

BLUEBERRIES



Blueberry

Origin: The blueberry plant grows spontaneously in northern Europe, Asia and America. Many of the hypotheses surrounding its birth agree that blueberries originate from the European continent, North Africa, the Caucasus and North Asia. They are generally plants that grow in moist soils and mature during the summer and fall months.

Background: Blueberries, scientifically named *Vaccinium myrtillus*, are considered a fruit of wild origin that was widely known by the ancient Greeks and Romans, although it is a great reality that it was in the 16th century when the first references to this fruit began to appear. in physiotherapy treaties. One of its major characteristics that we can highlight about the blueberry plant is that it grows in humid areas and at high altitudes, even this type of species can be found at about 1500 meters of altitude.

Characteristics and percentage value of the fruit: The blueberry is a terrestrial shrub, with rhizomatous characteristics, that is to say that the branches are born underground. The leaves are bright green, evergreen and alternate, with serrated or smooth edges. They are attached to the stem by a short petiole. The leaves, in autumn, acquire very prominent colors so, in addition to the consideration of their fruits, they are plants with a beautiful ornamental appearance. The flowers are bell-shaped, pink, red, white, or purple in color. While its fruits, edible, are born from a lower ovary, which is why botanically they are called false berries. Blueberries can be grown, or they can be picked from wild bushes. In the commercial production of this fruit, the smallest species are known as "Lowbush blueberries" It is 1 to 3 cm in diameter, with a weight of 0.5 to 4.0 g and several seeds inside, 20 to 100, whose number is positively related to the size of the fruit. The fruits, as they ripen, go through different degrees of color, acquiring the characteristic blue tone at the end of ripening. In turn, the epidermis of the fruit is covered by waxy secretions.

Production areas: Currently the blueberry areas nationwide border 12,000 hectares, the main production areas being Chavimochic (La Libertad), Olmos (Lambayeque), Ancash, Lima and Ica. In Peru, blueberry production began in 2010 and exportable production dates from 2013. Of a total of 2,316 hectares it had in 2016, Peru now has 10,963 hectares. For the year 2021 it is estimated that there will be a 35% growth of the surface in Peru, predicting that it will touch the 14,000 ha. mainly in the northern areas of the country, such as Chavimochic (La Libertad), Olmos (Lambayeque) and Piura. In Olmos, it is presumed that there will be 1,400 hectares. new before the end of 2020. For its part, Piura has planned the installation of between 300 and 400 ha, both in soil and in pots. Within this trend, it is expected that hydroponic growing areas will continue to grow. The coastal zone of Peru is the most adapted for the planting of blueberries, being the La Libertad Region the one that concentrates 90% of the national production. During the September 2019 / February 2020 campaign, total exports of blueberries from Peru reached 120 thousand tons. The largest production areas are currently those of La Libertad, which is already the main producer with 6,000 hectares, and Lambayeque, which has exceeded 2,000 hectares. Likewise, blueberries are already the second agricultural export crop in Peru after table grapes. The campaign is very strong in the months of September, October and November, although lately the Peruvian commercial window has been lengthening until March.

Zona de cultivos de arándanos



Nutritional value and characteristics of blueberry: One of the main attractions of its properties is its low calorie content, which is a well-known benefit of blue berries, in combination with their content and fats.

**Nutritional composition per
100 g**

Component	Content
Water	87.4 g
Proteins	0.3 g
Fiber	1.7 g
Calories	42 Kcal
Vitamin A	30 UI
Vitamin B1	0.0014 mg
Vitamin B2	0.0024 mg
Vitamin B6	12 mg
Nicotinic Acid	0.2 mg
Pantotonic Acid	12 mg
Sodium	2 mg
Potassium	72 mg
Calcium	14 mg
Magnesium	6 mg
Manganese	0.5 mg
Iron	0.5 mg
Copper	0.26 mg
Phosphorus	10 mg
Chlorine	4 mg

Properties: the blueberry is a fruit with low nutritional heat due to its low carbohydrate content. It is especially rich in vitamin C. It is also a good source of fiber; improving intestinal transit and also a source of potassium, iron and calcium. Its consumption provides an abundance of natural pigments (anthocyanins and carotenoids) with antioxidant action, intervening in the formation of collagen, red blood cells and favoring the absorption of iron. Its consumption boosts the immune system and contributes to reducing the risk of degenerative and cardiovascular diseases.

- **They prevent neurodegenerative diseases** by having substances that act as neuroprotective agents such as gallic acid, which prevents the oxidation of cells in the brain.
- **It favors the presence of good cholesterol** by increasing the hepatic synthesis of HDL cholesterol and inhibiting the formation of LDL cholesterol.
- **Lowers blood pressure**, causing a greater flow of antioxidants and nutrients in the body, preventing blood glucose peaks by improving the body's response to insulin.
- **Increase cognitive function** improving memory.
- **Prevent eye damage** by having a large amount of anthocyanins, keeping the retina healthy, keeping the tissues protected against inflammation and infection.

- **Helps reduce fat** as they contain a large amount of fiber and a low caloric value, helping the proper intestinal function, stabilizing blood sugar levels and preventing the accumulation of fat.

Harvest time: The Association of Producers and Exporters of Blueberries of Peru, pointed out that the Peruvian blueberry season 2021-2022 began in week 18 (early May and is projected to extend until April 2022. An export of around 200 thousand tons of Fresh blueberries In the first quarter of the season (May-June-July), an increase in exports of 7% was reported compared to the previous season.

Exportable offer: From the start of the season until July 2021, 7,267 tons of blueberries were exported. In the 2020/2021 season, Peruvian blueberry exports totaled 166,706 tons, this being an increase of 45% in volume compared to the 2019/2020 season. During the first weeks of the current campaign, in the month of May, blueberry exports totaled 448 tons, which, compared to the previous season, showed an increase of 206%, this due to the greater exportable supply from Peru in a month in which Peru is not the main supplier. In the second month of the season (June), shipments totaled 722 tons. In July, the supply stood at 6,097 tons, thus far the highest supply in the Peruvian market.



Image Fresh Fruit Peru, commercial intelligence

Presentations and uses: Blueberries can be consumed fresh, frozen, in jams, juices, pulp, dehydrated, and are used in the gastronomic and pastry industries.