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Chilean blueberries key to the market

Chile plays a pivotal role in the dynamic landscape of the global blueberry industry. Founded by Chilean blueberry growers, Agroberries, [Berry Fresh](#)'s parent company, sees the value that Chilean blueberries bring to the industry by filling a key supply window.



In the U.S. January and February are big health-focused months, and as a superfood blueberries have become a key promotable item for grocers to help capitalize on the healthy-eating trend. Although domestic blueberries aren't in season domestically, U.S. consumers have come to expect them in the market year-round.

Chile is an invaluable contributor during the winter supply window. Chilean blueberries serve an essential role by offering a consistent and reliable supply during the winter months while Mexico is still slowly coming on and domestic product is still three months from entering the market. Chilean production ensures that retailers can meet consumer preferences and maintain promotable business in the key winter window.

Berry Fresh and Chile

As demand for blueberries stays strong, Agroberries is focused on continuously improving its Chilean blueberry offering to better serve a global market. By retiring older genetics, it opens the door for newer varieties with exceptional flavor and strong quality.

Berry Fresh said it is excited to be testing high-chill Sekoya blueberry varieties out of Chile this 2024 season. “As part of the Sekoya club, we have been able to offer our customers superb blueberries from our farms in Oregon, Peru and Mexico. Producing them in Chile just makes sense,” said Jyoti Bhogal, vice president of sales and marketing.

As the global climate continues to change and consumer consumption of blueberries continues to grow, Berry Fresh is focusing on Chile’s future with continued excellence in growing practices and genetics.

Berry Fresh is the North American headquarters for Agroberries, a leading year-round grower, distributor and marketer of premium blueberries, blackberries and raspberries with offices and operations across the globe.

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