UF IFAS UNIVERSITY of FLORIDA

Blueberry BREEDING PROGRAM

2025 End of Season Data Summary

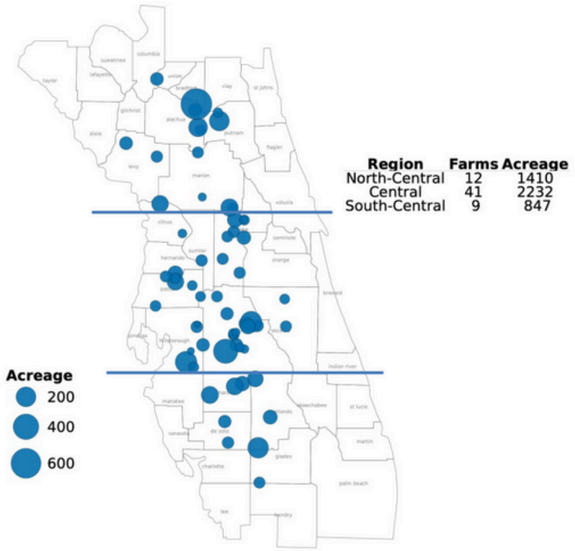
FBGA Fall Meeting

Doug Phillips

UF/IFAS Blueberry Extension Coordinator

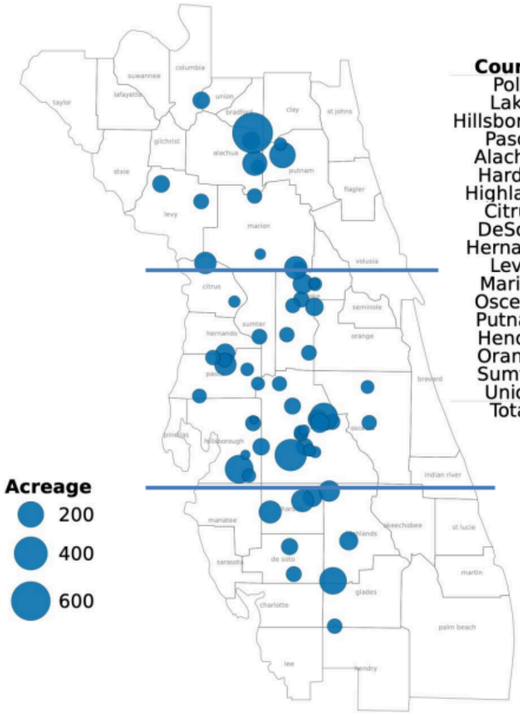
October 23, 2025

Florida Blueberry Farms Surveyed 2025 Season



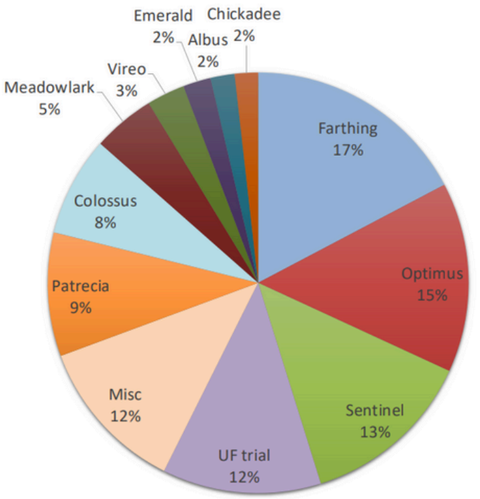
Region	Farms	Acreage
North-Central	12	1410
Central	41	2232
South-Central	9	847

