



Opportunity of Chinese Market

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Twinkle Star Berry



Introduction

- Huan Zhang - Twinkle Star Berry Consulting
- Xi'an, China
- Berry in Washington State, USA
- Yunnan, China





Strawberry



Caneberries



Blueberry

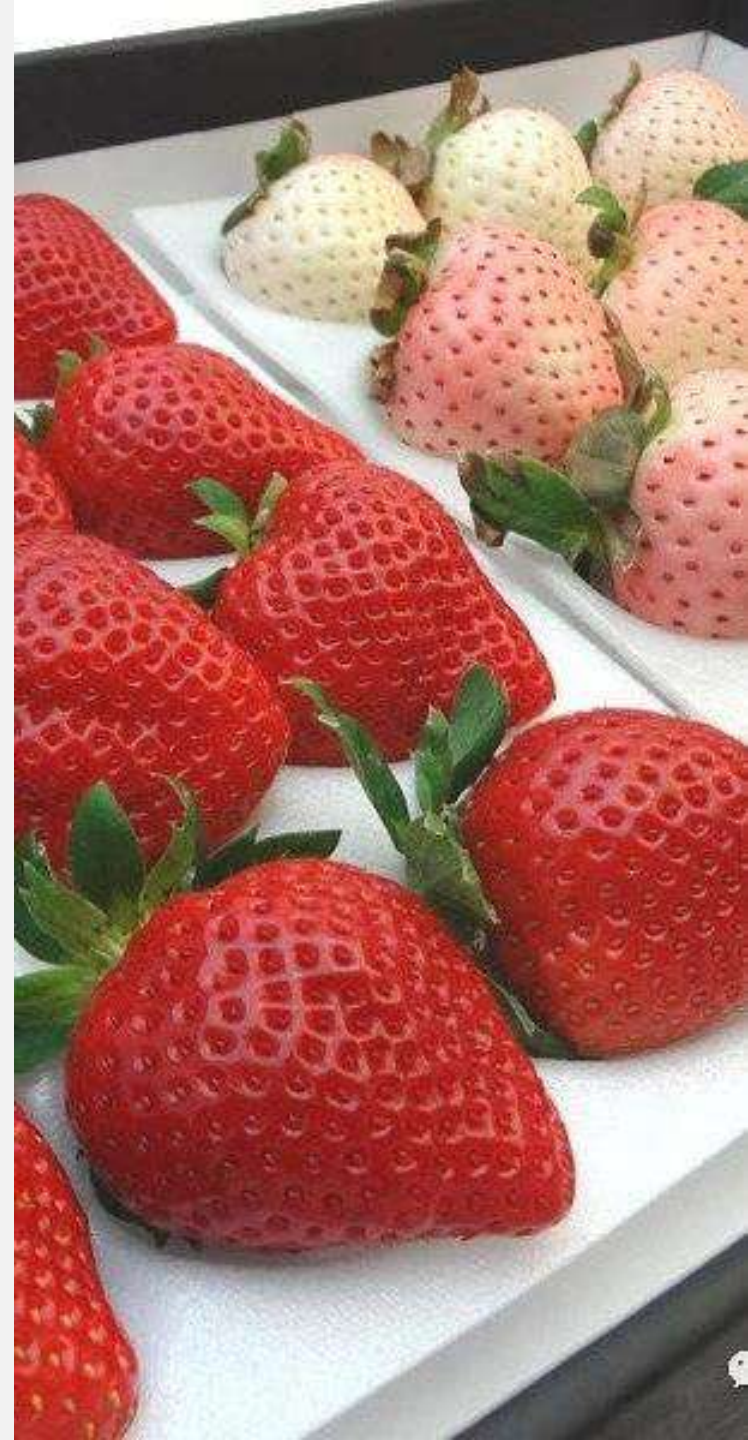


Morocco to China

STRAWBERRY

- The most popular berry
- 140,000 ha
- 4,000,000 tons
- Japanese/Korean/Chinese genetics
- Fruit characteristics
 - Sweet
 - Aromatic
 - Color
 - Low yield
 - Poor for travel
- Grown locally
- November to May harvest

