Recent status of blackcurrant production and perspectives for the future development in Poland

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POLAND
Poland has been the biggest producer and exporter of fruits, (mainly small fruits) in the world for many years

- Actually Poland produces the similar quantity of fruits like Italy, France and Germany; these countries are bigger in size of land and located in better weather condition than Poland.

- Comparing the coefficient of production on person ("per capita") it is shown that the fruit production in Poland is 1.5 to 2 times higher than in above mentioned countries.
INTRODUCTION – the blackcurrants

- Big economic importance (1st place in the world in the fruits production, 30-40% of the world production of the blackcurrant),
- Great interest in the commercial and amateur cultivation,
- High nutrient and health benefit contents of fruits and good usefulness for the processing and freezing industries,
- Construction and production of different types of harvesters in Poland,
- Working out the technology of cultivation and maintaining plantations established for fruit picking by harvests,
- Good weather and soil conditions for blackcurrant growing in Poland.
- Long tradition in blackcurrant production
INFORMATION ON FRUIT PRODUCTION AND CONSUMPTION IN POLAND

1. Total fruit production
   - 3,2 million tones (2006)
   - 1,7 million tones (2007) - severe spring frosts !!!
   - 3,6 million tones (2008)
   - 3,6 million tones (2009)

2. Acreage of production:
   - Fruit tree orchards: 275,000 ha
   - Small fruit plantations: 120,000 ha

3. Fruit consumptions:
   - about 52 kg /person
     (including about 20 kg of citrus fruits)
MAJOR FRUIT CROPS GROWN COMMERCIALY IN POLAND

TREE FRUITS

• Apple
• Sour cherry
• Plum
• Pear
• Sweet cherry
• Others

SMALL FRUITS

• Strawberry
• Currants
• Raspberry
• Aronia
• Gooseberry
• Blueberry
• Others
### Main Fruit Crops Grown Commercially in Poland

<table>
<thead>
<tr>
<th>Fruit Trees</th>
<th>Small Fruits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Apples – 2.825</td>
<td>• Strawberry - 195</td>
</tr>
<tr>
<td>• Sour cherry - 188</td>
<td>• Currants – 197</td>
</tr>
<tr>
<td>• Plum - 118</td>
<td>Black – 125</td>
</tr>
<tr>
<td>• Pear - 80</td>
<td>Red – 72</td>
</tr>
<tr>
<td>• Sweet cherry - 51</td>
<td>• Raspberry - 78</td>
</tr>
<tr>
<td>• Others - 36</td>
<td>• Gooseberry - 16</td>
</tr>
</tbody>
</table>

**Total Fruit Production in 2009**

3.644 million
The fruit production in Poland is located in individual 16 provinces (voivodeships) unevenly.

The bigger concentration of fruit production (from trees and bushes) is located in the south-east (Lublin region) and central (Mazovia) part of Poland.

The most important factors for such distribution of fruit production in Poland are favorable weather and soil conditions as well as a long tradition in cultivation of different crops (fruit trees and berry crops).
### PRODUCTION OF SMALL FRUITS IN POLAND 2006-2009 [1000 tones]

<table>
<thead>
<tr>
<th>FRUIT CROPS</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. STRAWBERRY</td>
<td>194</td>
<td>175</td>
<td>201</td>
<td>195</td>
</tr>
<tr>
<td>2. Currants (T)</td>
<td>195</td>
<td>139</td>
<td>194</td>
<td>197</td>
</tr>
<tr>
<td>- Black</td>
<td>146</td>
<td>103</td>
<td>115</td>
<td>125</td>
</tr>
<tr>
<td>- Red</td>
<td>49</td>
<td>36</td>
<td>69</td>
<td>72</td>
</tr>
<tr>
<td>4. RASPBERRY</td>
<td>53</td>
<td>56</td>
<td>81</td>
<td>78</td>
</tr>
<tr>
<td>5. GOOSEBERRY</td>
<td>16</td>
<td>14</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>6. OTHER FRUITS</td>
<td>48</td>
<td>48</td>
<td>58</td>
<td>56</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>505</td>
<td>431</td>
<td>551</td>
<td>543</td>
</tr>
<tr>
<td></td>
<td>(100%)</td>
<td>(85%)</td>
<td>(109%)</td>
<td>(107%)</td>
</tr>
</tbody>
</table>

