



Where is the hope in the berry
business?

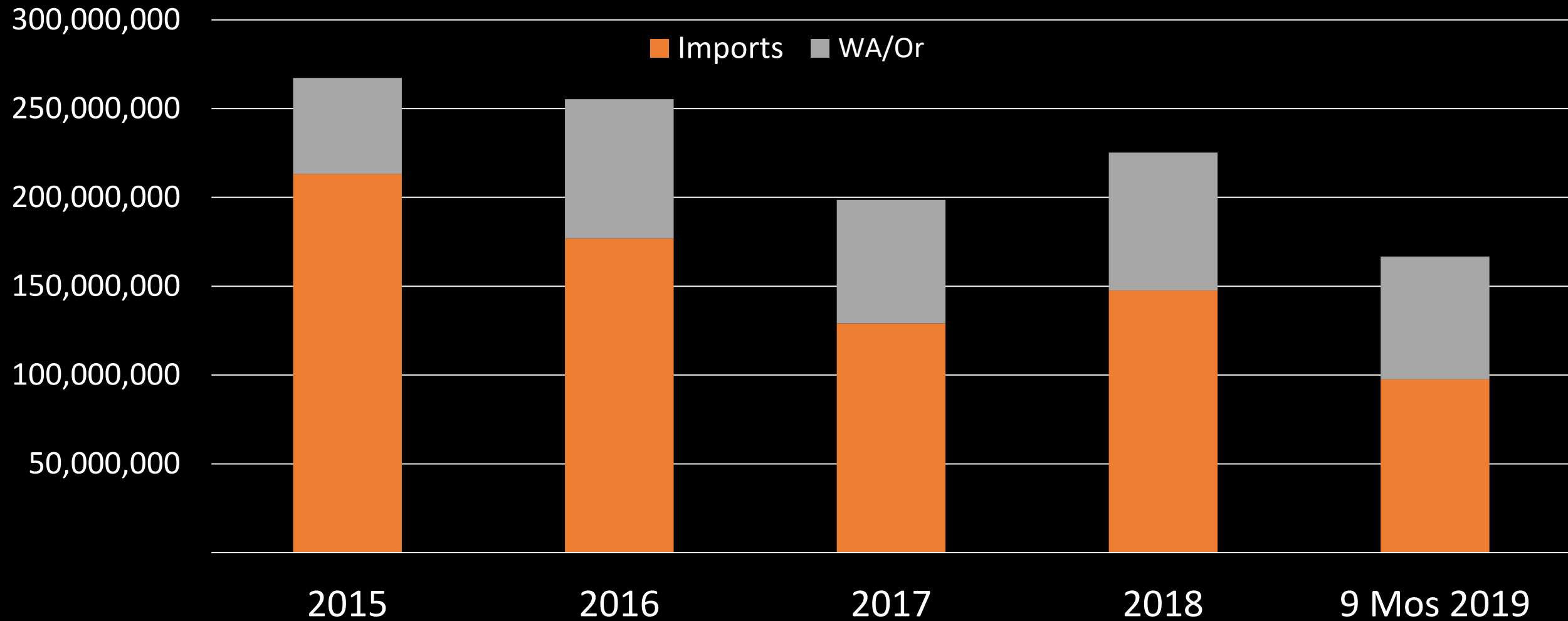
December 5 2019
John Shelford ©

Topics

- Frozen Raspberry Category
- Frozen and Fresh Raspberries to the US Market
- Fresh Produce Berry Category Brief
- Imports – Currency Exchange
- Consideration by the US Berry Farmer to survive, to thrive
- Is the complexity today really different than in the past?
- A compelling question – What are greater challenges to the legacy enjoyed?