Not the Moment

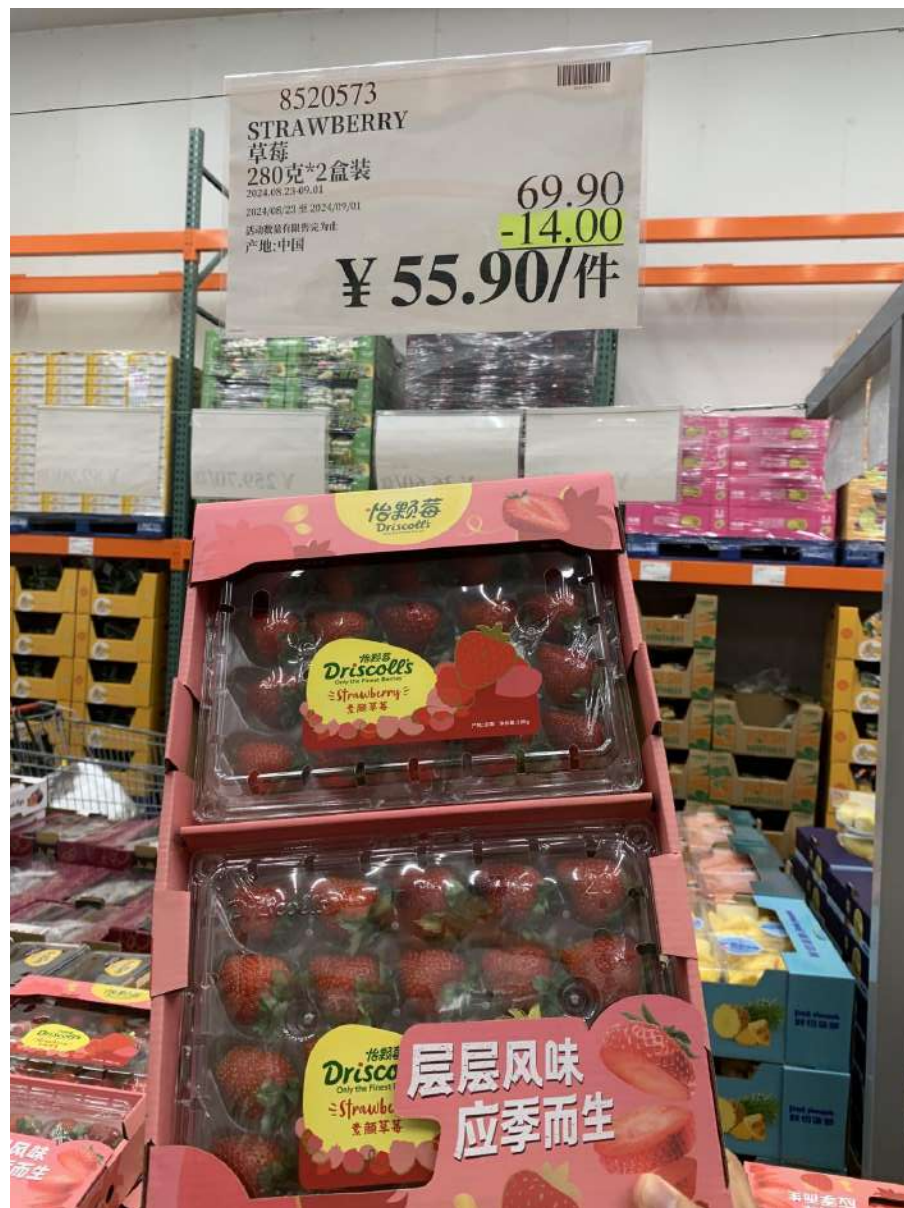




水果信息中心



水果信息



Caneberries

- 'Only Driscoll's'
- Raspberry and blackberries
 - Several hundred of ha
 - Raspberry color preference: pink red
 - Consumers prefer good blackberry over good raspberry
 - High return to growers with good blackberry
- Relatively stable price throughout the year
- Diversification