Florida Blueberry Farms Surveyed 2025 Season

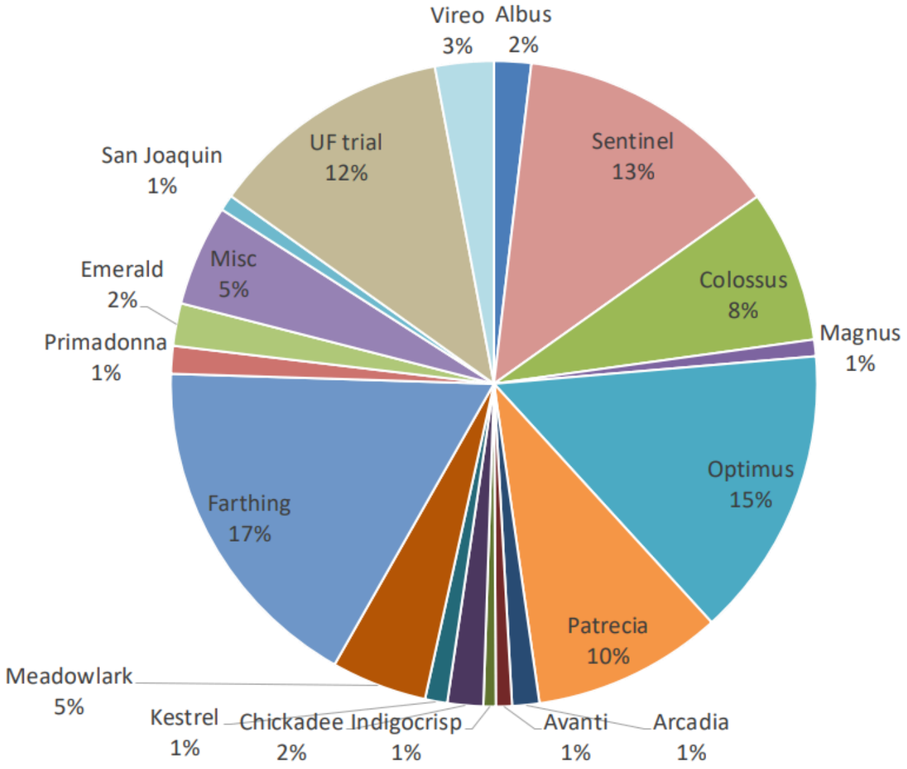


County	Farms	Acreage
Polk	14	993
Lake	9	404
Hillsborough	6	364
Pasco	5	204
Alachua	4	902
Hardee	3	337
Highlands	3	399
Citrus	2	130
DeSoto	2	81
Hernando	2	114
Levy	2	85
Marion	2	37
Osceola	2	47
Putnam	2	215
Hendry	1	30
Orange	1	62
Sumter	1	33
Union	1	51
Total	62	4488

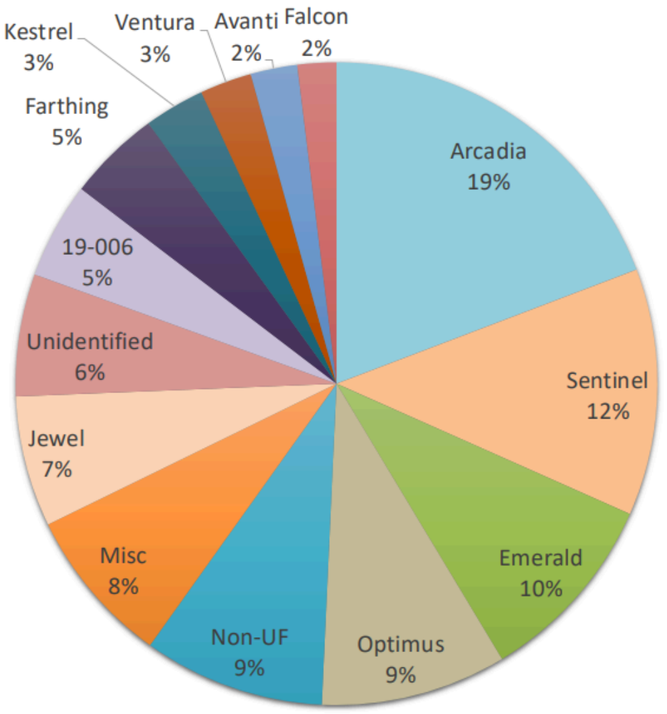
North-Central Florida UF Selections By Acreage



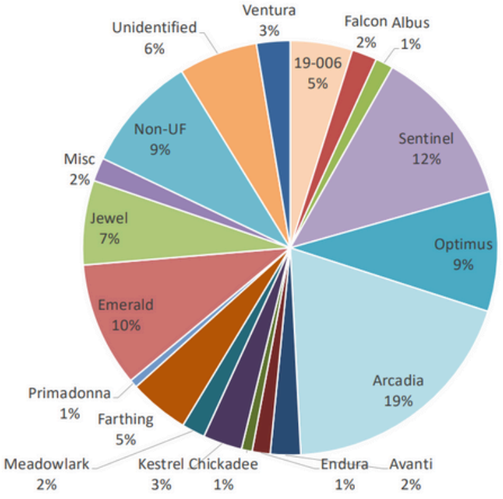
North-Central Florida UF Selections Acreage By Date of Release



