

Wyman's Expands Wild Blueberry Offerings and Freezing Capacity

Detail Introduction :

With consumer demand for nutritious and delicious wild blueberries increasing and the annual harvest approaching, Jasper Wyman & Son (Wyman's) has announced that it is expanding its offerings and freezing capacity. On July 15, Wyman acquired the wild blueberry assets of Allen's Blueberry Freezer in Ellsworth, including 1,133 hectares of wild blueberry land, significant freezing capacity, and more than 4,945 square meters of cold storage.

Increased demand improves prospects for Maine's wild blueberry industry.

Wyman's, a family business founded in Milbridge in 1874, has seen a significant increase in demand in recent years. As consumers have discovered the health and flavor benefits of wild blueberries, which feature prominently in the company's range, Wyman's has grown to become a leading brand of frozen fruit in the United States, and it also has a strong position in the ingredients and food service channels. To encourage growth, the company has taken significant steps to increase supply, adding thousands of tons of wild blueberries through new agreements with high-quality growers and currently acquiring Allen's wild blueberry assets.

Shurman believes that the industry still has significant travel to do, noting that "wild blueberries have undeniable and significant benefits that we don't see yet in conventional blueberries from most of the world. With a strong market outlook, the company continues to look for good opportunities to increase supply in the long term. Shurman concludes, "We are fortunate to grow this extraordinary berry and have great plans for our efforts to share it with consumers around the world."