

# High Demand for Frozen Blueberries Helps Mitigate Losses in the Food Service Industry

## Detail Introduction :

Kasey Cronquist, president of the U.S. Highbush Blueberry Council, said: "The blueberry season is currently in full swing in Georgia, California, and Mexico. The North Carolina season is getting ready to start, and production will shift north in the U.S. and Canada as summer gets underway. "



Demand for blueberries was at normal levels until the exceptional situation occurred. "Due to the current situation, demand for fresh blueberries has increased, although it has declined since then," Cronquist said. "But for frozen blueberries, we have seen demand rise and remain strong, much higher than before the pandemic."

"Fortunately, when it comes to frozen blueberries, we are now ready with sufficient stocks to meet the increased demand," he added. "A lot of frozen blueberries can be easily and quickly transferred to the retail market. Demand has grown and many foodservice processors have really been able to make up their loss by putting these blueberries back into retail."

People are moving in the direction of healthy food, and the industry has been encouraged that consumer behavior is moving toward these products with higher nutritional value. Blueberries serve these preferences well. "

To highlight the health benefits of blueberries, the city council has launched a new marketing campaign "The Blueberry Method". Launched on April 15, the campaign aims to highlight blueberries as a good source of antioxidants and vitamin C.