

2025 Georgia AG FORECAST

STRATEGIC INSIGHTS FOR GEORGIA'S #1 INDUSTRY



UNIVERSITY OF GEORGIA
EXTENSION

2025 Fruits and Tree Nuts Outlook

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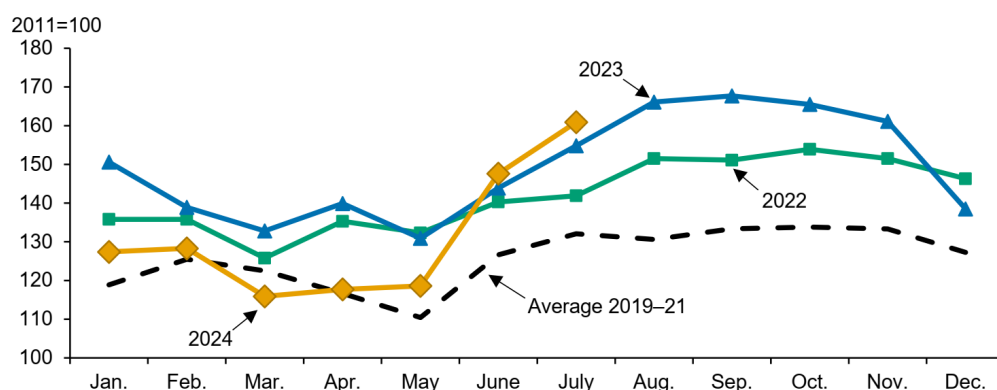
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Main Takeaways

- Blueberries will continue to lead the Georgia fruits and tree nuts industry in 2025 and subsequent years despite the damage from Hurricane Helene, which is expected to reduce production and yields.
- The Georgia pecan industry will take several years to recover from the effects of Hurricane Helene, and this natural shortage will keep prices strong.
- Overall, consumer and grower price indexes will remain strong in 2025.

Fruits and Tree Nuts

According to agricultural prices reported by the U.S. Department of Agriculture (USDA) National Agricultural Statistics Service (NASS), the 2024 producer price index for fruit and tree nuts was 10% higher than the 2019–21 average but 3% lower than the 2022 crop year. In 2023, the index was almost 150 (with 2011 prices = 100) compared to the 2019–21 average of 120. Although the 2024 grower price index started off relatively lower compared to 2022 and 2023, by June and July, the price increased above 2022 and 2023 levels (Figure 1).



Source: USDA, Economic Research Service based on data from USDA, National Agricultural Statistics Service, *Agricultural Prices*.

Figure 1. Producer Price Index for Fresh Fruits and Tree Nuts, 2019–2024.

It is forecasted that the price index will be stronger in 2025, especially with damage caused by Hurricane Helene to pecans and blueberries. Georgia is the No. 1 producing state for pecans, but Helene damaged an estimated 75% of its crop.

Blueberry

Blueberry production continues to expand in the United States, with Oregon, Washington, California, New Jersey, Georgia, Michigan, Florida, and North Carolina being the major producers. According to USDA reports, the total quantity of blueberries produced in 2023 was

greater than in 2022 by 2%.

Given normal circumstances, this trend is expected to continue in the 2025 crop yield. Historically, blueberries are sold either fresh or processed. For instance, about 80% of California berries go to the fresh market, whereas between 50%–70% of Washington and Oregon production feeds the processed market.

Blueberry shipment figures indicate that Chile typically supplies the U.S. market in the first quarter of each year (January to March), while Mexico's supplies extend into June with a relatively small supply from October to January. Peru was the largest supplier from October 2023 to March 2024, with a relatively smaller quantity from January 2023 to April 2023. Georgia and California scrambled for a tight market window from May to June 2023 (Figure 2).