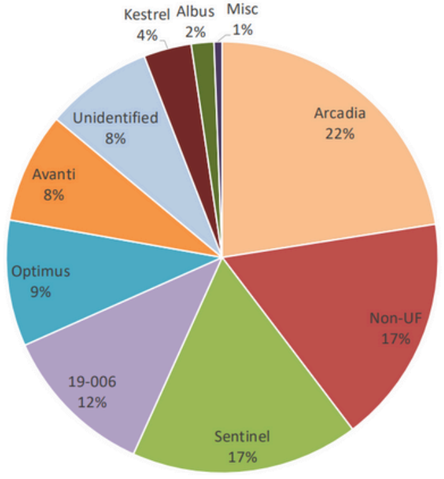
Central Florida UF Selections By Acreage



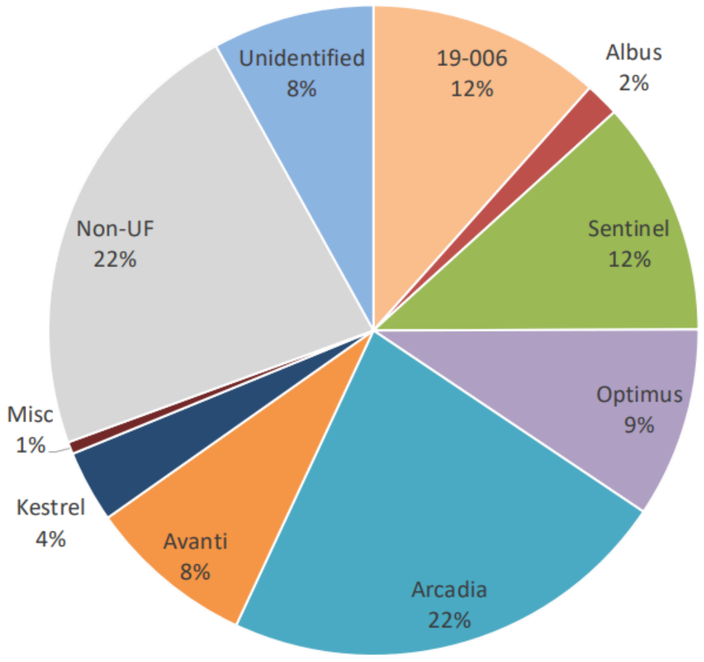
Central Florida UF Selections Acreage By Date of Release



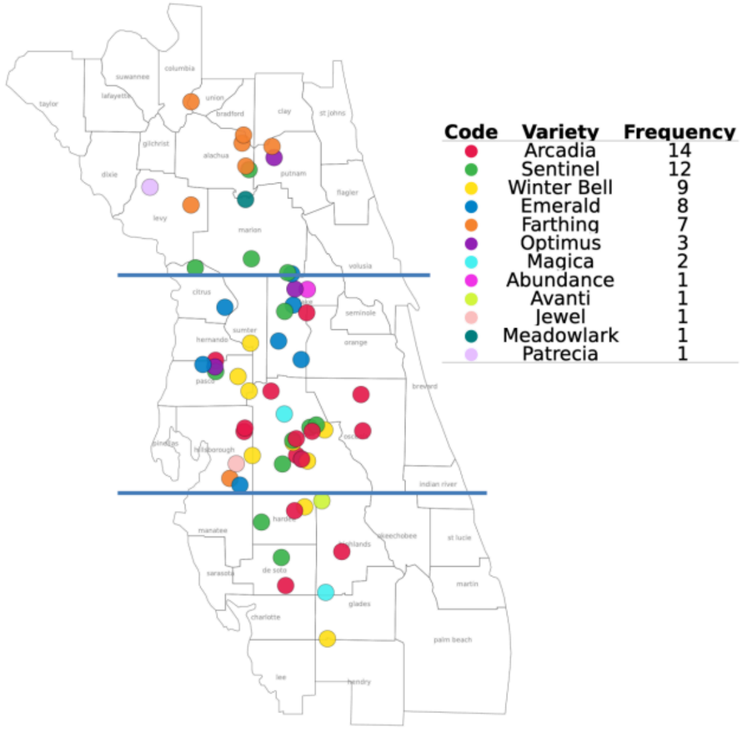
South-Central Florida UF Selections by Acreage



