



USHBC Blueberry Category Retail Sales Report Period 1

4 Weeks Ending Saturday, January 27, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in dollar value in all three of the four regions, south region, with the highest increase of **+20.2%** .
- Fresh Conventional increased in dollar sales by **+19%**. Organic decreased by **+2.8%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **+19%** increase in dollar sales and a **-8.1%** decrease in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, declined by **-19.3%**.

Frozen Blueberries (Produce Department)

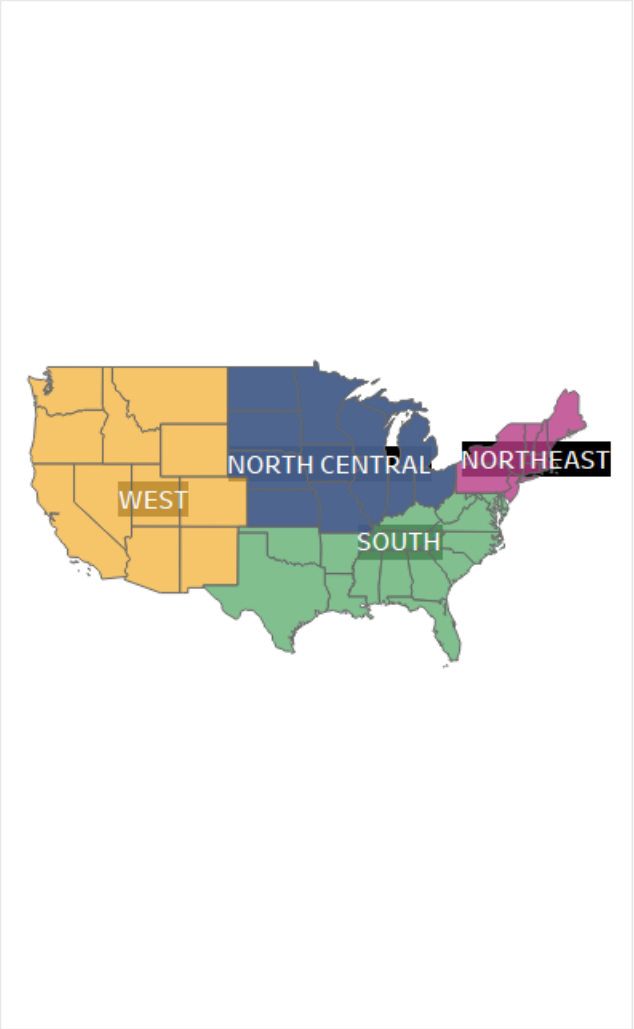
- \$12.8m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a sales decline.
- The largest size, 48 ounces, has fallen **-3.5%** in dollar sales. This size accounts for 68% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, and gained in dollar sales in the West and South regions
- Frozen Organic blueberry sales decreased **-10.7%**, while Conventional blueberry sales fell **-3.6%**.

• All comparisons are vs year ago

Blueberry Sales By Geography

TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Unit % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
TOTAL US - MULO	\$349,588K	+4.4%	100%	70,741K	-19.1%	100%	62,199K	-18.7%	100%
NORTH CENTRAL	\$47,503K	-34.7%	14%	11,033K	-47.5%	16%	9,752K	-48.9%	16%
NORTHEAST	\$85,145K	+7.6%	24%	15,915K	-16.1%	22%	14,982K	-14.3%	24%
SOUTH	\$168,746K	+19.6%	48%	34,331K	-8.0%	49%	30,219K	-5.1%	49%
WEST	\$48,195K	+15.3%	14%	9,461K	-7.2%	13%	7,246K	-9.9%	12%

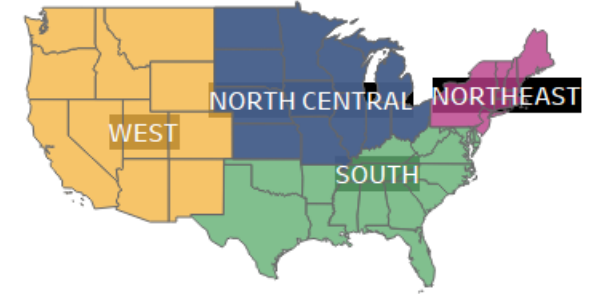


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Blueberry Sales By Geography

TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change vs YAgo	Pound Share
TOTAL US - MULO	\$336,734K	+4.8%	100%	69,485K	-19.3%	100%	59,247K	-19.3%	100%
NORTH CENTRAL	\$46,502K	-34.5%	14%	10,931K	-47.5%	16%	9,532K	-49.0%	16%
NORTHEAST	\$79,964K	+8.2%	24%	15,347K	-16.6%	22%	13,763K	-15.5%	23%
SOUTH	\$164,079K	+20.2%	49%	33,922K	-7.9%	49%	29,128K	-5.4%	49%
WEST	\$46,189K	+15.4%	14%	9,285K	-7.5%	13%	6,824K	-11.0%	12%



TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change YAgo	Pound Share
TOTAL US - MULO	\$12,854K	-4.0%	100%	1,255K	-10.9%	100%	2,952K	-2.7%	100%
NORTH CENTRAL	\$1,001K	-44.6%	8%	101K	-47.0%	8%	220K	-43.4%	7%
NORTHEAST	\$5,181K	-0.6%	40%	568K	+0.1%	45%	1,219K	+1.4%	41%
SOUTH	\$4,666K	+1.4%	36%	410K	-15.8%	33%	1,091K	+2.1%	37%
WEST	\$2,006K	+13.0%	16%	176K	+7.4%	14%	422K	+13.0%	14%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Blueberry Sales By Segment

CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change vs YAgO	Sum of Units	Units % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
TOTAL FRESH AND FROZEN		\$349,588,071	+4.4%	70,740,591	-19.1%	62,199,101	-18.7%
FRESH FRUIT - BLUEBERRY	Total	\$336,733,924	+4.8%	69,485,220	-19.3%	59,246,738	-19.3%
	CONVENTIONAL	\$290,745,945	+2.8%	61,588,601	-20.0%	54,082,127	-20.0%
	ORGANIC	\$45,987,979	+19.0%	7,896,619	-13.0%	5,164,611	-11.1%
FZ FRUIT - BLUEBERRIES	Total	\$12,854,147	-4.0%	1,255,371	-10.9%	2,952,363	-2.7%
	CONVENTIONAL	\$12,201,518	-3.6%	1,179,603	-10.9%	2,867,417	-2.3%
	ORGANIC	\$652,629	-10.7%	75,768	-10.8%	84,946	-12.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Fresh Blueberry By Size

FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share	Price \$/lb	Price \$/lb % Chg YAgO
18 OUNCE	\$90,809,188	-4.2%	27%	14,105,975	-26.6%	20%	15,869,222	-26.6%	27%	\$5.72	+30.4%
16 OUNCE	\$112,519,569	+19.0%	33%	26,904,091	-8.1%	39%	26,904,091	-8.1%	45%	\$4.18	+29.5%
11 OUNCE	\$41,491,511	-9.1%	12%	8,006,590	-36.7%	12%	5,504,531	-36.7%	9%	\$7.54	+43.6%
6 OUNCE	\$30,555,091	+6.0%	9%	8,100,416	-10.3%	12%	3,037,656	-10.3%	5%	\$10.06	+18.2%
12 OUNCE	\$16,111,047	-9.8%	5%	3,614,885	-38.0%	5%	2,711,164	-38.0%	5%	\$5.94	+45.5%
8 OUNCE	\$10,340,847	-16.2%	3%	1,675,666	-43.9%	2%	837,833	-43.9%	1%	\$12.34	+49.3%
10 OUNCE	\$10,156,632	+22.7%	3%	2,440,536	-6.1%	4%	1,525,335	-6.1%	3%	\$6.66	+30.7%
9.8 OUNCE	\$12,535,604	+104.9%	4%	2,032,161	+101.8%	3%	1,244,698	+101.8%	2%	\$10.07	+1.5%
10.99 OUNCE	\$1,922,110	-30.8%	1%	488,347	-46.6%	1%	335,434	-46.6%	1%	\$5.73	+29.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Frozen Blueberry By Size

FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share	Price \$/lb	Price \$/lb % Chg YAgO
48 OUNCE	\$8,782,413	+3.5%	68%	692,053	+3.5%	55%	2,076,159	+3.5%	70%	\$4.23	+0.1%
64 OUNCE	\$1,168,285	-4.5%	9%	90,658	-0.1%	7%	362,632	-0.1%	12%	\$3.22	-4.4%
15 OUNCE	\$1,023,415	-10.8%	8%	217,943	-12.1%	17%	204,321	-12.1%	7%	\$5.01	+1.5%
32 OUNCE	\$844,765	-19.1%	7%	76,624	-18.0%	6%	153,247	-18.0%	5%	\$5.51	-1.3%
12 OUNCE	\$473,878	-40.2%	4%	100,092	-50.1%	8%	75,069	-50.1%	3%	\$6.31	+19.9%
10 OUNCE	\$268,565	-4.9%	2%	47,795	-11.8%	4%	29,872	-11.8%	1%	\$8.99	+7.8%
40 OUNCE	\$146,341	+6.3%	1%	13,994	+25.4%	1%	34,986	+25.4%	1%	\$4.18	-15.3%
28 OUNCE	\$56,129	-36.4%	0%	3,208	-40.0%	0%	5,613	-40.0%	0%	\$10.00	+5.9%
8 OUNCE	\$55,500	-11.5%	0%	9,153	-23.0%	1%	4,576	-23.0%	0%	\$12.13	+14.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

	Sum of Dollars	Dollars % Change vs Y Ago	Sum of Pounds	Pounds % Change vs Y Ago	Price \$/lb	Price Per Pound % Change
Grand Total	\$1,047,059,559	-2.1%	196,888,036	-15.6%	\$5.32	+16.0%
FRESH BERRIES Total	\$1,018,275,838	-2.0%	190,647,440	-15.9%	\$5.34	+16.5%
CONVENTIONAL	\$890,987,285	-3.4%	176,942,985	-16.6%	\$5.04	+15.8%
ORGANIC	\$127,288,554	+8.5%	13,704,455	-5.7%	\$9.29	+15.0%
FROZEN BERRIES Total	\$28,783,721	-3.3%	6,240,595	-4.0%	\$4.61	+0.7%
CONVENTIONAL	\$26,998,941	-2.9%	5,999,646	-3.7%	\$4.50	+0.8%
ORGANIC	\$1,784,779	-8.9%	240,950	-10.8%	\$7.41	+2.1%



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Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

		Sum of Dollars	Dollars % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
FRESH BERRIES	Total	\$1,018,275,838	-2.0%	190,647,440	-15.9%
	FRESH FRUIT - STRAWBERRY	\$436,237,363	-3.6%	103,399,141	-12.3%
	FRESH FRUIT - BLUEBERRY	\$336,733,924	+4.8%	59,246,738	-19.3%
	FRESH FRUIT - RASPBERRY	\$140,063,084	+1.2%	15,178,432	-6.3%
	FRESH FRUIT - BLACKBERRY	\$105,006,915	-17.4%	12,799,444	-33.2%
	FRESH FRUIT - BERRY OTHER	\$234,552	+21.8%	23,685	+44.3%
	FROZEN BERRIES	Total	\$28,783,721	-3.3%	6,240,595
FZ FRUIT - BLUEBERRIES		\$12,854,147	-4.0%	2,952,363	-2.7%
FZ FRUIT - MIXED BERRIES		\$10,224,255	-6.8%	2,142,194	-6.0%
FZ FRUIT - STRAWBERRIES		\$4,620,991	+7.2%	958,997	-3.5%
FZ FRUIT - RASPBERRIES		\$860,809	-3.9%	140,897	-7.3%
FZ FRUIT - BLACKBERRIES		\$189,090	+16.1%	42,142	+13.4%
FZ FRUIT - OTHER BERRIES		\$34,429	+8.4%	4,002	+2.3%

Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

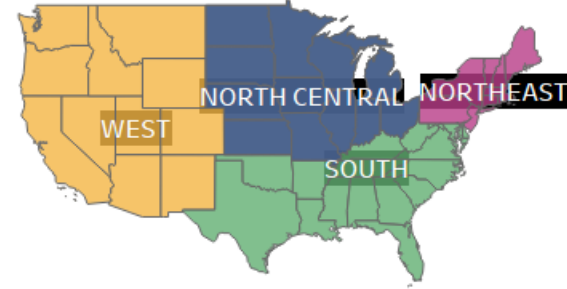
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$436,237,363	-3.6%	103,399,141	-12.3%
FRESH FRUIT - BLUEBERRY	\$336,733,924	+4.8%	59,246,738	-19.3%
FRESH FRUIT - ORANGE OTHER	\$198,051,499	-9.3%	116,459,259	-12.0%
FRESH FRUIT - APPLE	\$140,840,324	-11.3%	89,241,221	-3.8%
FRESH FRUIT - RASPBERRY	\$140,063,084	+1.2%	15,178,432	-6.3%
FRESH FRUIT - ORANGE	\$131,776,667	+2.9%	99,440,470	-4.7%
FRESH FRUIT - BLACKBERRY	\$105,006,915	-17.4%	12,799,444	-33.2%
FRESH FRUIT - GRAPE	\$97,999,998	+22.0%	33,596,432	-1.1%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$230,853,381	+8.2%	57,197,461	-2.4%
FRESH FRUIT - BLUEBERRY	\$164,079,408	+20.2%	29,127,973	-5.4%
FRESH FRUIT - ORANGE OTHER	\$96,037,241	-7.3%	57,716,822	-8.2%
FRESH FRUIT - APPLE	\$79,300,715	-2.8%	49,078,798	+4.6%
FRESH FRUIT - ORANGE	\$82,281,504	+18.7%	62,160,200	+10.5%
FRESH FRUIT - BLACKBERRY	\$54,044,000	-8.3%	6,634,073	-23.9%
FRESH FRUIT - RASPBERRY	\$59,463,734	+16.0%	6,492,409	+13.5%
FRESH FRUIT - GRAPE	\$57,960,018	+29.2%	20,955,619	+3.8%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$56,128,018	+12.4%	13,437,108	+8.7%
FRESH FRUIT - BLUEBERRY	\$46,188,645	+15.4%	6,824,470	-11.0%
FRESH FRUIT - ORANGE OTHER	\$25,393,445	+1.2%	16,164,509	+4.4%
FRESH FRUIT - RASPBERRY	\$20,395,702	+9.5%	2,166,494	+3.2%
FRESH FRUIT - BLACKBERRY	\$15,486,127	-6.7%	1,758,684	-24.4%
FRESH FRUIT - APPLE	\$10,808,279	+8.7%	6,326,404	+19.9%
FRESH FRUIT - ORANGE	\$10,521,353	+7.3%	7,488,742	-2.9%
FRESH FRUIT - OTHER	\$8,402,147	+13.1%	2,173,288	+44.4%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$94,259,156	+4.1%	19,414,278	-8.6%
FRESH FRUIT - BLUEBERRY	\$79,964,087	+8.2%	13,762,598	-15.5%
FRESH FRUIT - RASPBERRY	\$38,471,986	+14.3%	3,968,827	+7.3%
FRESH FRUIT - ORANGE OTHER	\$45,353,466	+39.4%	22,287,240	+34.6%
FRESH FRUIT - BLACKBERRY	\$22,446,574	-12.0%	2,620,723	-24.5%
FRESH FRUIT - APPLE	\$25,776,368	+1.4%	17,087,235	+4.3%
FRESH FRUIT - ORANGE	\$21,544,641	+10.8%	15,165,958	-1.7%
FRESH FRUIT - GRAPE	\$19,396,468	+23.4%	5,763,191	+1.9%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$54,996,808	-44.2%	13,350,294	-47.9%
FRESH FRUIT - BLUEBERRY	\$46,501,784	-34.5%	9,531,697	-49.0%
FRESH FRUIT - ORANGE OTHER	\$31,267,347	-45.3%	20,290,689	-45.9%
FRESH FRUIT - APPLE	\$24,954,961	-40.3%	16,748,785	-30.8%
FRESH FRUIT - RASPBERRY	\$21,731,662	-37.7%	2,550,701	-45.5%
FRESH FRUIT - ORANGE	\$17,429,169	-40.8%	14,625,570	-41.3%
FRESH FRUIT - BLACKBERRY	\$13,030,214	-50.0%	1,785,964	-61.6%
FRESH FRUIT - GRAPE	\$11,530,531	-12.8%	3,729,774	-33.3%

