

2025

Harvest Crisis Impact Report

Bleuets NB Blueberries

NOVEMBER 2025

STILETTO

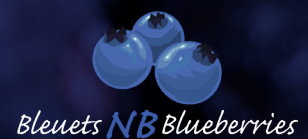


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Executive Summary

The wild blueberry industry is a major economic contributor to New Brunswick's economy, yet growers have faced substantial challenges in recent years as extreme and increasingly variable weather patterns drive significant crop losses. In 2025, growers reported the worst drought conditions in decades, severely limiting yields across the province.

Compounding the drought crisis, in August 2025, wildfires in New Brunswick prompted the provincial government to institute a ban on forestry activities. The ban meant that growers were prohibited from harvesting crops during August and September, the narrow window during which this time-sensitive crop must be picked before berries rot on the branch and the crop is lost. Adding to the confusion and anxiety, it was not initially clear that the ban included harvesting activities. As a result, many growers were unaware that they were banned from harvesting until they were faced with substantial fines in the days following the announcement.

As a result of the devastating drought and harvest ban, initial estimates of wild blueberry production in 2025 totalled only 25.0 million lb. Over 43.3 million lb of berries were lost, an estimated 63.4% of the total crop. As a result, total production in 2025 declined by 52.5% from 2024, leaving the industry and individual farms facing unprecedented financial losses.

In response to this crisis, wild blueberry growers are seeking immediate support in the form of financial relief, such as compensation and debt forgiveness, and eventual reform of agricultural policy and insurance mechanisms are needed to protect the industry from long-term contraction, sustain rural livelihoods, and future-proof the industry for generations to come.

Project Purpose

The purpose of this project is to provide Bleuets NB Blueberries with evidence-based scenario models that quantify the financial impact of the 2025 harvest crisis in New Brunswick. The crisis, driven by drought conditions and wildfire-related restrictions, threatens significant losses across the province's blueberry sector. These losses also include impacts to growers, processors, and seasonal workers.

The analysis translates these production challenges into measurable economic and employment impacts, identifying the scale of losses and the level of government support required to stabilize the industry. The resulting

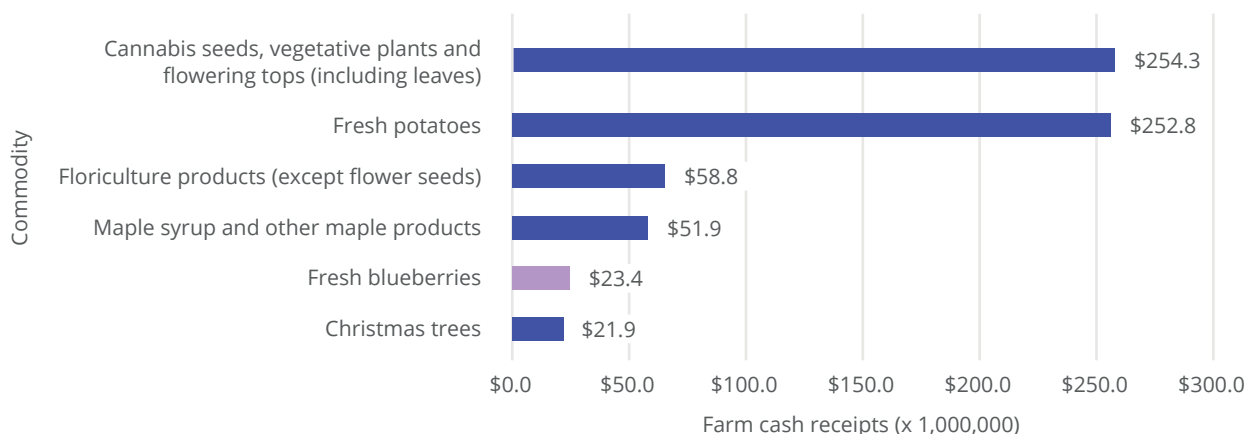
models serve as a clear and data-driven call to action for government partners to implement relief and recovery measures that protect rural livelihoods and preserve the long-term viability of New Brunswick's wild blueberry industry.

