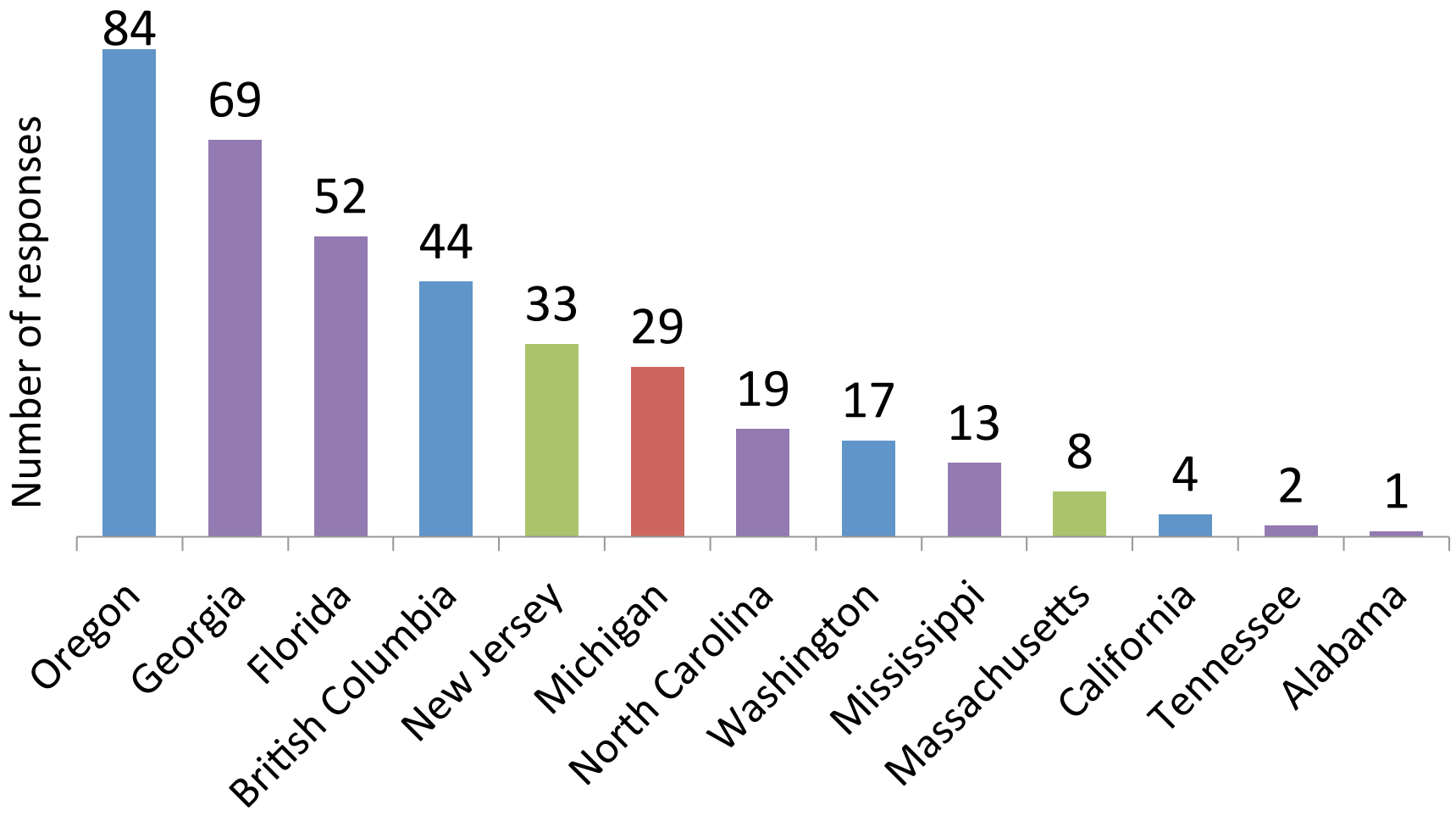
Blueberry Survey Report 2016-2017

Parichat Klingthong
PhD Candidate, School of Economic Sciences, WSU
R. Karina Gallardo
Assoc. Professor, School of Economic Sciences, WSU

Blueberry Survey

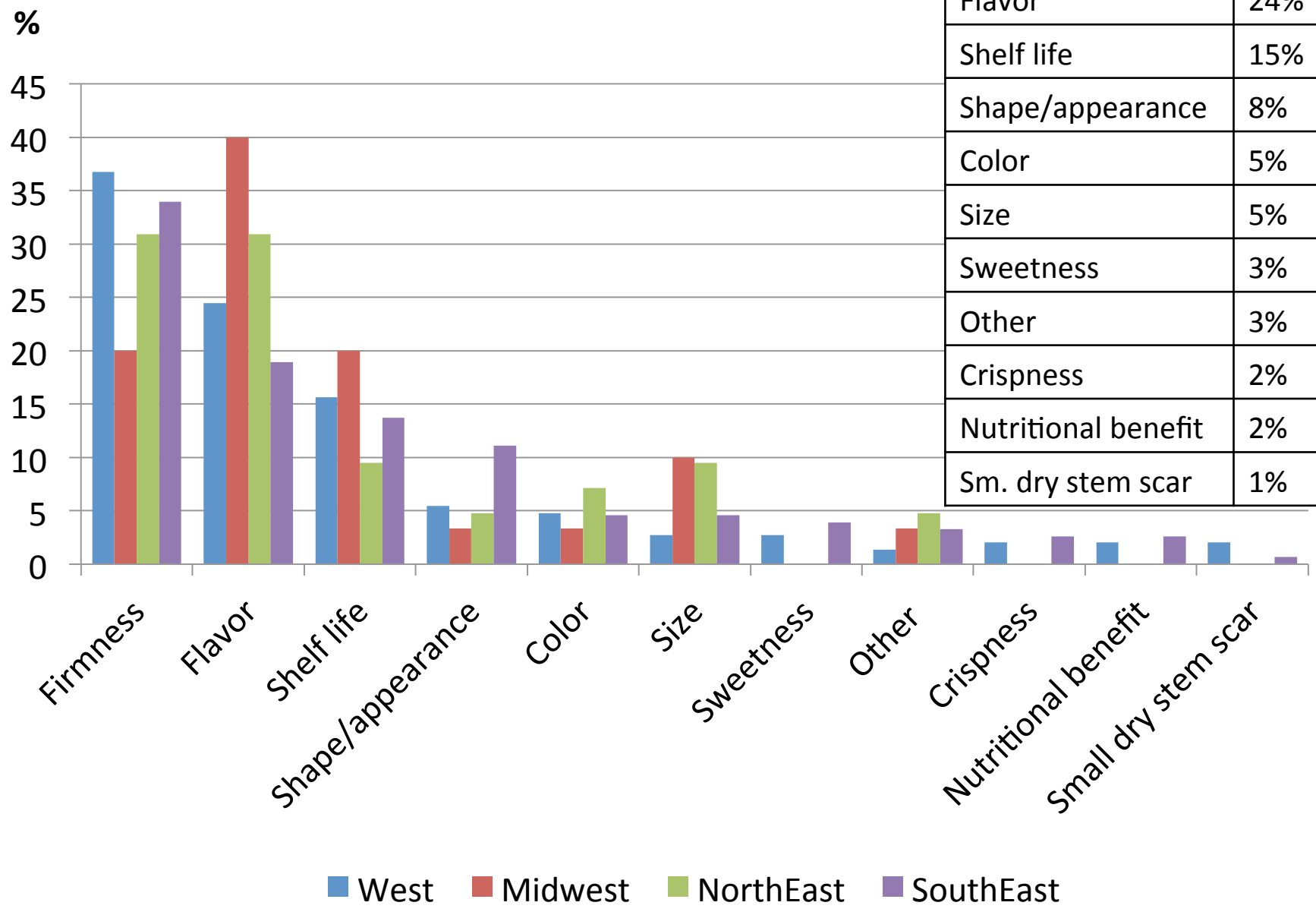
- Total : 375 responses: 12 U.S. states, 1 Canadian province



Classification of states/province by region

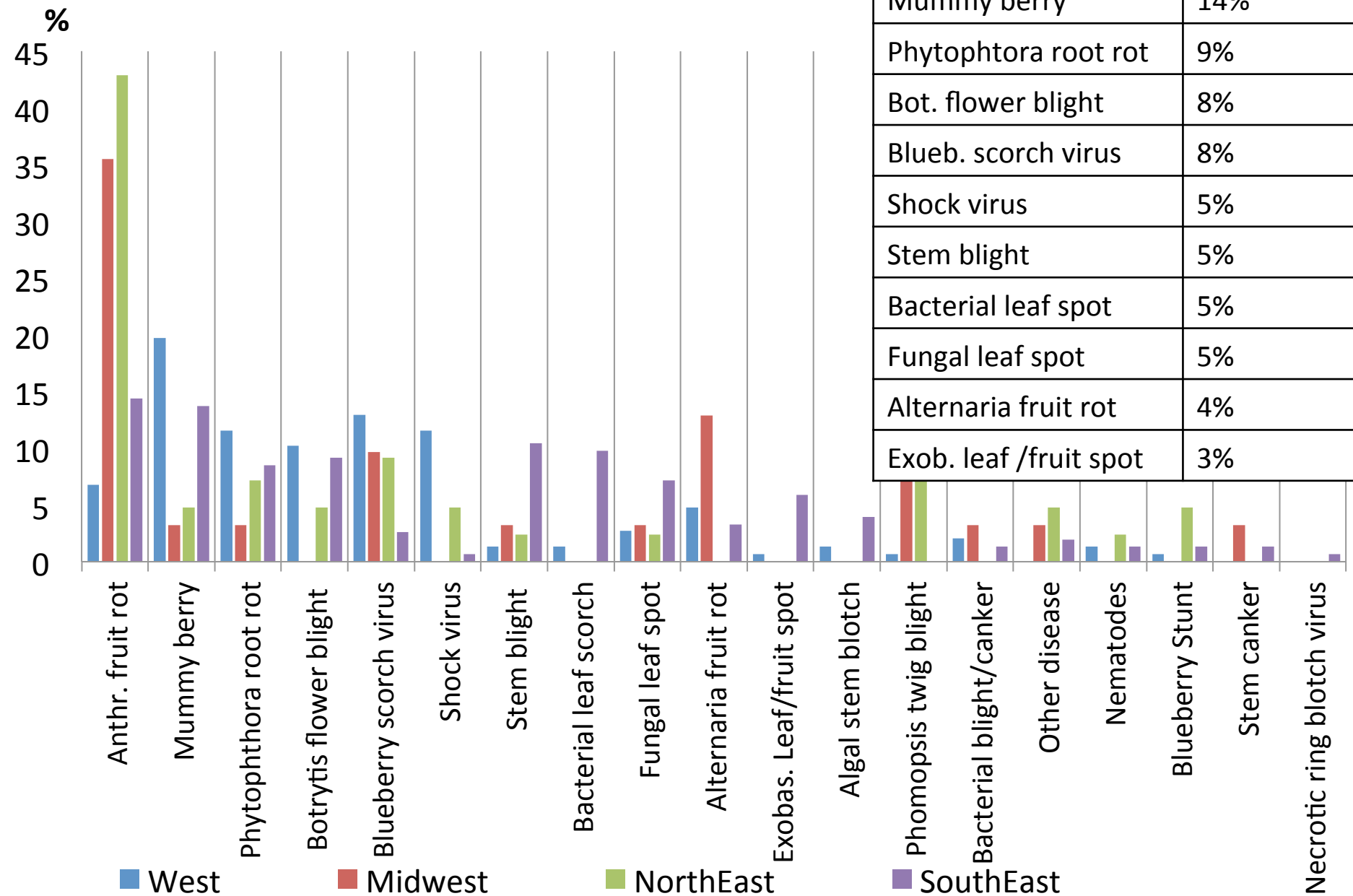
Regions	States/Province	N
Southeast, N= 155	Georgia	69
	Florida	52
	North Carolina	19
	Mississippi	13
	Tennessee	2
	Alabama	1
West, N= 149	Oregon	84
	British Columbia, Canada	44
	Washington	17
	California	4
Northeast, N= 41	New Jersey	33
	Massachusetts	8
Midwest, N=29	Michigan	29

1. MOST important fruit quality trait



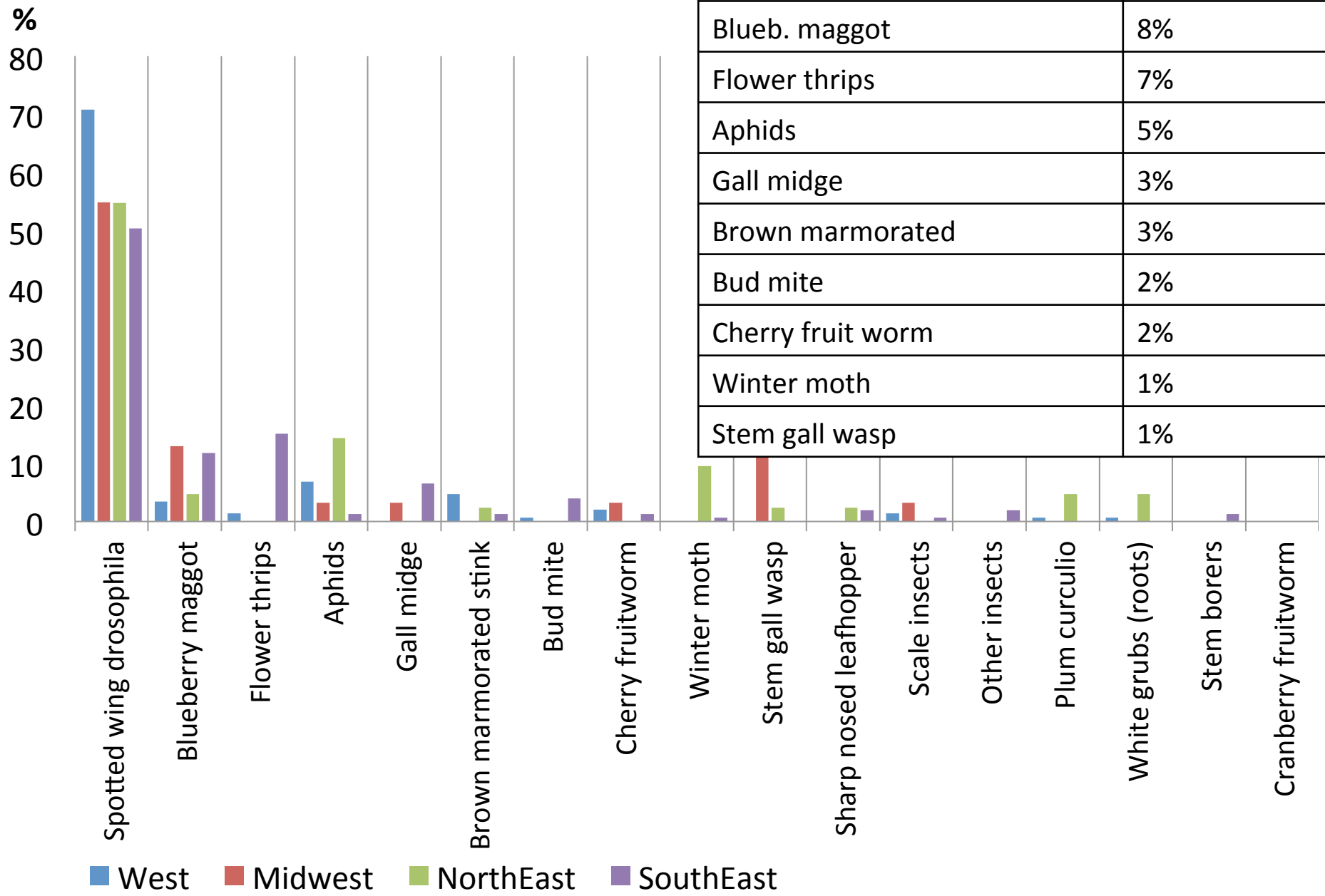
Quality trait	W. avg. %
Firmness	34%
Flavor	24%
Shelf life	15%
Shape/appearance	8%
Color	5%
Size	5%
Sweetness	3%
Other	3%
Crispness	2%
Nutritional benefit	2%
Sm. dry stem scar	1%