GUS, Rynek Owoców i Warzyw – 2006-2008
SMALL FRUIT PRODUCTION IN POLAND – 2009 r. (1000 tones)

(2009 – 543.000 tones)

Strawberry 36%
Raspberry 10%
Currants 36%
Gooseberry 14%
Others 3%

197 16 56 195 78
MAIN TYPES OF FRUIT GROWING IN POLAND
(including blackcurrants)

Fruit Production

- Commercial (traditional) (95%)
- Integrated Production (IP) (3%)
- Ecological (Organical) (2%)
FRUIT PRODUCTION IN POLAND

FRUIT PRODUCTION

PROCESSING and FREEZING

DESSERT FRUITS
BLACKCURRANT

FRUIT PRODUCTION – commercial plantations with collecting with by harvester
Different types of harvested used in Poland
FRUIT PRODUCTION OF CURRANTS (BLACK and RED) IN POLAND in years 1990-2009 [1000 tones]
FRUIT PRODUCTION OF BLACKCURRANTS IN POLAND [1000 tones]

1000 tones | 64 | 95 | 132 | 122 | 122 | 91 | 122 | 99 | 108 | 88 | 93 | 120 | 90 | 121 | 125 | 140 | 115 | 125

YEARS
### Average prices of blackcurrants for growers in Poland in 1996-2009, [Euro/kg]

<table>
<thead>
<tr>
<th>Year</th>
<th>Price [Euro/kg]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>0.21</td>
</tr>
<tr>
<td>1997</td>
<td>0.19</td>
</tr>
<tr>
<td>1998</td>
<td>0.55</td>
</tr>
<tr>
<td>1999</td>
<td>0.88</td>
</tr>
<tr>
<td>2000</td>
<td>0.98</td>
</tr>
<tr>
<td>2001</td>
<td>0.50</td>
</tr>
<tr>
<td>2002</td>
<td>0.39</td>
</tr>
<tr>
<td>2003</td>
<td>0.29</td>
</tr>
<tr>
<td>2004</td>
<td>0.09</td>
</tr>
<tr>
<td>2005</td>
<td>0.17</td>
</tr>
<tr>
<td>2006</td>
<td>0.20</td>
</tr>
<tr>
<td>2007</td>
<td>0.94</td>
</tr>
<tr>
<td>2008</td>
<td>0.50</td>
</tr>
<tr>
<td>2009</td>
<td>0.54</td>
</tr>
</tbody>
</table>
Structure of blackcurrant cultivars

Grown recently on commercial plantations in Poland.
„Old” Blackcurrant cvs. in the commercial production in Poland
New blackcurrant cultivars bred at the Research Institute of Pomology in Skierniewice, Poland

- grown on commercial plantations since: 2000

Plant Breeding Rights on EU territory till 2030
DESSERT TYPE CULTIVARS

(new Polish cultivars)

TISEL

TINES

GOFERT
TISEL — very early cultivar

- Registered in 2000
- Very productive,
- Fruits - big, good taste, reach in ascorbic acid – vitamin C and extract,
- Suitable for fresh market and for processing.
- Plants resistant to fungal diseases, including WPBR.
- Recommended for amateurs and commercial plantations, including „IFP”
TIBEN – mid-early cultivar

- Registered in 2000
- Productive,
- Fruits - medium-sized with high content of extract and anthocyanin, medium reach in ascorbic acids,
- Suitable for processing.
- Plants resistant to powdery mildew, and mid-susceptible to other fugal diseases.
- It is recently being planted on new established plantations.

Titania x Bn Nevis
ORES – mid-early cultivar

- Registered in 2005
- Productive and regular cropping
- Fruit – medium-size on short and medium strigs.
- Suitable for processing (concentrates and juices) pretty high content of extract, reach in ascorbic acid (vitamin C) and anthocyanins,
- Plants are winterhardy and highly resistant to gall mite, powdery mildew and white pine blister rust (WPBR), and moderately susceptible to leaf spot.
- Recommended for commercial plantations and „IFP”
RUBEN – mid-early cultivar

Bielorskaja Slodkaja x Ben Lomond

- Registered in 2005
- Productive and regular cropping,
- Fruits -medium size on short and medium strigs. Suitable for processing (high content of extract, ascorbic acid - vitamin C and anthocyanins).
- Plants are winterhardy and resistant to powdery mildew and white pine blister rust (WPBR), and moderately susceptible to leaf spot.
- Recommended for commercial plantations for amathours
TINES – very early cultivar

