AGRONOMETRICS



AGRONOMETRICS PERUVIAN PRICE QUALITY INDEX BLUEBERRIES

2025 REPORT

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PERUVIAN PRICE QUALITY INDEX
BLUEBERRIES

We thank our sponsors for their support of the blueberry industry's future

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INNOVATION IN PLANT VARIETIES

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About the Study

Recent advancements in berry genetics have significantly reshaped the blueberry industry—delivering improved yields, greater profitability, and a better consumer experience. However, as the market diversifies, so does the need for objective benchmarks that differentiate premium genetics from standard varietals.

This study—led by Agronometrics—will develop a systematic method for identifying and analyzing varietal-level pricing within Peruvian blueberry exports. By applying Large Language Models (LLMs) and natural language processing to harmonize unstructured data, we aim to extract, classify, and quantify varietal information from export records.

The resulting analysis will enable the creation of a price index differentiated by quality, offering perspective on how premium varieties perform in international markets compared to standard genetics. Sponsors will support a groundbreaking initiative to bring transparency to varietal performance, informing strategic decisions for breeders, exporters, marketers, and retailers alike.



Benefits of Sponsorship*

All sponsors of this initiative will receive public recognition for their support. Featured and Headline sponsors will also receive exclusive access to high-value and timely insights:



Public Report:

A concise, one-page study will be published and made publicly available, offering a clear objective and data-driven view of pricing differences between premium and standard blueberry varieties in Peruvian exports. This report will be designed for easy sharing across digital platforms and media. Sponsor logos will be prominently featured, highlighting their support and leadership in promoting transparency and innovation in the industry.



Exclusive Data Access:

In addition to public exposure, Featured and Headline sponsors will gain privileged access to a dynamic dataset that includes weekly-updated pricing and varietal data. This tool will provide ongoing, real-time insights into market performance, enabling sponsors to track emerging trends and make informed strategic decisions ahead of the market.

These benefits will be valid for the year sponsorship was contracted, in the case of the Public Report, and for one consecutive year in the case of the data access.

* ***Please note:*** *This is a research-driven project, and while every effort will be made to deliver meaningful results, final outputs may vary depending on data availability and the implementation outcomes of the tools being developed.*

Sponsorship Packages

Help usher in an era of higher quality blueberries by becoming a sponsor of this project

PRICES WILL INCREASE AFTER **AUGUST 1**

Mentioned Sponsor
US $3,500

- Invitation to an exclusive prerelease unveiling
- Identified as Mentioned Sponsor in promotional emails
- Identified as Mentioned Sponsor in public report

Featured Sponsor
US $5,000

... Everything in Mentioned Sponsorship and:

- Access to weekly updates of the price index throughout the season
- Identified as Featured Sponsor in promotional emails
- Identified as Featured Sponsor in public report

Headline Sponsor
US $10,000

... Everything in Mentioned Sponsorship and:

- Access Raw data
- Publish an exclusive press release in Agronometrics Stories
- Receive an additional 40% off advertisements in Agronometrics Stories *(up to $5,000 in value)*
- Identified as Headline Sponsor in promotional emails
- Identified as Headline Sponsor in public report

20% Discount for customers of the Agronometrics **Global Trade Data Service**

Important Dates

PRICES GO UP AFTER 1 AUG

Deadline to Become a Sponsor	Friday, the 1st of August 2025
Exclusive Pre Release unveiling	Friday, the 25th of August 2025
Launch of the Report	Wednesday, the 1st of September 2025

▶ *Given the relevance of this study to the current season's production, our team is committed to delivering insights as early as possible. The dates listed above represent the latest expected delivery milestones, contingent upon the development process proceeding without unforeseen delays.*

