



Blackcurrants worldwide: production, consumption, opportunities

April 2019

1. International Blackcurrant Association:
history, organization, activities
2. Blackcurrant growing worldwide –
management of supply and demand
3. Blackcurrants around the world:
Consumer habits, availability and
opportunities





IBA

International
Blackcurrant
Association

IBA: history, organization, activities >>>



IBA: history, organization, activities

History

- ▶ bi-annual European Blackcurrant Conferences for blackcurrant growers since 1995: huge success
- ▶ Growers from USA and New Zealand keen to join
- ▶ Foundation of the International Blackcurrant Association in 2008



IBA: history, organization, activities

Organization

- Members = Blackcurrant associations (mainly of growers) from 9 countries:
Denmark, France, Germany, Japan, New Zealand, Norway, Poland, Ukraine, United Kingdom.
- Independent members: companies, research institutes etc. + individuals

Organization

Exec

General Manager



Stefanie Sharma, France

**President + 2 Vice Presidents
+ 1 coopted ex-President**



Piotr Baryla, Poland
Vice President



**Jens Pedersen,
Denmark
President**



Florent Baillard,
Vice President

Anthony Snell, UK
Ex-President



Objectives

▶ To grow the market for blackcurrants



▶ To create links



- Growers ∞ Growers
- Growers ∞ Suppliers (horticulture, machines, plant protection products...)
- Growers ∞ Processors
- Processors ∞ Processors
- Processors ∞ Consumers
- Blackcurrants ∞ Consumers

Activities

- ▶ A website with information for everyone interested in blackcurrants

- ▶ www.blackcurrant-iba.com



Activities



► Share information

- presentations from the conferences

IBA Web Library – Categories

Search By Categories

Have pleasure to read through a hundred of exciting presentations: they concern blackcurrant research in the fields of agronomy and health, blackcurrant marketing, and information from suppliers to consumers. Please choose the topic of your interest among the following categories:

-  agronomy/plant breeding/horticulture
-  health research
-  market/demand & supply
-  supplier & customer information

You may search by keyword or simply scroll down the list of titles and pick whatever is of your interest. The categories will help you to shorten the list.

Agromy, Plant Breeding, Horticulture

- global production statistics

The IBA Global Blackcurrant Annual Production Report*

*Sponsored by WERENCZUK FMR - the world's leading blackcurrant harvesting equipment company.



COUNTRY	2011		2012		2013		2014		2015	
	hectares	Total Yield (t/ha)	hectares	Total Yield (t/ha)	hectares	Total Yield (t/ha)	hectares	Total Yield (t/ha)	hectares	Total Yield (t/ha)
AUSTRALIA	1.600	3.200	8.400	1.680	8.400	1.680	11.000	1.680	7.000	4.900
CANADA	400	200	400	400	300	300	300	300	300	300
ESTONIA	1.800	2.000	2.000	1.800	2.000	1.800	2.000	2.000	1.800	2.000
FINLAND	2.000	7.000	7.000	2.000	4.000	4.000	7.000	8.000	2.000	2.000
FRANCE	1.800	4.000	4.000	1.800	4.000	4.000	8.000	8.000	8.000	8.000
GERMANY	300	600	300	300	300	300	300	300	300	300
HUNGARY	870	1.740	345	345	300	300	540	540	600	600
ITALY	3.000	7.000	8.000	2.000	8.000	3.100	8.000	2.000	3.000	3.000
NETHERLANDS	400	2.000	2.000	370	2.000	300	2.000	1.800	2.000	2.000
NORWAY	100	200	200	200	200	200	200	200	200	200
POLAND	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000	10.000
RUSSIA	No statistics available for Russian production as government required to keep specific banking statistics, including blackcurrants.									
UKRAINE	400	1.600	400	400	400	400	400	400	400	400
UNITED KINGDOM	2.400	10.700	10.700	2.400	10.000	2.400	10.000	14.000	8.000	11.000
USA	6.300	21.000	21.000	6.300	21.000	21.000	21.000	21.000	21.000	21.000
EUROPE TOTAL	41.300	110.300	110.300	41.300	110.300	110.300	110.300	110.300	110.300	110.300
ASIA	700	400	700	700	700	700	700	700	700	700
CANADA	300	1500	15.000	3.000	11.000	3.000	3.000	3.000	3.000	3.000
CHINA	1.500	3.000	3.000	1.500	3.000	1.500	3.000	3.000	3.000	3.000
NEW ZEALAND	100	200	200	100	200	100	200	100	100	100
U.S.A.	100	200	200	100	200	100	200	100	100	100
WORLD TOTAL	60.300	170.000	171.000	60.300	170.000	171.000	171.000	171.000	171.000	171.000