Titania x Ben Nevis

- Registered in 2005
- Productive,
- Fruits - big, good taste, medium reach in ascorbic acid – vitamin C and extract, medium anthocyanin content
- More suitable for fresh market than for processing.
- Plants resistant to fungal diseases.
- Recommended for amateurs and small plantations, especially for desser fruit production
New blackcurrant cultivars bred at the Research Institute of Pomology in Skierniewice, Poland

- released and registered on the National List in Feb. 2009

‘GOFERT’

Very productive,
Fruits – large and medium size, good taste, reach in ascorbic acid – vitamin C and extract,
Suitable for fresh market and for processing.
Plants resistant to fungal diseases.
Recommended for amateurs and commercial plantations, including „IP” and organic.
Further development

✓ The present blackcurrant production (acreage and fruit crop) is rather **steady** because of three reasons:

the plantations are getting older and older, so the yield potential of plants is decreasing!!!

the reduction (or lack) of effective pesticides for plant protections against the most serious fungal diseases and pests

spreading out the main pests and disease – Blackcurrant reversion virus (BRV)
American powdery mildew
(Sphareotheca mors-uvae)

Gall mite („big bud“).
(Cecidophyopsis ribis)

Blackcurrant Reversion Virus (BRV)
Further development

The most important matters to be arranged:

well organized Polish growers (group of growers, production organization - regional or/and on the National level

better cooperation between growers and processing industries resulting in contracts between growers and processors
Further development

• PROMOTION needed for increasing the consumption of the valuable blackcurrant products

• Annual increase of consumption of only 1 l of juice/nectar per person in EU countries could improve the profitability of blackcurrant fruit production,

• The people/consumers should change their thinking; „Blackcurrant juice or nectar is pretty expensive, because it is very healthy and beneficial for the health”.
Thank you for your attention
The International Blackcurrant Association

A Visionary Approach to the Positioning of One the World’s Great Global Health Food Icons that leads to: THE RENAISSANCE OF THE BLACKCURRANT

The best berry for life!
The International Blackcurrant Association (IBA)

• A voluntary association of Blackcurrant grower groups of the world: groups are defined by country of production.

• Membership is by invitation of the Inaugural Association as founded at the NZ Conference (Nov 2008).

• The IBA is governed by the inaugural IBA Board formed at the 2008 New Zealand Conference and ratified at the Special IBA meeting in Nyborg, Denmark, June 2009.
The IBA Objectives

FOR GROWERS

1. The IBA is primarily concerned with creating an environment where the farm-gate value of the growers' crops in member countries have the best economic potential.

2. Using the grower as the best measure of industry health ensures that the IBA creates a commercially neutral, ethically sound, platform of consumer values that can be built on by innovative, ethical and entrepreneurial marketers.

FOR PROCESSORS & MARKETERS

- The IBA will offer a respected and ethical global communication platform that promotes the generic, core values of the Blackcurrant itself, and the industry at large.

- The IBA will vigorously promote potential health benefits to global research institutions, and consumers, exciting new research that in turn creates new consumer demand and new commercial opportunities for processors and marketers.
The Organizational Overview

The International Blackcurrant Association (IBA)

- The IBA Industry Group
- Management Secretariat
- The IBA Research College of Scientists
IBA Board Members 2009-2011:

• Jim Grierson (New Zealand) President.
• Svend Jensen (Denmark) Vice President
• David Eder (representing the IBA Founding Sponsor: Four Leaf Japan Co., Ltd.)
• Florent Baillard (France)
• Jo Hilditch (United Kingdom)
• Wieslaw Blocki (Poland)
• Greg Quinn (USA)
IBA Country Membership

**Confirmed:**
1. Denmark (Danish Berry Board)
2. France (French Producer’s organization - Assotiation)
3. Japan (Japan Cassis Assn)
4. Netherlands (Netherlands Growers Assn)
5. New Zealand (Blackcurrants NZ Ltd)
6. United Kingdom (UK Foundation)

**To be invited/confirmed:**
1. Australia
2. Canada
3. China
4. Estonia
5. Finland
6. Germany
7. Hungary
8. Lithuania
9. Norway
10. Poland
11. Russia (?)
12. USA
Industry Champions

- A vital key to achieving the IBA’s vision will be world-leading innovations in agronomy and plant breeding. The IBA will foster a positive and synergistic culture for these sciences with the promotion of Industry Champions and their work.