A Valuable New Brunswick Commodity

As of 2024, the wild blueberry was New Brunswick's fifth most valuable agricultural commodity overall, and its third most valuable

food commodity, behind potatoes and maple syrup, generating \$23.4 million in farm cash receipts (Figure 1).¹ In 2024, the industry produced 52.5 million lb of wild blueberries and generated \$22.2 million in farm gate revenue.² As such, it is a critical component of the province's agricultural economy. At the local level, wild blueberries are the lifeblood of many communities in the province, and should be top of mind during a time of increasing global economic uncertainty.

Figure 1: Farm cash receipts by agricultural commodity (x \$1,000,000), New Brunswick, 2024³



Source: Statistics Canada

Overall, New Brunswick is home to 36,127 acres of wild blueberry cropland across 241 farms, as of the latest agricultural census (2021),⁴ and boasts the second-largest share of total cultivated area for wild blueberry production among grower-provinces (Quebec, New Brunswick, Nova Scotia, Prince Edward Island).⁵

A previous economic impact assessment found that wild blueberry farms contributed \$32.1 million in provincial GDP and \$6.0 million in government tax revenue, including \$3.9 million to the province and municipal governments (2021).⁶ Processing and value-added production were estimated to generate an additional \$23.1 million in GDP that year.⁷

An Industry Facing Increasing Environmental Volatility

Though the industry generates significant value for the province, recent years have brought considerable challenges for wild blueberry growers and other industry operators, largely due to increasingly extreme weather events causing major crop damage.

The growing frequency and severity of extreme weather events and other environmental changes have resulted in increasing production loss and volatility. Such events include, but are not limited to:

- In 2011, a major hail event in July severely damaged multiple crops. Overall fruit and vegetable production that year was 20.6% below that of 2010.^{8,9}
- In 2017, blueberry production dropped by 35.3% compared to 2016 due to drought conditions.^{10,11}
- In 2018, a late frost event in June caused severe damage to blueberry fields, resulting

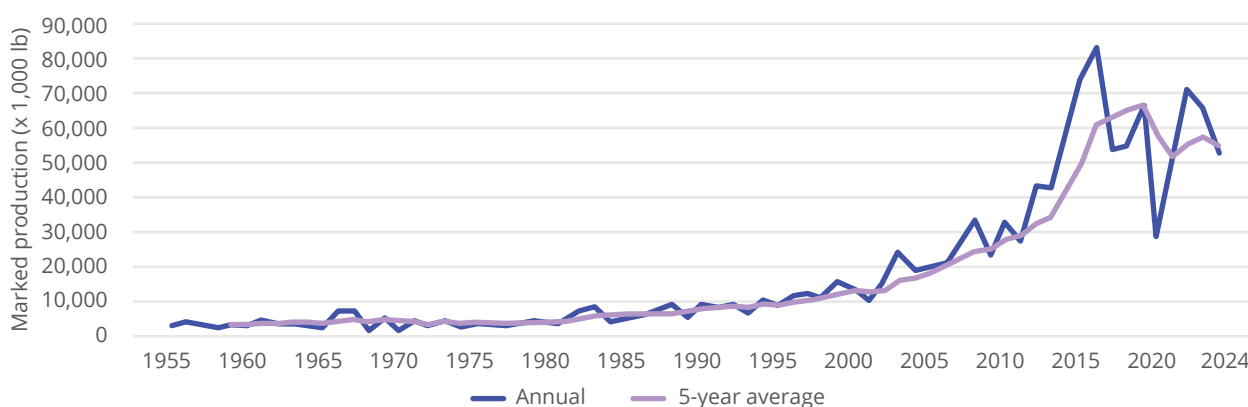
in a 34.2% reduction in total production between 2016-18.^{12,13,14}

- In 2020, a severe drought caused a massive decline in blueberry production of 56.3% between 2019-20.^{15,16,17}

These losses contrast with the industry's historical growth. Figure 2 presents the annual and five-year average production from 1955 to 2024. While year-over-year annual production is bound to vary, five-year averages tend to show the overall trend.

As historical data shows, from around 1995 to 2016, production growth appeared exponential, with relatively stable year-over-year variation in production. In recent years (2016-24), exponential growth has given way to extreme volatility and crop loss. Production levels are now trending downward and have become increasingly unstable.

Figure 2: Annual and five-year average fresh blueberry production (x 1,000 lb), New Brunswick, 1955-2024^{18,19}



Source: Statistics Canada, Stiletto Analysis

Note: Figures show totals for all fresh blueberries produced in New Brunswick and do not distinguish highbush and lowbush due to limitations in historical data. Highbush blueberries represent a very small share of provincial production.