2. MOST important disease resistance trait



Disease	W. avg. %
Anthr. fruit rot	16%
Mummy berry	14%
Phytophtora root rot	9%
Bot. flower blight	8%
Blueb. scorch virus	8%
Shock virus	5%
Stem blight	5%
Bacterial leaf spot	5%
Fungal leaf spot	5%
Alternaria fruit rot	4%
Exob. leaf /fruit spot	3%

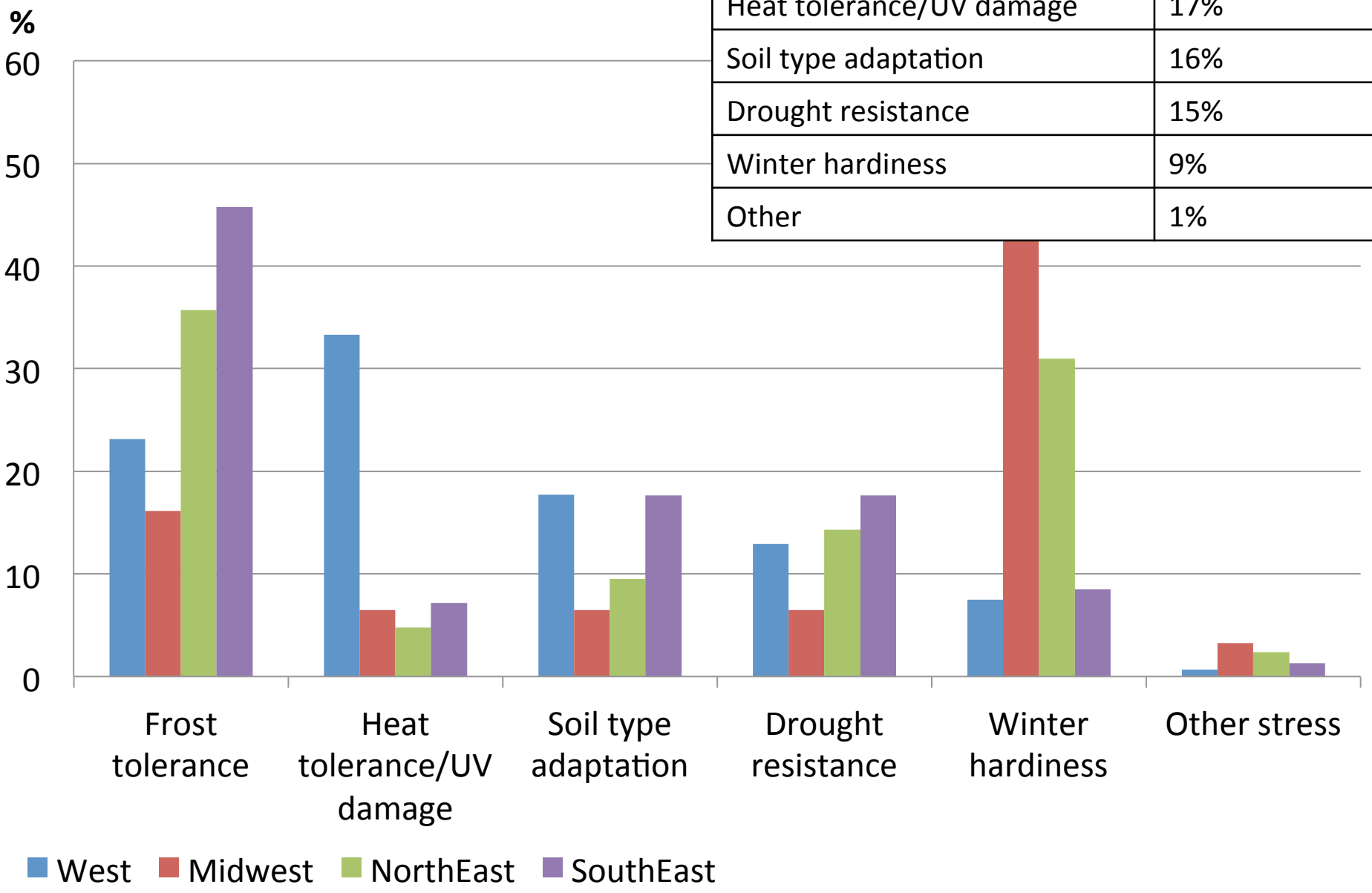
3. MOST important insect pest resistance trait



Insect	W. Avg. %
SWD	59%
Blueb. maggot	8%
Flower thrips	7%
Aphids	5%
Gall midge	3%
Brown marmorated	3%
Bud mite	2%
Cherry fruit worm	2%
Winter moth	1%
Stem gall wasp	1%

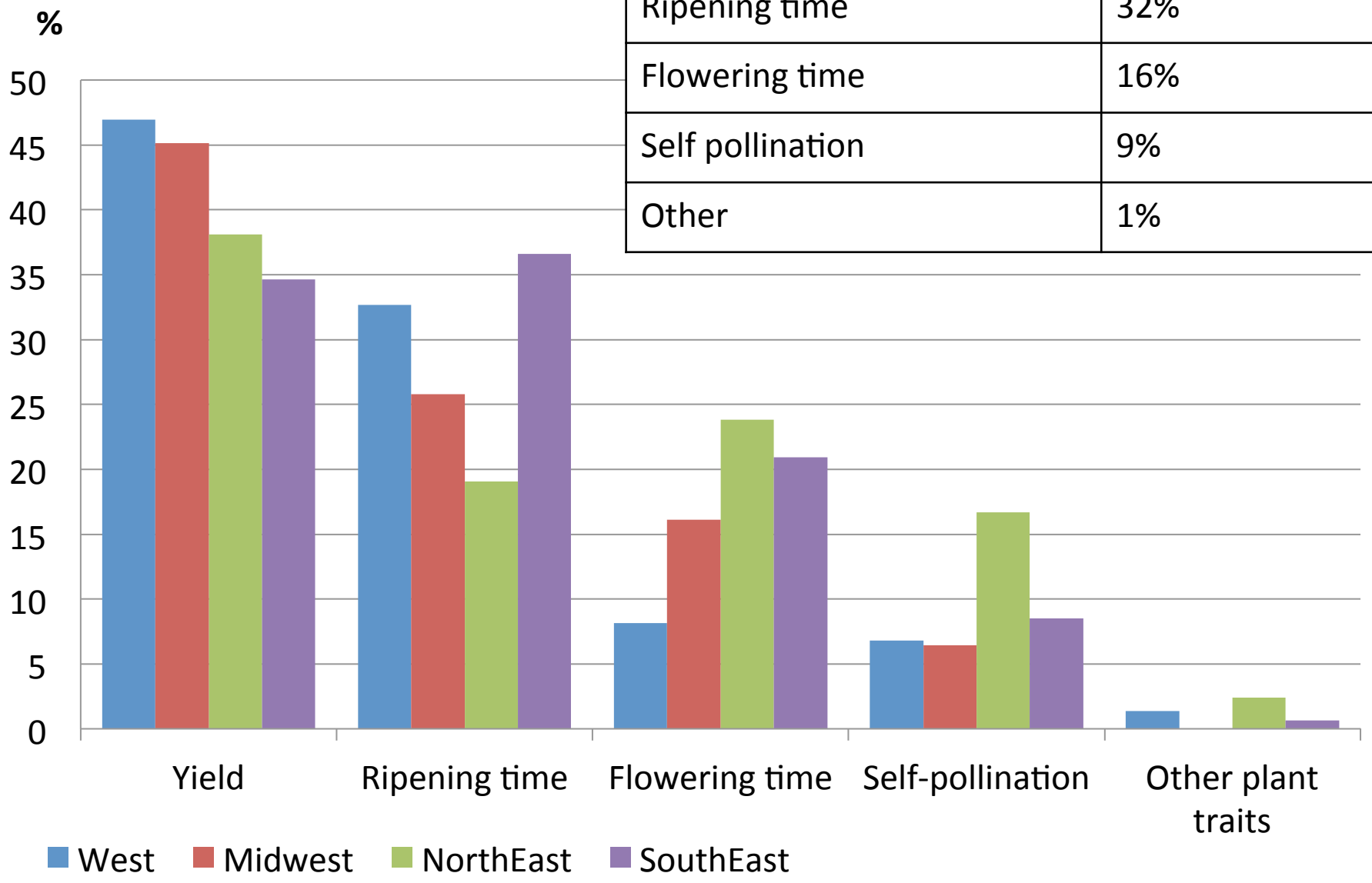
4. MOST important plant stress factor

Plant stress tolerance	W. Avg. %
Frost tolerance	33%
Heat tolerance/UV damage	17%
Soil type adaptation	16%
Drought resistance	15%
Winter hardiness	9%
Other	1%



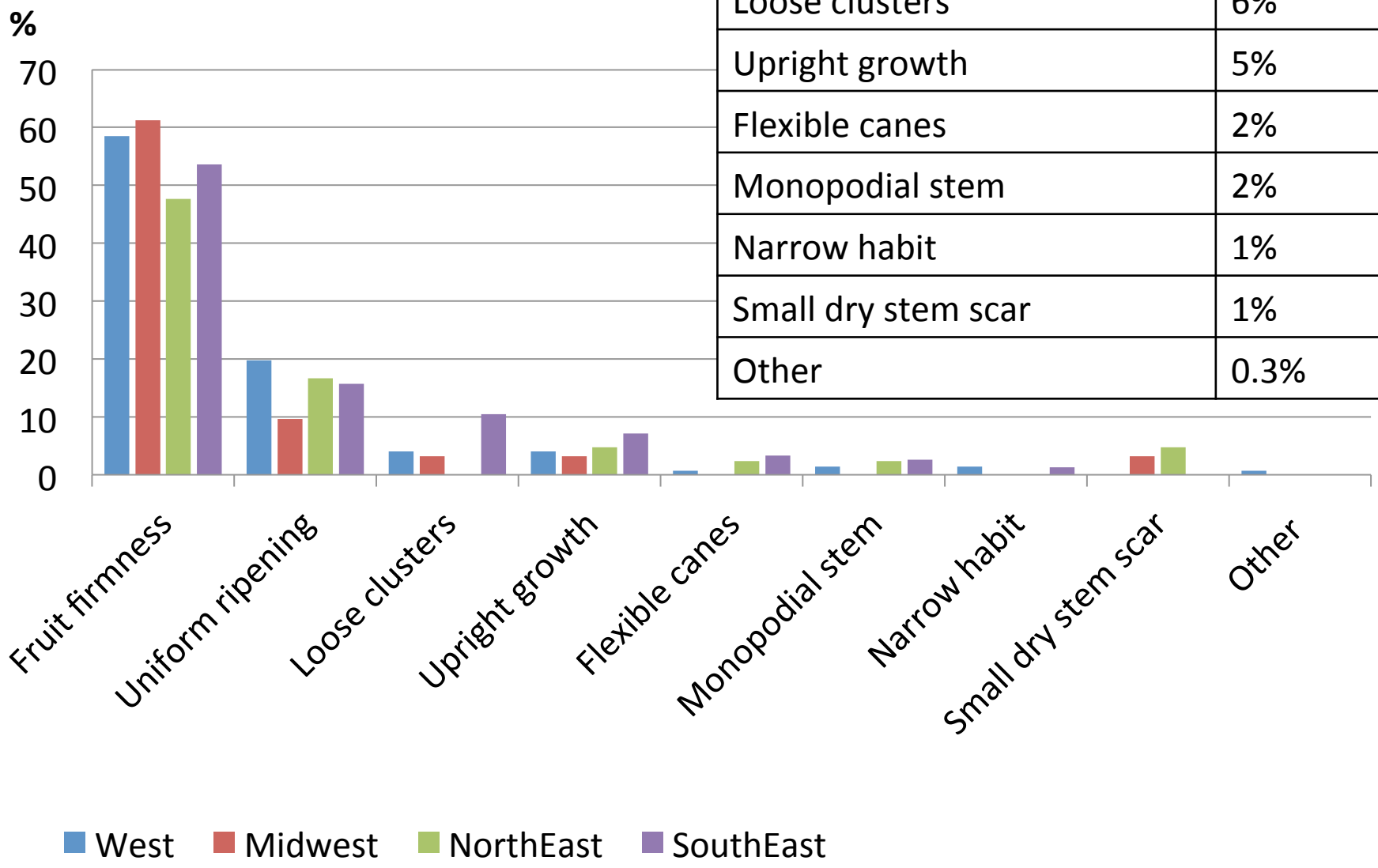
5. MOST important other plant trait

Other plant trait	W. avg. %
Yield	41%
Ripening time	32%
Flowering time	16%
Self pollination	9%
Other	1%