Frozen Raspberries Import plus WA/OR Production

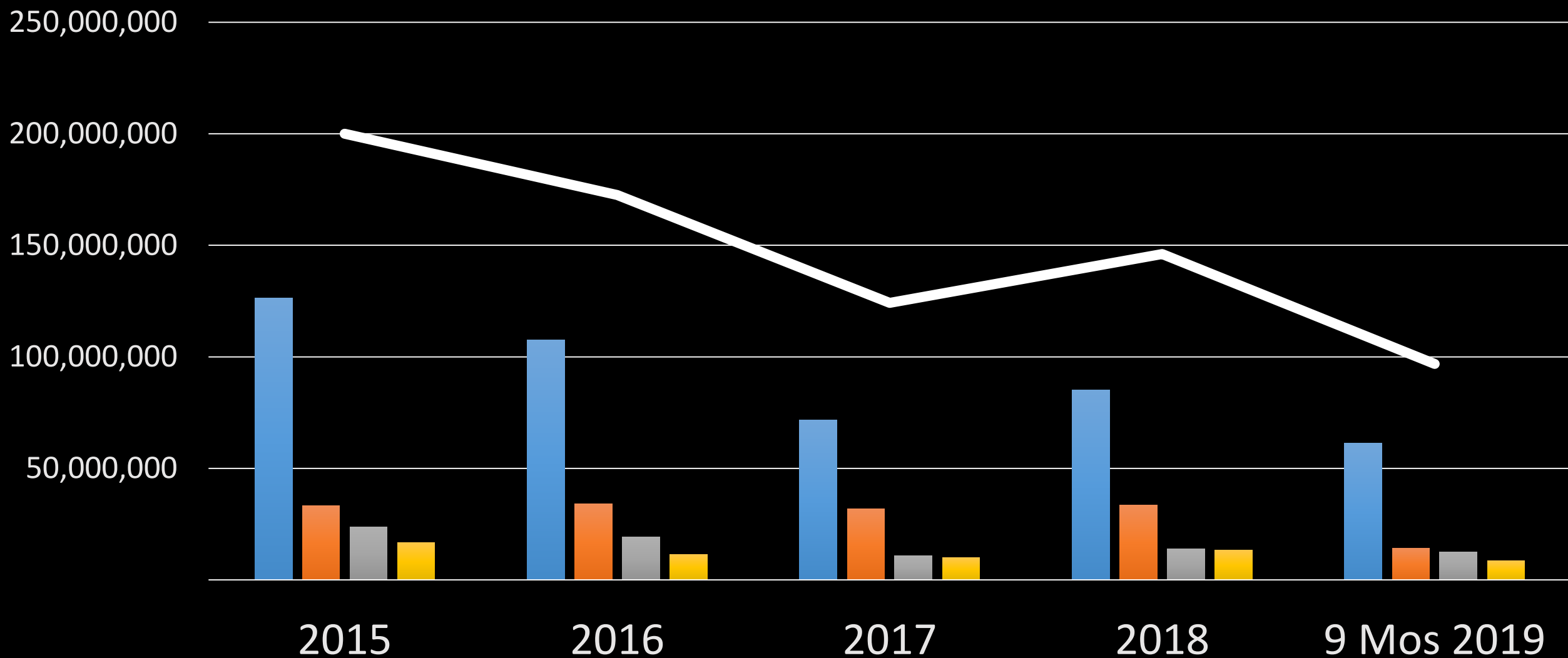
Pounds



Frozen Rasp Imports by Country of Origin

Pounds

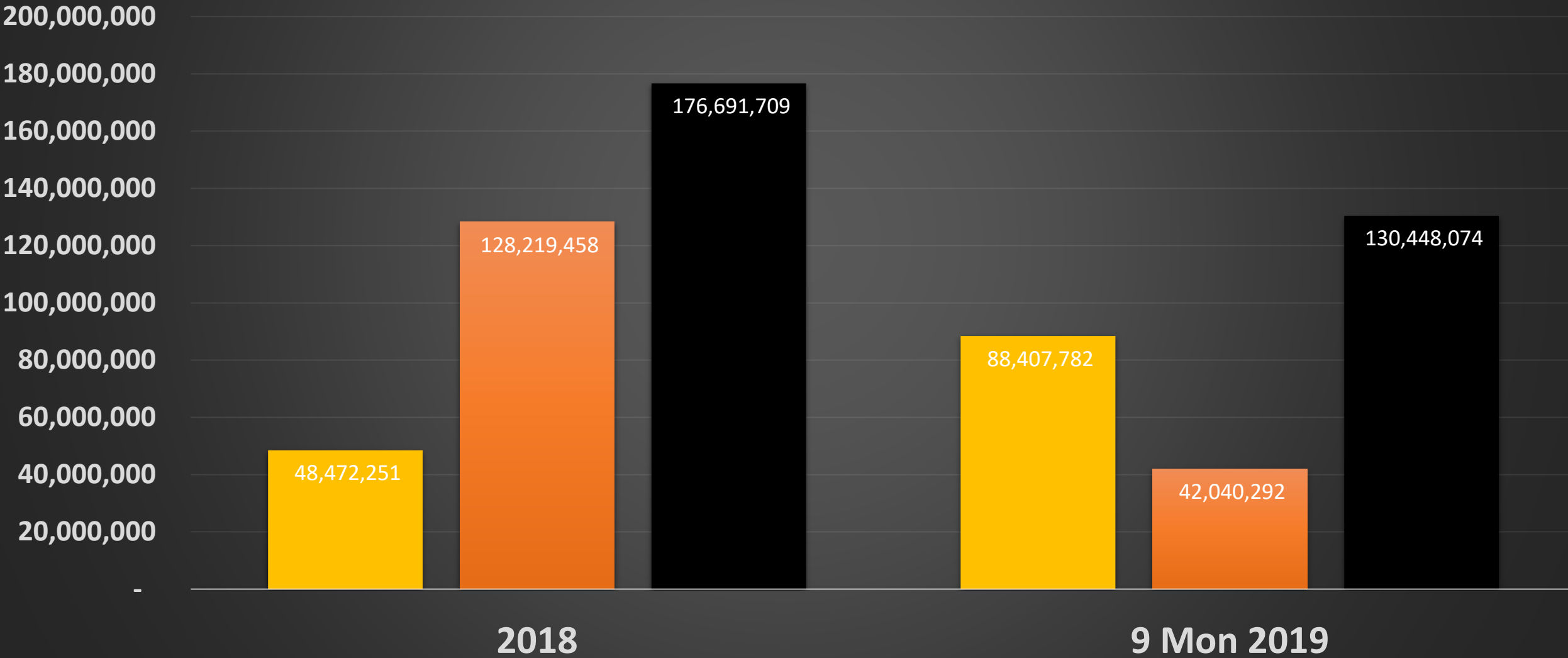
