



**- Advertisement -**

**Peak Pacific Northwest blueberry volume coming from California Giant**

---

June 23, 2023

It's a bountiful summer of blueberries for [California Giant Berry Farms](#), as the company forecasts giant volumes of blues ahead. The grower's high yields and exceptional quality continue as consumer demand for blueberries remains firmly in place.

"We're forecasting a strong harvest of conventional blueberries out of Oregon and British Columbia, and organic harvest out of Oregon and Washington in July and August. We're on the right track to have a very positive year of high-quality blueberries," said Alan Ediger, vice president of sales at California Giant Berry Farms.

California Giant blueberry growers in Oregon are preparing for their first pick to take place the first week in July, with total supply offering a strong promotable window from mid-July through mid-August of conventional and organic premium fruit.

Growers in British Columbia are not far behind, with initial harvests slated to begin early-July, just a week behind the start of the Oregon season. Conventional volumes from British Columbia are forecasted to increase rapidly, providing peak volumes from late-July to mid-August. Organic volumes out of British Columbia are forecasted to produce a steady volume throughout the month of August.

Out of Washington's growing regions, a light but steady supply of organic volumes will span from early July through the end of August, supplementing California Giant's organic blueberry program.

To support the expected influx of blueberries, California Giant employs Instacart advertising and Ibotta consumer promotions to drive purchase intent for fresh berries. In correlation, the brand will launch a consumer engagement sweepstakes to further drive brand awareness and demand.

Through the shared industry goal to drive significant increases in blueberry consumption, California Giant continues to deliver a year-round supply of sustainably grown fresh berries that represent the highest standards for quality and consistency.

[Print](#)