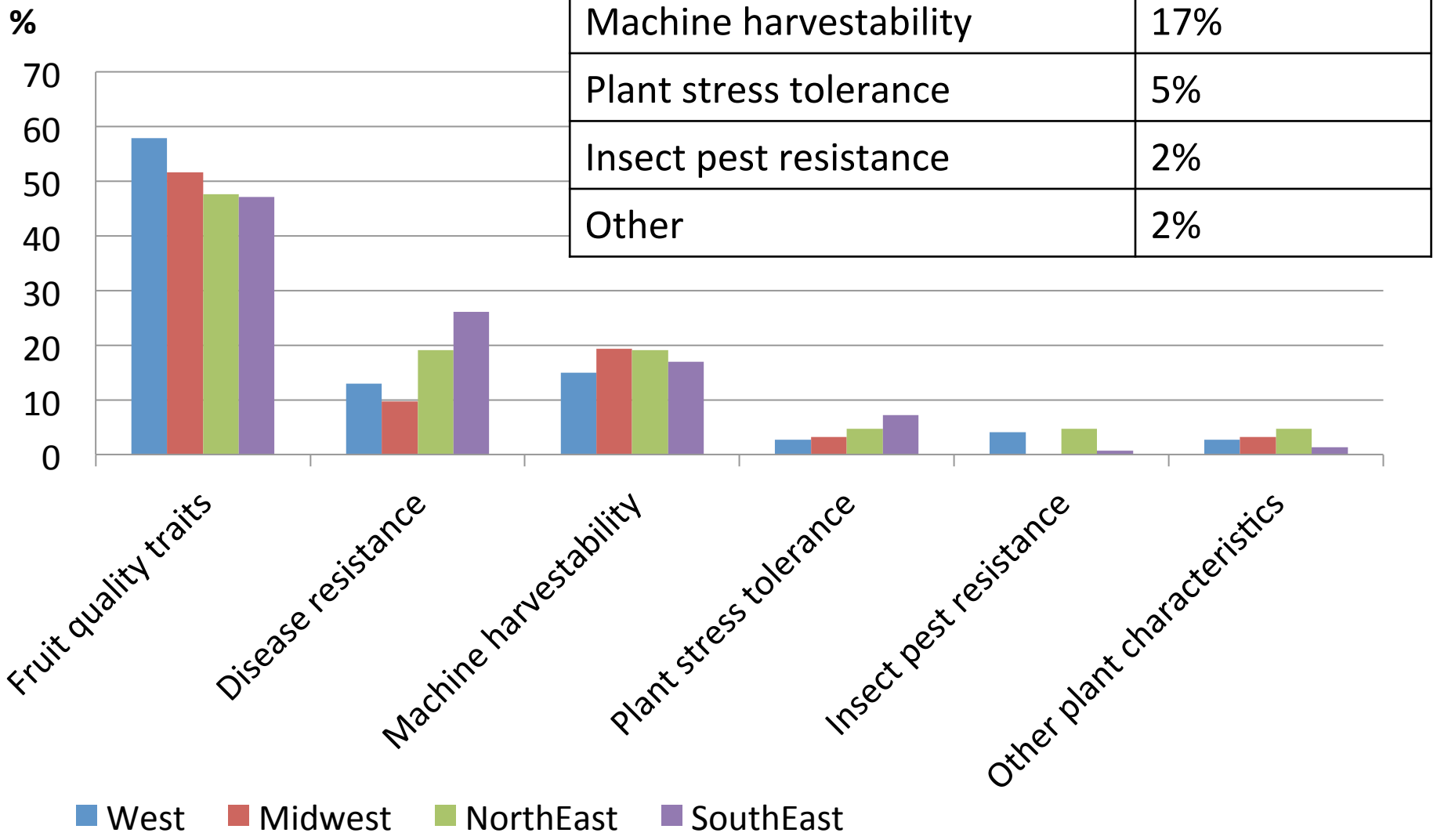
6. MOST important machine harvestability factor for a successful cultivar

Harvest factor	W. avg. %
Fruit firmness	55%
Uniform ripening	17%
Loose clusters	6%
Upright growth	5%
Flexible canes	2%
Monopodial stem	2%
Narrow habit	1%
Small dry stem scar	1%
Other	0.3%

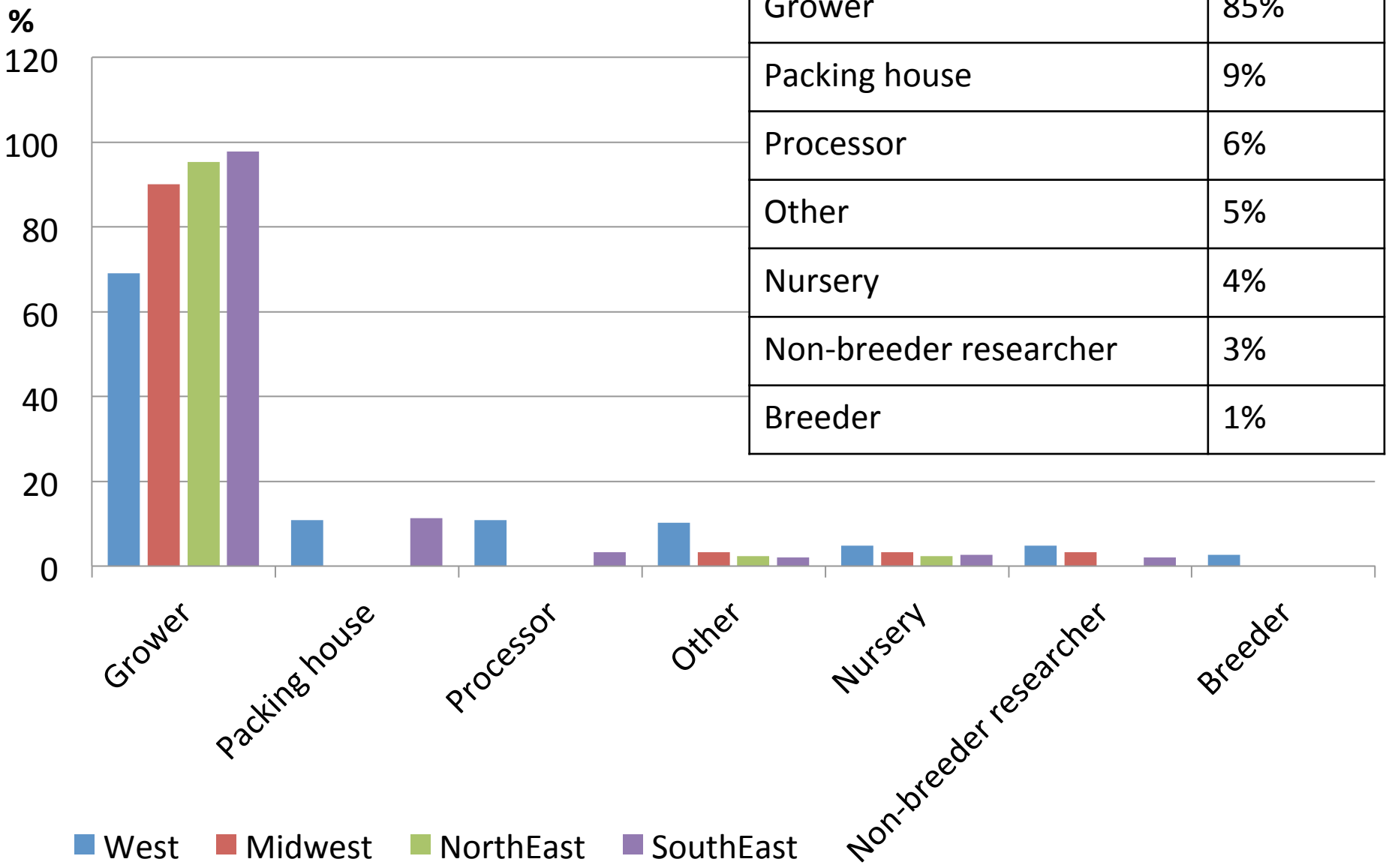


7. MOST important group of traits

Group	W. avg. %
Fruit quality	52%
Disease resistance	19%
Machine harvestability	17%
Plant stress tolerance	5%
Insect pest resistance	2%
Other	2%

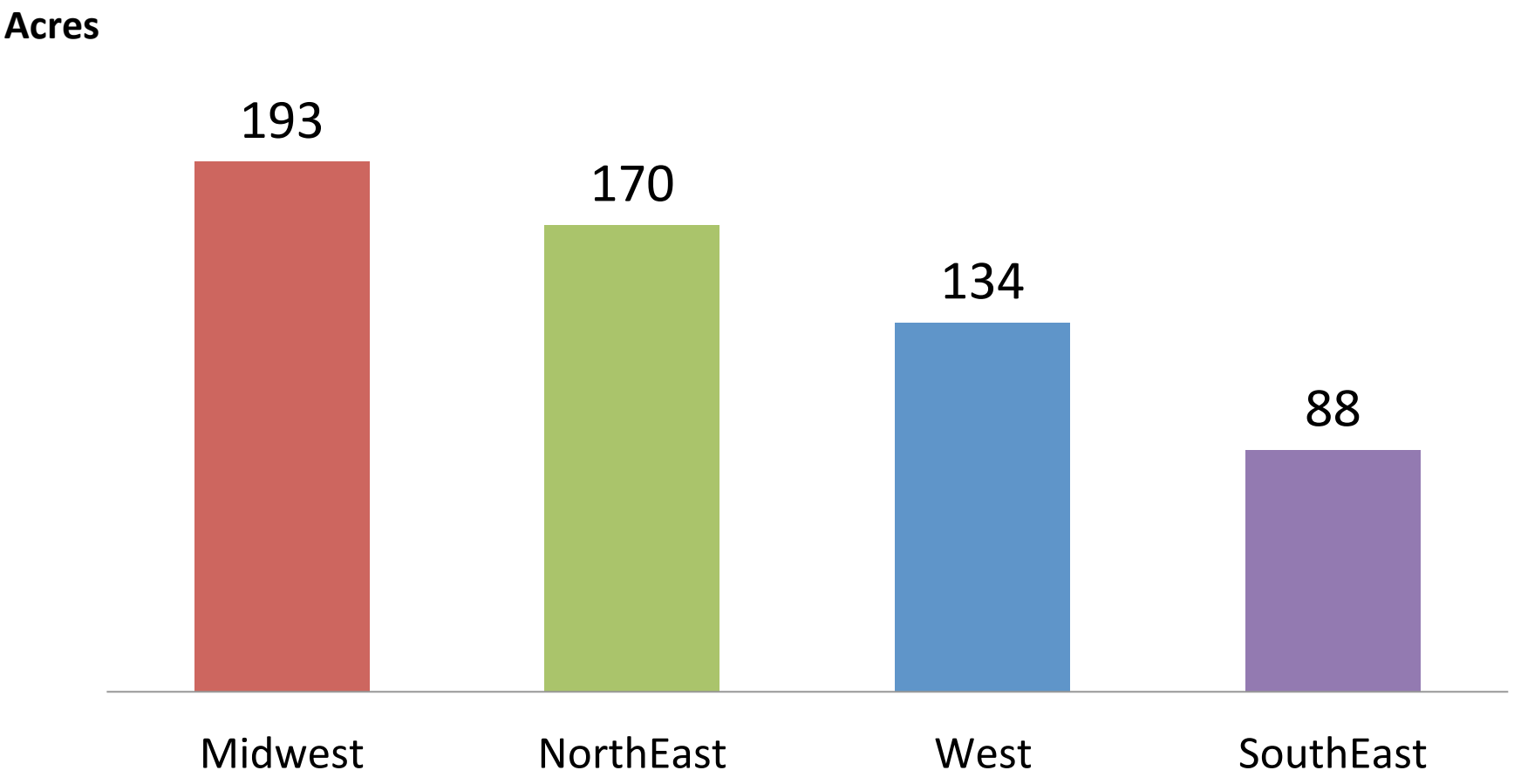


8.How do you identify yourself?



