blueberries planted across three varieties: Biloxi, Jupiter and Atlas, which offer medium to jumbo-sized berries with great taste and performance that are popular with consumers.



Alejandro Santander, vice president of sales and operations with Globalmex International, and its Magic Sun-branded produce, indicated that the move into blueberries is a new commodity for the brand but it follows a strategic pattern of keeping an eye on market opportunities — both for growers and retail customers.

“We know that there has been a significant increase and a strong consumer trend for purchasing fresh produce over the past six months,” he said. “Blueberry demand has risen as part of that growth. Our retail partners were looking for blueberry crops to go beyond the typical domestic growing season of June through mid-September.

“With our growing regions in central Mexico offering ideal conditions for blueberries — warm days and cool nights — we will be able to bring fresh product to the market with peak seasons from January to June and reliable volumes all year-round,” Santander added.

Growers report that the weather conditions have been positive all season long and there is a strong volume with product available for shipping in mid-December.

Anthony Otto, Magic Sun sales manager, said blueberries will be available in clam shell sizes of: six ounces; one pint; and 18-ounce packages.

“This is our third season with this crop and the quality and consistency have been excellent. Our retail partners like the variety of packs for increased promotional opportunities and the ability respond to market fluctuations. Having our new crop coming in early winter gives our retail partners a definite market advantage,” said Otto.

He indicated that — based on ongoing retailer interest — plans for the next crop include an additional 35 acres in December 2021 and an additional 25 acres by December 2022 for a total blueberry

program commitment of 112 acres.

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