Figure 3 further illustrates this trend. In each decade from 1955 to 2014, the industry saw dramatic production growth, including a near-200% increase in production between 2005 and 2014. In contrast, 2015-24 was the first decade to show an overall decline in production. At the same time, the standard deviation

from average production in each decade has increased significantly. While some growth in deviation should be expected given the vast growth in overall production, the increase in deviation between 1995 and 2024 speaks to the massive year-over-year swings in annual production.

Figure 3: Historical average fresh blueberry production, standard deviation, and growth rate by decade, New Brunswick, 1955-2024^{20,21}

Time Period	Average Annual Production (x 1,000 lb)	Standard Deviation (x 1,000 lb)	Production Growth Rate (%)
1955-64	3,540	613	0.0%
1965-74	4,101	2,041	11.4%
1975-84	4,841	4,841	13.8%
1985-94	7,851	1,747	101.2%
1995-2004	14,198	14,198	112.1%
2005-14	32,886	32,886	192.7%
2015-24	60,022	14,942	-28.3%

Source: Statistics Canada, Stiletto Analysis
 Note: Figures show totals for all fresh blueberries produced in New Brunswick, and do not distinguish highbush and lowbush, due to limitations in historical data. Highbush blueberries represent a very small share of provincial production.

With such extreme and unpredictable variation in production each year, growers struggle to effectively operate their businesses. Because of the nature of wild blueberry production, growers cannot easily adjust inputs and costs to account for a low-production year. Furthermore, wild blueberries operate on a

two-year production cycle. An extreme event or other damage that occurs in one year affects not only that year’s harvest, but also damages the quality and potential quantity of the following year’s harvest. In these cases, growers also experience a reduced return on the investment made in the previous year.

Once part of a thriving, stable, and high-growth industry, growers now find themselves in an industry that is increasingly unpredictable and unstable. Investing in operations is challenging as financing becomes more uncertain.

Developing an Impact Model

To demonstrate the economic effects of the 2025 drought and harvest ban, a cost of production model and analysis was developed, and an economic impact assessment was conducted based on two production scenarios:

- 1. Actual:** Based on the actual preliminary estimated production volume in 2025, totalling only 25.0 million pounds; and
- 2. Expected:** Based on the total estimated production that would be expected in typical weather conditions and with no harvest ban, an estimated 68.3 million pounds.

The analysis shows the total costs incurred over the two-year production cycle for the 2025 harvest in each scenario, as well as the net return in 2025 for the industry and an average farm.

Additionally, an economic impact assessment was conducted based on the farm gate revenue generated under each scenario.

This assessment demonstrates the foregone economic value to the province resulting from the drought and harvest ban.

Costs Incurred

Based on the total 2025 production of 25.0 million pounds and the total acreage, over the two-year production cycle, the industry overall incurred costs totalling \$80.7 million to bring the crop to harvest. An average blueberry farm of 150 total acres would have spent an estimated \$588,000 over two years (2024-25).

In the expected scenario of no drought or harvest ban, the industry would have had an estimated total crop of 68.3 million pounds. As some input costs depend on the volume harvested, the total cost of production in this scenario would have been roughly 12.8% higher, at \$91.0 million industry-wide. An average farm would have incurred costs totalling \$663,000 over the 2024-25 production cycle.

Figure 4: Total and average costs incurred over two-year production cycle, New Brunswick, 2024-25²²

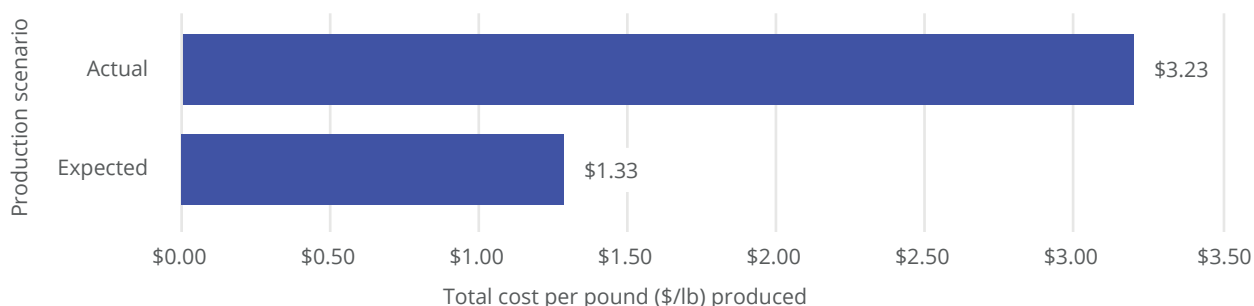
Measure	Total Industry	Average Farm
Actual		
Production (lb)	25,000,000	182,000
Cost	\$80,730,000	\$588,000
Expected		
Production (lb)	68,307,000	493,036
Cost	\$91,037,000	\$663,000