Chile Serbia Mexico Canada Total



Fresh Raspberries Mexico to US

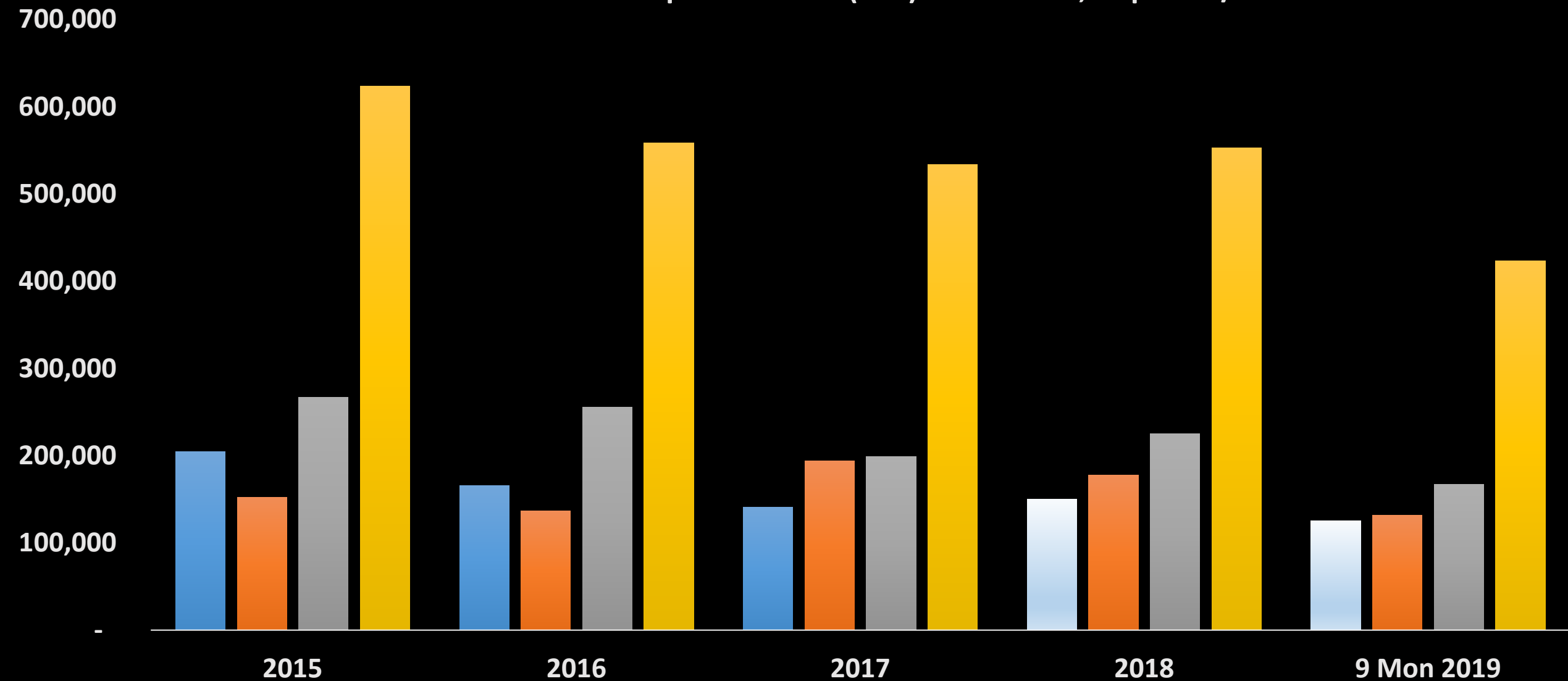
Pounds

■ 5 kg or less con ■ all other ■ Total