South-Central Florida Acreage By Date of Release



Highest Yielding Varieties Reported by Growers



Code	Variety	Frequency
	Arcadia	14
	Sentinel	12
	Winter Bell	9
	Emerald	8
	Farthing	7
	Optimus	3
	Magica	2
	Abundance	1
	Avanti	1
	Jewel	1
	Meadowlark	1
	Patrecia	1

Highest Yielding Reported by Region

North-Central

Variety	# Farms Present out of 12	Highest Yielding Where Present
Sentinel	12 (100%)	**25%**
Farthing	11 (92%)	**55%**

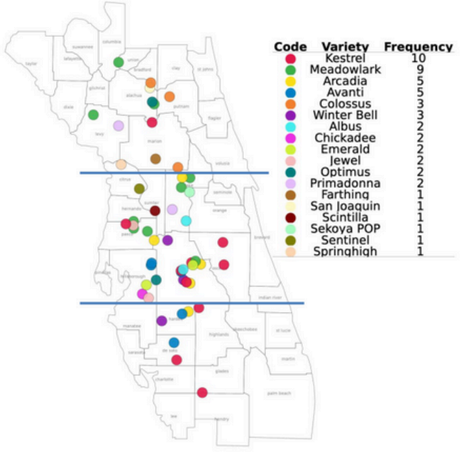
Central

Variety	# Farms Present out of 41	Highest Yielding Where Present
Sentinel	32 (78%)	**22%**
Arcadia	29 (71%)	**38%**
Emerald	22 (54%)	**36%**
Winter Bell	16 (39%)	**44%**

South-Central

Variety	# Farms Present out of 9	Highest Yielding Where Present
Sentinel	8 (89%)	**25%**
Arcadia	7 (78%)	**38%**
Winter Bell	4 (44%)	**50%**

Lowest Yielding Varieties Reported by Growers



Code	Variety	Frequency
	Kestrel	10
	Meadowlark	9
	Arcadia	5
	Avanti	5
	Colossus	3
	Winter Bell	3
	Albus	2
	Chickadee	2
	Emerald	2
	Jewel	2
	Optimus	2
	Primadonna	2
	Farthing	1
	San Joaquin	1
	Scintilla	1
	Sekoya POP	1
	Sentinel	1
	Springhigh	1

Lowest Yielding by Region

North-Central

Variety	# Farms Present out of 12	**Lowest Yielding**
Meadowlark	6 (50%)	**33%**
Colossus	3 (25%)	**67%**

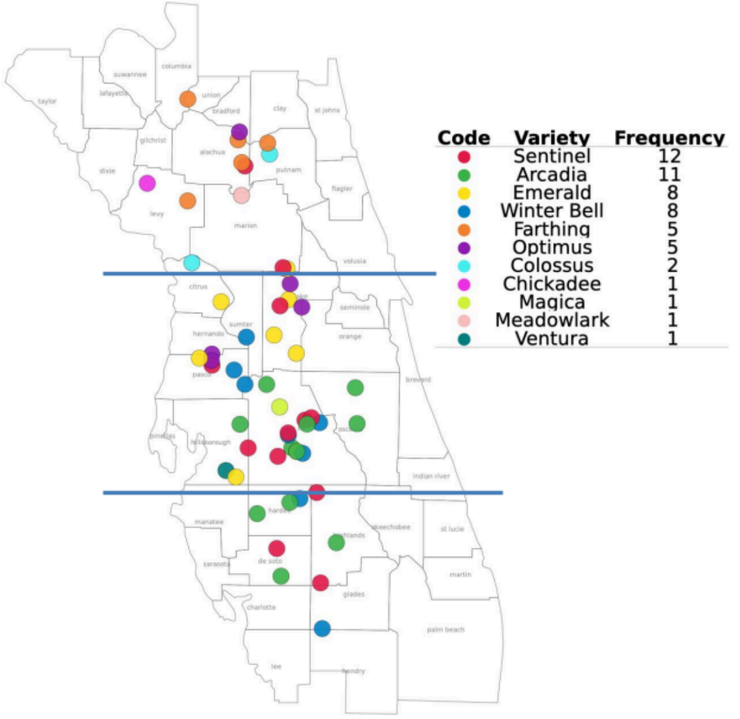
Central

Variety	# Farms Present out of 41	**Lowest Yielding**
Arcadia	29 (71%)	**14%**
Kestrel	12 (29%)	**50%**
Avanti	11 (27%)	**27%**
Meadowlark	9 (22%)	**67%**
Chickadee	5 (12%)	**40%**