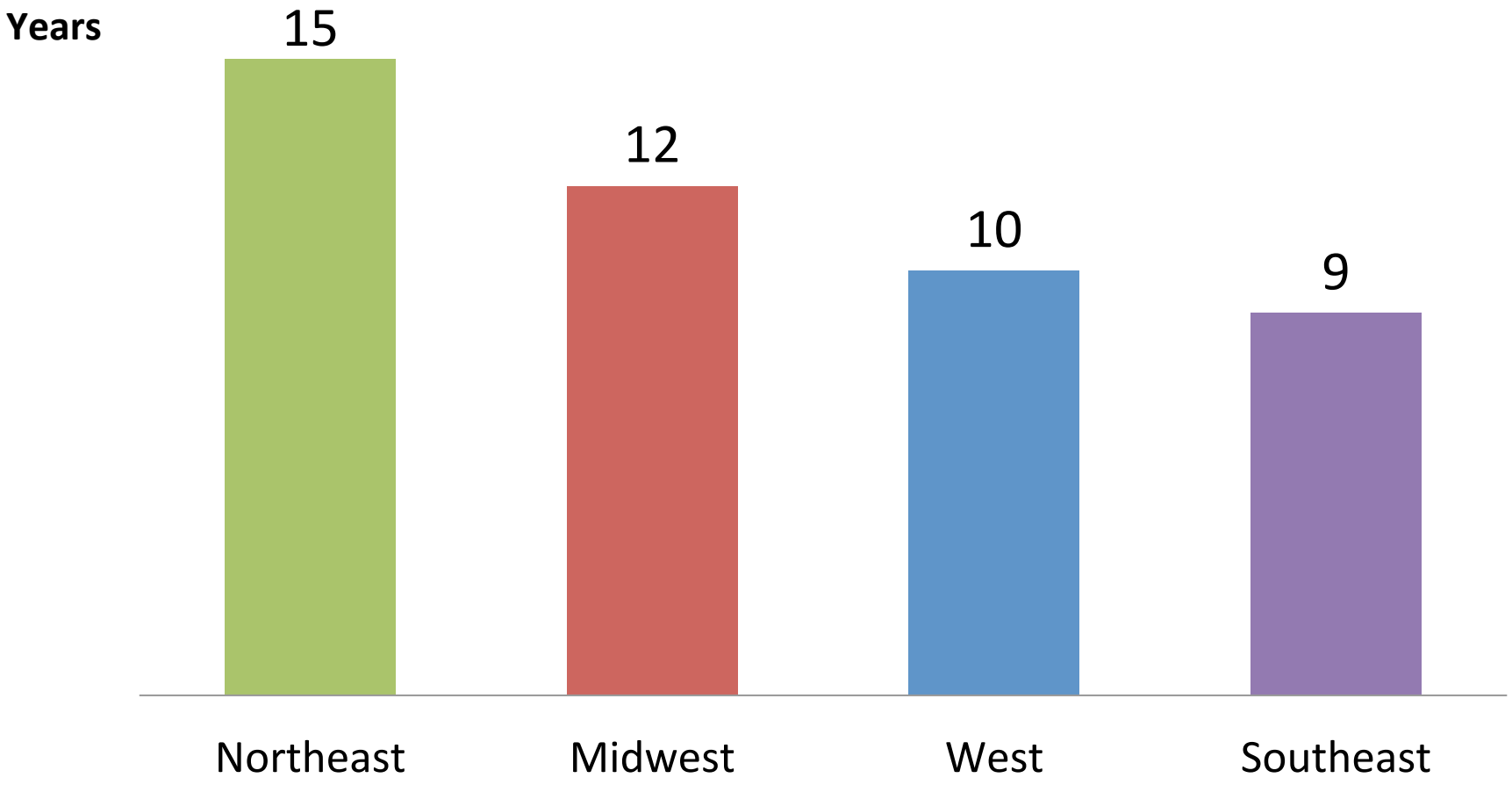
Group	W. Avg. %
Grower	85%
Packing house	9%
Processor	6%
Other	5%
Nursery	4%
Non-breeder researcher	3%
Breeder	1%

9. Size of operation



- On average across 13 states size of operations was 123.11 acres.

10. Number of years involved in the decision-making process

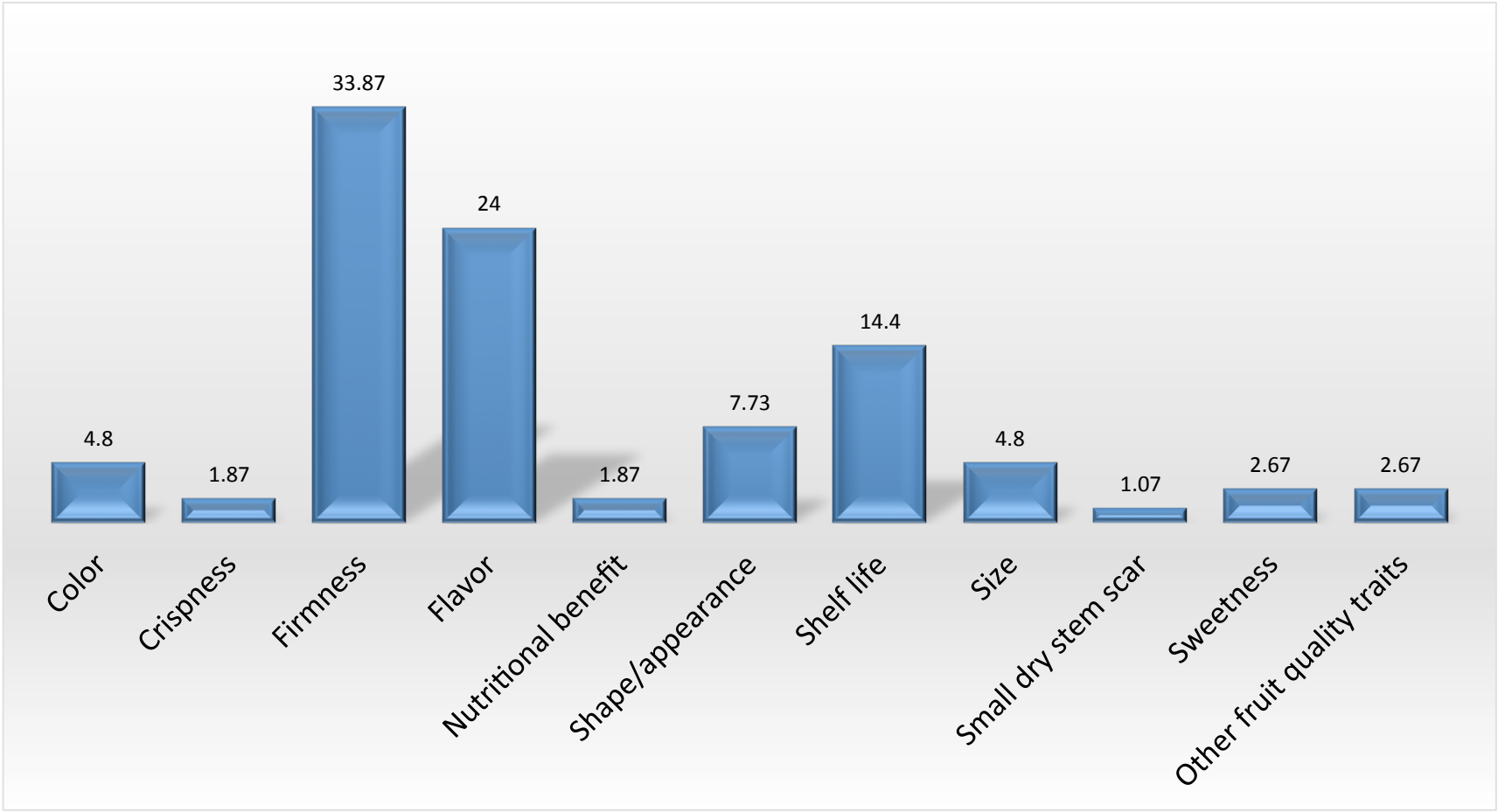


- On average across 13 states, the number of years involved in the decision-making process was 10.25 years.

