

## China's Yunnan unveils Honghe Blueberry brand strategy to drive industry growth

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The 2025 Yunnan Blueberry Conference kicked off on February 27 in Mile City, Honghe Hani and Yi Autonomous Prefecture, Yunnan Province, Southwest China. On the same day, the Honghe Blueberry Brand Strategy was officially launched, aiming to enhance the brand value of Honghe Blueberries and promote the industry's development.

The unveiling of the "Honghe Blueberry" regional public brand marks a significant step toward brand-oriented growth in Honghe's blueberry industry.

As one of the world's most suitable regions for blueberry cultivation, Honghe boasts vast territory, diverse microclimates, significant temperature differences between day and night, and early spring warming. These natural advantages contribute to high-quality blueberries with excellent fruit shape, superior taste, and an earlier market entry compared to other regions in China.

The brand slogan, "Care for Your Eyes, Eat More Honghe Blueberries from Yunnan," underscores both the product's nutritional value and health benefits, encouraging greater blueberry consumption. The "H" logo of Honghe Blueberry creatively integrates the first letter of "Honghe" in Pinyin with the shape of a blueberry, effectively conveying the brand's core message of eye protection and wellness.

In recent years, Honghe Prefecture has leveraged its unique environmental conditions to emerge as a key player in the blueberry industry, becoming China's primary production area for substrate-based greenhouse blueberries. In 2024, the region's blueberry cultivation area exceeded 100,000 mu (approximately 6,667 hectares), accounting for 60% of Yunnan's total blueberry production, ranking first in the province. Honghe has successfully transitioned from small-scale trial planting to large-scale industrial development.

The conference brought together experts and industry leaders to explore the future development path of Yunnan's blueberry sector, strengthen brand influence, and inject new vitality into the industry, the organizers added.