- INAUGURAL INDUSTRY CHAMPIONS
  - Dr Rex Brennan/SCRI
  - Geoff Langford/ PFRNZ
  - Dr Stan Pluta/ ISK
  - Kathy Snelling/ PFRNZ
The IBA Promotional Objectives

• Promotional Programme Objectives

  – Create increased positive global awareness about blackcurrants with both customers (trade and manufacturing buyers etc) and consumers.
  – Communicate new science breakthroughs relating to the Blackcurrant and encourage innovative new research by both public and private institutions.
  – Encourage and initiate positive attitudes and activities by blackcurrant processors and marketers: inspire them to be creative and successful with products using Blackcurrant values.
  – Create a sense of *esprit d’corps* between the Blackcurrant growers of the world: having the growers understand that theirs is, or can and will be, one of the great horticultural land uses for the benefit of mankind.
IBA Promotional Programme: WEBSITE

The website will be the major communications medium, providing:

FOR SCIENCE
- a constantly updating summary of scientific literature, and general information, relating to Blackcurrant values
- Interviews with scientists working on current blackcurrant research

FOR GROWERS
- A special section for Blackcurrant agronomy, plant breeders, growers: profiling specific work and achievements in every country.

FOR CHAMPIONS of the Blackcurrant:
- Successful examples of Blackcurrant product innovations and companies.

FOR EVENTS & NEWS
- Profiles of events and news happenings worldwide.
IBA Promotional Programme: EVENTS

OBJECTIVES

- The IBA will work with country organisations and brands to create high profile promotion of the Blackcurrants with strategically important market influencers:
  - Foodwriters
  - Food technologists
  - Dieticians/nutritionists
  - New product development teams

TACTICS

- Presentations to key international or national conferences.
- Attendance and promotion at selected major global Trade Shows relating to human health/new product innovations.
- Special Awards for Innovations at the Biannual IBA Conference
IBA Promotional Programme: Media Publicity

• The industry initiatives in scientific discovery, agronomics and growing systems, new product innovations, Conference and Trade presentations, will result in an ongoing stream of high profile newsworthy activities.

• These will form a regular stream of positive publicity through planned media releases to:
  – general lifestyle and news media,
  – health and wellness specific media
  – trade specific media

The Blackcurrant Global Village

• The IBA is developing international tactics that will achieve publicity within each country. But in return country members have their own stories to tell, their own successes; from villages to universities.

• Country members can provide these stories to the IBA to use globally in a “cross-pollination” publicity relationship.

• The Blackcurrant story is a synergistic one: it’s global success will be made up of countless local successes.
Management of the IBA

- Floyd Marketing Ltd contracted as the IBA Secretary-General
  - Responsible for management of the IBA, the IBA Industry Group, and the IBA Science College
  - Responsible for the development of effective communications/meetings and activities and the implementation of the promotional Activities
  - Responsible for developing appropriate sponsorship opportunities to supplement membership subscriptions and fund IBA activities

- Accountability
  - Floyd reports directly to the IBA President.
  - All costs to be approved by IBA President and Vice President before paid.
  - IBA bank account to be set up in New Zealand. Signature of IBA President and IBA Board member David Eder required for all payments.
  - Full annual accounts to be provided to the Biannual Conference and in the interim years to the Board by correspondence.
Where to next: ACTIONS

ESTABLISHMENT OF IBA

- Inaugural Board members confirm this IBA presentation and their country’s participation: **by 30 November 2009.**
- IBA Sec-Gen secures sponsorship for website and promotional-event activities: **by 31 December 2009.**
- Website developed/ sponsored/ launched: **by 31 January 2010.**

IBA CONFERENCE 2010

- To be held in Beune, France, 19-21st May 2010.
- Chairman Organising Committee: Hugue Decrombeque
- IBA to assist develop Conference programme with the Organising Committee: **by 30 November 2010.**
IBA CONFERENCE 2010

2nd Blackcurrant World Conference “Climbing the Value Chain”

• **Place:** Beune, BURGUNDY, France,
• **Date:** 19-21st May 2010.
• **Chairman Organizing Committee:** Hugue Decrombeque, or Florent Baillard
• **E-mail:** iba2010@idfel.fr
• **www.iba2010.fr** (very soon !!!)
The Blackcurrant

the best berry for life!

The International Blackcurrant Association
representing one of the world’s most desired berries and innovative berry fruit industries!