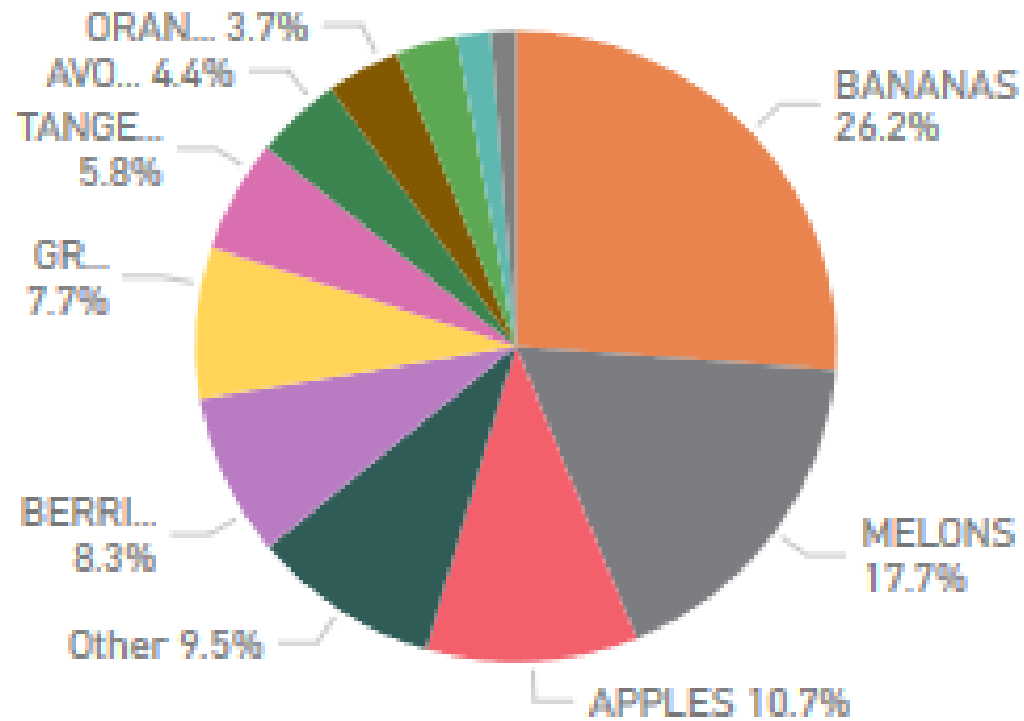


Rasp, all sources to US Mkt
000 pounds

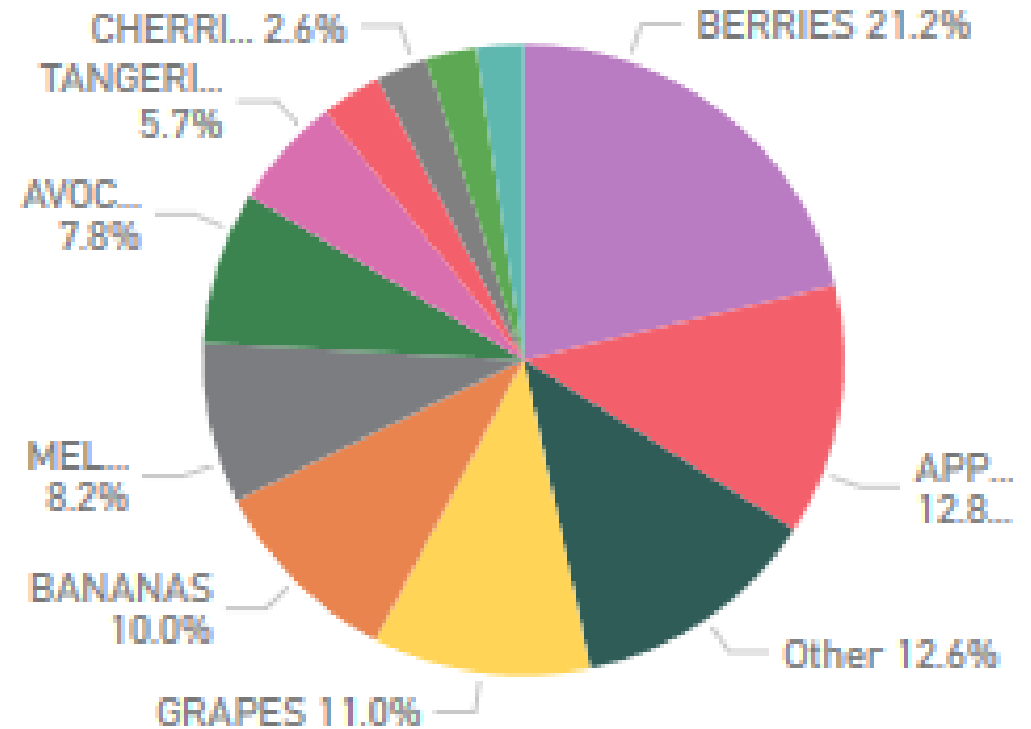
Domestic Fresh Imported Fresh (000) Frozen, Imp&WA/OR Total Available



