



Maine's Wild Blueberry Extension Program 2019

Needs Assessments

- Wild Blueberry Conference Survey
- Summer Wild Blueberry Field Day Survey
- Weather Tools; On-going

2019 Website Analytics

Table 1. Maine wild blueberry website in-season (June-July) and off-season (November-December) usage analytics with top pages, number of visits and time spent per page. Source: Google Analytics

2019 TOP PAGES VISITED	PAGE VIEWS		TIME SPENT
	Jun.- Jul.	Nov.- Dec.	Average Minutes
Growing Blueberries from Seed	1240	496	23:00
Wild Blueberry Homepage	785	435	1:43
Wild Blueberry Culture in Maine	607	249	10:30
Broadleaf Weeds (Yellow Flowers)	464	30	1:30
Grasses, Sedges & Rushes	306	52	1:00
Market Place- Equipment Swap	297	100	5:59

Industry Statistics 2012-2018

Table 2. 2012-2018 Maine wild blueberry production and value statistics. Source: USDA & NASS. 2019. Available at <https://quickstats.nass.usda.gov/>

YEAR	TOTAL PRODUCTION			PRICE	
	Harvest	Weight	Weight/ Area	Fresh	Processed
	acres	million lbs	lbs/acre	\$/lb	
2018	18,800	50.4	2,681	1.05	0.46
2017	17,000	67.8	3,988	2.2	0.25
2016	23,100	101.8	4,409	0.79	0.27
2015	22,400	101.1	4,514	1.9	0.46
2014	22,800	104.4	4,579	2.0	0.60
2013	-	87.9	-	1.95	0.75
2012	18,110	91.1	5,030	2.25	0.75

WORKSHOPS & FIELD DAYS HELD APRIL 2019-JANUARY 2020
SAFE BURNING, VALUE-ADDED & FOOD SAFETY
POLLINATOR IDENTIFICATION, BEHAVIOR & DISEASE IPM
SPRAYER CALIBRATION & DISEASE IPM
FRESH PACK STORAGE & INSECT IPM
ORGANIC FIELD WORKSHOP + FOOD SAFETY & PROCESSING
FOOD SAFETY ON THE FARM + VALUE-ADDED PRODUCTS
ANNUAL BLUEBERRY HILL FARM FIELD DAY
WESTERN MAINE WILD BLUEBERRY GROWERS MEETING
RECIPE TO MARKET: IS IT FOR ME?
DOWNEAST AGRICULTURE CONFERENCE 2020
WILD BLUEBERRY CONFERENCE 2020
WEBSITE
UPDATED WEBSITE PAGES WITH FEEDBACK FORMS
CHECK OUT OUR NEW 'EMERGING PESTS' PAGE
NEW & UPDATED 2019 FACT SHEETS:
REVISED PH MANAGEMENT
IPPM
FOOD SAFETY BMP
NEW & UPDATED 2020 FACT SHEETS WILL INCLUDE:
FRESH PACK QUALITY
ANTIOXIDANT & ELEMENT CONCENTRATIONS
WILD BLUEBERRIES & CLIMATE CHANGE
UPDATED MUMMY BERRY