Activities

► Share information:




- Plant protection products

Insecticides (Update March 2016)

Active ingredient insecticides	APHIDS	CLEARWING	CATERPILLAR	MITES	MIDGES	GALL MITE	DROSOPHILA SUZUKII	used in
abamectin *								
acetamipride	3	2	2		2			 
bacillus thuringiensis			1 (UK) / 2 (F/DK)					   
camelina oil	2			2				
chlorantraniliprole			3					
...							1 (post)	 

- Blackcurrant varieties

Tisel



Parentage
Titania x zelfed

Breeding Center
Instytut Cadoownictwa i Kwaciarnstwa, Skierniewice

Plant Specifics

Plant Growth	tall								
Plant Habit	upright								
Time Of Flowering	early								
Time Of Fruit Ripening	early								
Fruit Yield	high								
Susceptibility To Main Diseases And Pests *	<table> <tr> <td>Powdery Mildew</td> <td>2</td> </tr> <tr> <td>Antracnose</td> <td>5</td> </tr> <tr> <td>WPBR</td> <td>2</td> </tr> <tr> <td>Gall Mite</td> <td>2</td> </tr> </table>	Powdery Mildew	2	Antracnose	5	WPBR	2	Gall Mite	2
Powdery Mildew	2								
Antracnose	5								
WPBR	2								
Gall Mite	2								

* Ranking scale: 1-9 (1 = resistant, 9 = very highly infected)

Fruit Specifics

Fruit Size / Weight	medium (0,71-1,0g)
Fruit Quality / Chemical Fruit Analyses *	medium quality

Activities

► Bi-monthly newsletters



[View this email online](#)



Promoting blackcurrants: a remarkable Polish initiative to be copied

A campaign to promote blackcurrants - this kind of initiative had already been taken by the French association of blackcurrant producers (ANCG) in 2009, and another one has been ongoing in...



Blackcurrant price disaster 2015 – what's up for 2016?

The blackcurrant harvest has now been completed in New Zealand - and this is how the season 2015/16 ends for the blackcurrant growers worldwide. While growers in Europe are now...



Innovative blackcurrant product competition

The 5th International Blackcurrant Conference in Ashford, Kent, is launching a competition for blackcurrant products in three categories: drinks, food products and functional food. Through peer evaluation and an expert panel, the...



IBA: history, organization, activities

Activities

- ▶ Bi-annual conferences in different countries
- ▶ Next conference: Lviv, Ukraine (June 2020)