Please contact us for more information

sales@agronometrics.com

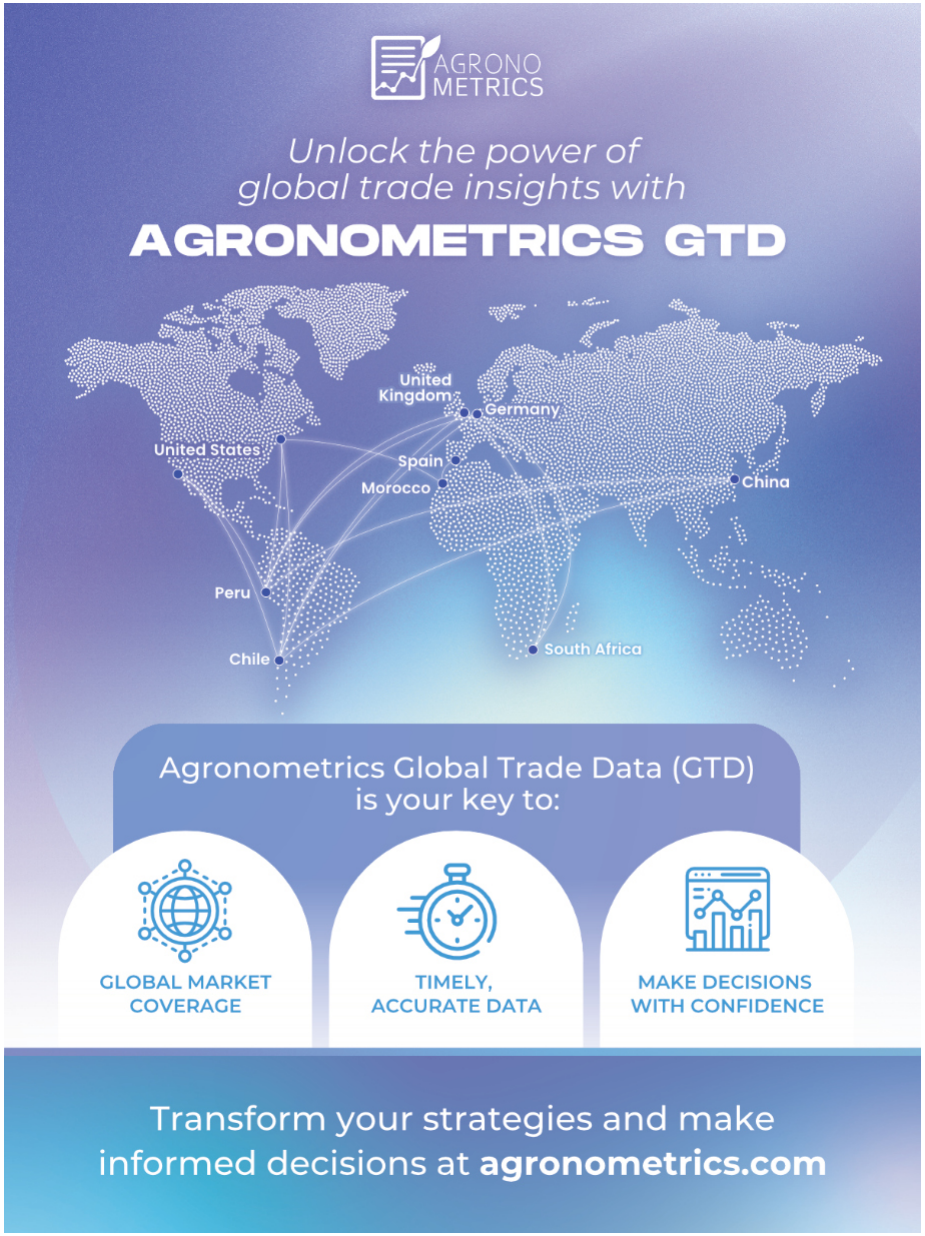
About Agronometrics

Agronometrics is a trusted intelligence partner to the global fresh produce industry, offering data-driven insights and analytical tools that support smarter commercial and strategic decisions. Our platform standardizes and visualizes complex market data—making it actionable for growers, exporters, retailers, and other stakeholders. With a focus on clarity, accuracy, and innovation, Agronometrics is widely recognized for its expertise in tracking trends, benchmarking performance, and uncovering opportunities across global supply chains. We are also the authors of the International Blueberry Organization's annual Global State of the Blueberry Industry Report, a flagship publication that reflects our leadership in market analysis and industry reporting.

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