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Mexico

Post: Mexico

Blackberry Situation

Report Categories:

Fresh Fruit

Agricultural Situation

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Report Highlights:

According to industry contacts, blackberry planted area jumped from 3,279 hectares (HA) and 44,135 metric tons (MT) in calendar year (CY) 2007 to 8,193 HA and 118,421 MT in CY 2008. The largest increase in planted area occurred in the state of Michoacán (160 percent). Total planted area for CY 2009 was 8,131 HA and 115,960 MT, slight decreases compared to the previous year as producers and traders encountered marketing and distribution channel difficulties. Industry sources believe this trend should continue in CY 2010 as the difficulties are unlikely to be addressed. However, growers believe that blackberry production remains a good business opportunity.

Production:

The main producing state is Michoacán with 95 percent of blackberry planted area, followed by Jalisco (1.6), and Colima (0.70). Michoacán harvest begins in October and ends in June. According to traders, there were market distribution problems in 2009, since planted area and harvested area in Mexico increased so dramatically from 2007, and, as such, the market may have been oversupplied. Additionally, it seems that during 2009, prices began collapsing and, reportedly, Mexican traders stopped shipping produce during the May to June period as price decreases on the international market made shipping unfavorable. Additionally, producers indicate that marketing challenges forced some growers out of the marketplace (i.e. abandoned planted area) and many expect the trend of lower planted area to continue in CY 2010.

Table 1. Mexico: Blackberry Production, 2007-2009

Blackberries	CY 2007	CY 2008	CY2009
Area Planted (HA)	3,279	8,193	8,131
Area Harvested (HA)	3,237	6,459	6,665
Production (MT)	44,135	118,421	115,960

Source: SAGARPA/ SIAP - <http://www.siap.gob.mx/>

Trade:

The United States is the main export market for Mexican blackberries, followed by the United Kingdom, and Belgium. Trade data from Mexican sources and U.S. sources usually vary and, in this case, might differ as different berry varieties are grouped within the same tariff line of each country.

Table 2. Mexico: Exports of Blackberry, Mulberry, and Raspberry, Metric Tons

Blackberry, Raspberry, and Mulberry (HTS 0810.2001)	MY 2007/08 Oct/Sep	MY 2008/09 Oct/Sep	MY 2009/10 Oct/May
Total Exports	41,836	53,661	74,338
Exports to the U.S.	37,838	51,301	54,867

Source: Secretariat of Economy, SIAVI –(System of Tariff Information via Internet)

<http://www.siicex.gob.mx/portalSiicex/SICETECA/SICETECA.html>

Table 3. United States: Imports from Mexico of Blackberry and Mulberry, Metric Tons

Blackberry and Mulberry (HTS 0810.20.9040)	MY 2007/08 Oct/Sep	MY 2008/09 Oct/Sep	MY 2009/10 Oct/June
Total Imports	22,008	33,100	40,085

Source: U.S. Census Bureau