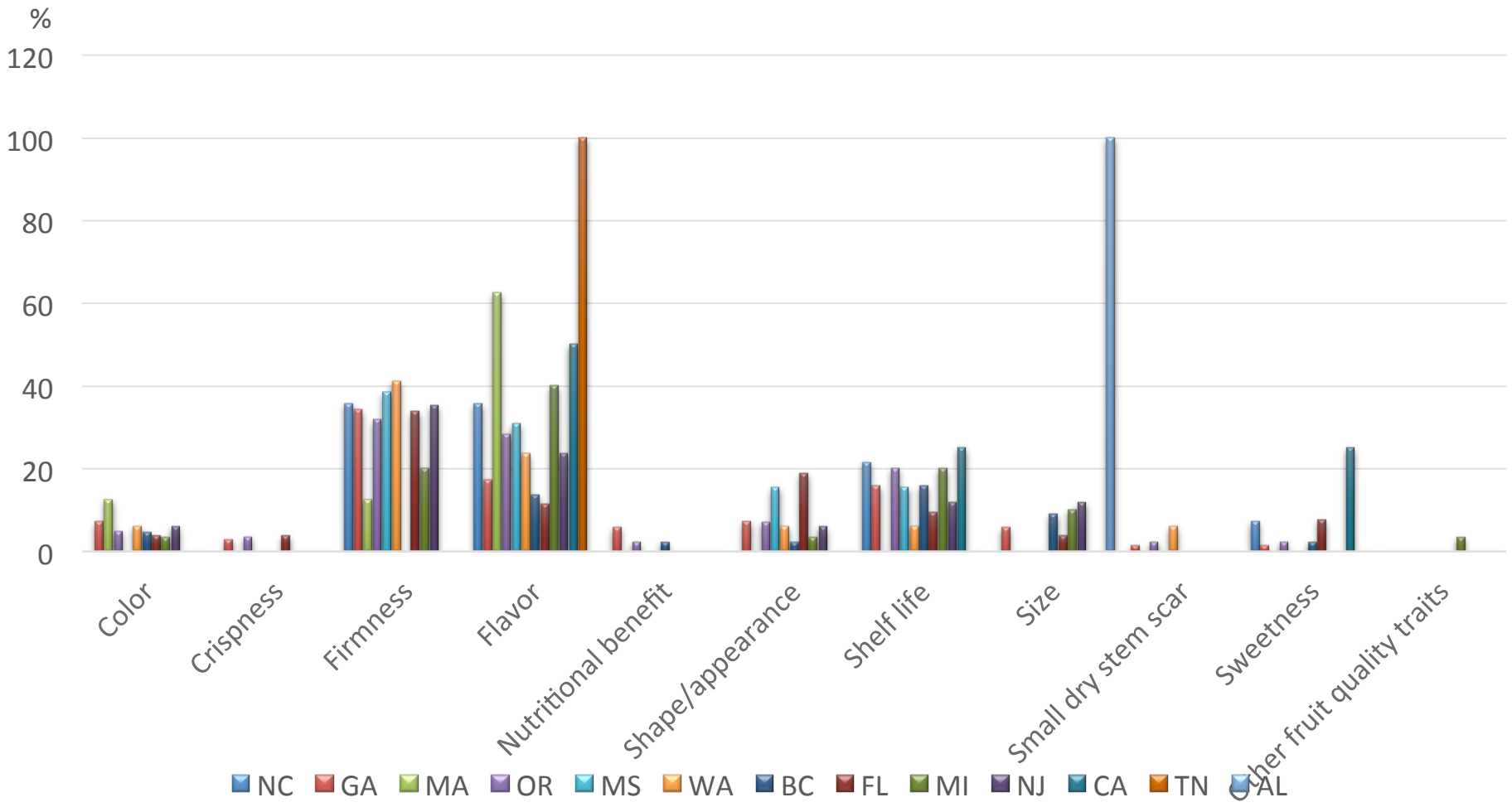
Thank you

1. Fruit quality traits
The MOST important fruit quality trait

Average responses across 13 states

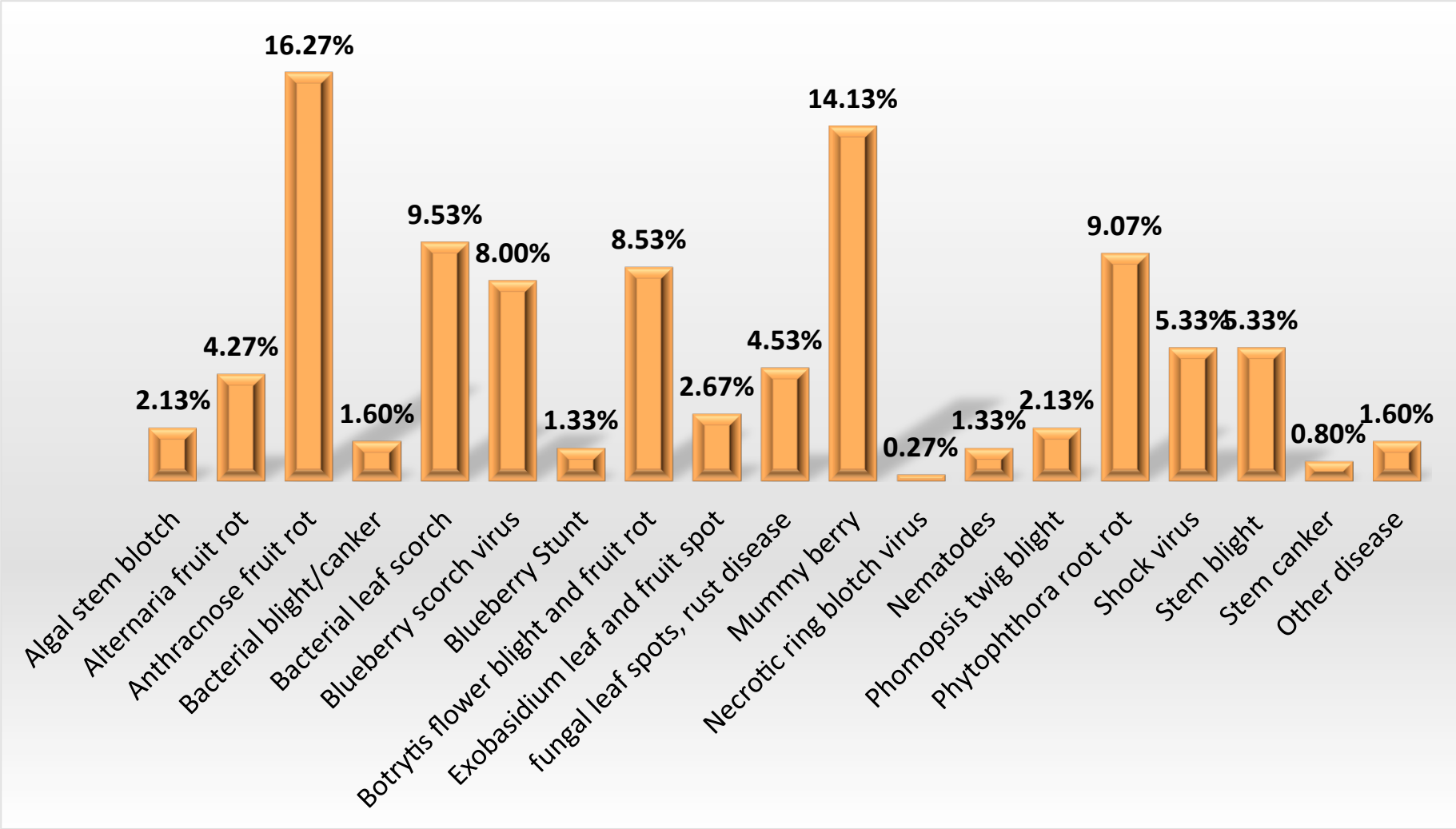


1. Fruit quality traits
The MOST important fruit quality trait, by state



2. Disease resistance
The MOST important disease resistance trait

Average responses across 13 states



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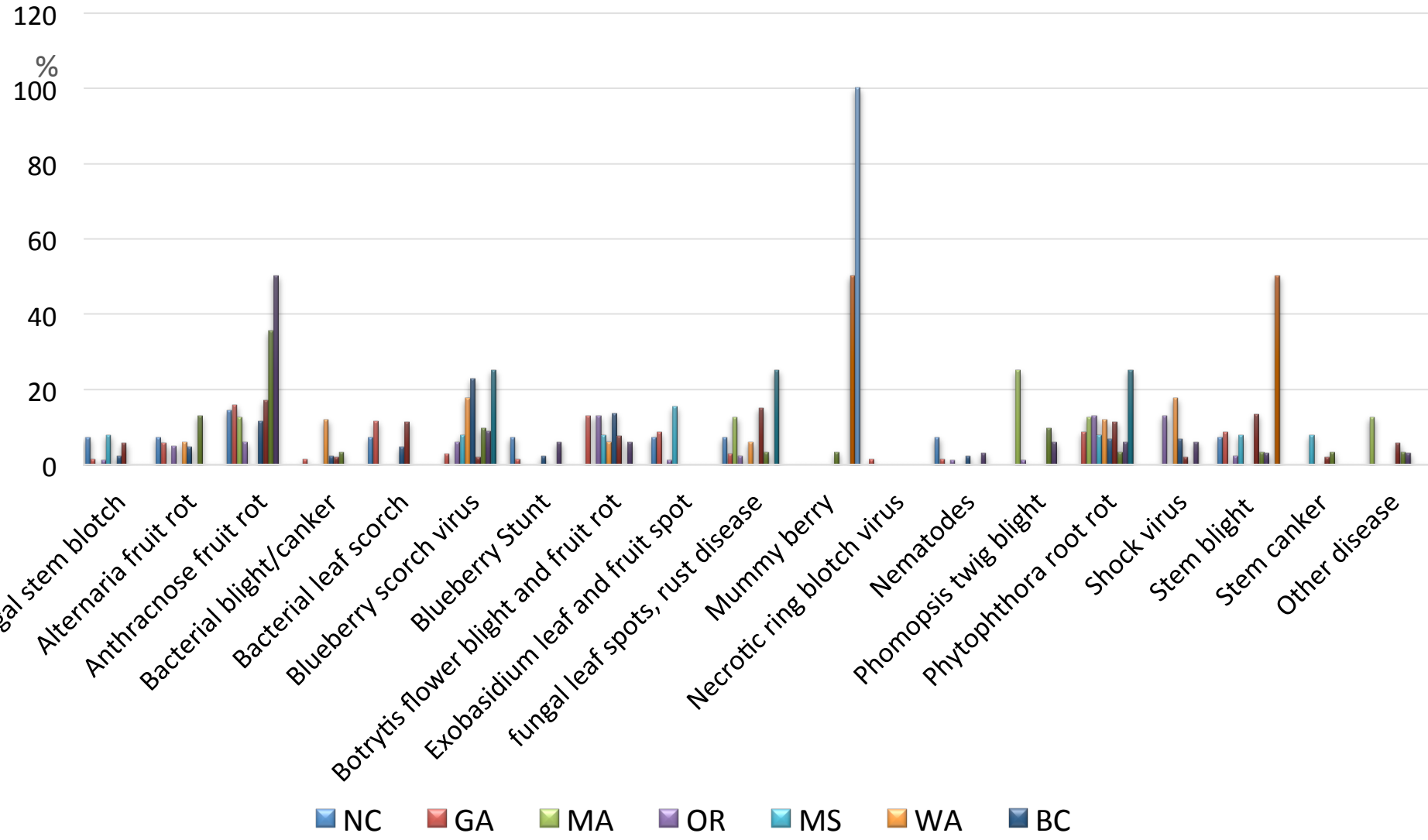
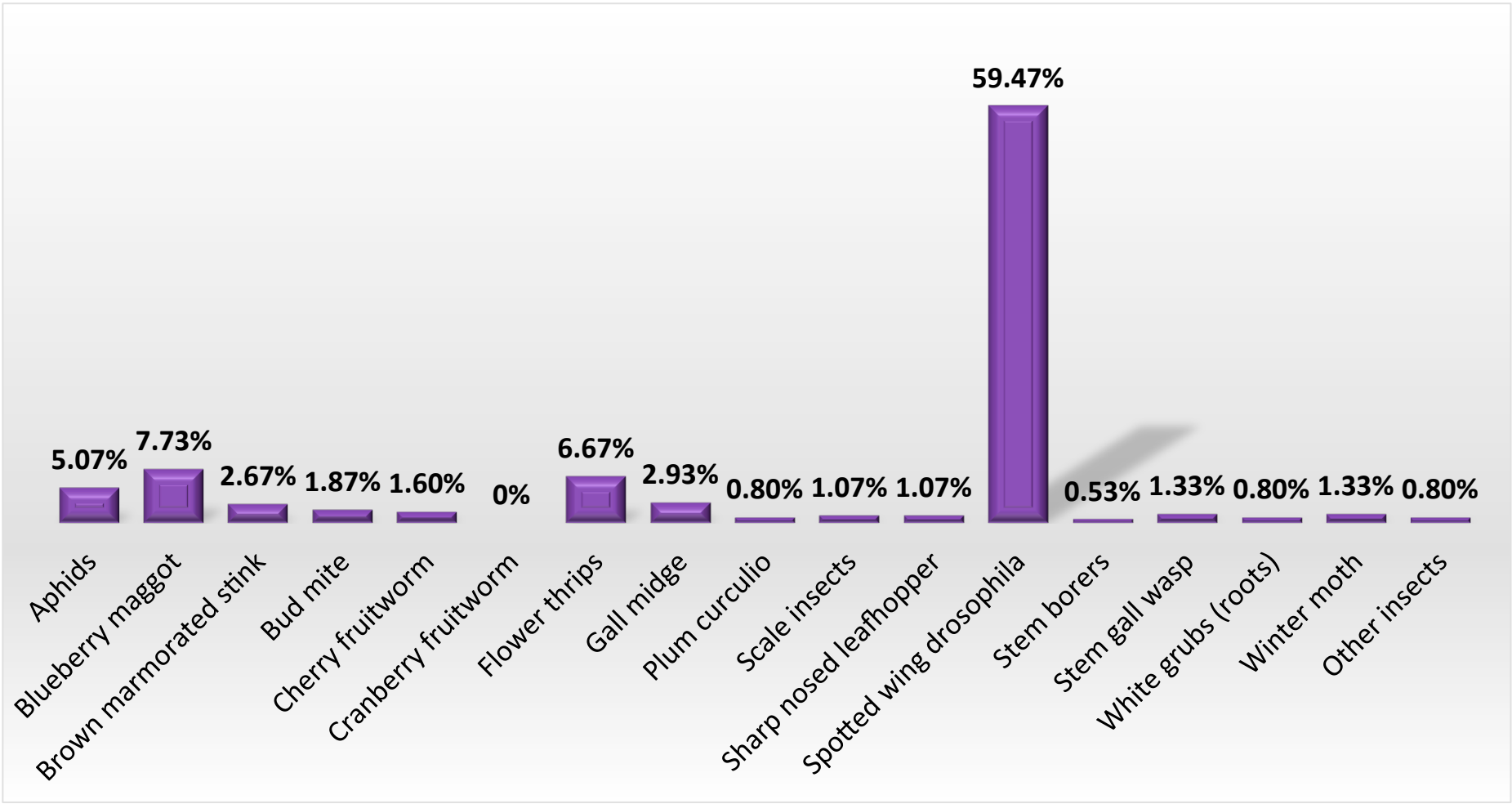
The MOST important disease resistance trait, by state



3. Insect pest resistance

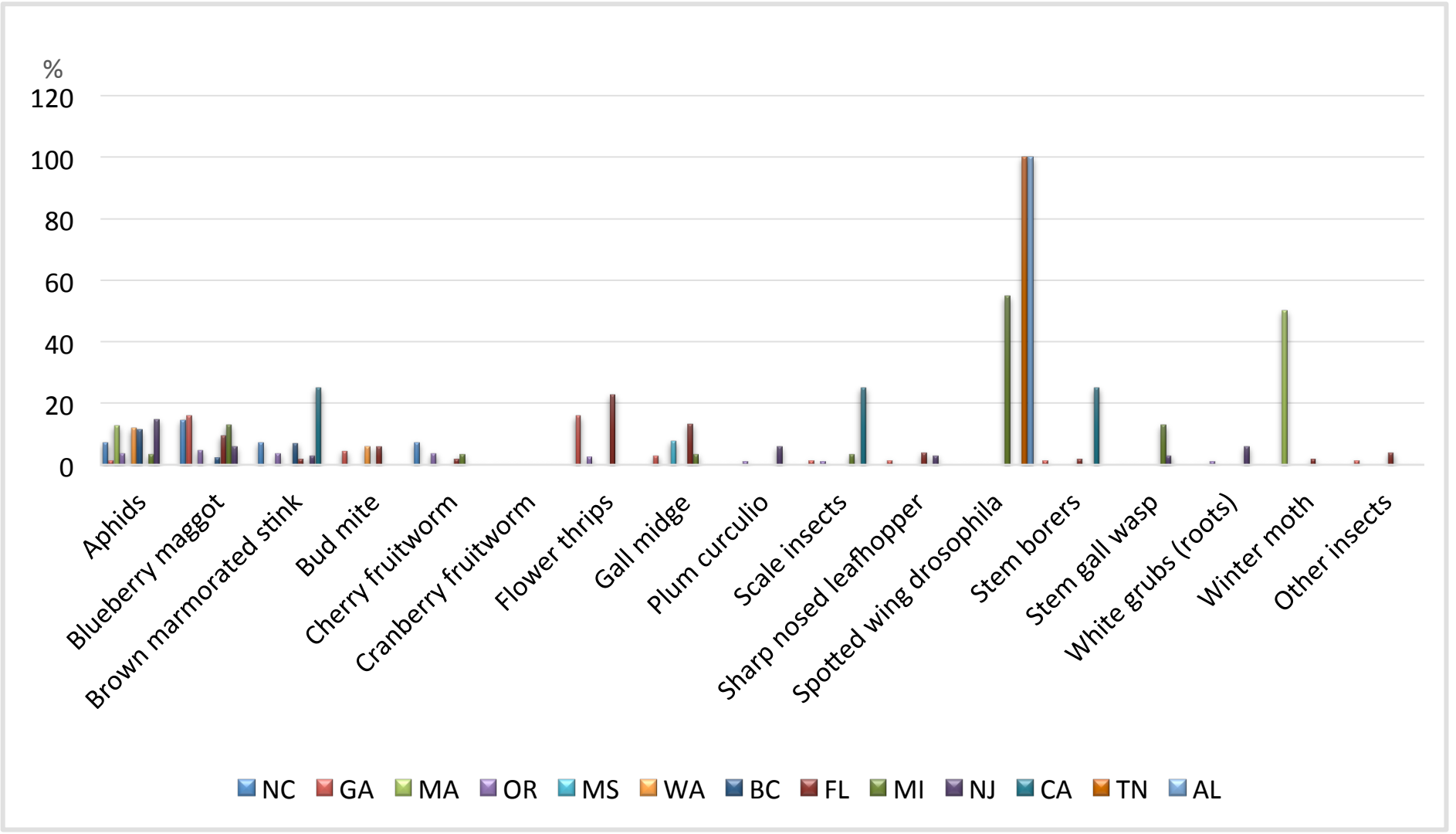
The MOST important insect pest resistance trait

