

THE

3

THINGS

we do right in Poland

#Polish
SuperFruits










2022



11,900 HA



64,000 MT

A photograph of a blueberry greenhouse. The structure is a long, arched tunnel covered in translucent plastic, supported by a metal frame. Rows of blueberry bushes are planted in the ground, which is covered with black plastic mulch. The plants are lush green, and some small white flowers are visible. The perspective is from the center of the tunnel, looking down the length of the greenhouse. A white rectangular box is overlaid on the left side of the image, containing the word "Quality" in a blue, cursive font.

Quality

50 *years*

96% *fresh*

2%

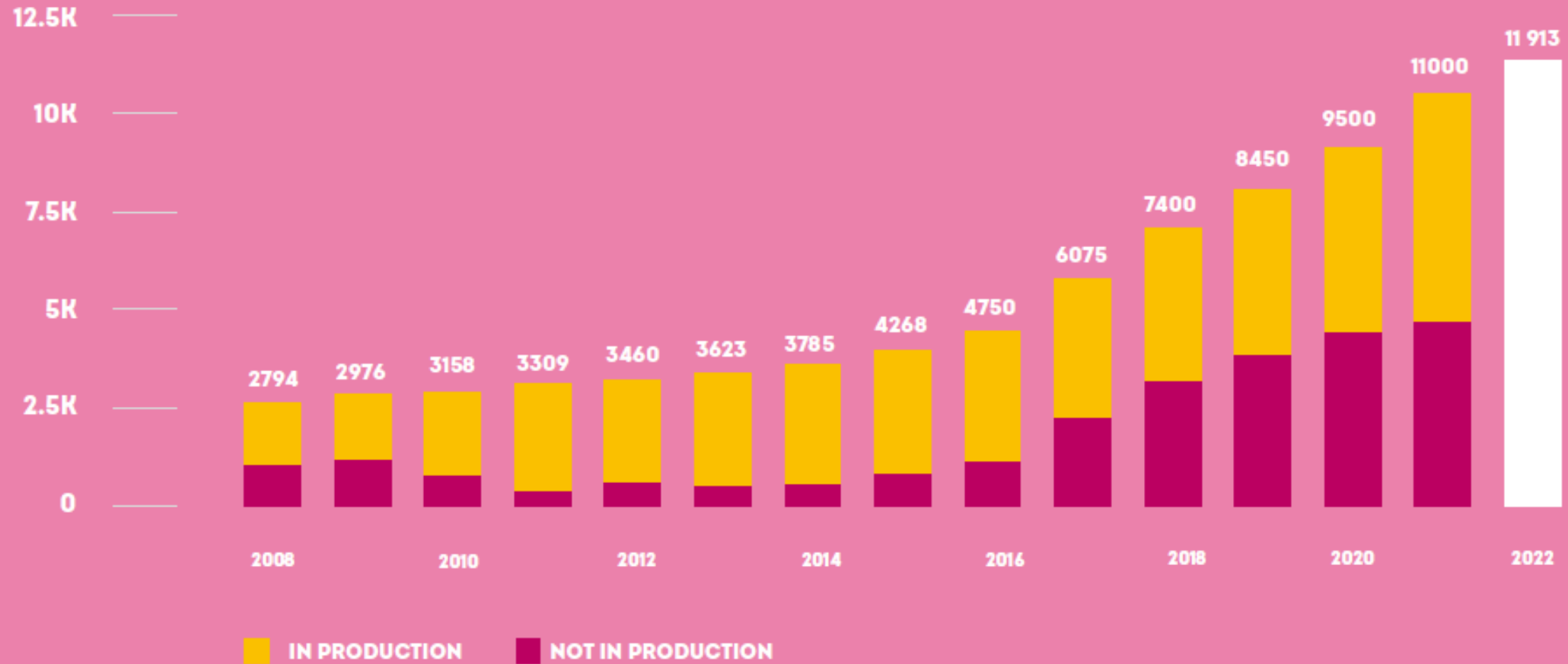
organic

GLOBALG.A.P.