Source: Stiletto Analysis

As these estimates demonstrate, growers face immense costs in bringing their product to harvest. Figure 5 below shows wild blueberry production to be an economy of scale; at the much higher production volume in the expected

scenario, the average cost per unit produced is far lower. Based on this cost structure, commercial operations in the industry are only viable at high production volumes.

Figure 5: Total wild blueberry production cost per pound (\$/lb), New Brunswick, 2024-25 production cycle²³



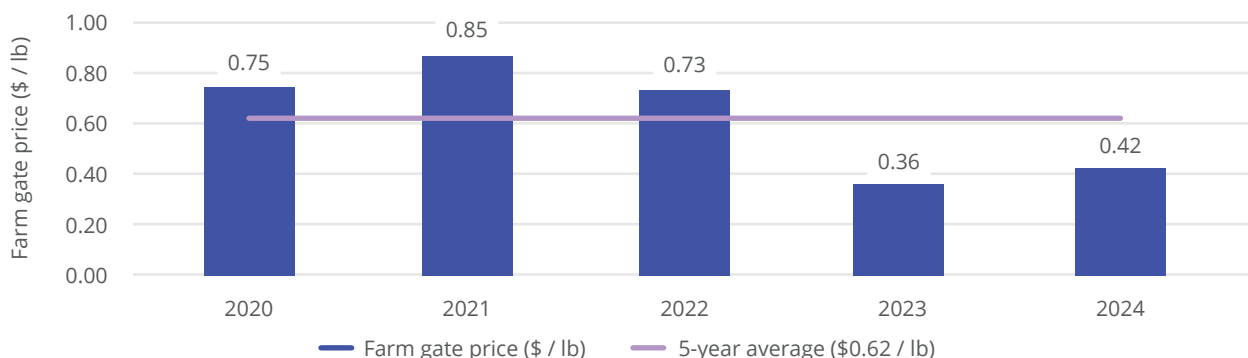
Source: Stiletto Analysis

Revenue

Next, farm gate revenue was estimated to assess the foregone economic value to the province resulting from the drought and harvest ban. With the drastic reduction in wild blueberry supply in 2025, growers would expect to see an above-average farm gate unit price; however, historical data suggests that lower supply is not entirely offset by higher prices. The five-

year average farm gate unit price was \$0.62 per pound in New Brunswick (2020-24), yet the annual price fluctuated significantly year-over-year (Figure 6).²⁴ The five-year period from 2020 to 2024 included a maximum price as high as \$0.85 per pound and a minimum of only \$0.36 per pound, and these fluctuations did not perfectly correlate with fluctuations in supply.^{25,26}

Figure 6: Wild blueberry farm gate unit price, annual and five-year average (\$ / lb), New Brunswick, 2020-24^{27,28}



Source: Statistics Canada, Stiletto Analysis

Based on findings from stakeholder consultation and analysis of historical data, Stiletto assumed an average farm gate unit price of \$0.75 per pound in 2025. The resulting total and net revenue for the industry and an average farm indicate the scale of the loss (Figure 7). At this farm gate unit price, the industry as a whole suffered an estimated \$21.6 million in losses in 2025, while the average farm lost \$157,529.²⁹

Based on the estimated cost incurred in 2025 and the staggering scale of production loss, an average farm gate price of \$1.61 per pound would have been required to break even, which is over 90% higher than the 10-year high price of \$0.85, recorded in 2021.^{30,31}

Figure 7: Total estimated revenue from wild blueberry production, New Brunswick, 2025³²

Measure	Total Industry	Average Farm
Total production	25,000,000 lb	182,197 lb
Total farm gate revenue	\$18,750,000	\$136,648
Net revenue	-\$21,615,200	-\$157,529

Source: Stiletto Analysis

For comparison, under the expected production scenario, in which the industry produced the expected volume prior to drought

conditions and the harvest ban, an average farm gate price of only \$0.67 per pound would be required in order to break even.³³

Economic Impacts

To further demonstrate the wider scale of the harvest loss in 2025, an economic impact assessment was conducted to show the foregone economic value associated with lost production. The impact assessment used the farm gate revenue estimated for the industry for each production scenario (actual: \$18.8 million, expected: \$45.5 million, assuming the breakeven price of \$0.67 per pound).