Average responses across 13 states



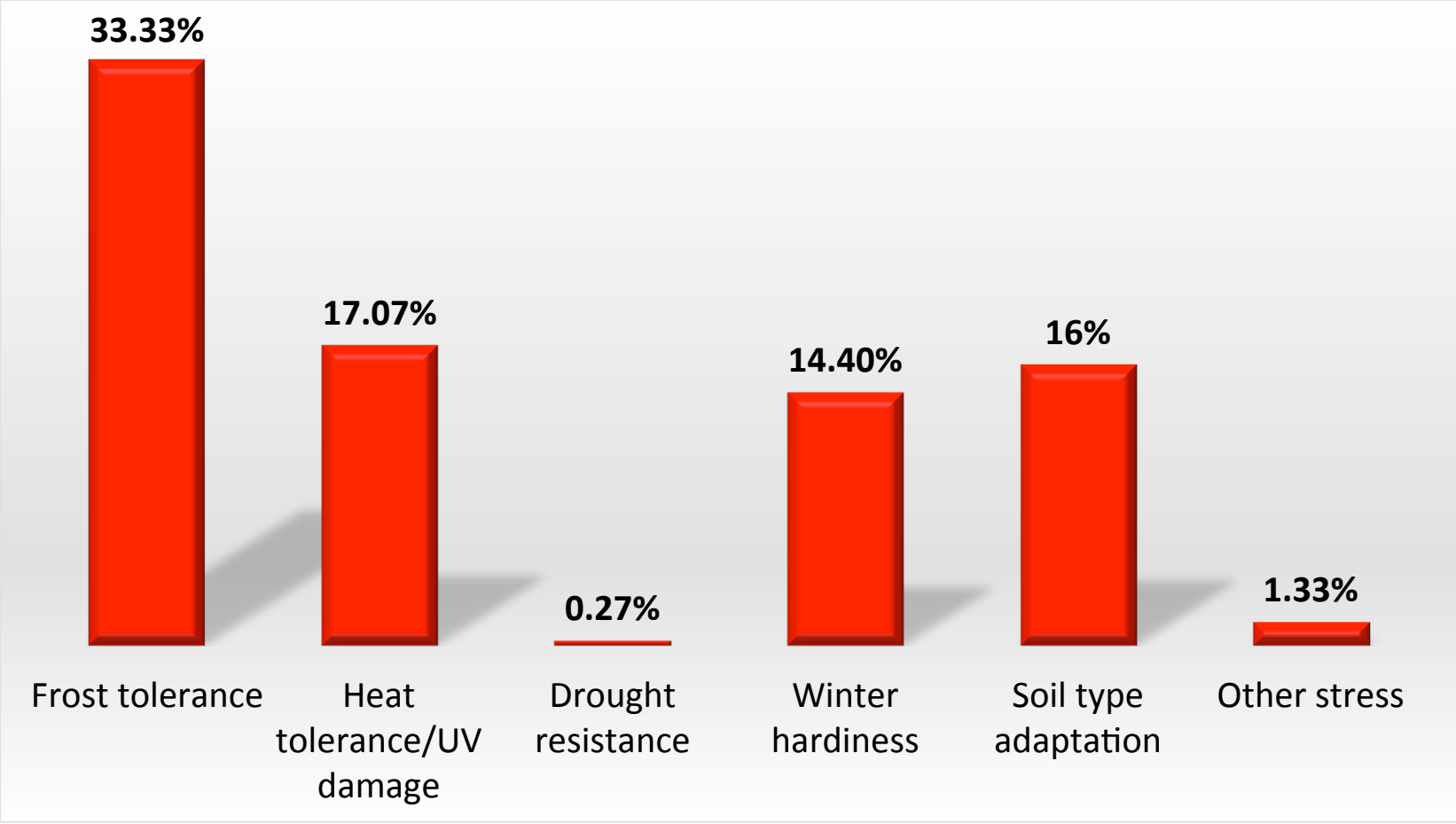
3. Insect pest resistance

The MOST important insect pest resistance trait, by state



4. Plant stress tolerance
The MOST important stress factor

Average responses across 13 states



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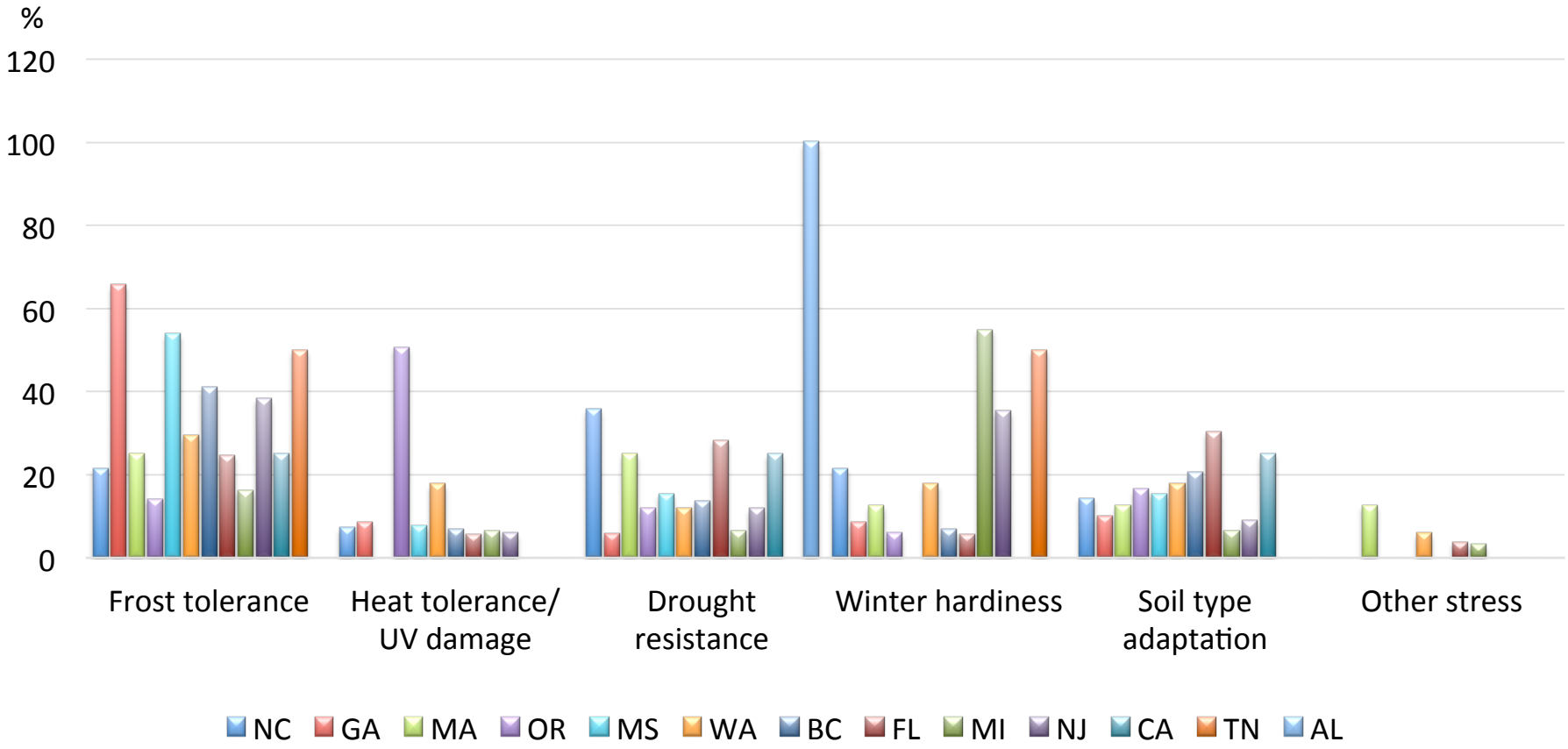
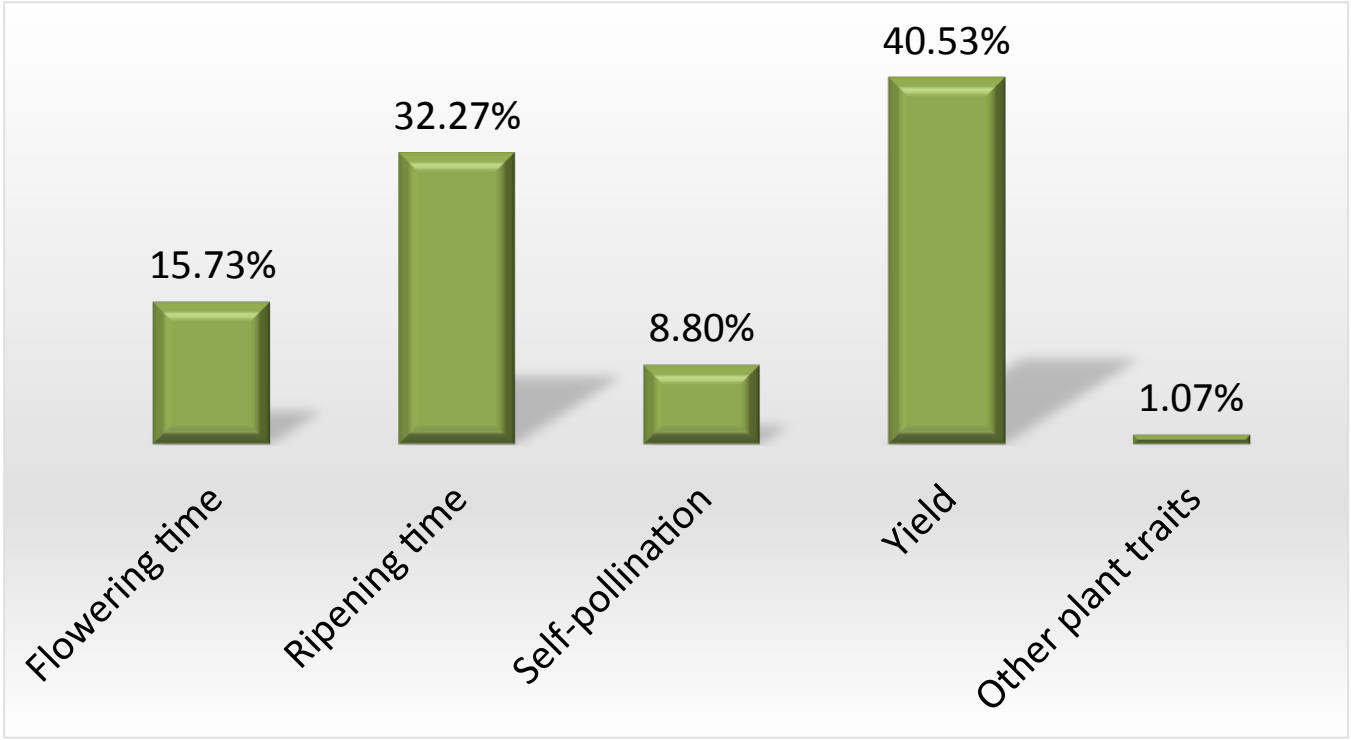


5. Other plant traits

The MOST important other plant trait

Average responses across 13 states



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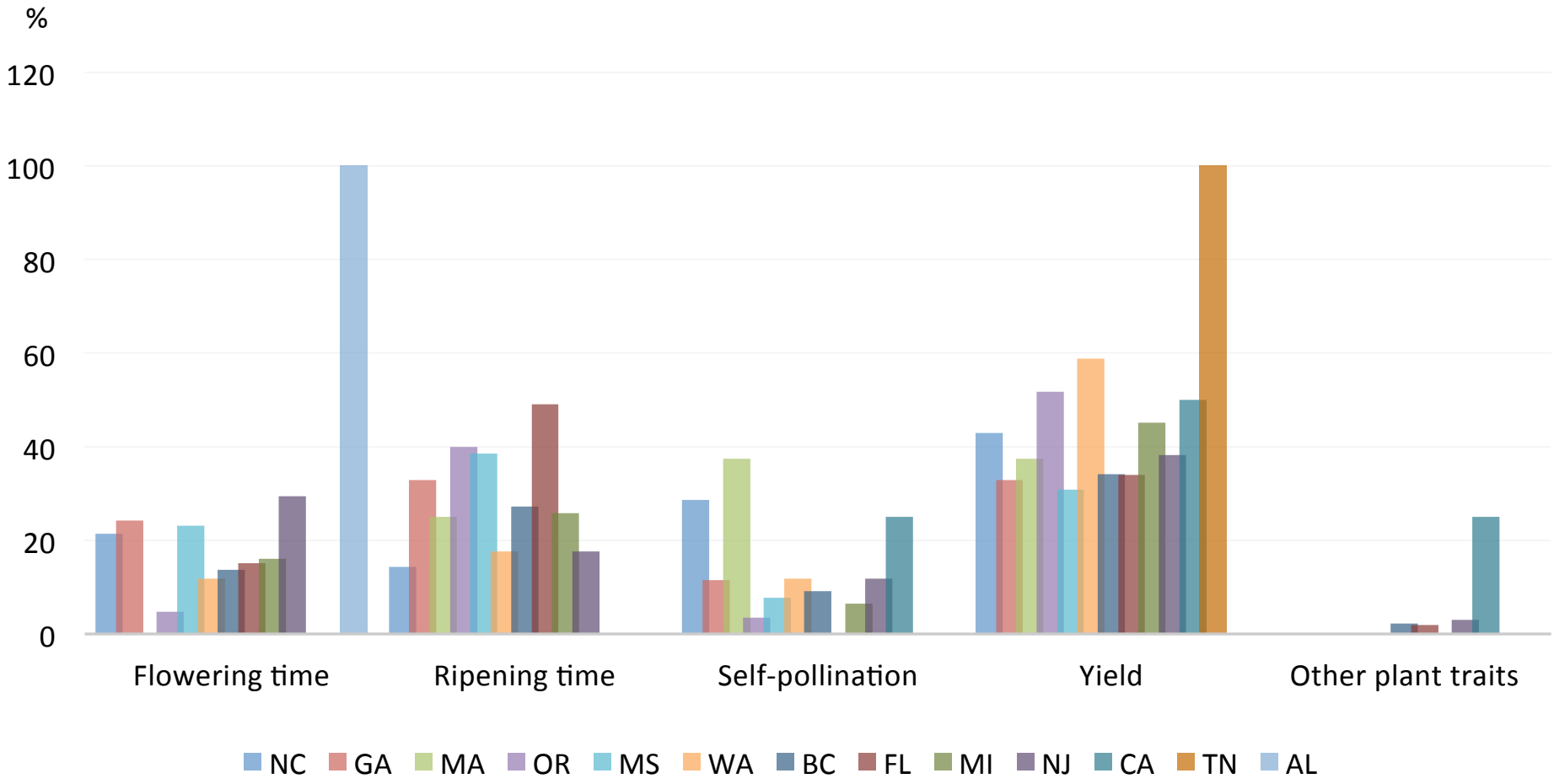
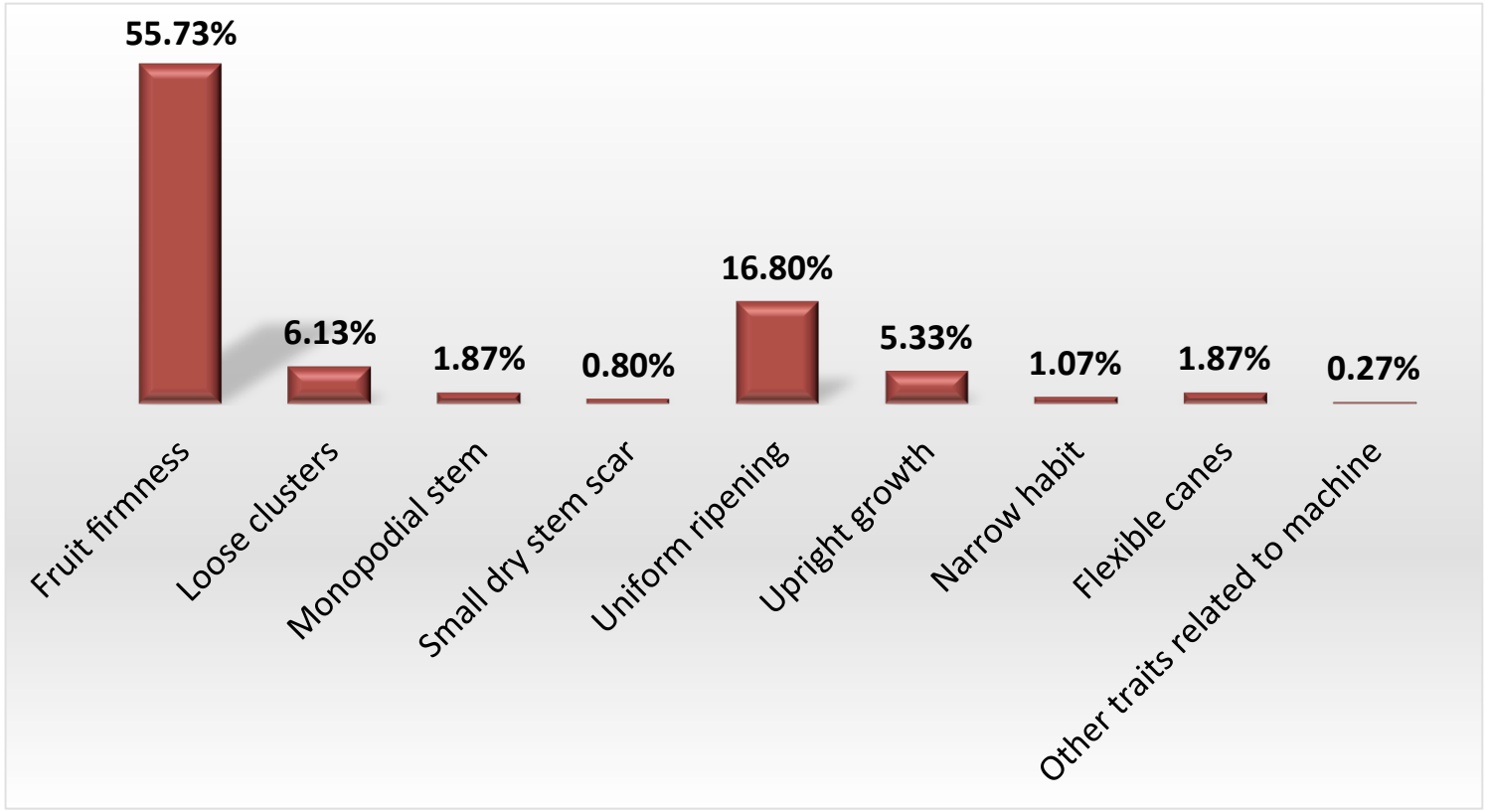
The MOST important other plant trait, by state