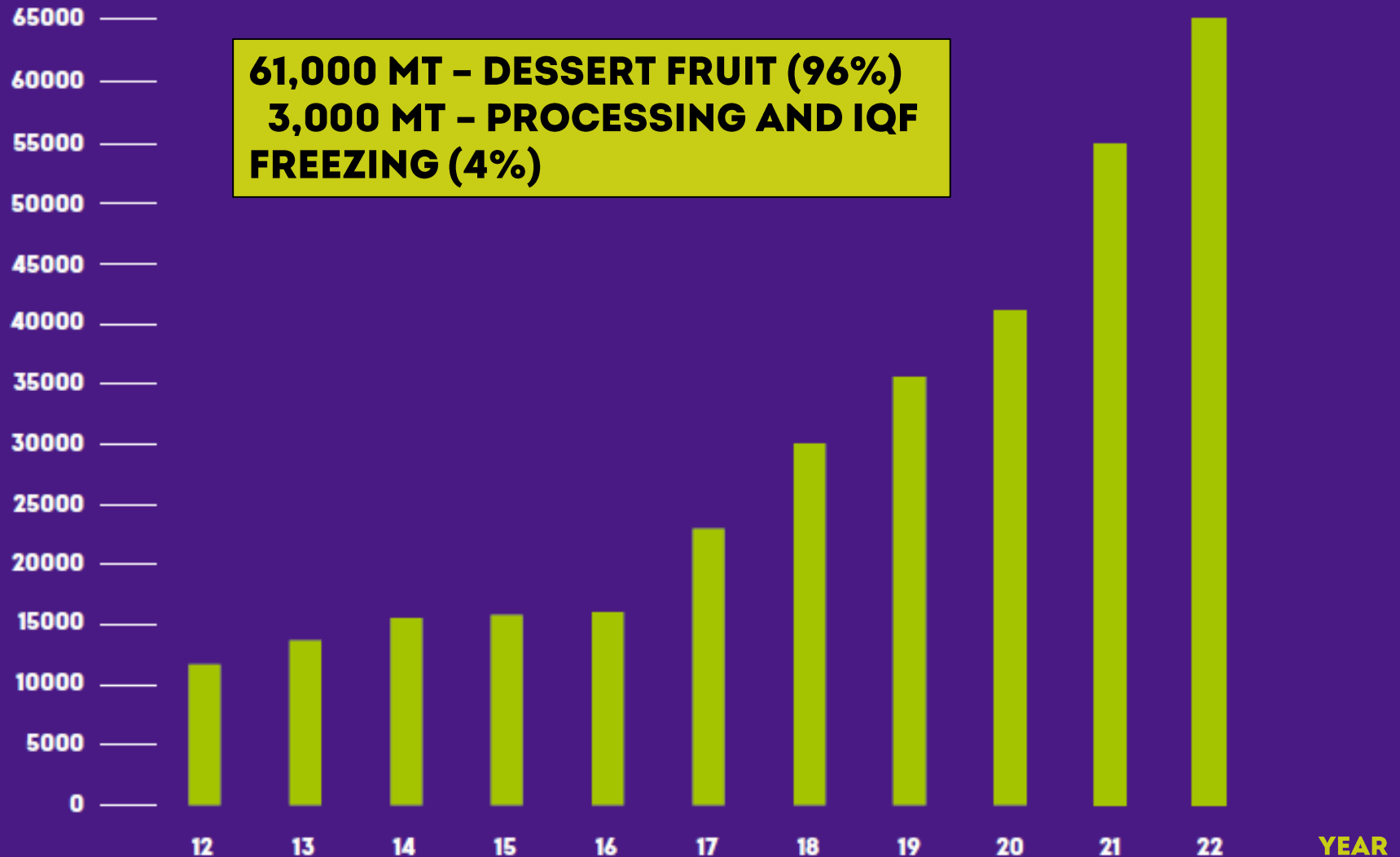
440 *farms*

20 *Producer
Organizations*

POLAND Highbush Hectares by Status



BLUEBERRY PRODUCTION IN POLAND IN 2012-2022 (T)



CULTIVATION METHODS

Open field (majority):