Grow Locally

BLUEBERRY

- 1980s
- #1
- All year around
- Concentrated from May to July

2023 Top 10 Cultivated Hectares by Country

#	Country	2020 Hectares	2021 Hectares	2022 Hectares	2023 Hectares
1	China	66,400	71,781	77,641	84,420
2	United States	42,219	43,214	42,084	46,709
3	Peru	15,406	18,381	19,500	20,000
4	Chile	18,185	18,802	18,375	18,071
5	Poland	9,500	11,000	11,913	12,594
6	Canada	11,696	12,364	12,034	12,461
7	Mexico	7,900	9,100	11,400	11,970
8	Ukraine	4,383	5,318	5,500	5,700
9	Spain	4,210	4,570	4,810	5,496
10	Morocco	2,850	3,136	3,800	4,300

2023 Top 10 Cultivated Production by Country (000) MT

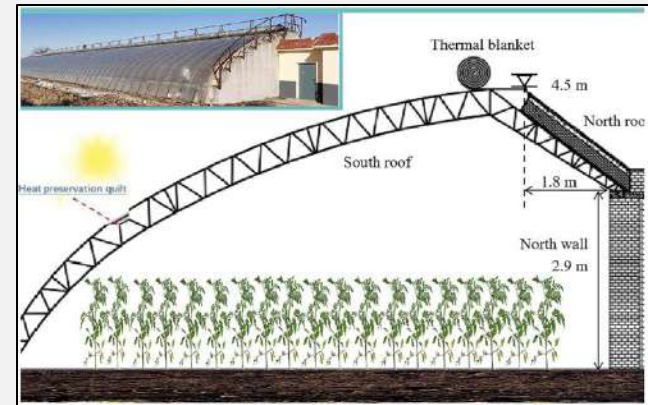
#	Country	2020 Production	2021 Production	2022 Production	2023 Production
1	China	347.20	468.22	525.31	563.46
2	United States	282.64	328.18	278.19	282.82
3	Peru	179.58	261.73	299.67	233.87
4	Chile	195.76	185.44	166.35	132.33
5	Spain	55.66	73.94	69.19	70.86
6	Mexico	57.67	74.20	75.87	67.32
7	Canada	82.42	80.32	76.16	63.24
8	Poland	54.10	55.50	68.50	62.00
9	Morocco	35.96	47.21	56.50	56.06
10	South Africa	15.80	26.00	30.50	35.00

Production Systems

Open field

High tunnel

Solar greenhouse





Blueberry

Who are your Customers?

Current Import Information

Unique Channels

Quality

Labels/Brands

Yunnan Region: Collaborator and Competitor?

