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IBO REPORT

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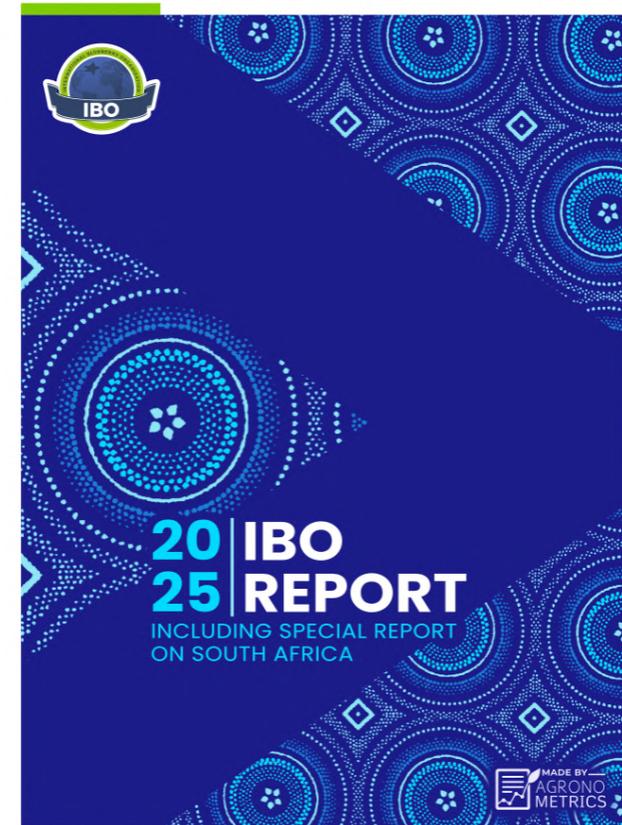
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About the Report

This in-depth report provides invaluable information on trends and new developments taking place in the fast-growing global blueberry industry. The International Blueberry Organization (IBO) will release its 2026 IBO Report in the August of the same year.

200+ pages are included in the report, which will offer key data and unique insights to help blueberry industry professionals make more informed production and business decisions. The publication for download in a magazine format will be made available for free via the IBO Website.

This report will also have an online version for members to access interactive tables and charts published in the magazine version. The 2025 online edition was a resounding success and has over a thousand downloads worldwide.





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JOBS OF RESPONDENTS

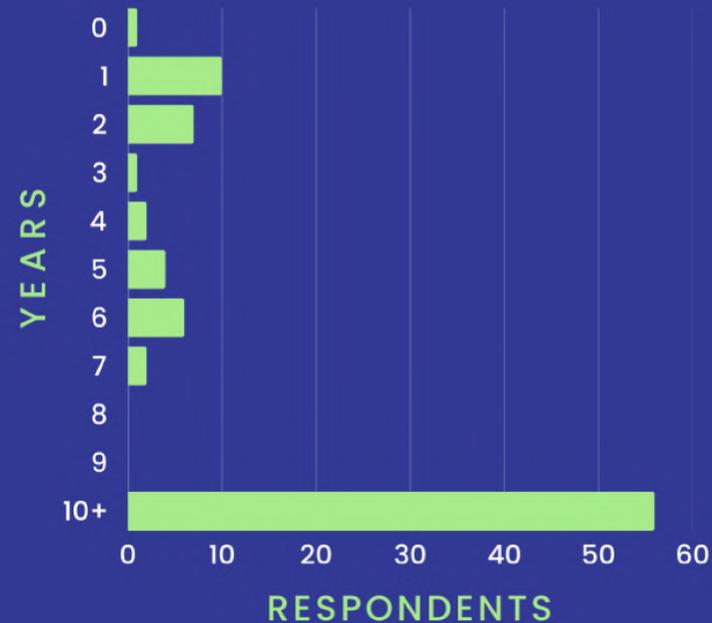
- 15 % Middle Management
- 14% Upper Management
- 14% CEO
- 14% Agronomist



RESPONDENTS' COMPANY TYPES

- 39% Producer
- 12% Exporter
- 11% Consultant

Nearly two-thirds of respondents have 10+ years of experience



Read the full 2025 Reader Survey Report Here →

Gain detailed insights into our findings, trends, and analysis

* STATISTICS REFLECT 2025 REPORT



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97%

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12% MORE THAN 2024 SURVEY!