Mulching with organic materials



Mulching with foil or fibre/flise

CULTIVATION METHODS

Open field (majority):



On raised beds with mist-irrigation protection against spring frost damages

CULTIVATION METHODS

Open field (majority):



On raised beds covered with agro-textile (foil)

CULTIVATION METHODS



Windmills – spring and winter frost protection

CULTIVATION METHODS



Hail cannon with automatic controls

CULTIVATION METHODS

Plastic tunnels and glasshouses (500-600 ha)



CULTIVATION METHODS

Plastic tunnels and glasshouses (500-600 ha)



CULTIVATION METHODS

Rain sheds



CULTIVATION METHODS



Winter and early spring



Vegetative season - summer

CULTIVATION METHODS



In Poland, the biggest blueberry farm (650 ha) has already got over 200 ha of highbush blueberry production in this system of cultivation.

CULTIVATION METHODS

Containers (newest technology)



CULTIVATION METHODS

Containers (newest technology)



THREE CULTIVATION SYSTEMS

The "Blueberry Factory" Project in Karczmiska



HARVEST

All dessert quality fruit is picked by hand



HARVESTERS

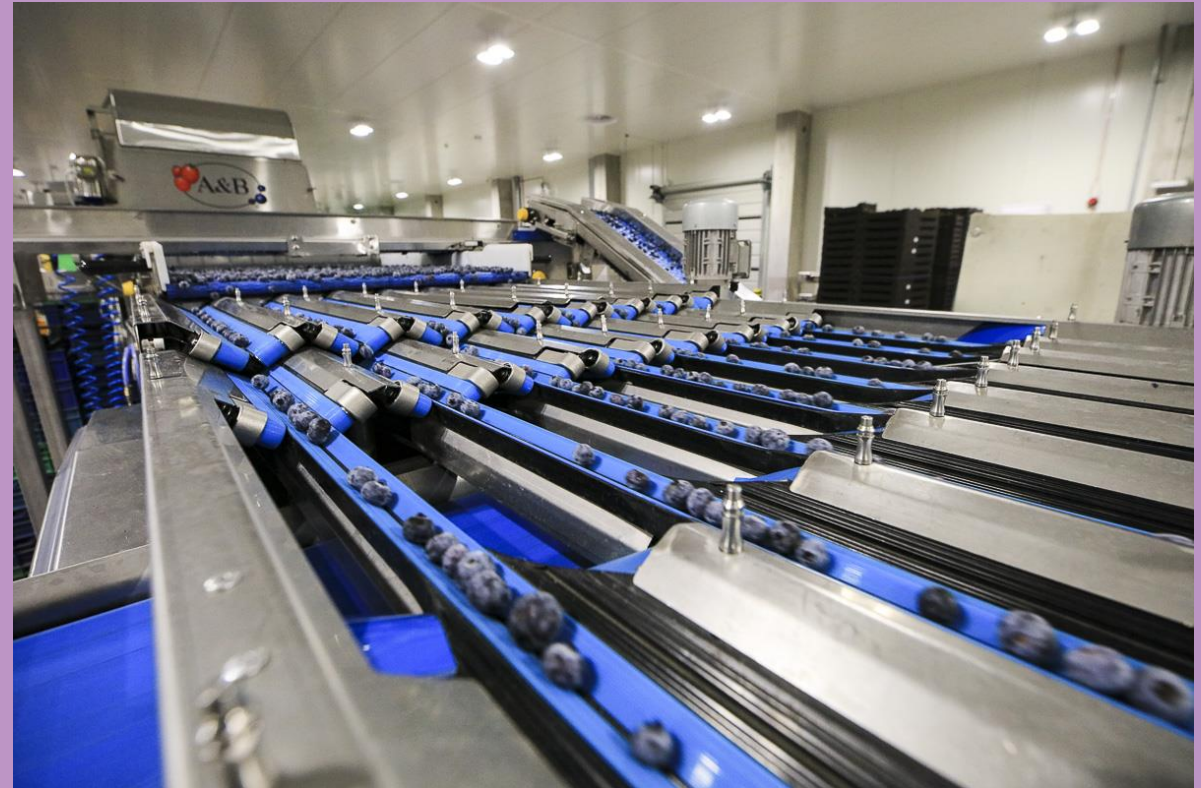
Not commonly used in Poland

- mostly to pick the last fruit on large plantations

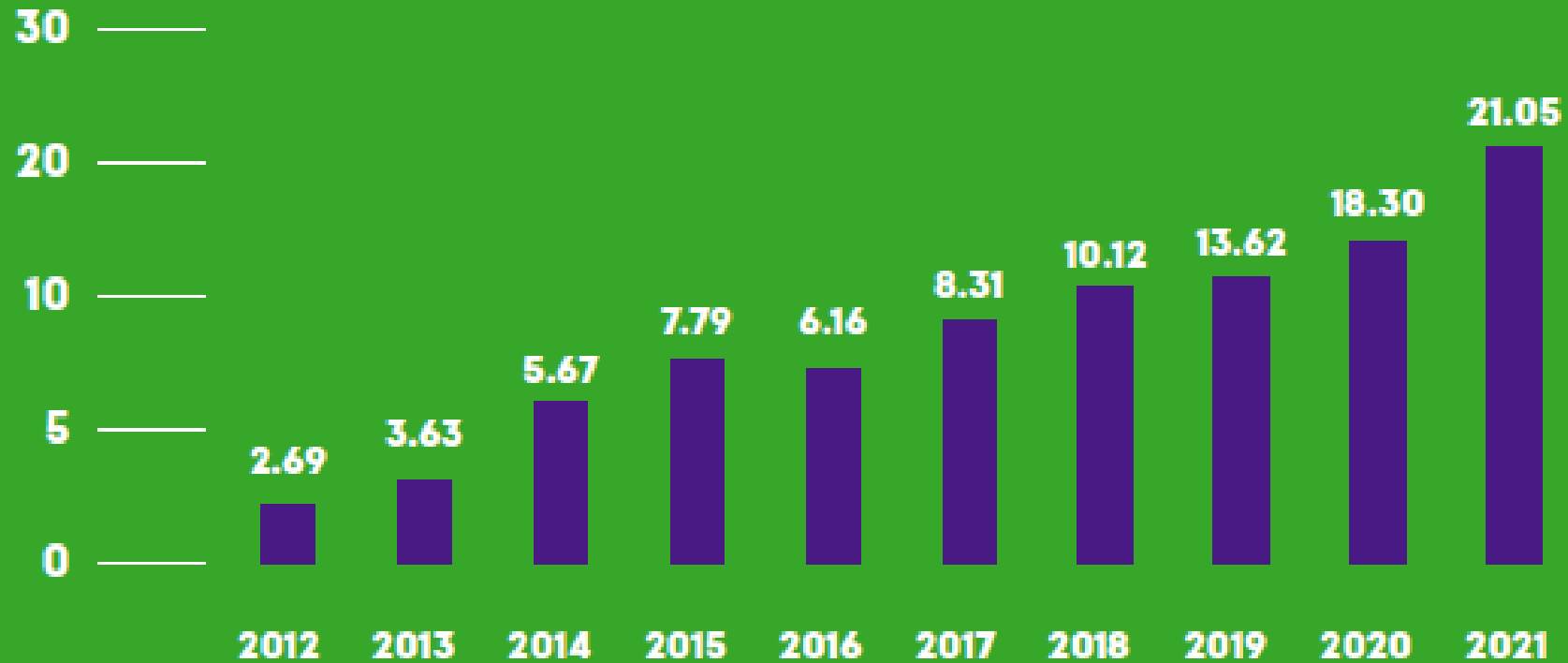


SORTING AND PACKING

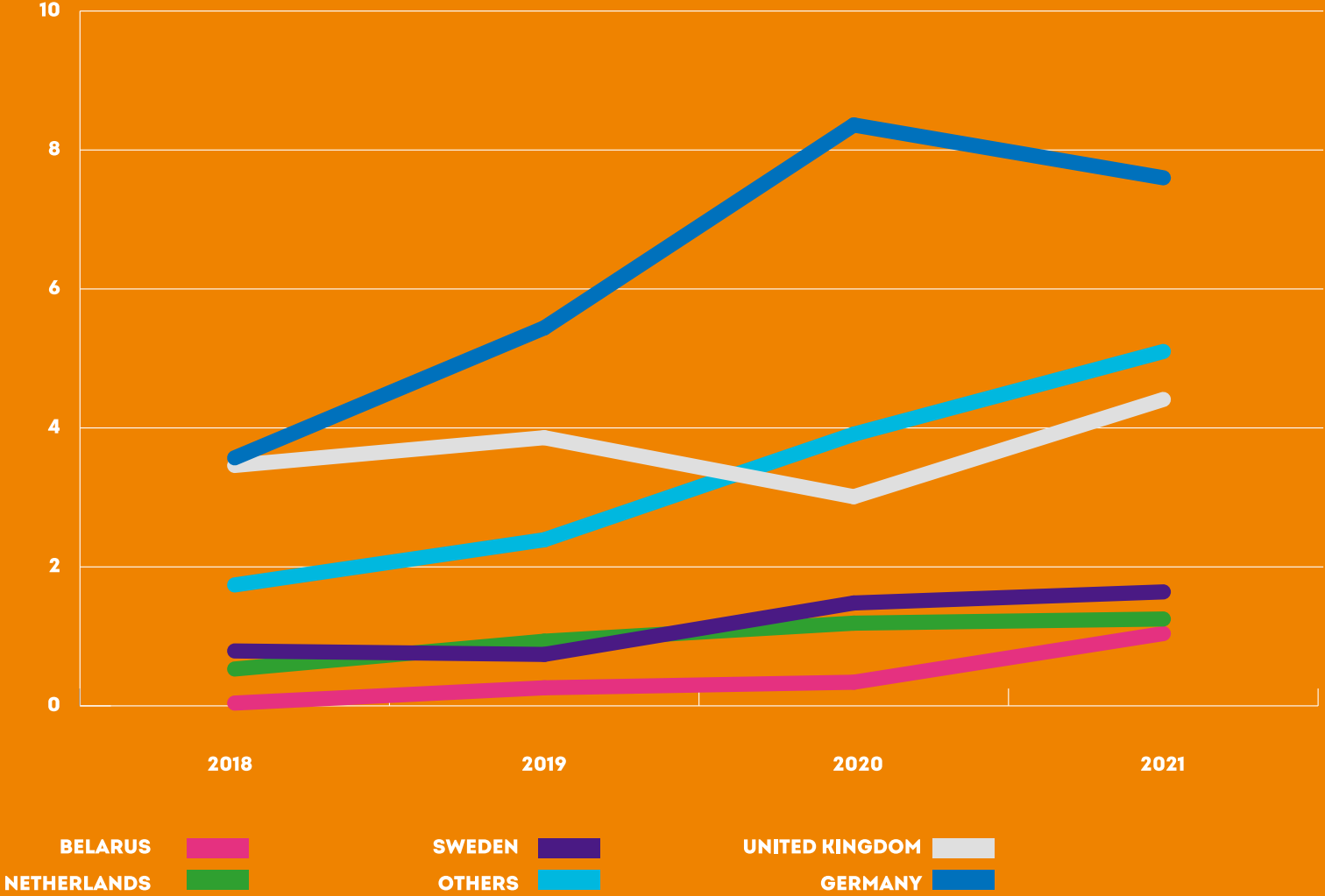
State-of-the-art machines and technologies are used by many produces in Poland



EXPORTS OF BLUEBERRIES IN 2012-2021 (THOUSAND T)