The impacts represent total impacts, including those from the industry's supply chain spending and from induced household spending by workers in direct and supply-chain industries.

GDP Impacts

Based on the estimated farm gate revenue to the industry in 2025, the wild blueberry industry in New Brunswick generated \$14.2 million in total annual GDP (Figure 8). However, had the industry harvested its total potential crop (without a drought and harvest ban), the total economic value generated would have amounted to \$34.5 million in GDP. The difference represents an estimated \$20.3 million in foregone GDP for the province, decreasing the industry's GDP impact by nearly 60.0%.

Figure 8: Actual and foregone total GDP from wild blueberry production, New Brunswick, 2025³⁴

Production Scenario	Gross Domestic Product
Actual	\$14,194,000
Expected	\$34,458,000
Foregone	-\$20,264,000

Source: Stiletto Analysis

Note: Estimates include indirect and induced effects.

Labour Impacts

Despite the net loss for the industry, the labour income paid to workers was assumed to remain relatively consistent between the two scenarios. Growers have relied on similar levels of labour throughout the year to bring crops to harvest, and thus must compensate that labour accordingly. Despite the significantly reduced return for the crop, labour would be paid a relatively consistent rate. As such, the model did not assume a significant difference in the labour income impact between the two production scenarios.

Similarly, the difference in jobs supported by the industry between the two scenarios was expected to be relatively small; an estimated loss of one full-time equivalent job was assumed.

Figure 9: Actual and foregone total labour income and jobs from wild blueberry production, New Brunswick, 2025³⁵

Production Scenario	Labour Income	FTE Jobs
Actual	\$12,973,000	308
Expected	\$12,973,000	309
Total loss	0	-1

Source: Stiletto Analysis
 Note: Estimates include indirect and induced effects.

Tax Revenue

Finally, the production loss was expected to impact government revenue from the industry. Government taxes on labour income (personal income tax, harmonized sales tax, and personal property taxes) paid by employees and proprietors would remain relatively similar under each scenario, as explained in the labour impact section above.

However, there would be a notable loss in revenue from government taxes on products and production paid by the industry. Based on the model, the total foregone tax revenue was estimated at nearly \$3.1 million, including \$2.0 million that would have been paid to the provincial and municipal governments of New Brunswick.

Figure 10: Foregone tax revenue from wild blueberry production, actual and expected scenarios, New Brunswick, 2025³⁶

Production Scenario	Total Tax Revenue	Provincial and Municipal Share
Actual	\$4,564,000	\$2,907,000
Expected	\$7,696,000	\$4,943,000
Total loss	-\$3,132,000	-\$2,036,000

Source: Stiletto Analysis
 Note: Estimates include indirect and induced effects.

These impacts further demonstrate that the farms themselves have borne the brunt of the negative financial and economic effects of the production loss: labour was still compensated and governments still benefitted by taxing these incomes, while farms face extreme loss and an uncertain future.

Impacts on Processors and Value-Added Producers

The wild blueberry industry includes more than crop producers; it also includes processors, who purchase directly from growers to process and preserve the product for retail sale or export, and value-added producers, who use the berry as an input in the production of other goods (e.g., baked goods and juice). The crop loss of 2025 represented a massive supply chain disruption for these other industries. While a full analysis of the precise impacts for provincial processors and value-added producers was beyond the scope of this analysis, the overall effects can be implied.

A previous economic impact conducted for the New Brunswick wild blueberry industry found that every dollar of revenue generated from wild blueberry crop production was associated with an estimated \$0.78 in revenue generated for wild blueberry value-added processing (average, 2017-21).³⁷ The considerable loss in crop production in 2025 was expected to translate into lower overall revenue for processors and value-added producers.