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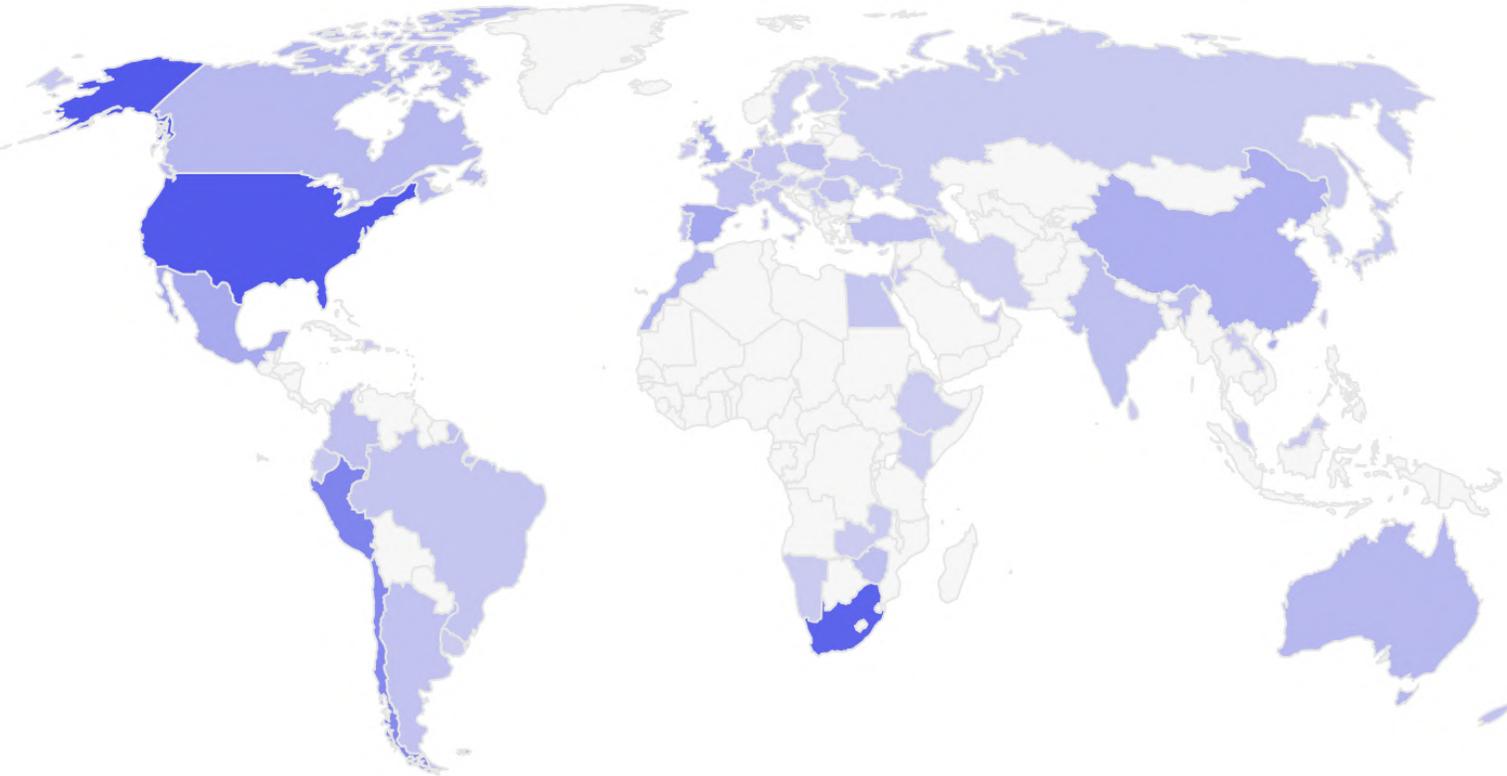
UNITED KINGDOM

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Global Exposure*

Map highlighting the countries where people **downloaded the report**



5,723
Report Views

1,884
Visitors

103
Survey Responses



The report is complemented with monthly articles published by the IBO highlighting relevant countries and continuously driving traffic back to the publication

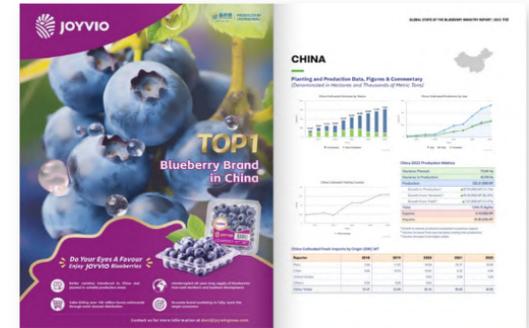
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First Page Section Example



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| 20.5 x 13.75 cm 8.07 x 5.41 in |  1/2 PAGE | USD 4,210 | USD 4,430 |
| 20.5 x 9 cm 8.07 x 3.54 in |  1/3 PAGE (HORIZONTAL) | USD 3,710 | USD 3,910 |



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Be a Sponsor of the 2026 IBO Global Blueberry Report Launch at the Digital Event

- ▶ Join us as a distinguished sponsor at the highly anticipated In person and online launch events for 2026 IBO Global Blueberry Report!

Why Sponsor?

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Logo included in communications and events

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- ▶ Emails promoting the launch Webinar
- ▶ Dedicated email prior to launch thanking sponsors
- ▶ Sponsor page in presentation of report launch
- ▶ Promotional material post publication

Please contact us for more information



sales@agronometrics.com



Important Dates

| | |
|---|----------------------------------|
| Deadline to Purchase Advertisement | Friday, the 26th of June 2026 |
| Deadline for Content/Art | Friday, the 3th of July 2026 |
| Digital Launch of the Report | Tuesday, the 27th of August 2026 |

Please contact us for more information



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WHAT IS THE IBO?

Who we are

The IBO is a global organization bringing together leaders from around the blueberry world in all segments of the industry, including blueberry producers and marketers, affiliated business, social groups, and governmental organizations. We come together to learn, share, increase our understanding, distribute information, address mutual challenges, coordinate potential solutions and explore opportunities. Ultimately, the organization exists to advance the health and sustainability of the blueberry industry.

Mission

Our mission is to collect and share blueberry information, fostering a common goal of increased worldwide blueberry consumption in all forms.

IBO Annual Memberships

Marketers USD 2,000 - Associate USD 1,000



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www.TheIBO.org



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