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

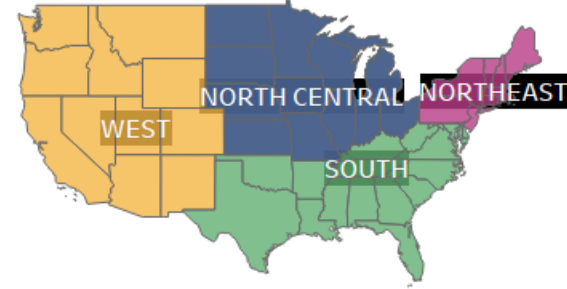
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$12,854,147	-4.0%	2,952,363	-2.7%
FZ FRUIT - MIXED BERRIES	\$10,224,255	-6.8%	2,142,194	-6.0%
FZ FRUIT - SMOOTHIE KITS	\$8,312,939	-20.6%	1,517,660	-21.5%
FZ FRUIT - OTHER	\$9,887,358	+2.9%	2,488,665	-6.7%
FZ FRUIT - MIXED FRUIT	\$7,787,859	-17.2%	1,739,527	-17.8%
FZ FRUIT - STRAWBERRIES	\$4,620,991	+7.2%	958,997	-3.5%
FZ FRUIT - ACAI	\$2,265,206	-24.7%	346,833	-25.8%
FZ FRUIT - MANGO	\$2,108,268	-13.3%	517,662	-10.3%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,109,864	+7.2%	1,656,156	-5.0%
FZ FRUIT - SMOOTHIE KITS	\$4,710,584	-8.4%	913,340	-9.8%
FZ FRUIT - BLUEBERRIES	\$4,666,258	+1.4%	1,091,184	+2.1%
FZ FRUIT - MIXED BERRIES	\$4,666,513	+14.3%	988,504	+16.5%
FZ FRUIT - MIXED FRUIT	\$3,239,501	-9.9%	746,927	-12.4%
FZ FRUIT - STRAWBERRIES	\$1,961,444	+44.2%	386,721	+13.9%
FZ FRUIT - ACAI	\$1,058,657	-17.7%	167,744	-18.3%
FZ FRUIT - MANGO	\$935,815	-8.1%	246,826	-6.9%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$2,005,970	+13.0%	421,729	+13.0%
FZ FRUIT - MIXED BERRIES	\$1,274,953	+0.7%	262,766	-0.3%
FZ FRUIT - SMOOTHIE KITS	\$815,635	-4.9%	112,112	-15.8%
FZ FRUIT - MIXED FRUIT	\$749,422	-5.6%	153,476	-8.0%
FZ FRUIT - OTHER	\$785,792	+17.9%	133,614	-4.0%
FZ FRUIT - ACAI	\$417,470	-13.5%	58,433	-14.7%
FZ FRUIT - STRAWBERRIES	\$372,588	+11.4%	66,042	-3.2%
FZ FRUIT - MANGO	\$175,242	+3.6%	35,728	+12.2%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$5,180,886	-0.6%	1,219,110	+1.4%
FZ FRUIT - MIXED BERRIES	\$3,462,934	-10.4%	720,650	-10.9%
FZ FRUIT - MIXED FRUIT	\$3,238,049	-13.9%	741,123	-13.4%
FZ FRUIT - OTHER	\$2,604,600	+4.0%	620,810	-1.2%
FZ FRUIT - SMOOTHIE KITS	\$1,933,568	-11.5%	352,540	-13.4%
FZ FRUIT - STRAWBERRIES	\$1,820,189	+7.9%	421,178	+6.8%
FZ FRUIT - MANGO	\$864,438	-0.9%	206,338	+1.1%
FZ FRUIT - ACAI	\$596,304	-26.6%	90,002	-28.9%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - SMOOTHIE KITS	\$853,152	-62.6%	139,667	-63.2%
FZ FRUIT - BLUEBERRIES	\$1,001,033	-44.6%	220,341	-43.4%
FZ FRUIT - MIXED BERRIES	\$819,855	-53.2%	170,275	-52.4%
FZ FRUIT - MIXED FRUIT	\$560,886	-55.3%	98,000	-59.4%
FZ FRUIT - STRAWBERRIES	\$466,769	-49.6%	85,055	-55.6%
FZ FRUIT - OTHER	\$387,102	-47.8%	78,084	-50.4%
FZ FRUIT - ACAI	\$192,775	-55.1%	30,656	-54.4%
FZ FRUIT - MANGO	\$132,772	-64.4%	28,770	-62.3%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES			STRAWBERRIES			ALL OTHER BERRIES		
		Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change
Grand Total		\$5.62	+124.3%	28.38%	\$4.22	+38.2%	9.95%	\$8.46	+112.1%	15.27%
FRESH FRUIT	Total	\$5.68	+130.7%	29.87%	\$4.22	+38.1%	9.93%	\$8.76	+124.9%	16.63%
	CONVENTIONAL	\$5.38	+119.5%	28.60%	\$4.05	+34.9%	9.44%	\$8.22	+117.9%	16.74%
	ORGANIC	\$8.90	+224.9%	33.80%	\$7.44	+24.6%	3.42%	\$12.57	+155.3%	14.10%
FZ FRUIT	Total	\$4.35	-6.2%	-1.41%	\$4.82	+48.3%	11.14%	\$4.86	-2.4%	-0.48%
	CONVENTIONAL	\$4.26	-5.8%	-1.36%	\$4.70	+49.3%	11.72%	\$4.73	-2.3%	-0.49%
	ORGANIC	\$7.68	+18.8%	2.50%	\$8.11	+28.6%	3.65%	\$7.02	+9.4%	1.36%