Although processors and value-added producers can import wild blueberries from other growing regions to compensate for a lower in-region supply, this alternative increases costs (e.g., transportation). Furthermore, because wild blueberry production is concentrated geographically in the north Atlantic regions of Maine, Quebec,

Nova Scotia, New Brunswick, and PEI, multiple grower regions are subject to the same extreme conditions. The drought conditions of 2025 are no exception; other Maritime provinces and Maine also experienced lower harvests.³⁸ As such, the overall supply available in the global market was expected to be much lower. Indeed, the industry reported that processors could not meet their obligations to clients due to the shortage of supply.³⁹

Reduced outputs by processors and value-added producers thus further contributed to economic losses of the wild blueberry industry in 2025. Indeed, for every dollar of reduced output, the industry (classified as fruit and vegetable preserving and specialty food manufacturing) was expected to reduce its estimated total provincial GDP impact by \$0.65.⁴⁰

Understanding the Impact on Growers

With the scope and scale of impacts of the 2025 drought and harvest ban, the New Brunswick wild blueberry industry faces a pivotal moment. Without support, growers across the province are confronting losses that, for many, could be insurmountable.

More unpredictable and with several context-dependent components, wild blueberry production comes with challenges in risk management and insurance that make the losses in 2025 particularly severe.

Why Risk Management Is Challenging

Wild blueberry growers lack effective risk-management options because existing insurance programs are not built for perennial, low-input, wild-harvest systems. Programs like AgriStability and traditional crop insurance are designed for annual row crops with predictable yield data, not for a sector defined by natural biennial cycles, pollination variation, climate dependency, and shared harvesting and processing infrastructure.

Why Traditional Crop Insurance Doesn't Fit

Standard crop insurance requires consistent, farm-level yield histories and predictable production patterns. Wild blueberry operations often cannot provide this data due to their scale, natural yield variability, and multi-year production cycles. These factors make standardized yield guarantees unreliable and limit the usefulness of programs that trigger only on fixed, inflexible thresholds. Current models also fail to account for compounding climatic losses now common in the industry.

AgriStability Limitations

AgriStability similarly fails to meet the sector's needs. High support thresholds and reference margins that do not reflect the economics of wild blueberry production mean many growers cannot trigger payments, even in severe years. When support is triggered, payments often arrive too late for meaningful recovery. The program also does not adapt to the industry's unique structure that includes co-ops, processors, and independent pickers, leaving a persistent mismatch between available tools and the sector's actual risks.

Why Supporting the Wild Blueberry Industry Matters

As the wild blueberry industry is New Brunswick's third most valuable food commodity, a long-term contraction of this industry represents a major issue for the agricultural sector in New Brunswick overall.⁴¹ Such a contraction would result in a net decline in both industry output and land value across the province. Much of the land owned and / or operated by the industry in the province holds economic value solely because it is suitable for wild blueberry production. This land cannot easily support other commodities or crops. As a result, any significant downturn in the sector would translate directly into a loss of productive use and asset value, representing a net economic loss for the province.

As this report indicates, in 2025, the wild blueberry industry incurred an estimated \$21.6 million in total losses, with the average farm facing a shortfall of \$157,529.⁴² Modelling shows that given the scale of crop failure and

the fixed costs growers carried throughout the season, the industry would require an average price of \$1.61 per pound just to break even; a figure 90% above the industry's 10-year high of \$0.85 per pound (recorded in 2021).^{43,44}

These losses extend well beyond individual farms. Without targeted financial support, the economic impacts will ripple across rural communities where wild blueberry production is a primary source of employment, spending, and local tax revenue. Stabilizing growers through recovery funding is therefore essential not only to protect farm and industry viability but also to sustain broader rural communities and economies that depend on this industry.

Closing Policy Gaps

Though agriculture and food and beverage manufacturing are key contributors to New Brunswick's economy, there is a gap between the Government of New Brunswick's stated agricultural priorities and appropriate and suitable support mechanisms available for wild blueberry growers.

The 2023 Canada-New Brunswick Potato AgriRecovery Initiative compensated eligible potato producers for the extraordinary costs incurred to grow, harvest, store, or dispose of the year's potato crop due to excessive moisture during the year's growing season.⁴⁵ A similar support effort is essential to the success and longevity of the wild blueberry industry.