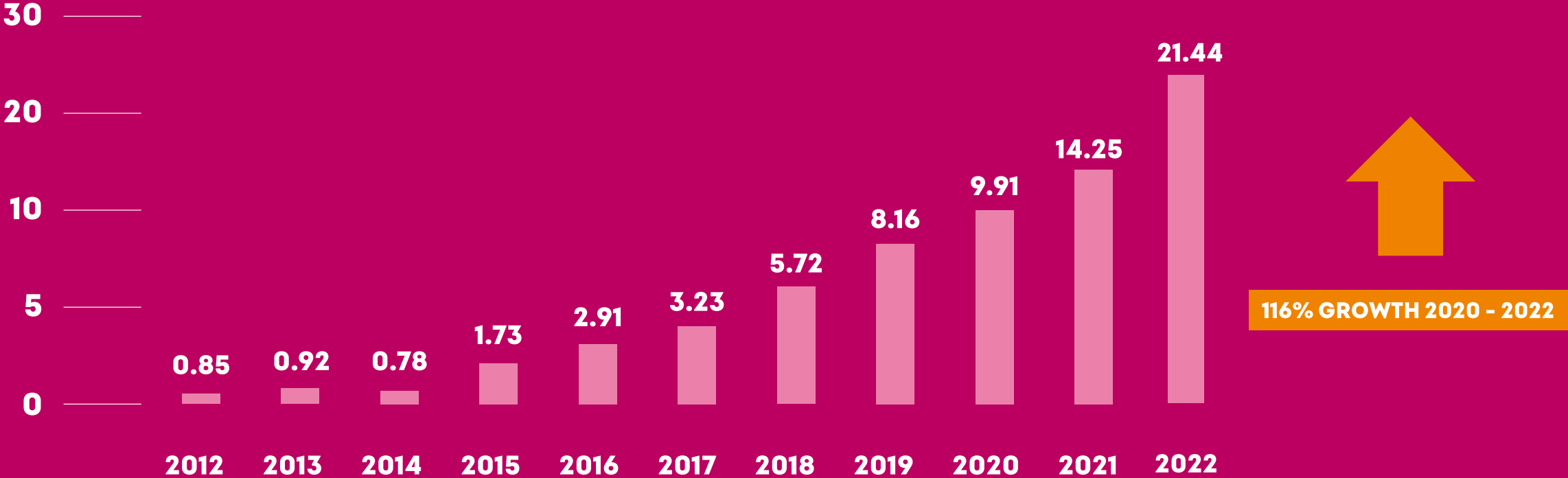


EXPORTS MARKETS IN 2018-2021 (THOUSAND T)



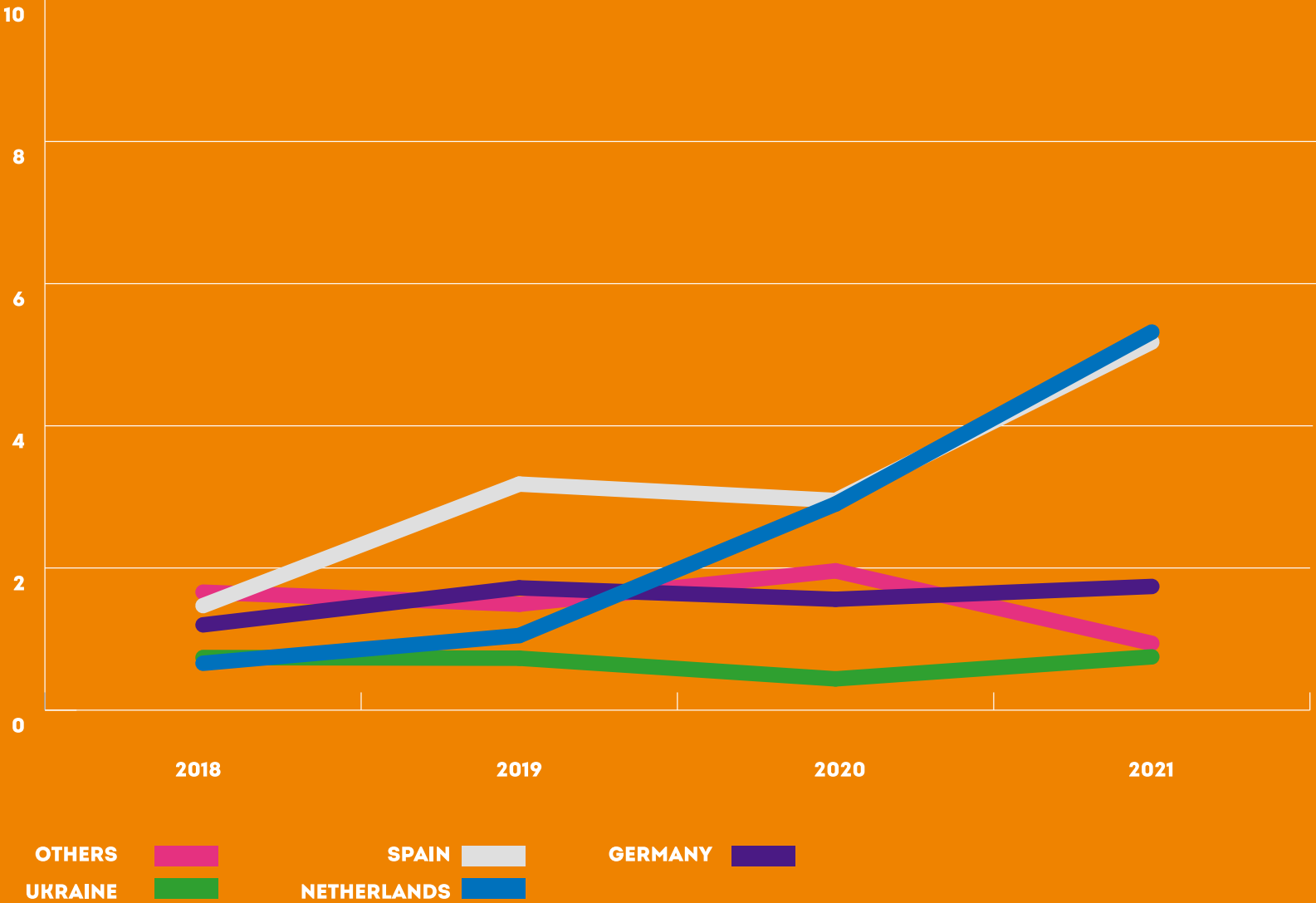
Source: Global State of the Blueberry Industry Report, IBO

