Strawberry Industry Outlook

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World Major Strawberry Producers, 2000-2010

Source: Food and Agriculture Organization (FAO), the United Nations
U.S. Strawberry Production

U.S. Strawberry Production, 2000-2012

Source: National Agricultural Statistics Service (NASS), USDA
U.S. Strawberry Production

Values of U.S. Strawberries, 2000-2011

Source: National Agricultural Statistics Service, USDA
Noncitrus Fruits and Nuts Summary
U.S. Strawberry Production

Harvested Acreage in the Top 3 Strawberry Producing States

Source: National Agricultural Statistics Service, USDA
U.S. Strawberry Production

Yield in the Top 3 Strawberry Producing States, 2000-2012

Source: National Agricultural Statistics Service, USDA
Mexican Strawberry Production

Mexican Strawberry Production, 2000-2011

Source: Food and Agriculture Organization, the United Nations
Mexican Strawberry Production

Mexican Strawberry Planted Acreage, 2000-2012

Source: Food and Agriculture Organization, the United Nations
Mexico Trade Volumes Fresh Strawberries, 2000-2011

Source: Food and Agriculture Organization, the United Nations
US Census Bureau, DOC
U.S. Strawberry Trade

U.S. Trade Volumes Fresh Strawberries, 2000-2011

Source: US Census Bureau, DOC
U.S. Monthly Fresh Strawberry Exports, 2010-2012

Source: World Trade Atlas
U.S. Strawberry Trade

Top U.S. Fresh Strawberry Export Markets, 2000-2011

Source: US Census Bureau, DOC
U.S. Monthly Fresh Strawberry Imports, 2010-2012

Source: World Trade Atlas
U.S. Strawberry Trade

Imports of Strawberries from Mexico and Other Countries, 2000-2011

Million Pounds

Source: US Census Bureau, DOC
U.S. Strawberry Consumption

U.S. Strawberry per Capita Use, 2000-2011

Source: National Agricultural Statistics Service, USDA
U.S. Strawberry Price

U.S. Retail Advertised Prices for Strawberries

Source: USDA, Agricultural Marketing Service, National Fruit and Vegetable Retail Report
U.S. Retail Advertised Prices for Strawberries

$ per 1 lb package

Source: USDA, Agricultural Marketing Service, National Fruit and Vegetable Retail Report
Where is the industry going?

Profitability In next 3 years:
Preliminary results from Florida Growers Survey

- Will increase in profitability: 30%
- Stay about the same: 30%
- Decrease but still profitable: 17%
- Decrease and not profitable: 13%
- Will have significant losses: 9%
Top 3 Challenges/Threats

Rules & Regulations
Top 3 Challenges/Threats

- Mexican competition: 26%
- Gov’t regulation and compliance requirements: 25%
- Labor shortage: 24%
- Fumigation or pest/disease/weed control: 9%
- Weather risk/uncertainty: 1%
- Volatile Prices: 15%
Expand or Downsize?

In Next 3 Years

- 52% Unchange
- 30% Expand
- 17% Downsize
Industry Consolidation
To Summarize

CHANGE AHEAD
To survive and thrive...

- Improve Efficiency
To survive and thrive...

- Diversify risk

- Strategic planning, repositioning…
Innovate and change

- New technology
- New variety
Innovate and change

- Labor solution
THANK YOU!

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