Canadian government finance statistics for agricultural subsidies to private enterprises per province show that New Brunswick received the second-lowest subsidies in the country in 2024, ahead of only Newfoundland and Labrador and the territories.⁴⁶ The province's firms received \$23 million in 2024.⁴⁷ In comparison, Nova Scotia and PEI received \$32 million and \$65 million, respectively.⁴⁸

The 2025 crisis also exposed longstanding weaknesses in how federal and provincial risk-management programs align with the wild blueberry sector. Core tools, particularly AgriStability, are not designed for perennial, low-input crops with highly variable yields, and most growers do not participate as a result. When drought, harvest bans, and processor shutdowns hit, the sector was effectively uninsured, leaving producers without coverage for significant income losses.

This mismatch between policy design and industry realities has created multi-year recovery risks, heightened financial vulnerability, and contributed to the potential for long-term contraction of land use and employment across rural New Brunswick.

Addressing these systemic gaps requires targeted reforms that reflect perennial production cycles and shared processing models, such as a New Brunswick Blueberry Stabilization Fund or a customized AgriRecovery mechanism to provide timely, climate-responsive support when production or harvesting is disrupted.

Call to Action

A major economic contributor to New Brunswick agriculture, the wild blueberry industry provides enormous value to regional food and income security. As the climate crisis continues to permanently alter the world's ecosystems, supporting local agriculture becomes increasingly imperative to maintain regional food sovereignty and decrease dependency on long-distance supply chains.

Affirming the Value of the New Brunswick Wild Blueberry Industry

The Government of New Brunswick has committed to support, advance, and champion the agriculture sector. In the Agriculture, Aquaculture, and Fisheries Annual Report 2023-2024, the Honourable Minister Pat Finnigan affirmed that these sectors are “essential contributors to our province, and they are the heart of rural, coastal, and Indigenous communities in New Brunswick.”⁴⁹ He noted that the Government of New Brunswick is “committed to working alongside New Brunswickers in these sectors, ensuring

they have access to a variety of programs and services to support them.”⁵⁰

Now, more than ever, the dedicated and resilient wild blueberry growers of New Brunswick need the government to act on this commitment by providing responsive support in this unprecedented time of need. The New Brunswick government has shown emergency support in the past for the potato industry, and a similar support effort is required now to secure the wild blueberry industry for years to come.⁵¹

Investing in a Sustainable Future

Part of the response to the 2025 drought and harvest ban must include an investment in local food systems, export capacity, and climate resilience. Financial support should not only provide immediate economic relief but also take necessary steps towards building the sustainable agriculture industry that New Brunswickers require now and into the future.

The 2025 harvest crisis exposed systemic gaps that have had – and continue to have – devastating impacts for New Brunswick’s wild blueberry growers. A multi-part response to this crisis must include targeted relief, policy reform, and partnership. With focused efforts and a collaborative approach, the wild blueberry industry can continue to thrive in New Brunswick.

Methodology

The following section provides an overview of the approach, methodology, and assumptions used by each component of the analysis.

Estimating Production and Revenue

Though official data from Statistics Canada is not yet available, internal industry estimates indicate that the actual total wild blueberry production in 2025 was only 25.0 million pounds.⁵²

Actual industry total revenue was estimated using the average farm gate price reported through stakeholder consultation.

To estimate revenue in the expected scenario (assuming no drought or harvest ban), the farm gate price was assumed to be \$0.67 per pound, based on an analysis of cost and the historic average price data (2020-24).^{53,54,55}

Total losses in the actual and expected scenarios were estimated based on a combination of sources. Stiletto gathered information from stakeholders, including multiple growers, one processor, and other industry representatives, regarding expected harvest in 2025 prior to drought conditions, average yields, and actual harvest in 2025.

Historical and average production and yield data were also analyzed to compare with stakeholder inputs and previous drought years. Based on these various inputs, Stiletto estimated a total loss of 43.3 million pounds in 2025. Given expected environmental conditions, total potential production in 2025 should have reached 68.3 million pounds.^{56,57,58}

Estimating Costs of Production

Production costs were estimated by adapting the findings of a recent Cost of Production study developed by the Prince Edward Island Wild Blueberry Producers Association for the New Brunswick market.⁵⁹ To adapt the findings, Stiletto conducted stakeholder consultations with multiple growers to review the PEI study and compare variable and fixed input costs with those faced by New Brunswick growers.