IMPORTS OF BLUEBERRIES IN 2012-2022 (THOUSAND T)



Source: Global State of the Blueberry Industry Report, IBO, Agronometrics

EXPORTERS TO POLAND IN 2018-2021 (THOUSAND T)



Source: Global State of the Blueberry Industry Report, IBO



Promotion

MARKET PENETRATION IN 2020 AND 2021



AVERAGE GROWTH 8%



WZROST LICZBY KONSUMENTÓW BORÓWKI W LIPCU
GROWTH OF THE NUMBER OF CONSUMERS IN JULY

2020

23%

2021

31%

2022

40%

KANTAR

GROWTH OF THE NUMBER OF CONSUMERS

3/2022 VS. 3/2020

1



75%

2



66%

3



55%

4



30%

Cooperation



63% OF FARMS

under 5 ha

LARGEST FARMS

30% of total area



ODLICZAMY DO 3 LIPCA

Szczyt IBO w Lublinie

SPPB

Stowarzyszenie
Producentów

International

BLUEBERRY CONFERENCE

Berry CORE TEAM



Berry HORIZON 2030

POŁOWA
sukcesu

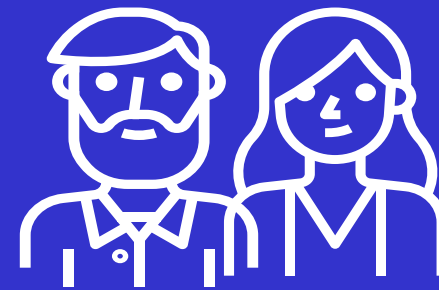


Source: Global State of the Blueberry Industry Report, IBO

CORE TEAM Jagodowy

**Będziemy silni handlowo
i produkcyjnie, albo
zostaniemy w polu**

Rośnie zapotrzebowanie na wysokiej jakości deserowe owoce i
podaży. Produkcja i konsumpcja owoców jagodowych rośnie. W
wygenerowała dodatkowy popyt. Zwiększyła się też świadomość
na całą jakościowa żywność





Let's make blueberries

THE WORLD'S

FAVOURITE SUPERFRUIT!