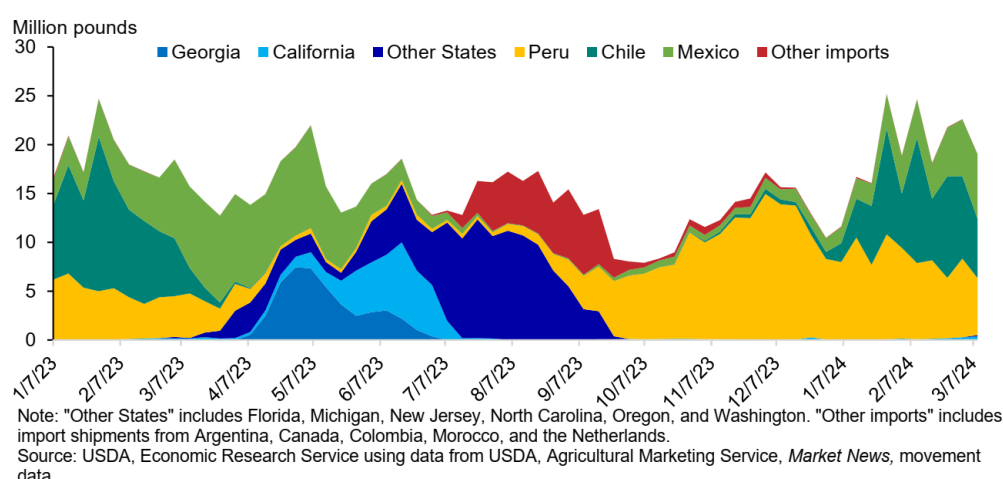


Figure 2. U.S. Weekly Blueberry Shipment Trends, 2023-2024.

Blueberry is still the leading crop among fruit and tree nuts in Georgia in terms of farm gate value. Figures from the *Georgia Farm Gate Value Report 2022* show that blueberries contributed 42.3% of the commodity group's farm gate value, equivalent to \$449.4 million (total fruits and nuts value of \$1.1 billion). The other major contributors are pecans, peaches, and grapes (Figure 3). Blueberry farm gate value has consistently increased since 2019, and this scenario is expected to continue into the 2025 crop season.

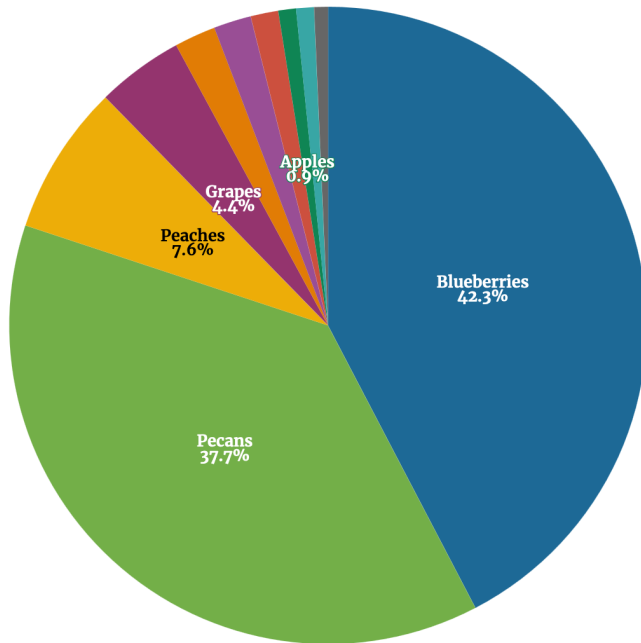


Figure 3. Georgia Fruits and Nuts Farm Gate Value, 2022. Source: *Georgia Farm Gate Value Report 2022* (#AR-24-01), January 2024. [Click on the chart to see an interactive version indicating all commodities.](#)

Pecans

Pecan production and farm gate value dominated the fruits and nuts industry for decades until blueberries seized the No. 1 position. Pecans became the runner-up in 2022, generating \$400.8 million or 37.7% of the total industry value (Figure 3). Pecan farm gate value also has consistently increased since 2018, when it was valued at \$218.5 million.

Despite losing its No. 1 spot to blueberries, the pecan industry was still vibrant and expected to do better in the 2025 crop season. Unfortunately, Hurricane Helene hit Georgia and the pecan industry in October 2024, destroying ripe and unripe nuts. Knocked-down trees with an estimated 75% crop loss will have a devastating effect on the industry in 2025, and recovery efforts will take several years. In fact, the Georgia Department of Agriculture report indicated “a total loss of \$138 million, with \$62 million in direct crop damage.”