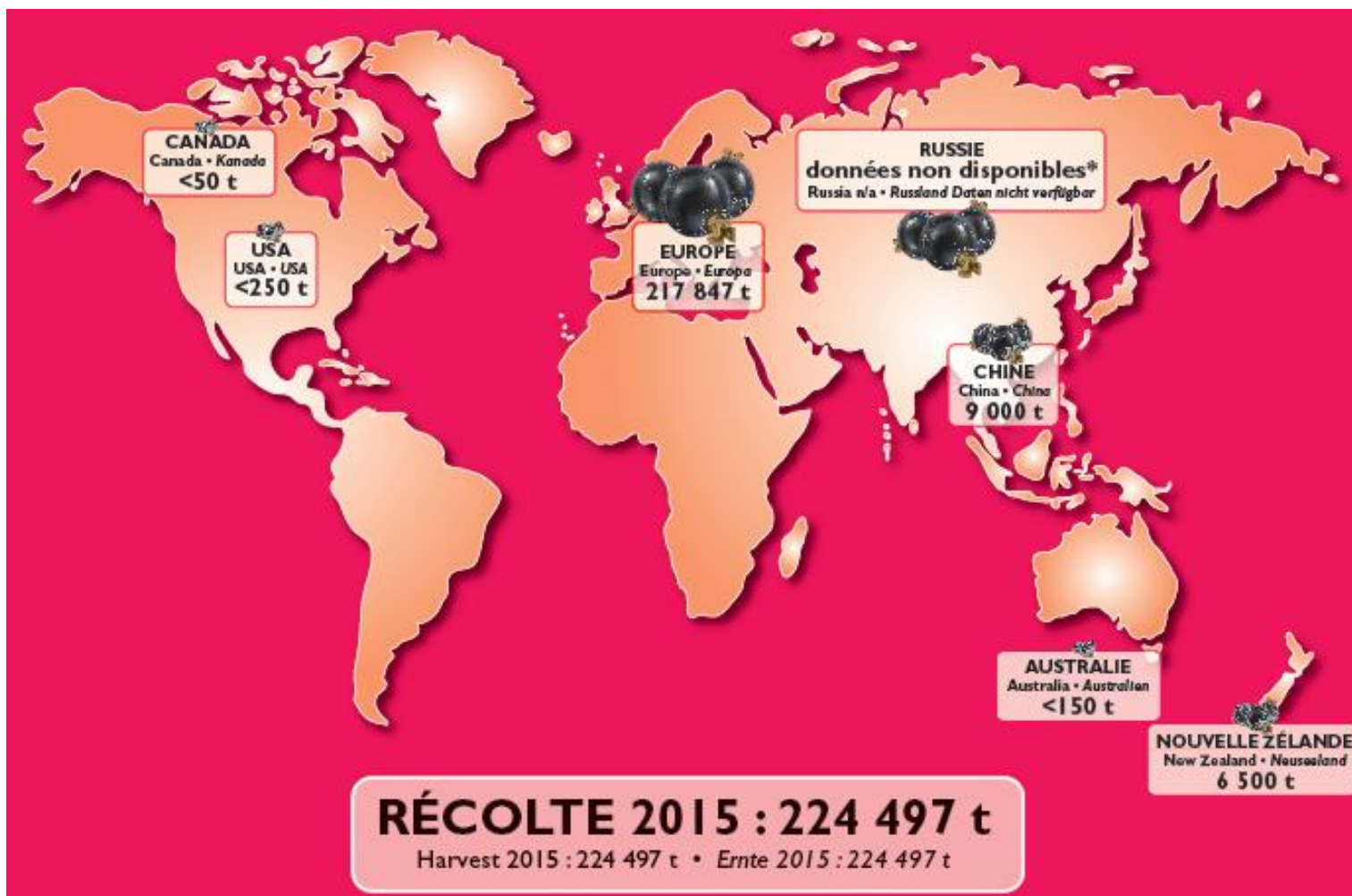


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Blackcurrants worldwide –
production and consumption >>>

Blackcurrant production (world)

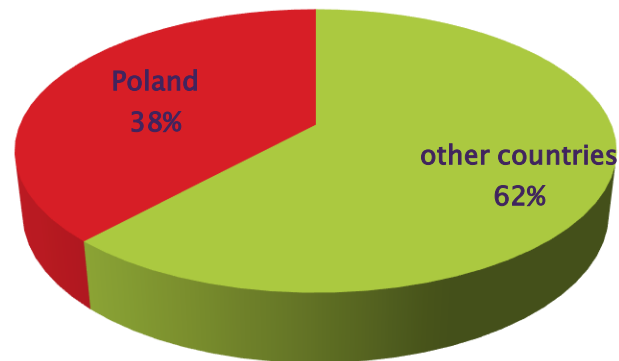


Blackcurrant production (Europe)



- ▶ Only few countries absorb their share of blackcurrants within their own country.
- ▶ The biggest share of blackcurrants is being processed into concentrates (juices). BUT: the fruit juice market has been stable (or even declining) over the past 10 years:

BC juice consumption in the EU
in 2012 (no significant changes since)



Result: overproduction and low prices

Management of supply and demand

Example 1: France

- ▶ Growing surface: 1300 ha (3 major growing areas)
- ▶ Average annual production: 4600t
- ▶ 70% of the yield goes into contracted processing (liqueurs, juices, purees) in France
- ▶ Prices for blackcurrants under contract (until 2019): 0,90€ – 1,60€ / kg