6. Machine harvestability

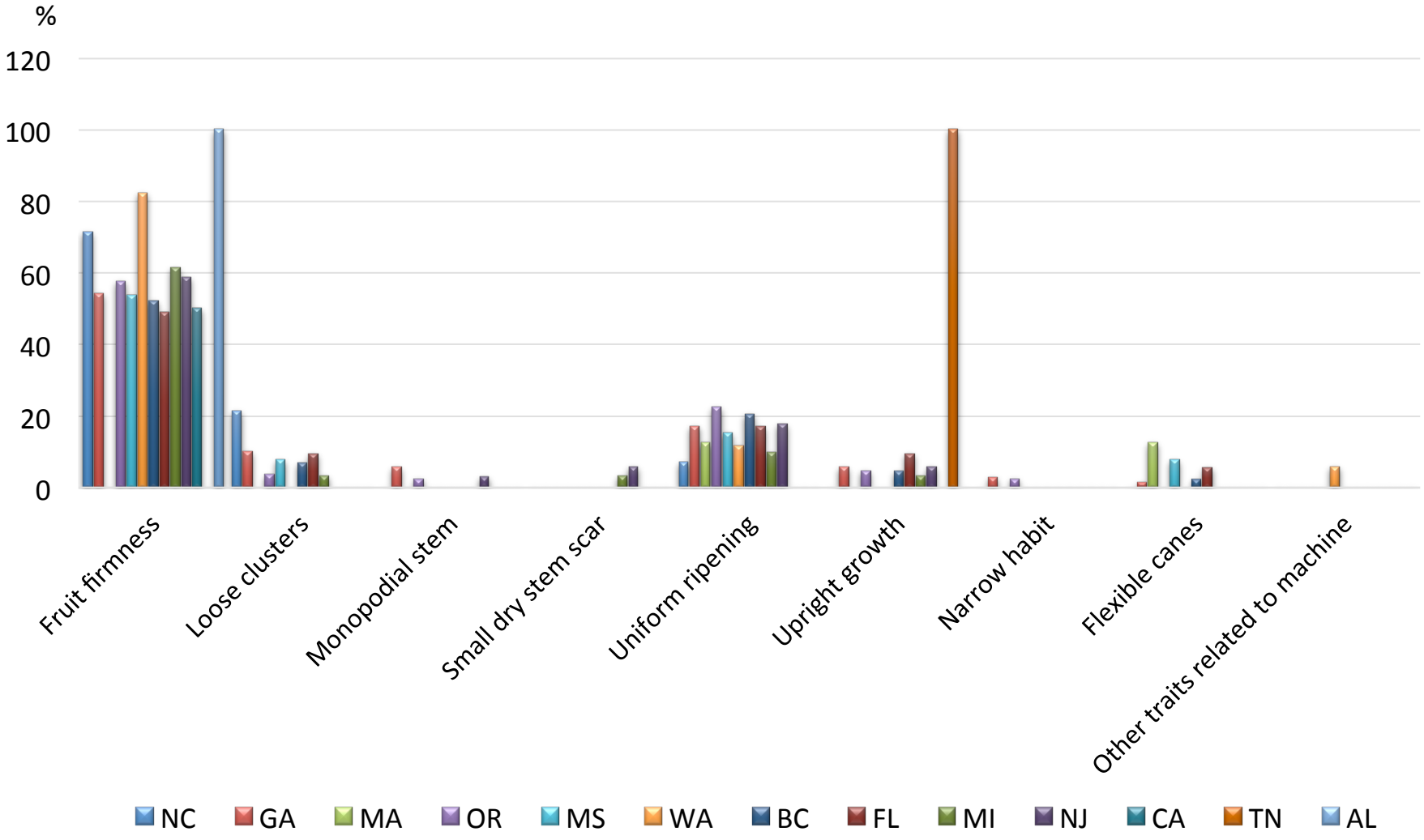
The MOST important machine harvestability factor for a successful cultivar

Average responses across 13 states



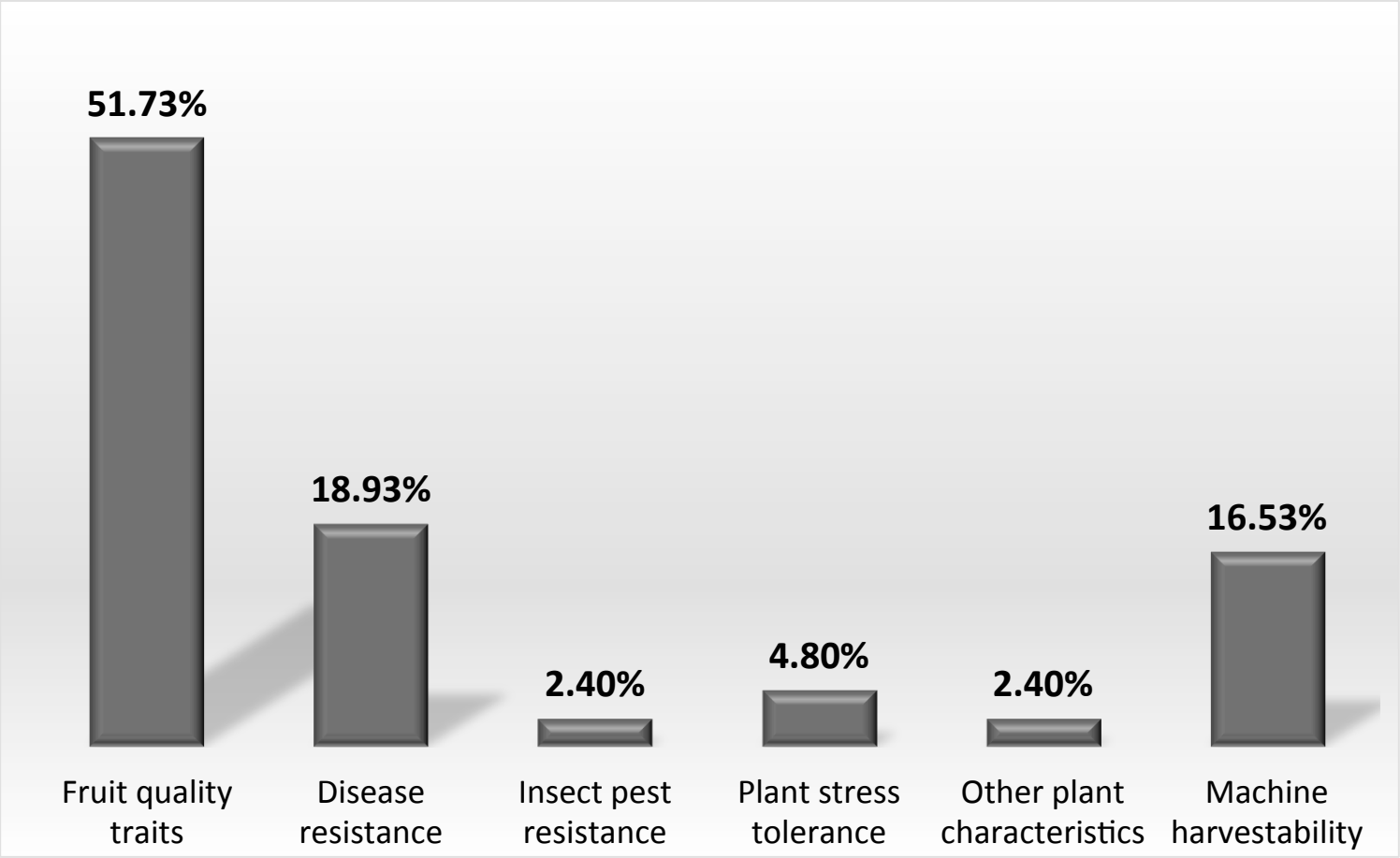
6. Machine harvestability

The MOST important machine harvestability factor for a successful cultivar, by state