South-Central

Variety	# Farms Present out of 9	**Lowest Yielding**
Avanti	6 (67%)	**33%**
Kestrel	5 (56%)	**60%**

Most Profitable Varieties Reported by Growers



Most Profitable by Region

North-Central

Variety	# Farms Present out of 12	**Most Profitable**
Farthing	11 (92%)	**45%**
Colossus	3 (25%)	**67%**

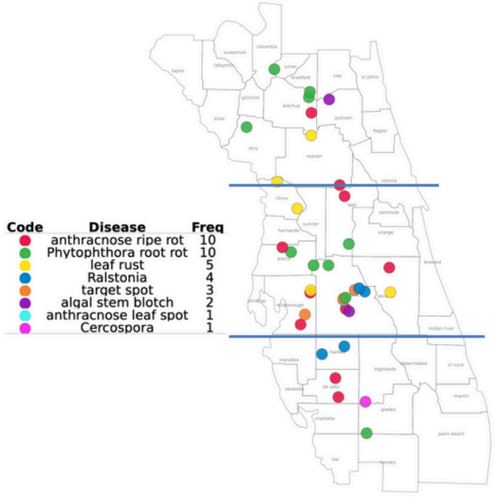
Central

Variety	# Farms Present out of 41	**Most Profitable**
Sentinel	32 (78%)	**25%**
Arcadia	29 (71%)	**24%**
Emerald	22 (54%)	**36%**
Optimus	17 (41%)	**24%**
Winter Bell	16 (39%)	**37%**

South-Central

Variety	# Farms Present out of 9	**Most Profitable**
Arcadia	7 (78%)	**57%**
Sentinel	5 (45%)	**60%**
Winter Bell	4 (44%)	**50%**

Most Problematic Diseases Reported by Growers



Significant Diseases by Region

North-Central

Disease	Freq	% Farms Surveyed
Phytophthora	4	33%
Leaf Rust	2	17%

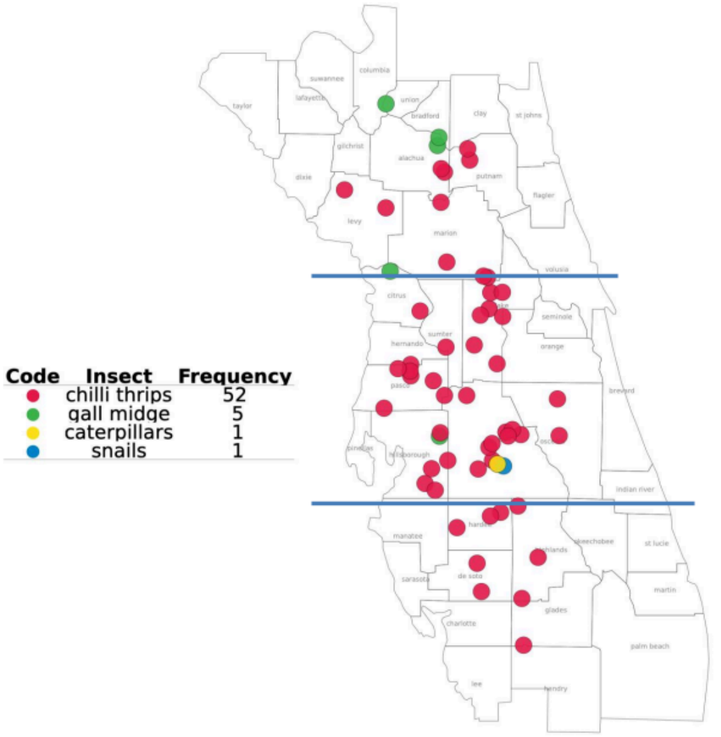
Central

Disease	Freq	% Farms Surveyed
Anthracnose Fruit Rot	7	17%
Phytophthora	5	12%
Rust	3	7%
Target Spot	3	7%
Ralstonia	2	5%

