



The U.S. Raspberry Market

12th World Raspberry Conference IRO 2021

May 2021

Agenda



U.S. Raspberries by the Numbers

- Domestic production
- Pricing in the PNW

Our Operations

- Processed
- Fresh

Innovation in Cultivars

Current Landscape / The Future



U.S. Raspberry Production

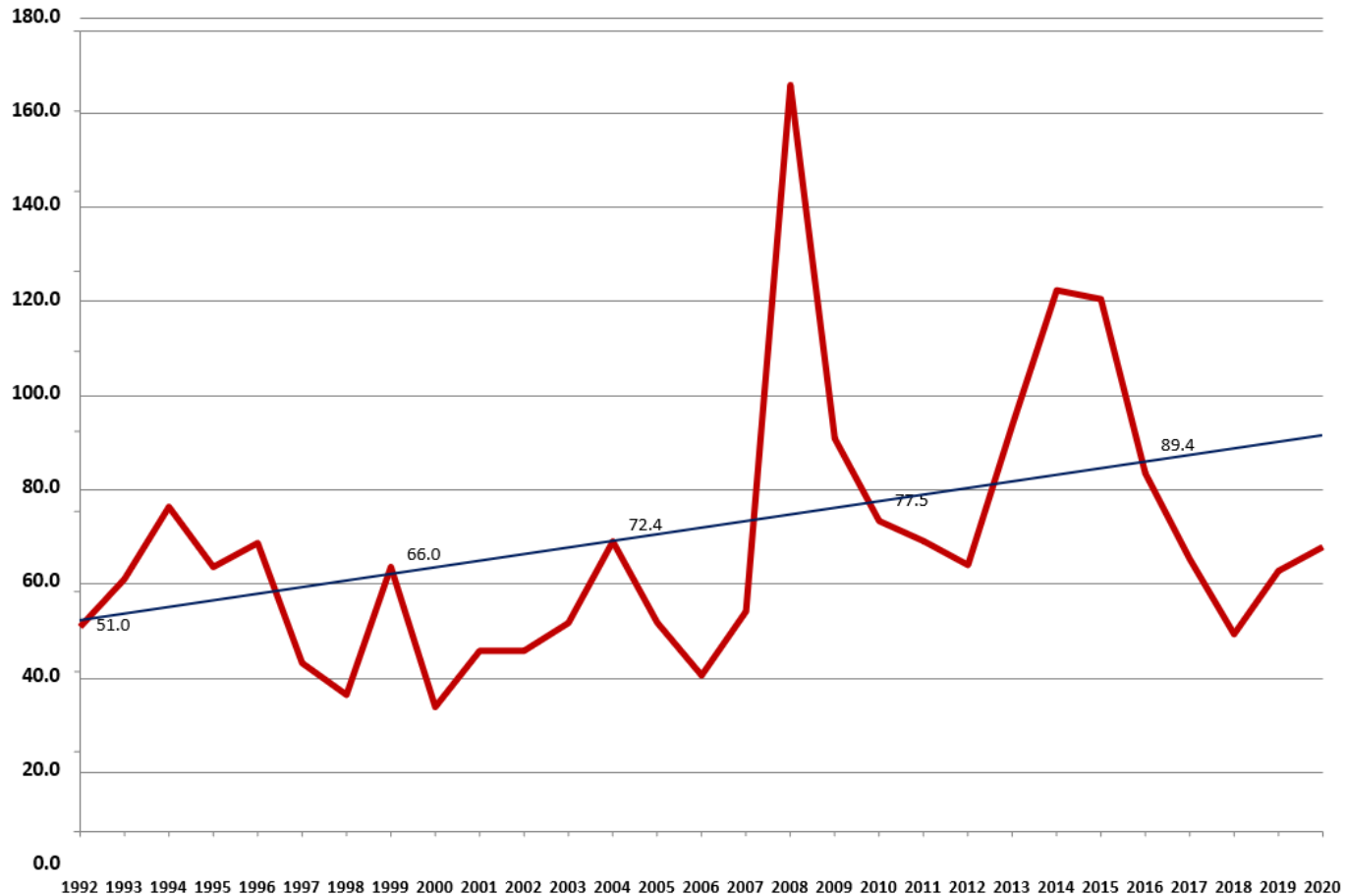


Growing Region	Metric Tonnes	Hectares
Washington (Frozen)	28,883	4,050
Oregon (Frozen)	692	540
California (Fresh)	87,825	3,002
All Other (Fresh) – est.	1,000	350
Total	119,532	7,040

metric tonnes = 2,204.6 pounds

hectare = 2.48 acres

Average Field Price for WA Raspberries



U.S. Raspberry Frozen Production Practices



Machine Harvesting:

- 99% of processed raspberries are machine harvested
- Most are planted on raised beds
- 10-foot row spacing with a side wire trellising system
- One machine picks 20-25 acres
- 2-3 day picking rotations (depending on variety and intended market)
- 40% - IQF, 40% - block and puree, 20% juice

Labor Standards:

- \$15/hour in Washington State
- Covid precautions
- 1.5X overtime (over 40 hours/week)

Food Safety:

- Food Safety Modernization Act compliance
- Hygiene
- Sanitation
- Employee Education



U.S. Raspberry Fresh Production Practices



- ▶ **80% of fresh production in California under tunnels**
 - Reduces diseases, adds certainty to yield
 - Adds cost - \$10k per acre
- ▶ **Soil diseases a growing concern**
 - Substrate culture being explored
 - Adds costs but has not increased production
 - May contribute to organic production – 20% now
- ▶ **CA production all primocane and proprietary**
 - Flavor and quality are priorities
 - Yield and disease resistance as well



Innovation in PNW Cultivars



Breeding Goals:

- **No. 1: Flavor, Firmness, Size, Color**
- High yield
- Raspberry Bushy Dwarf Virus resistant
- Root Rot tolerant
- Machine harvestable
- Aphid resistant
- Fruit rot resistant
- Winter hardy

Cultivar	Percentage
Processed Market	
Wake™ Haven	29%
Meeker	27%
Wake™ Field	12%
Cascade Premier	7%
Cascade Harvest	6%
Rudi	5%
All Others	22%
Fresh Market	
Cascade Delight	1%
Tulameen	1%

Current Landscape / The Future



Current Landscape:

- Increased frozen food consumption
- Increased consumer awareness of food system
- Pricing
- Increasing regulations
- Labor availability decreasing



Elevating Red Raspberries globally

- Flavor, quality, health attributes
- Labor practices
- Food safety practices
- Requires global collaboration





Thank You!

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