Consumers

'Picky' customers

Willing to pay **high price**

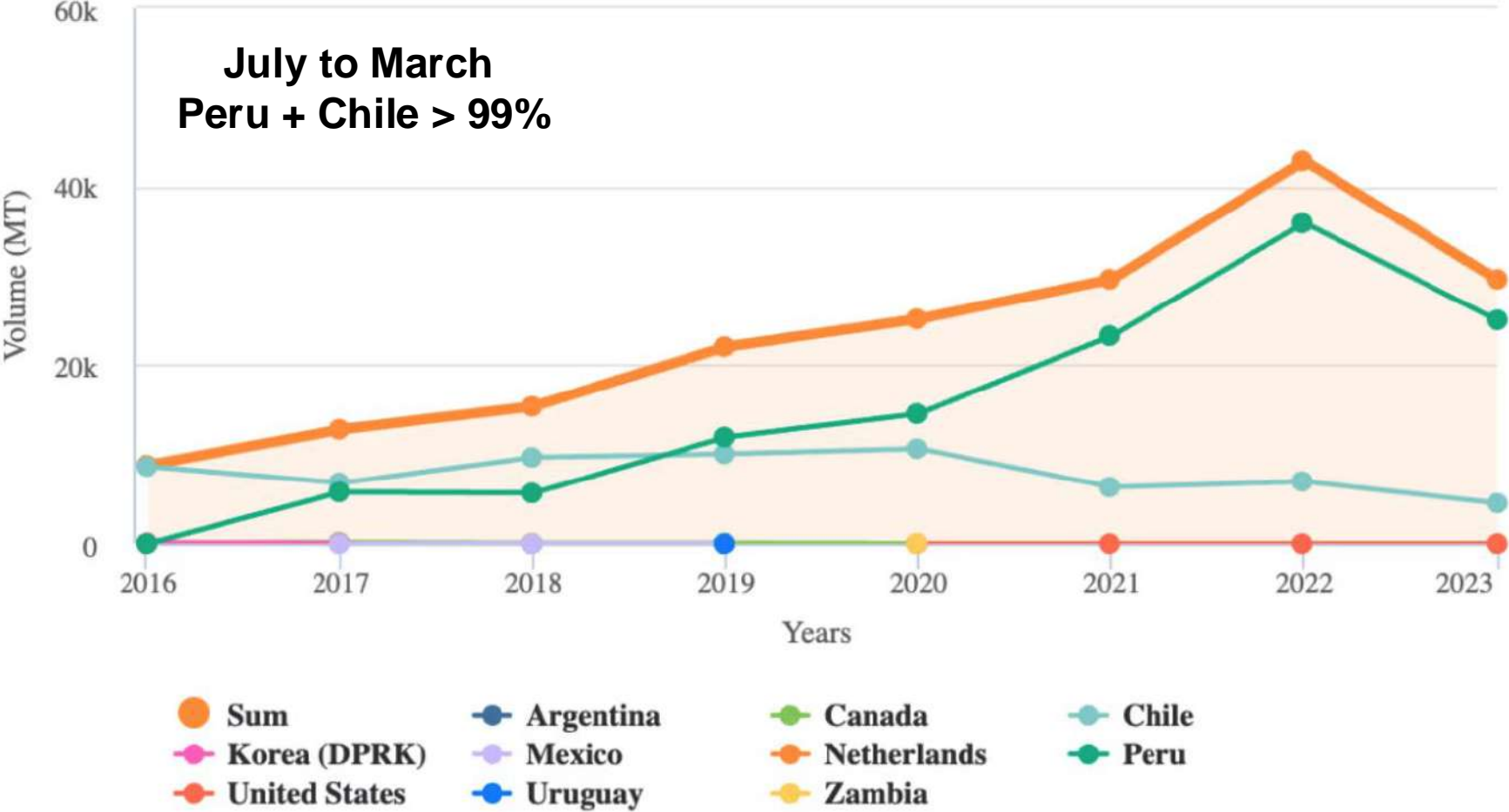
Market 'sinks' to lower-tier regions: Potential for more consumption

12 Sep OZblu® Blueberries Set a New Price Record in the World's Most Discerning Market

\$34/kg!!!!



Current Chinese Imports (tons)





<10% for import



Shanghai
Guangzhou



Joy Wing Mau
Riverking
Jun Li



Costo
Hippo Fresh



High-end
Affordable



TikTok
Alibaba

E-Commerce

China Leads the Global E-Commerce Market

Revenues in the e-commerce segment by country in 2023 (in billion U.S. dollars)



