AGRONOMETRICS

PERUVIAN
BLUEBERRY VARIETAL
PRICE SPECTRUM
MONITOR (PRISM)

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.

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2025 REPORT

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

Mentioned Sponsor US $4,500	**Featured Sponsor** US $6,000	**Headline Sponsor** US $11,000
	… Everything in Mentioned Sponsorship and:	*… Everything in Mentioned Sponsorship and:*
■ Invitation to an exclusive prerelease unveiling	■ Access to weekly updates of the price index throughout the season	■ Access Raw data
■ Identified as Mentioned Sponsor in promotional emails	■ Identified as Featured Sponsor in promotional emails	■ Publish an exclusive press release in Agronometrics Stories
■ Identified as Mentioned Sponsor in public report	■ Identified as Featured Sponsor in public report	■ 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**
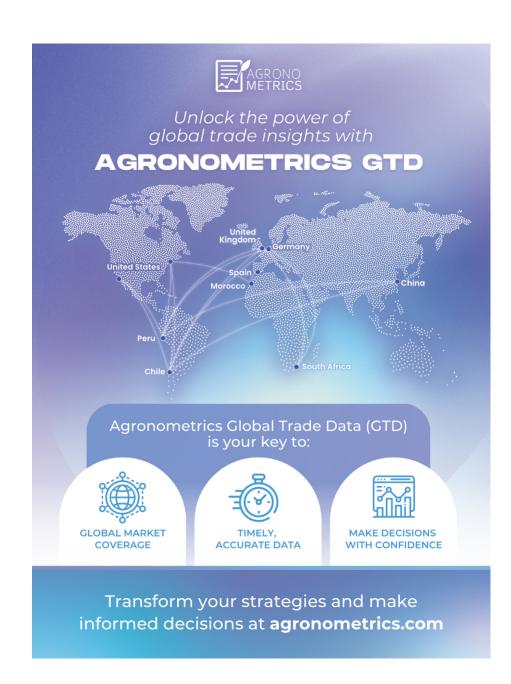
About Agronometrics

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.

Please contact us for more information

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www.agronometrics.com

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