South-Central

Disease	Freq	% Farms Surveyed
Anthracnose Fruit Rot	2	22%
Ralstonia	2	22%

Most Problematic Insect Pests Reported by Growers



Significant Insect Pests by Region

North-Central

Pests	Freq	% Farms Surveyed
Chilli Thrips	8	67%
Gall Midge	4	33%

Central

Pests	Freq	% Farms Surveyed
Chilli Thrips	35	85%
Gall Midge	1	2%

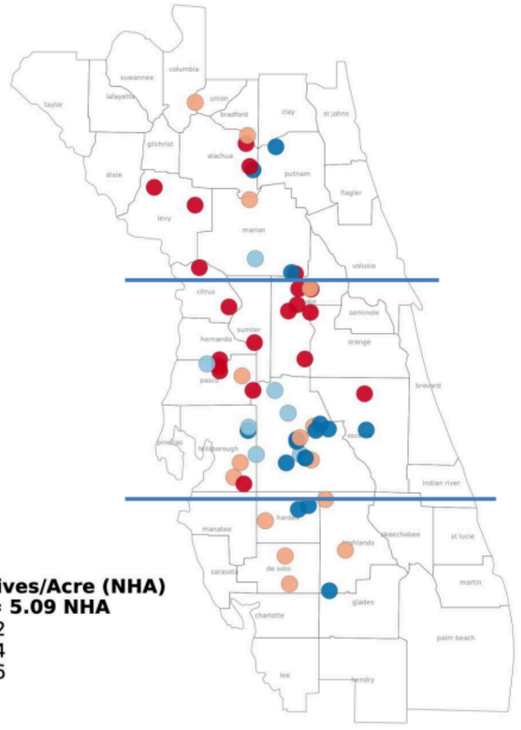
South-Central

Pests	Freq	% Farms Surveyed
Chilli Thrips	9	100%

2025 – 2024 Comparison

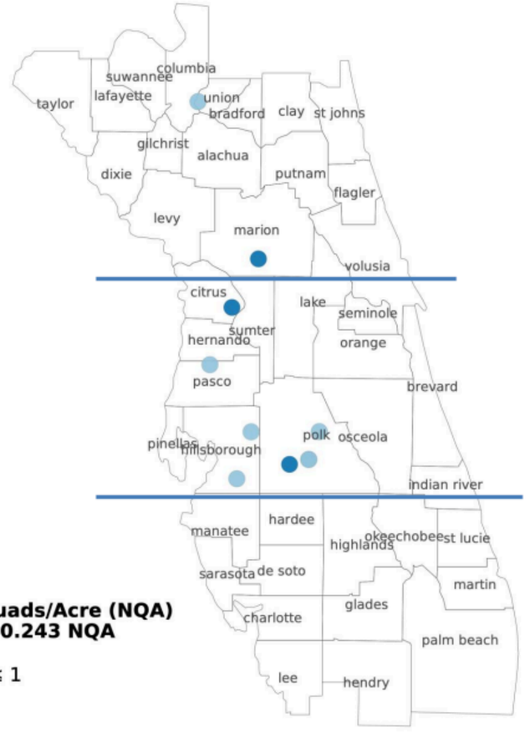
	2025	2024
Diseases	Anthracnose Fruit Rot	Rust
Insect Pests	Chilli Thrips	Chilli Thrips

Honey Bee Hives per Acre Reported by Growers



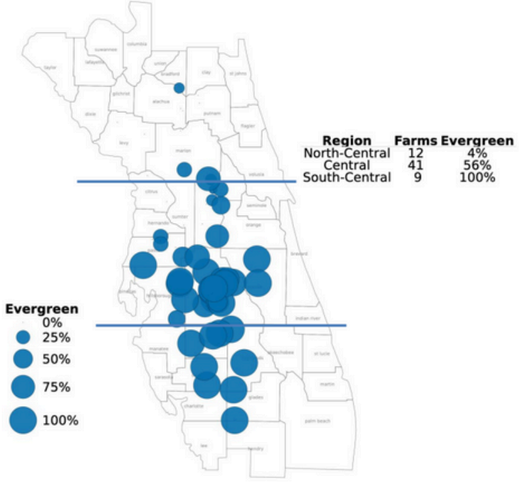
Number of Hives/Acre (NHA)
FL Average = 5.09 NHA
- 0 < NHA ≤ 2
- 2 ≤ NHA < 4
- 4 ≤ NHA < 6
- NHA ≥ 6