BERRY PATCH PROMOTION PRICING

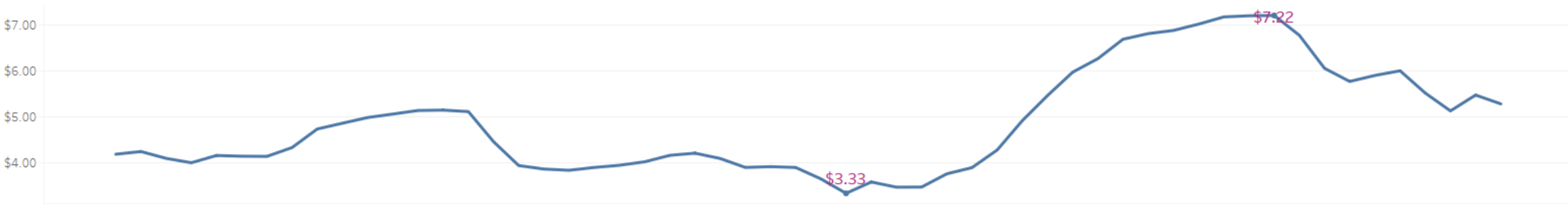
		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change	
Grand Total		\$5.32	\$4.73	19.90%	\$5.97	8.05%	
FRESH FRUIT	Total	\$5.34	\$4.75	20.35%	\$6.01	8.22%	
	CONVENTIONAL	RASPBERRY	\$8.72	\$7.85	10.27%	\$9.31	8.00%
		BLACKBERRY	\$7.63	\$7.13	26.14%	\$8.28	15.01%
		BLUEBERRY	\$5.38	\$4.88	35.33%	\$6.56	41.17%
		STRAWBERRY	\$4.05	\$3.68	5.76%	\$4.40	0.36%
	ORGANIC	RASPBERRY	\$13.03	\$12.31	21.52%	\$13.25	5.34%
		BLACKBERRY	\$12.06	\$11.98	41.11%	\$12.08	11.57%
		BLUEBERRY	\$8.90	\$8.46	27.68%	\$9.10	36.48%
		STRAWBERRY	\$7.44	\$7.21	6.08%	\$7.50	2.74%
	FZ FRUIT	Total	\$4.61	\$4.00	-0.11%	\$4.97	2.19%
CONVENTIONAL		OTHER BERRIES	\$8.60	\$8.96	12.69%	\$8.58	5.71%
		RASPBERRIES	\$5.67	\$4.23	8.06%	\$6.00	0.15%
		MIXED BERRIES	\$4.68	\$4.25	2.11%	\$4.92	-0.58%
		STRAWBERRIES	\$4.70	\$3.55	-4.31%	\$5.21	16.78%
		BLACKBERRIES	\$3.89	\$4.05	-16.16%	\$3.86	12.63%
		BLUEBERRIES	\$4.26	\$3.88	-0.11%	\$4.53	-0.98%
ORGANIC		OTHER BERRIES					-100.00%
		RASPBERRIES	\$11.24	\$9.45	0.58%	\$11.40	2.38%
		MIXED BERRIES	\$6.53	\$5.17	-19.25%	\$7.07	9.24%
	STRAWBERRIES	\$8.11	\$6.82	17.14%	\$8.53	1.78%	
	BLACKBERRIES	\$7.64	\$5.38	-4.70%	\$8.91	-1.22%	
	BLUEBERRIES	\$7.68	\$6.32	3.54%	\$7.95	0.69%	