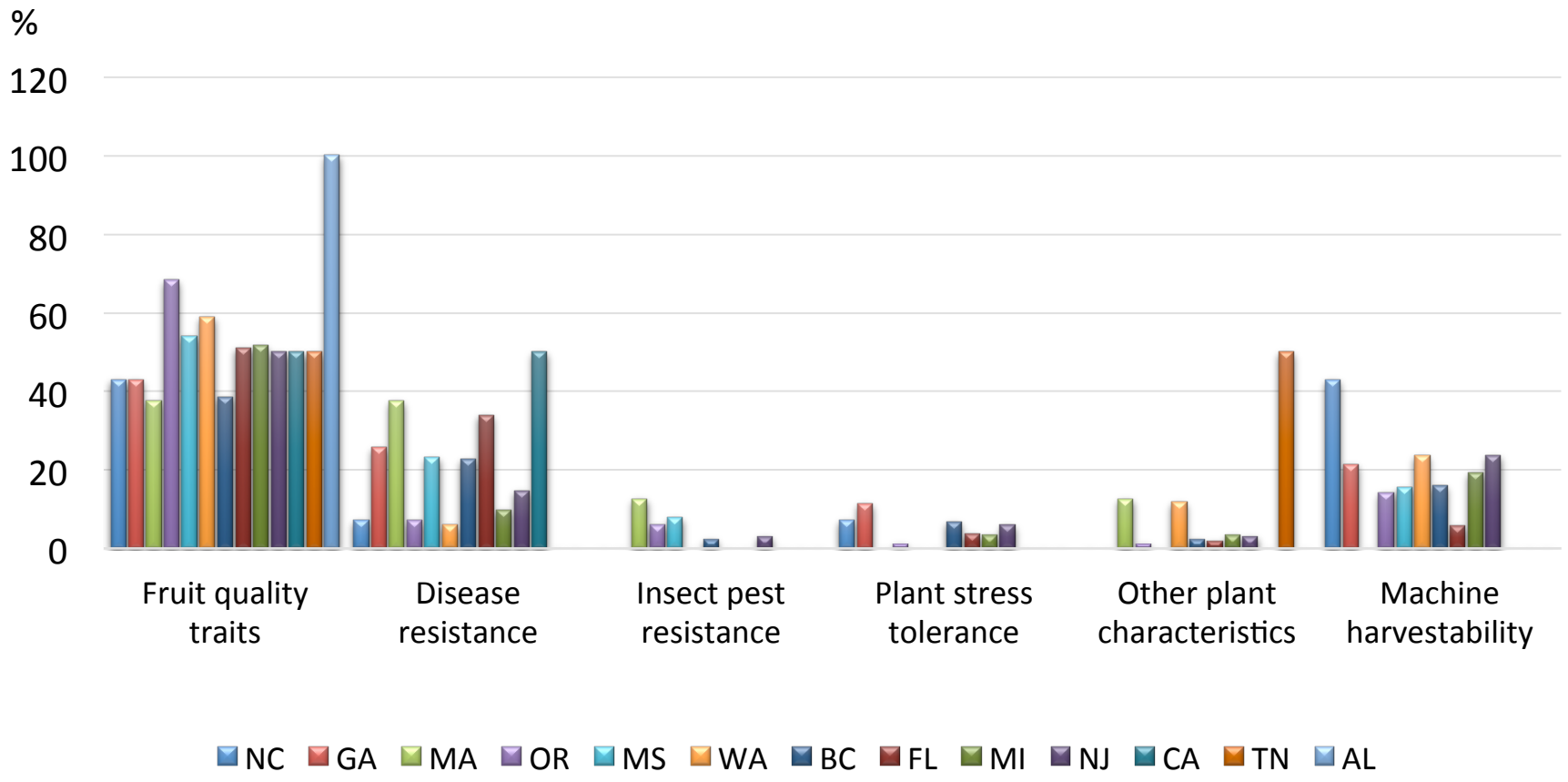


7. The MOST important group of characteristics for a new cultivar

Average responses across 13 states

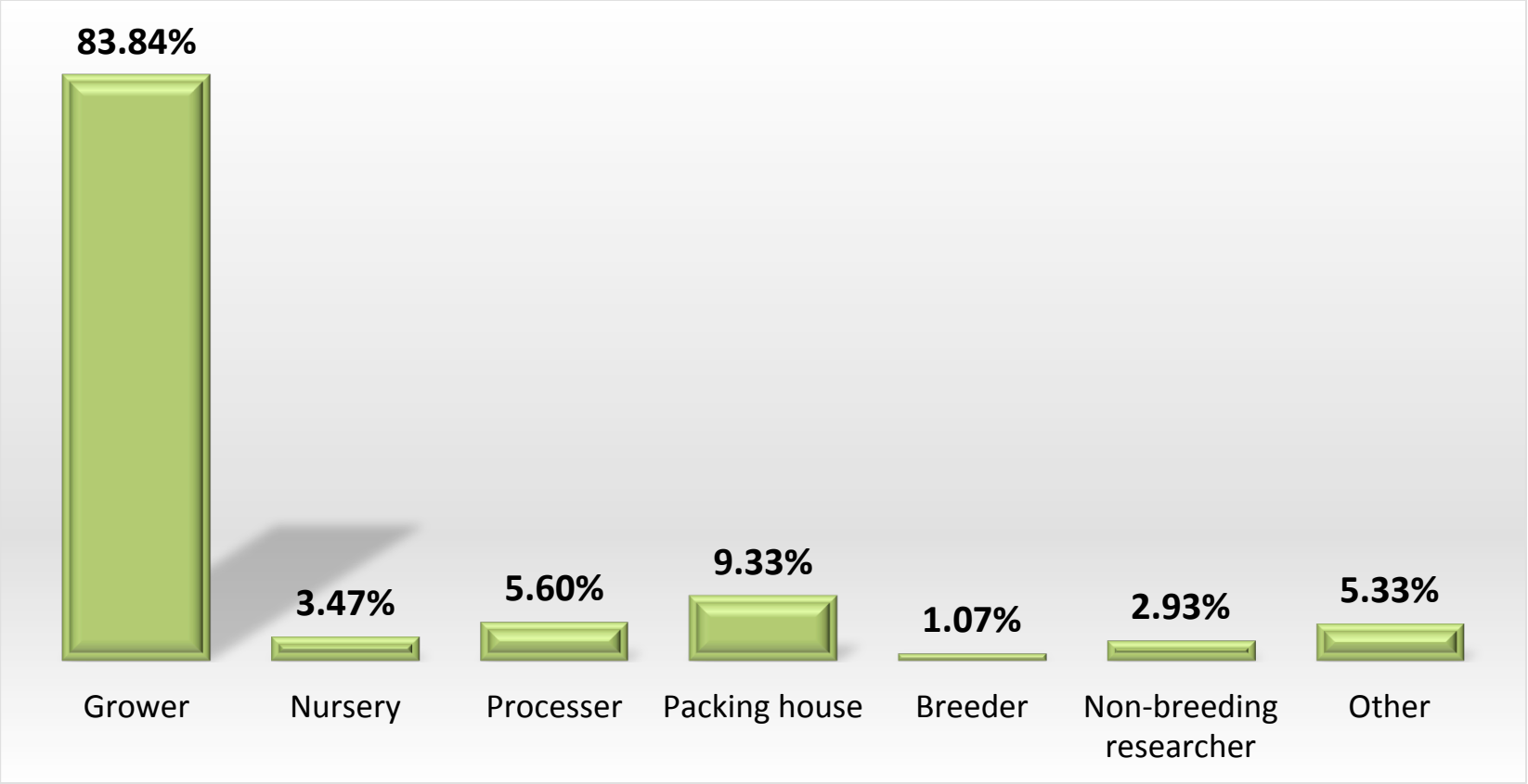


7. The MOST important group of characteristics for a new cultivar, by state

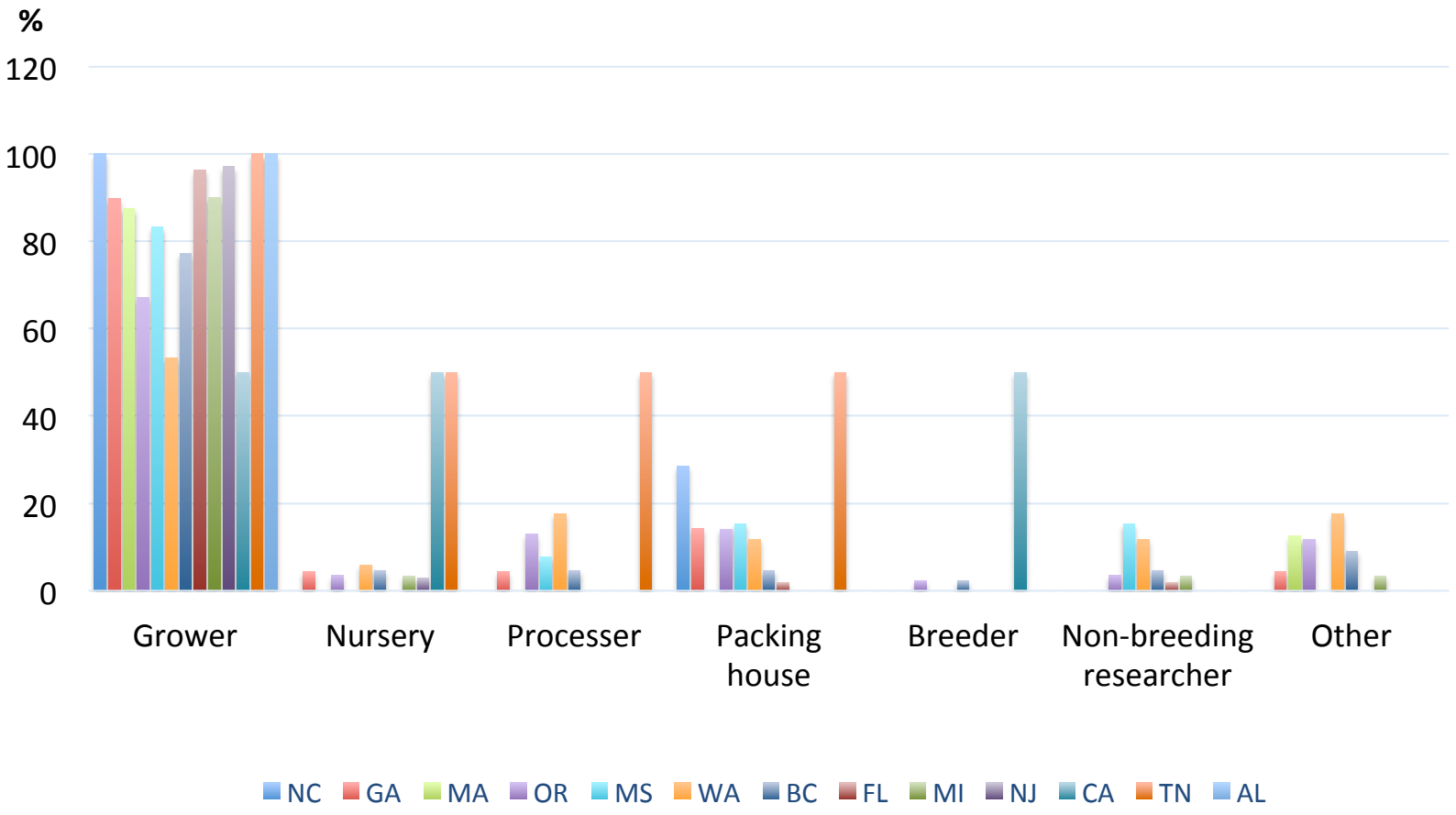


8.How do you identify yourself?

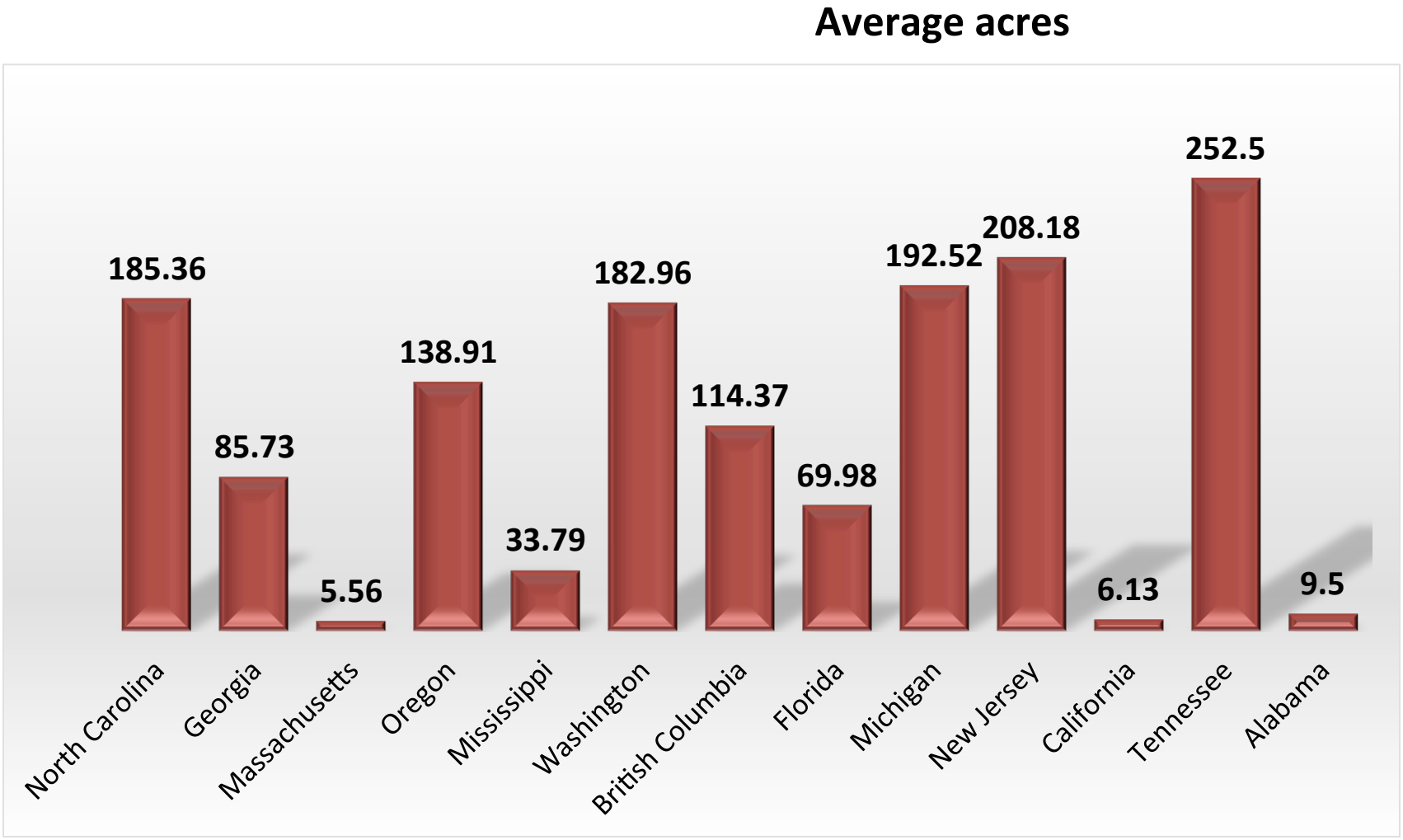
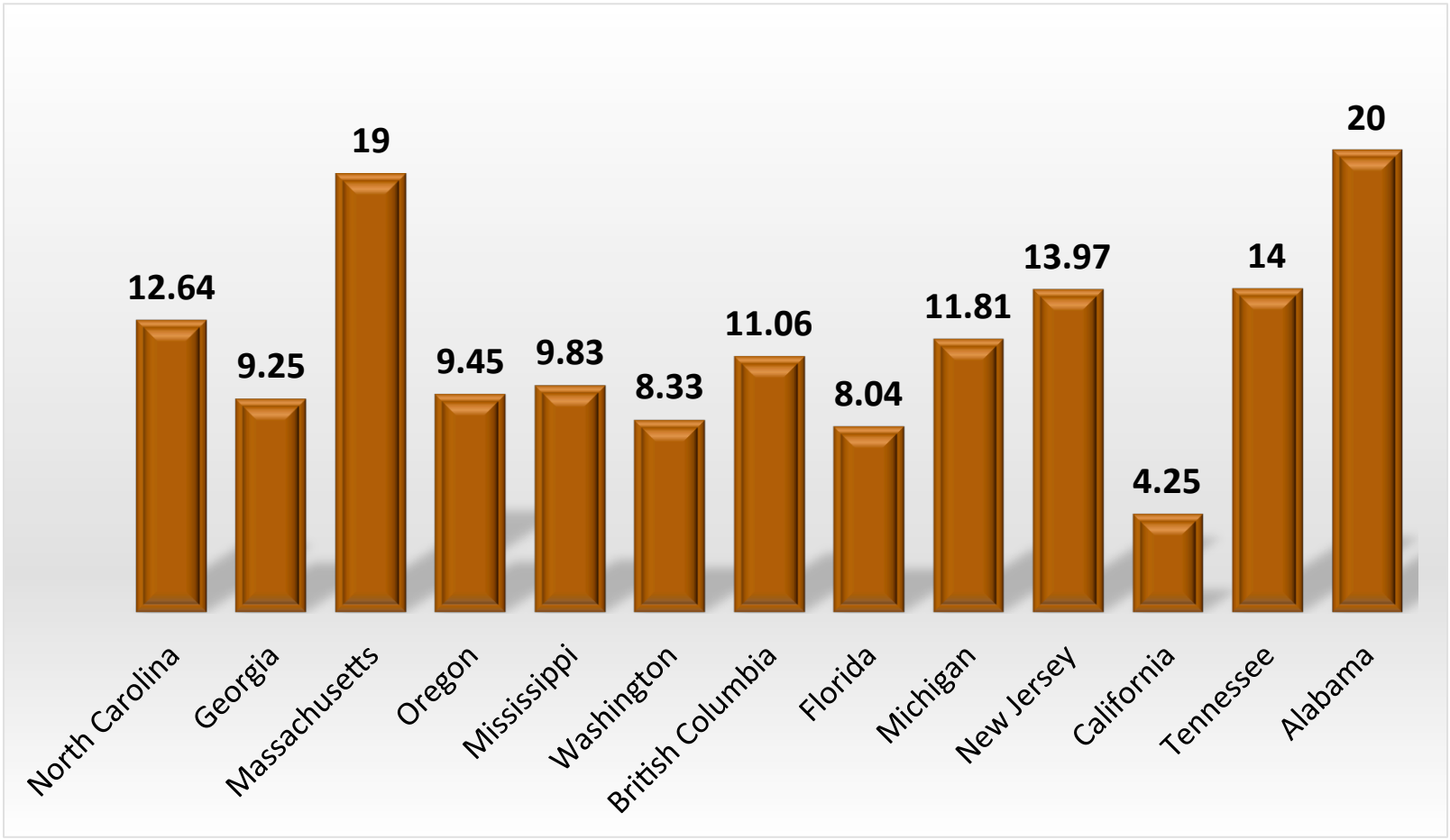
Average responses across 13 states



8.How do you identify yourself? by state



9. Size of operation, by state



10. The number of years involved in the decision-making process, by state