Share of Pounds by Segment, Last 52 Weeks

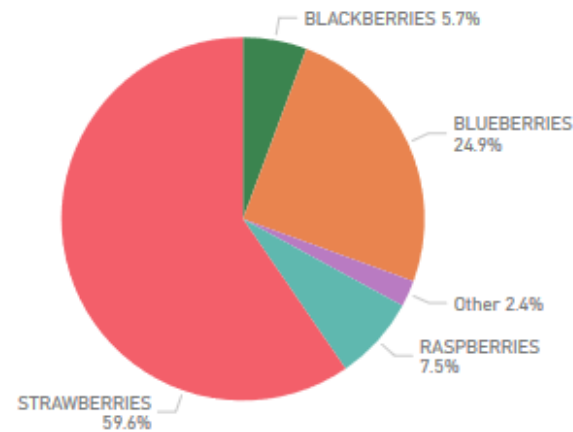


Share of Dollars by Segment, Last 52 Weeks

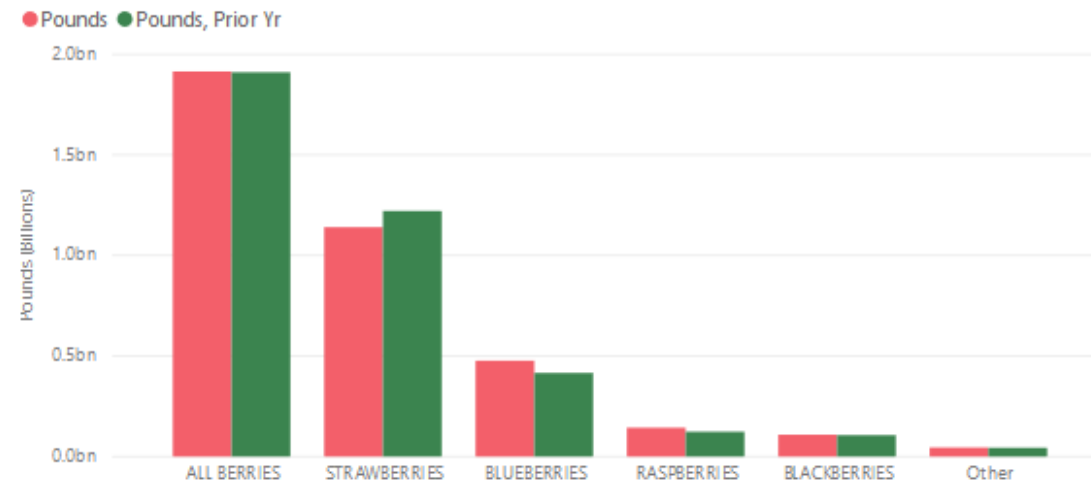


Instructions: Use the filters and select various sections of each chart/table to create custom reports. Use the tabs at the bottom, to navigate to other report pages.

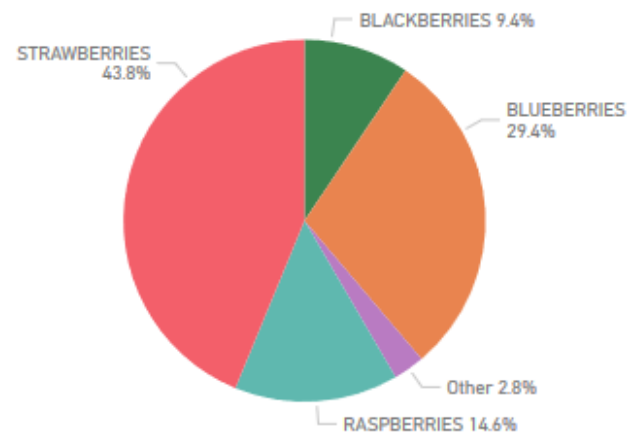
Retail Pounds by Berry Variety, Last 52 Weeks



Berry Segment by Retail Pounds for Last 52 Weeks Vs Prior Year



Retail Dollars by Berry Variety, Last 52 Weeks



Berry Segment by Retail Dollars for Last 52 Weeks Vs Prior Year



Disclaimer: The Retail Category Trends reports are generated from data compiled by IRI/Freshlook. The California Strawberry Commission does not validate the accuracy of the data obtained from IRI/Freshlook and is not responsible for any misuse of the data found therein. Reports are updated on a monthly basis.