Note: Contracts include strict conditions in terms of varieties, use of plant protection products and residue levels, soil, Brix... ⇒ full traceability

Management of supply and demand

Example 2: United Kingdom

- ▶ Growing surface: 2400 ha
- ▶ Average annual production: 12000t
- ▶ 90% of the yield goes into contracted processing (Ribena)
- ▶ Tonnage contracts for 5 years, price negotiations in February / March between growers and LRS (Lucozade Ribena Suntory), prices are fixed long before harvest (cannot be discussed openly)
- ▶ Agronomy services from Ribena + bonuses according to the quality of the fruits
- ▶ Contracts include levies for variety research and promotion of BC within the UK



Note: Contracts include strict conditions in terms of varieties, use of plant protection products and residue levels, Brix... ⇒ full traceability

How to match supply and demand? Where are the opportunities?

- ▶ Survey conducted in May 2018
- ▶ 9 representative countries:
 - Denmark, Germany, Poland, United Kingdom
 - Japan, New Zealand, USA, Russia, Ukraine

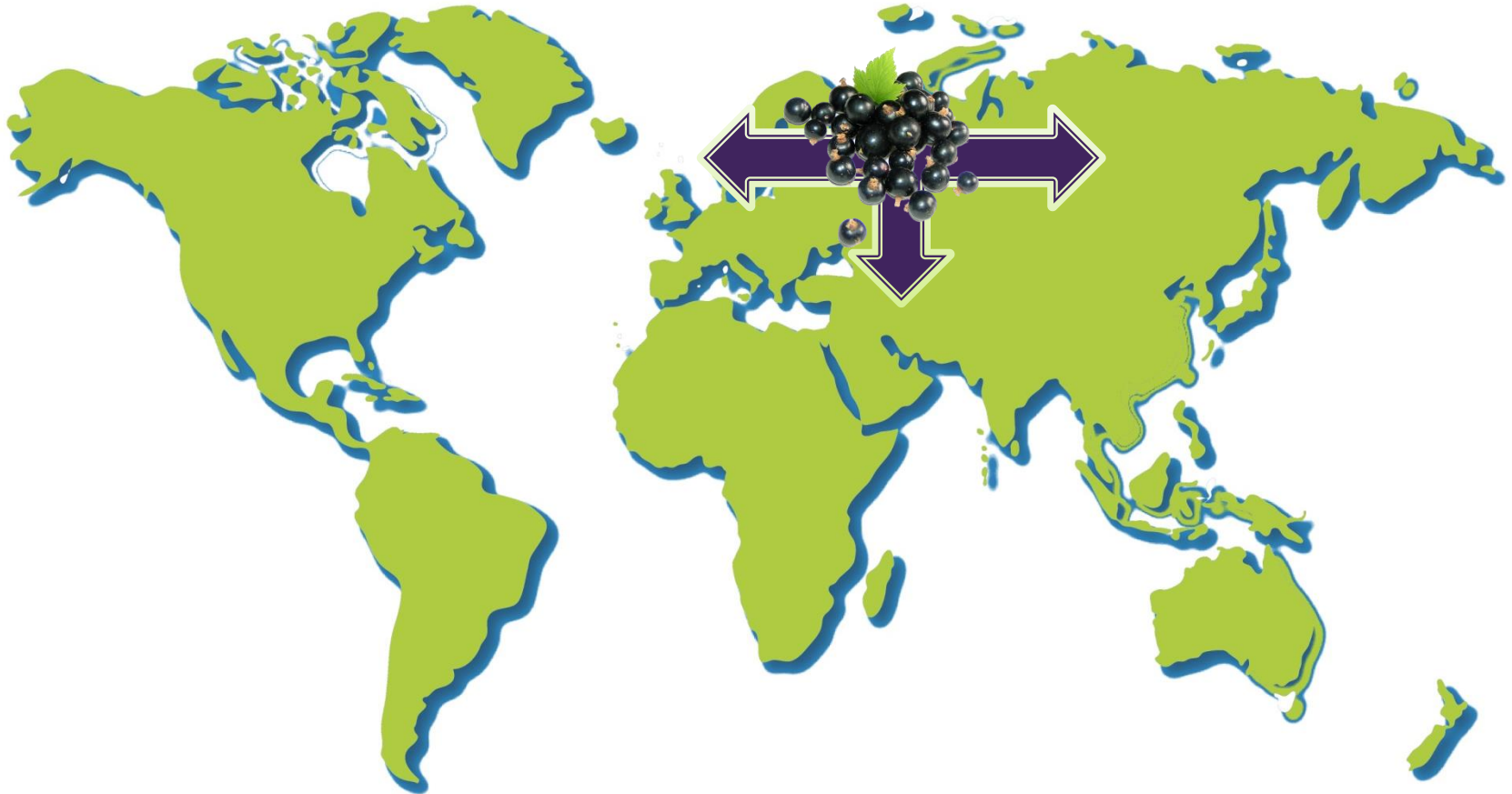


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Consumer habits, availability,
opportunities >>

Consumer habits