Based on NB grower feedback as well as additional secondary research, Stiletto developed a cost of production model to estimate grower costs under various yield scenarios, including the actual and expected yields estimated for 2025 (Figure 11).

Figure 11: Summary of total costs per acre by yield scenario, New Brunswick^{60,61,62,63,64,65,66}

Costs	Yield Scenario				
	2025: 1,215 lb / acre	Low: 2,500 lb / acre	Average: 3,321 lb / acre*	High: 4,242 lb / acre	Very high: 6,200 lb / acre
Total variable cost	\$3,426.95	\$3,732.68	\$3,928.05	\$4,147.27	\$4,613.28
Total fixed cost	\$497.91	\$497.91	\$497.91	\$497.91	\$497.91
Total cost	\$3,924.86	\$4,230.59	\$4,425.96	\$4,645.18	\$5,111.19

Source: Stiletto Analysis

*Average yield shown represents the yield in the expected production scenario of 68.3 million pounds used in the economic impact model.

Economic Impacts By Production Scenario

Economic impacts were modelled based on total industry revenue generated under the actual and expected production scenarios, discussed above. These economic impacts were based on Statistics Canada’s input-output tables.⁶⁷ These tables offer a detailed summary of how spending in each sector flows throughout the provincial and national economy. The following model uses current and forecasted industry revenues as an estimate of industry expenditures to determine the total impacts of the industry in the economy.

Total impacts include:

- **Direct impacts:** These measure the value added to the economy that results directly from the revenue created by growers and processors in the industry, and the wages earned by workers directly employed in the industry.
- **Indirect impacts:** These measure the value added to the economy through demand by firms for intermediate goods and support services, otherwise known as the

supply chain. For example, the production of blueberries requires the services of pollinators, equipment manufacturers, and / or rentals, etc.

- **Induced impacts:** These measure the effects of workers in the aforesaid intermediate industries spending their wages, which in turn generates employment, income, taxes, and other value for the firms and industries that benefit from this induced spending.

The model uses the input-output tables to determine GDP, employment, and indirect taxes generated by industry operations. The model further measures the taxes on income and consumer spending generated as a result of the wild blueberry industry.

Wild blueberry production corresponds with industry multipliers for crop production (except cannabis, greenhouse, nursery, and floricultural production) [BS111A00], which were used for the analysis.

Endnotes

All hyperlinks have been verified as of the date of this report.

- ¹ "Farm Cash Receipts, Annual (x1,000), Statistics Canada, November 14, 2025, <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210004501>
- ² "Area, Production, and Farm Gate Value of Marketed Fruits," Statistics Canada, November 10, 2025, <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210036401>
- ³ "Farm Cash Receipts, Annual (x1,000), Statistics Canada, November 14, 2025, <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210004501>
- ⁴ "Fruits, Census of Agriculture, 2021," Statistics Canada, November 13, 2025, <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210031501>
- ⁵ "Area, Production, and Farm Gate Value of Marketed Fruits," Statistics Canada, November 10, 2025, <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210036401>
- ⁶ "Economic Impact Assessment," Bleuets NB Blueberries, September 2022, https://nbwildblue.ca/wp-content/uploads/Public/Research/BNBB_EconomicImpactReport_220900_EN.pdf
- ⁷ "Economic Impact Assessment," Bleuets NB Blueberries, September 2022, https://nbwildblue.ca/wp-content/uploads/Public/Research/BNBB_EconomicImpactReport_220900_EN.pdf
- ⁸ "Area, Production, and Farm Value of Potatoes," Statistics Canada, October 30, 2024, <https://doi.org/10.25318/3210035801-eng>
- ⁹ Stiletto Analysis, 2024
- ¹⁰ "Area, Production, and Farm Gate Value of Marketed Fruits," Statistics Canada, November 8, 2024, <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3210036401>
- ¹¹ Stiletto Analysis, 2024
- ¹² Isabelle Leger, "Blueberry Farm Seeks Water Source After Extreme Weather Devastated Its Crop," CBC, April 11, 2021, <https://www.cbc.ca/news/canada/new-brunswick/blueberry-drought-devastated-crop-weather-1.5981693>
- ¹³ "Area, Production, and Farm Gate Value of Marketed Fruits," Statistics Canada, November 8, 2024, <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3210036401>
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