XE Currency Charts: USD to CAD

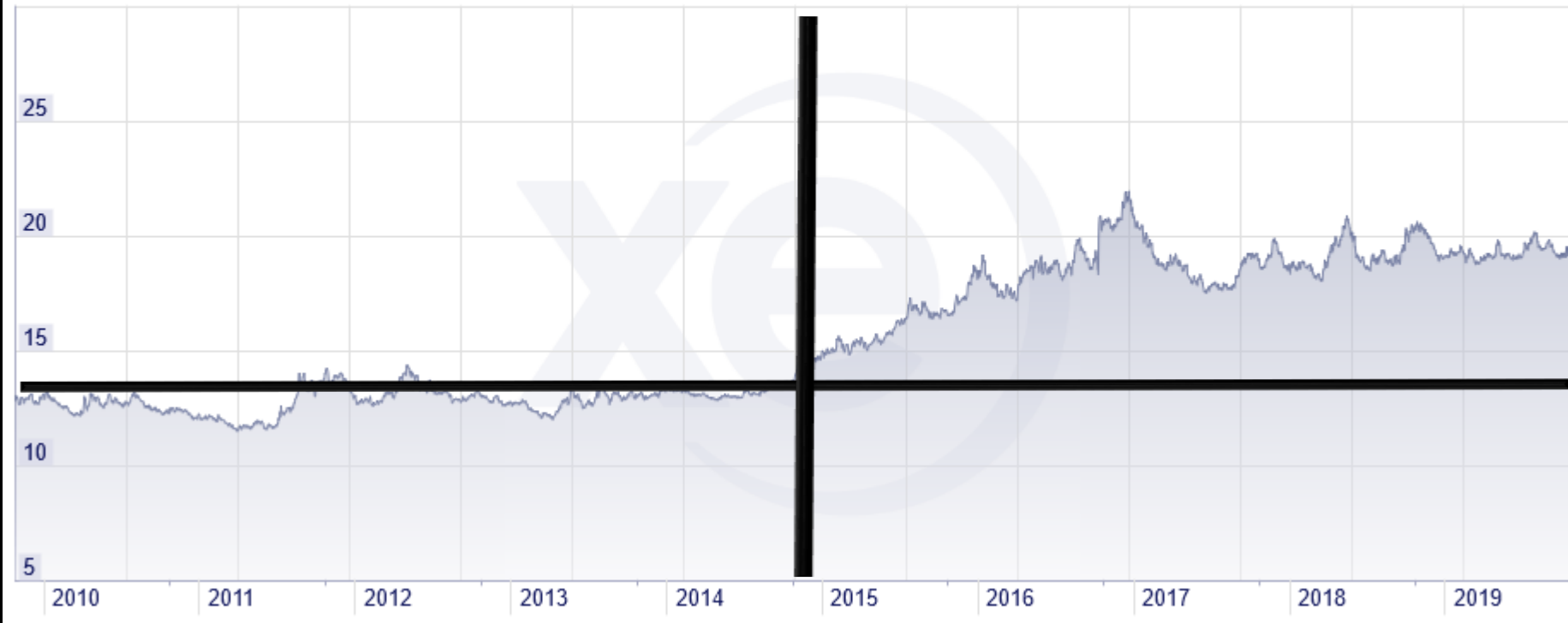
24 Nov 2009 00:00 UTC - 21 Nov 2019 14:58 UTC USD/CAD close:1.32713 low:0.94397 high:1.45801