Source: ECDB



ECDB

statista

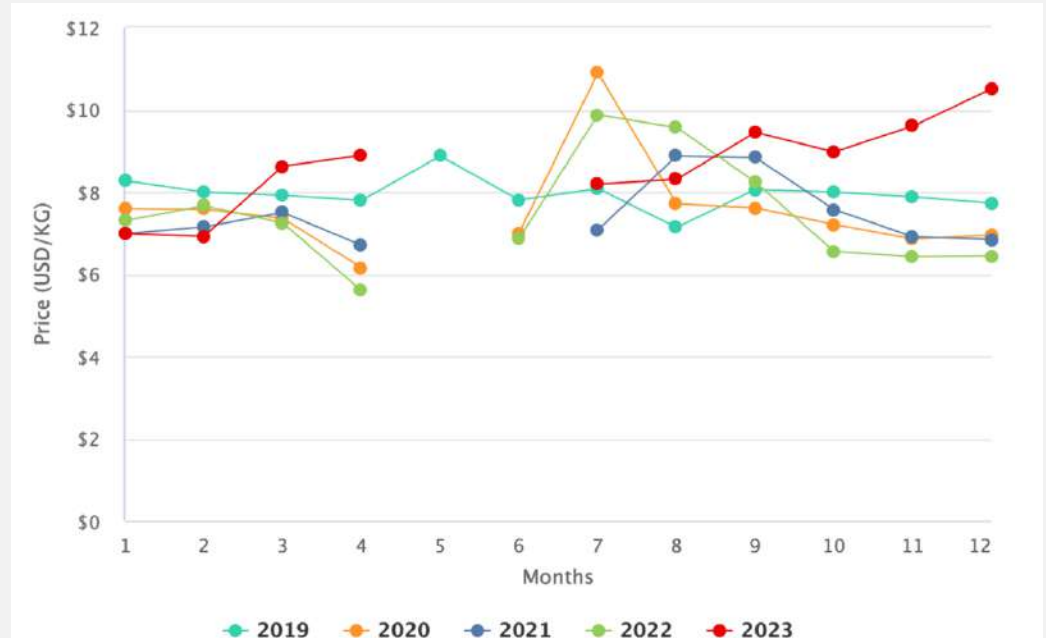


500 million users

24% Sale

Price History of Fresh Import

- Roller coaster
- Peak sales: scarcity and festivals
 - August to October
 - December to February
- Sekoya Pop, Bianca, Magica and Eureka Sunrise/Gold



When is the best time for Moroccan berries?

December to February



Quality

Size, Sweet, Firmness, Bloom and Flavor



Labels/Brands

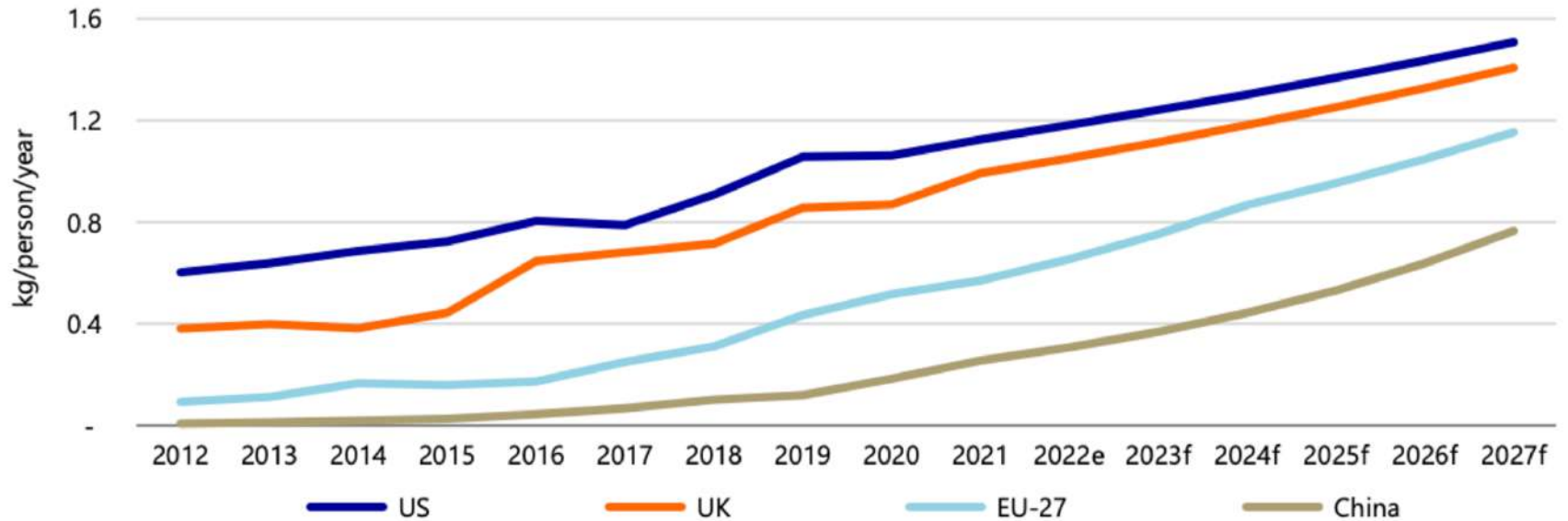




YUNNAN PROVINCE

A Collaborator and A Competitor

Forecast Blueberry Consumption



China Doubles Consumption in 3 Years



Thank you! شكرًا لك!

Questions? أسئلة؟

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