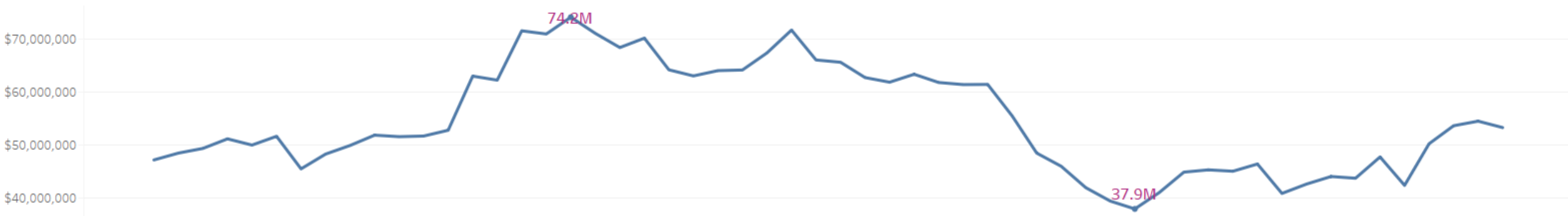
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Conventional Fresh Blueberry Trend over Time

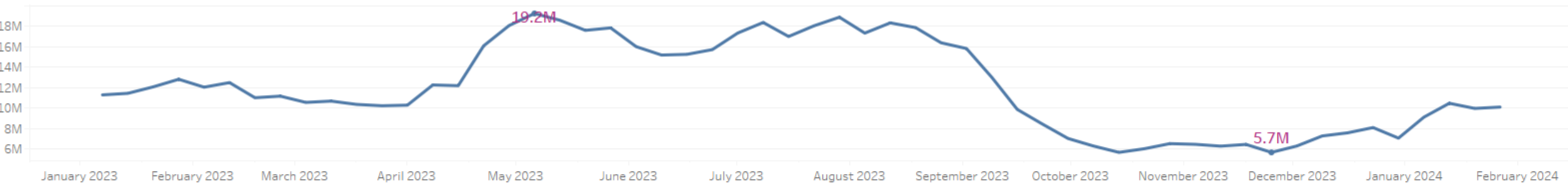
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



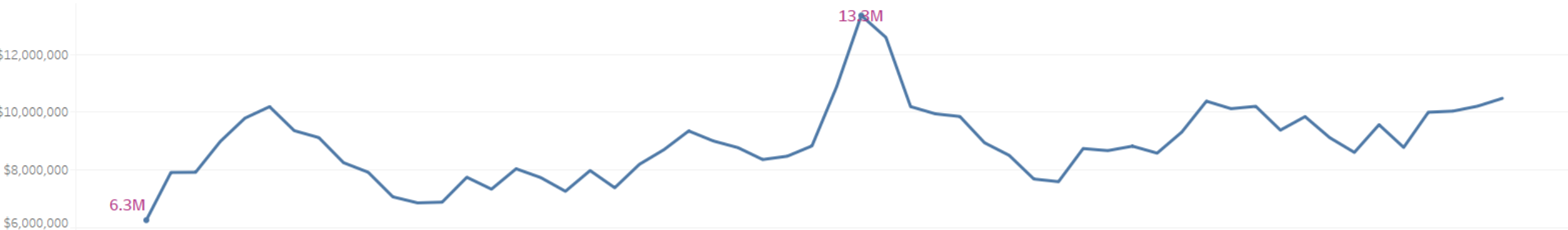
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Organic Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, January 27, 2024

Frozen Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, January 27, 2024

APPENDIX - MULO UNIVERSE INCLUDED RETAILERS

MULTI-OUTLET + CONVENIENCE

The multi-outlet + Convenience outlet is an aggregation of the multi-outlet universe and the convenience universe, detailed in the sections below.

MULTI-OUTLET UNIVERSE

Multi-Outlet reporting includes the aggregation of the following:

- Grocery Outlet - Stores with \$2M + annual ACV
- Drug Outlet - All chain and independent drug retailers, excluding Rx sales
- Census Mass Merchandiser Outlet - Target and Kmart
- Census Walmart - Census data from Supercenters, Division 1 and Neighborhood Market
- Census Club - BJ's and Sam's Club
- Census Dollar - Dollar General and Family Dollar
- Census Military - Defense Commissary Agency, Army & Air Force Exchange Service, Navy, Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange
- Census Amazon F3 - Amazon Fresh, Prime Now, Go

Please note the following retailers are NOT included in multi-outlet reporting:

- Costco
- Dollar Tree