<https://www.xe.com/currencycharts/?from=USD&to=CAD&view=10Y>

XE Currency Charts: USD to MXN

24 Nov 2009 00:00 UTC - 21 Nov 2019 15:01 UTC USD/MXN close:19.38399 low:11.48410 high:21.92982



<https://www.xe.com/currencycharts/?from=USD&to=MXN&view=10Y>

XE Currency Charts: USD to CLP

3 Dec 2009 00:00 UTC - 30 Nov 2019 19:50 UTC USD/CLP close:804.50000 low:456.74001 high:857.88840



XE Currency Charts: USD to PEN

3 Dec 2009 00:00 UTC - 30 Nov 2019 19:52 UTC USD/PEN close:3.40288 low:2.53199 high:3.53050



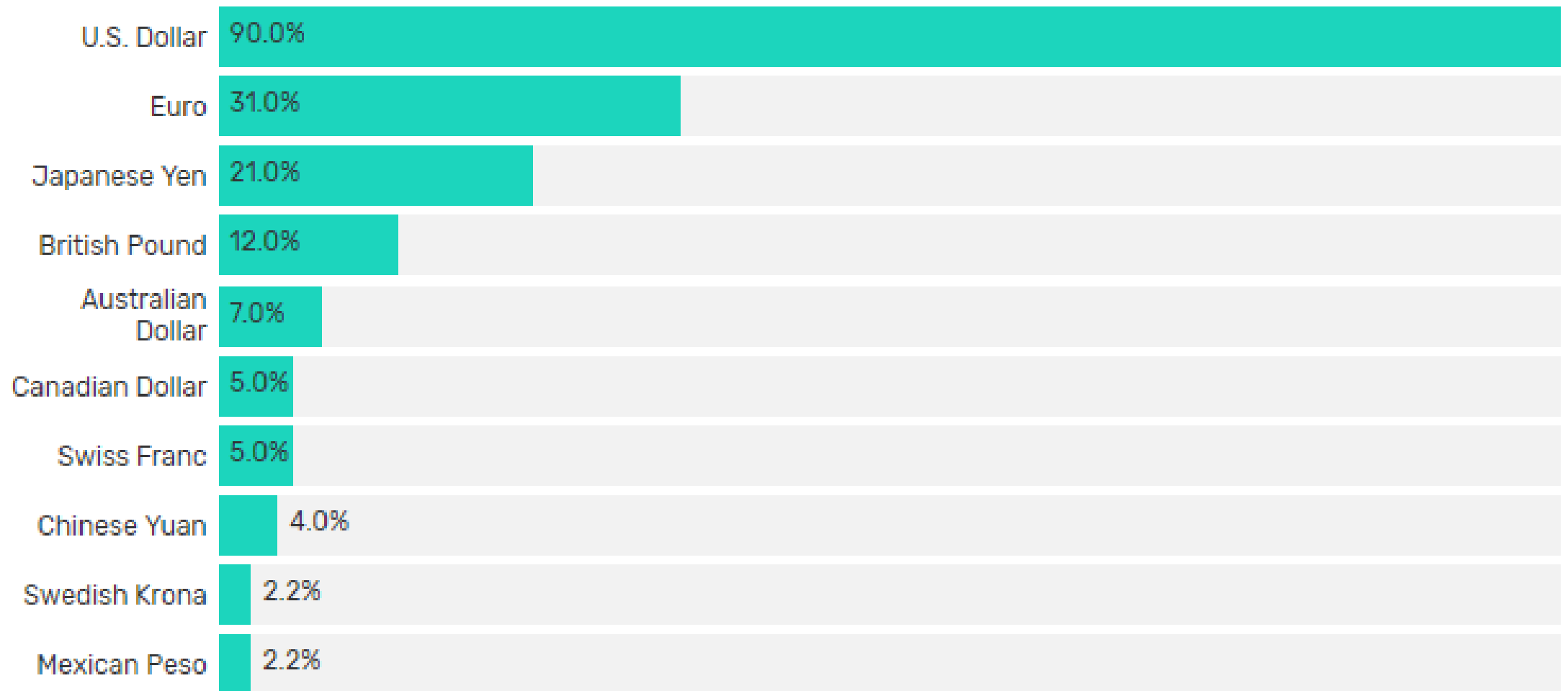
XE Currency Charts: USD to EUR

3 Dec 2009 00:00 UTC - 30 Nov 2019 19:51 UTC **USD/EUR** close:**0.90764** low:**0.66365** high:**0.96242**



TEN MOST TRADED CURRENCIES 2018

% Daily Share (Approx.)



Note that trading volume adds up to 200%, because each currency trade has a pairing.

Chart: The Balance • Source: [BullMarketz.com](https://www.bullmarketz.com)

What action is available to the US Berry Farm?

- Petition trade restriction based on dumping?
- Promote USA grown berries, locally grown
- Development export expertise!!!!
- Innovate to be low cost producer

Caution

- Consumer preferences change – always looking for the new
- When is milk not milk, meat not meat?
- What have berries displaced? How about stone fruit?
- Price point does matter – note the price/lb of strawberries vs blueberries.

How is the complexity different today?

- Is it reasonable to “want to go back”?

Compelling Question

- “What may have greater impact on your and my family’s future than the economics of raspberry and blueberry cost of production and market place demand/price”.

Consider

- US Trade and Trading Partners – Impact beyond economic
- China
- Human Rights
- Socialism
- Communism – No Dissent
- National Debt

Top Trading Partners - September 2019

Data are goods only, on a Census Basis, in billions of dollars, unrevised.

Year-to-Date Total Trade

Rank	Country	Exports	Imports	Total Trade	Percent of Total Trade
---	Total, All Countries	1,230.3	1,877.4	3,107.7	100.0%
---	Total, Top 15 Countries	867.4	1,471.3	2,338.8	75.3%
1	Mexico	194.1	270.3	464.4	14.9%
2	Canada	221.7	238.6	460.3	14.8%
3	China	78.8	342.0	420.7	13.5%
4	Japan	55.4	109.1	164.5	5.3%
5	Germany	45.3	96.1	141.3	4.5%
6	Korea, South	42.1	58.1	100.3	3.2%

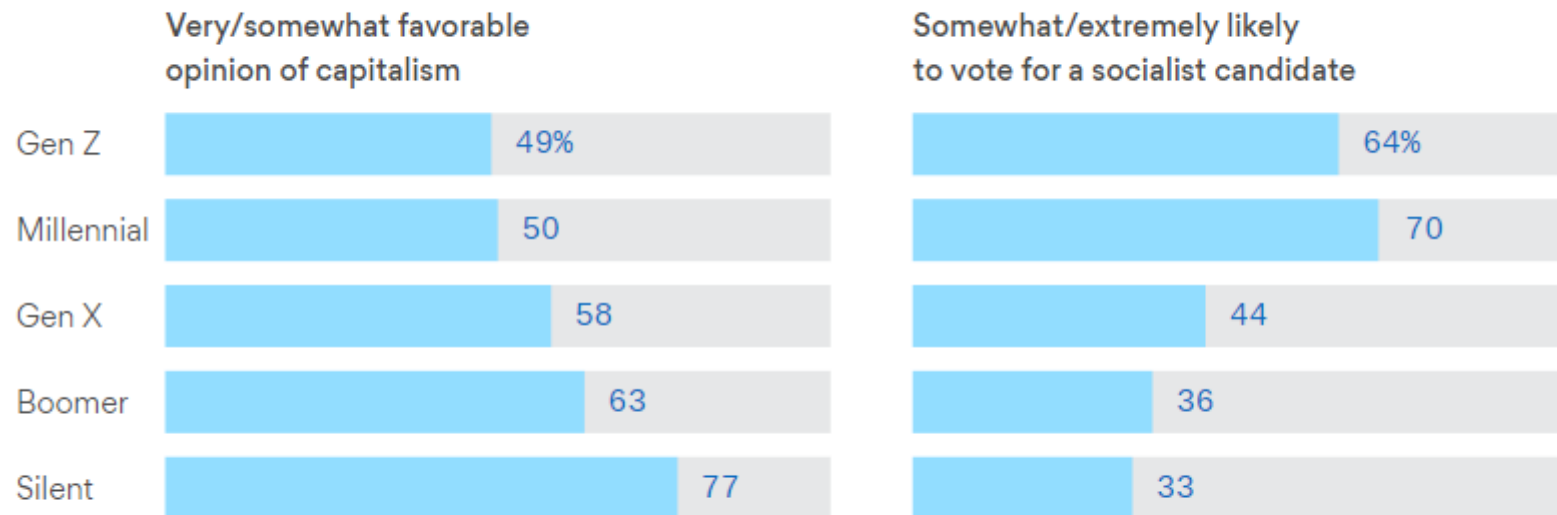
Top Trading Partners - December 2018

Data are goods only, on a Census Basis, in billions of dollars, unrevised.