Bumble Bee Quads per Acre Reported by Growers



Number of Quads/Acre (NQA)
FL Average =0.243 NQA
- NQA ≤ 0.5
- 0.5 < NQA ≤ 1

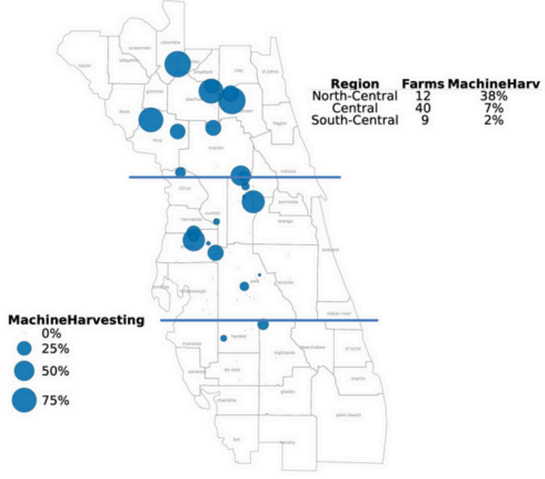
Evergreen Production Reported by Growers



Region	Farms	Evergreen
North-Central	12	4%
Central	41	56%
South-Central	9	100%

Evergreen
- 0%
- 25%
- 50%
- 75%
- 100%

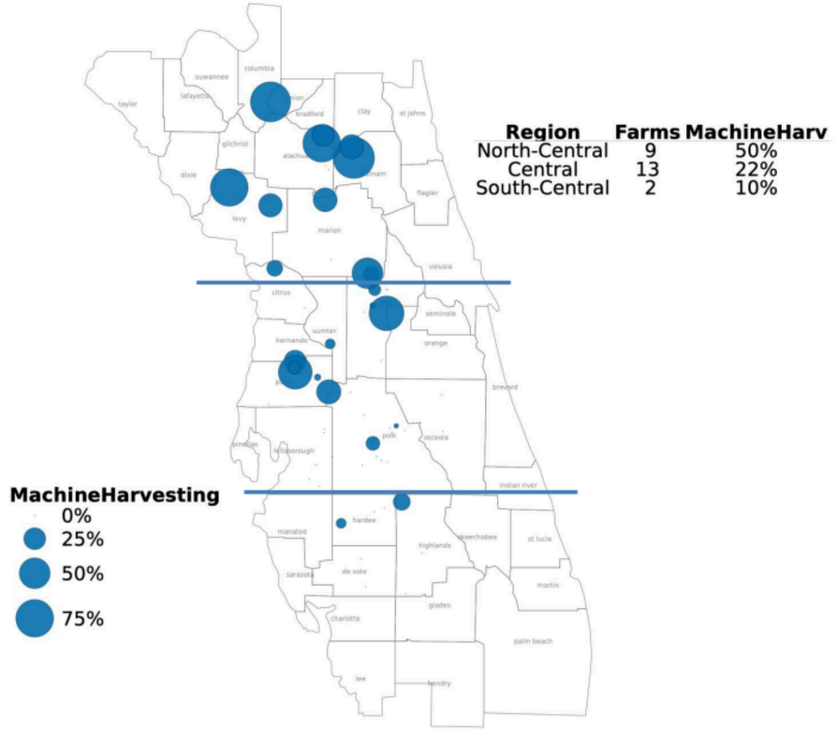
Machine Harvesting Reported by Growers



Region	Farms	MachineHarv
North-Central	12	38%
Central	40	7%
South-Central	9	2%

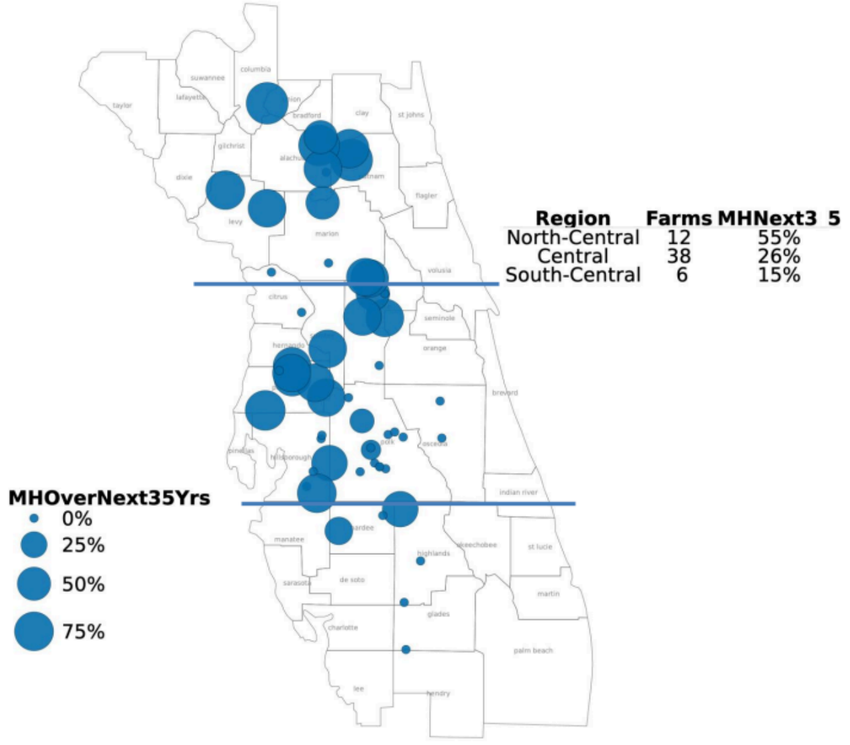
MachineHarvesting
- 0%
- 25%
- 50%
- 75%

Machine Harvesting Reported by Growers (Excluding 0%)



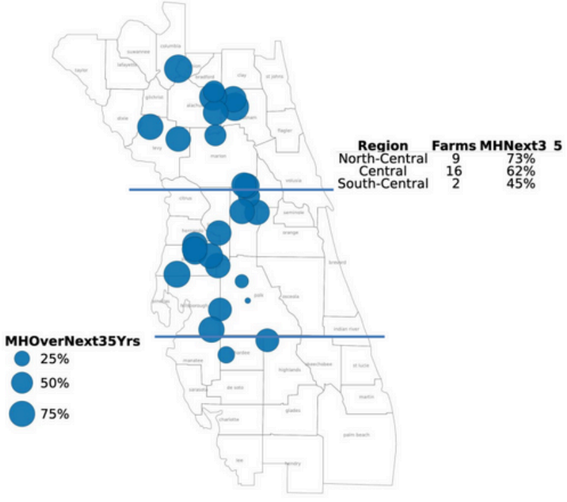
Region	Farms	MachineHarv
North-Central	9	50%
Central	13	22%
South-Central	2	10%

Expected % Machine Harvesting in Next 3-5 Years



Region	Farms	MHNext3_5
North-Central	12	55%
Central	38	26%
South-Central	6	15%

Expected % Machine Harvesting in Next 3-5 Years (Excluding 0%)



Region	Farms	MHNext3_5
North-Central	9	73%
Central	16	62%
South-Central	2	45%

Expected Farm Size Over Next 3-5 Years

- Expected to be larger 16
- Expected to stay the same size 43
- Expected to be smaller 3

Notable Items

- Many growers said the incidence and severity of diseases was less this season, possibly due to a drier harvest season
- Approximately 30% machine harvested in FL vs. 20% in 2024.
- Fewer farms expected to be larger over the next 3-5 years (16 vs 19), but more farms expected to be the same size (43 vs 40)
- Any questions you would like to see added to the survey for next season?

Grower App Resources

UF Blueberry Growers Guide

- Scouting Guide
- Management calendar
- Cultivars
- Pesticides
- English & Spanish

UF Blueberry Breeding Website

2025 season data maps will be available on the UF blueberry breeding website –

www.blueberrybreeding.com/blog

You can also access –

- information and data on UF blueberry cultivars
- all UF EDIS blueberry extension publications

Acknowledgements

- Participating blueberry growers
- Paul Adunola – map development
- UF Blueberry Breeding Program for funding this research

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Questions?

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