The further from the home of BC, the less known, grown, appreciated, used they are

Traditionally, people know and consume BC
or BC products...



... grow them in their gardens...
... and appreciate their taste.

Health benefits – consumer knowledge

USA:

Vitamin C, anti-oxidant properties, but: difficulty to advertise health benefits by companies that sell currants

Russia:
Vitamin C, anti-oxidant, fever reducer, prevention of heart and vessel diseases, anti-inflammatory, cancer protection, antiseptic, favorable impact on gastro-intestinal tract

Ukraine:

Vitamin C, absorption of radionuclides from the human organism, remedy for cold

very little knowledge in **Japan**

New Zealand:

eyes, general immunity & well-being, cognition

Worldwide n°1: Vitamin C !!!

Health benefits – consumer knowledge

UK:

Vitamin C, cancer, brain boost, dementia, gut health, eye strain, cardiovascular, urinary tract infection, healthy gut, anthocyanins

(traditional since the 2nd World War is BC as a substitute for vitamin C from citrus fruits. Current promotional campaigns around all other benefits led by the British BC Foundation!)

France:

Awareness, but no particular knowledge

Denmark:

Vitamin C

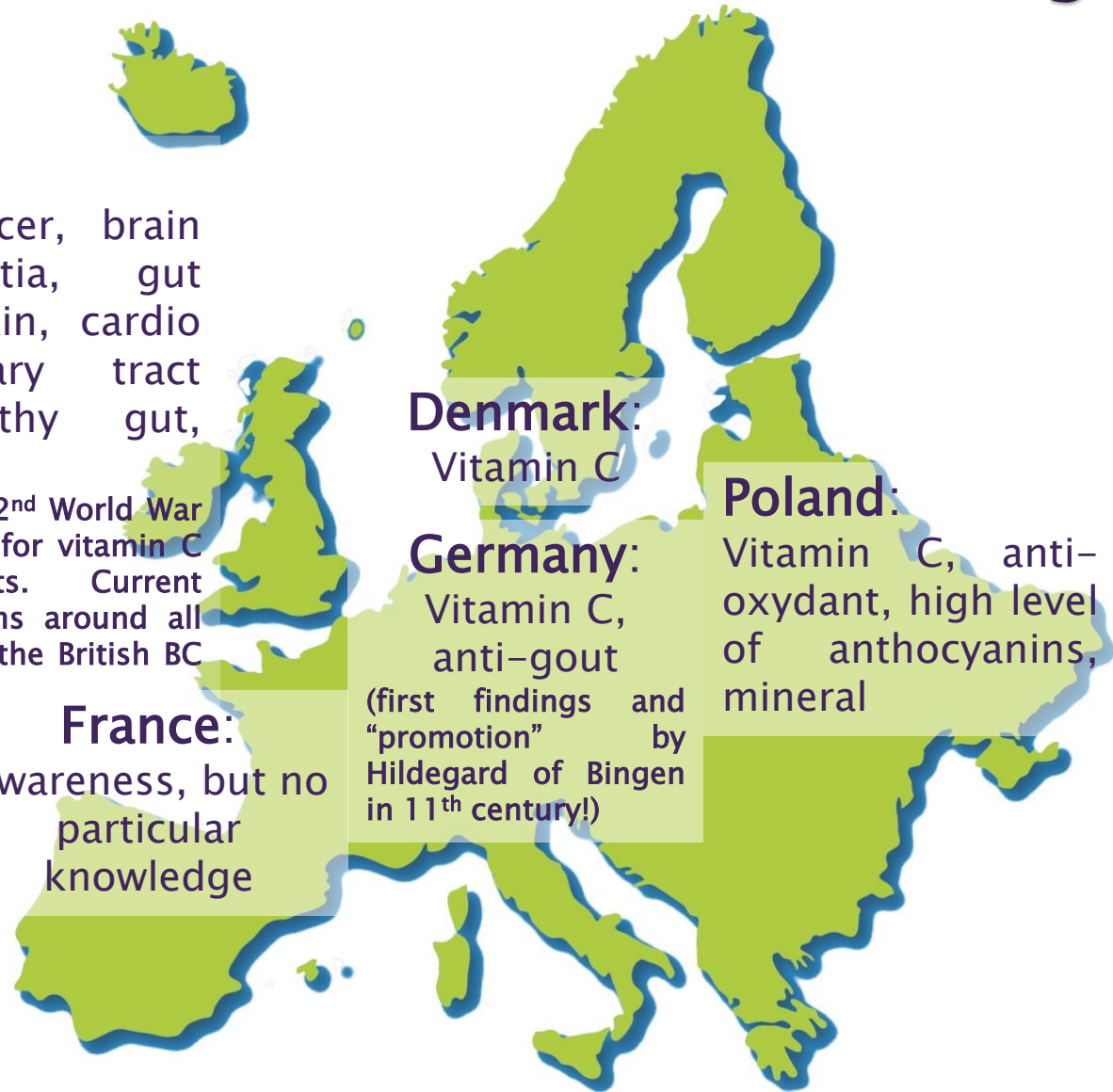
Germany:

Vitamin C, anti-gout

(first findings and “promotion” by Hildegard of Bingen in 11th century!)

Poland:

Vitamin C, anti-oxidant, high level of anthocyanins, mineral



Home Uses

Particularities:



France:
Home-made
liqueurs


































































































Russia:
Consumed also
raw, and used to
make smoothies or
fruit wines . Jams
are most popular
(not as a spread, but to
eat straight with an
afternoon tea)

**Japan and
New Zealand:**
Not much
home use of BC
purchased as
processed
products



























Universal agreement:
jams, juices / cordials, pastries



Frequency of consumption / product

	raw 	jam 	juice 	cordial 	alcohol 	compote 	Ice cream	coulis	puree	dairy 	sweets 	Nutra-ceuticals 	Cos-metics
UK 													
D 													
DK 													
F 													
P 													
U 													
R 													

Frequency of consumption / product

	raw	jam	juice	cordial	alcohol	compote	Ice cream	coulis	puree	dairy	sweets	Nutra-ceuticals	Cos-metics
USA													
Japan													



Availability


Availability (BC without anything else)



canned / sterilized



Availability (places)

- supermarkets
 - grocery store
 - fine food store
 - local markets / from producer to consumer
 - internet
- 

Availability: what where?



Availability: what where?



USA
easily on internet

Ukraine
*easily in supermarkets,
local market / producer to
consumer or on internet*

*easily on internet, on local
markets / producer to
consumer*

Russia

Japan
*easily in fine
food stores and
on internet*

New Zealand
*easily on
internet and in
supermarkets*



Opportunities

Interesting consumer trends

- Denmark: interest in Nordic food, health consciousness, farmers / markets / local food
- Germany: granita, smoothies
- Poland: good quality liqueurs and wines, juices and nectars (mixed or not), frozen fruits, supplement diet
- United Kingdom: healthy eating and drinking
- Ukraine: naturality, healthy food, functional food, berry from your childhood

Overall majority tend:

consumers look for healthier, more natural and better quality food and drinks

Opportunities



Potential can be huge:

- for existing products in new parts of the World
- for new and innovative products in already existing markets

With the common efforts of end product manufacturers and promotion by the IBA)



Thank you !

Stefanie Sharma – *IBA General Manager – blackcurrant@free.fr*

with the kind help of:

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Greg Quinn, United States of America
Heiko Danner, Germany
Jo Hilditch, United Kingdom
Jun Fujikuma, Japan
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