Rank	Country	Exports	Imports	Total Trade	Percent of Total Trade
---	Total, All Countries	1,664.1	2,542.8	4,206.9	100.0%
---	Total, Top 15 Countries	1,183.9	1,969.9	3,153.8	75.0%
1	China	120.3	539.5	659.8	15.7%
2	Canada	298.7	318.5	617.2	14.7%
3	Mexico	265.0	346.5	611.5	14.5%
4	Japan	75.0	142.6	217.6	5.2%
5	Germany	57.7	125.9	183.6	4.4%
6	Korea, South	56.3	74.3	130.6	3.1%
7	United Kingdom	66.2	60.8	127.0	3.0%

YouGov poll by generation

Survey of 2,100 U.S. respondents, ages 16+



Data: [YouGov, Victims of Communism](#); Note: Number of Gen Z respondents: 303, Millennial: 554, Gen X: 494, Boomer: 587, Silent: 162; Chart: Axios Visuals

Breaking Down The National Debt

Total U.S. national debt was nearly \$22 trillion as of October 2019. Here's how it breaks down.

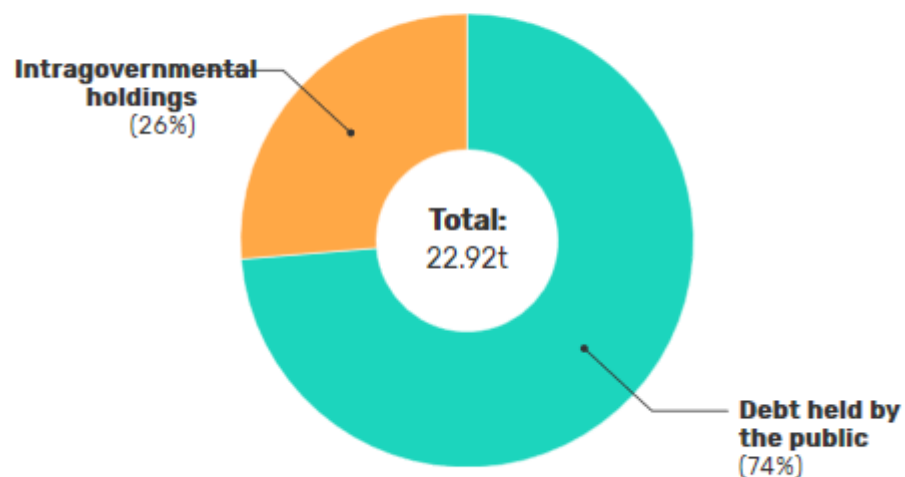


Chart: The Balance • Source: U.S. Department of the Treasury

Major Foreign Holders Of U.S. Debt

China is one of the largest holders of U.S. debt.

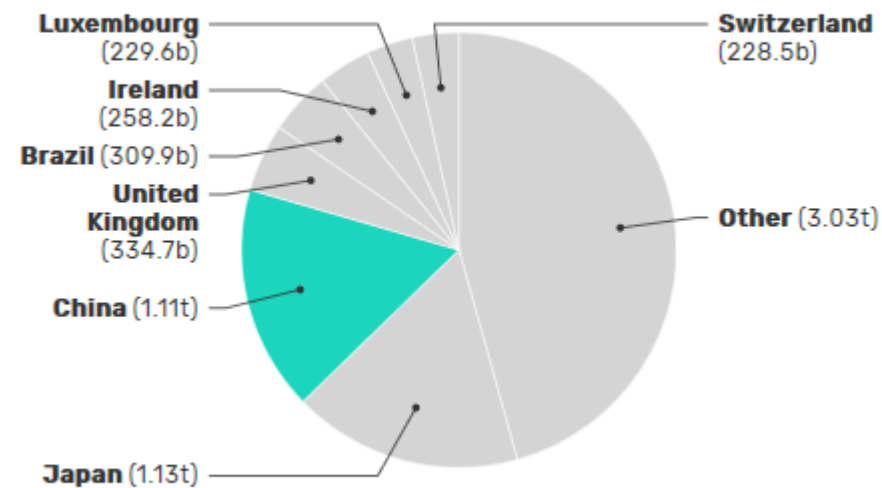


Chart: The Balance • Source: U.S. Department of the Treasury

Legacy worthy of fighting for

- *We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.*
- **We the People** of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Thank you

- God
- US Bureau of the Census – USA Trade On Line
 - California Strawberry Commission
 - www.xe.com
 - <https://tradingeconomics.com/>
 - Henry Berlink
 - My forefathers – my legacy