



# USHBC Blueberry Category Retail Sales Report Period 2

4 Weeks Ending Saturday, February 24, 2024

## Key Insights

### Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in dollar value in all regions besides the North Central region, with the smallest decrease of **-34.6%** .
- Fresh Conventional increased in dollar sales by **+7%**. Organic increased by **+11.7%**.
- The 18-ounce, the best selling fresh blueberry item this period, had a **-4.2%** decrease in dollar sales and a **-19.7%** decrease in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, declined by **-9.3%**.

### Frozen Blueberries (Produce Department)

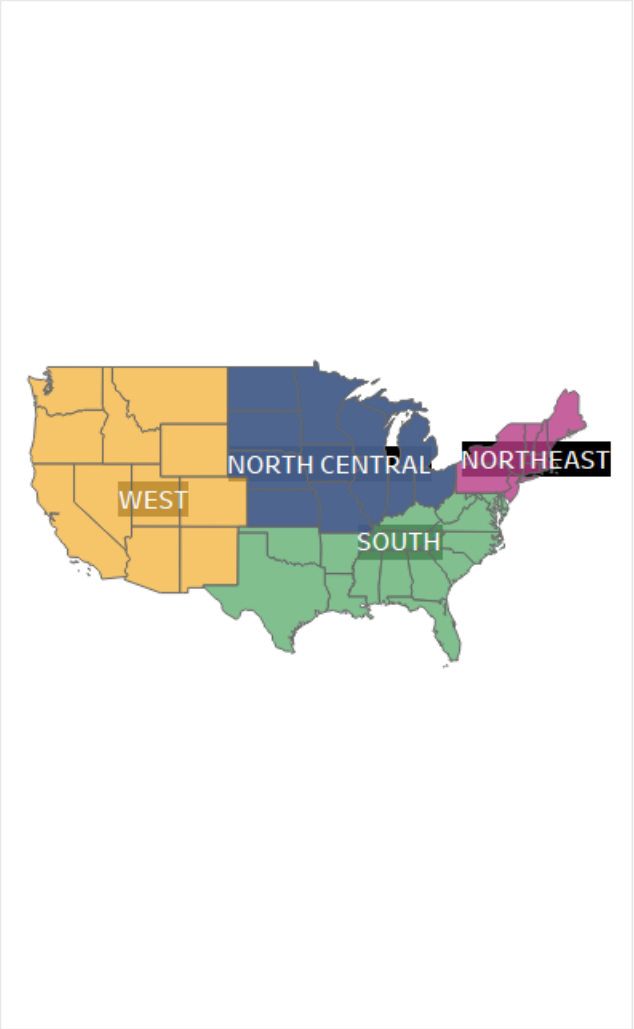
- \$12.1m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-4.8%** decrease.
- The largest size, 48 ounces, has fallen **-0.1%** in dollar sales. This size accounts for 69% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+3.9%** in the Northeast and **+2.9%** in the West.
- Frozen Organic blueberry sales decreased **-7.7%**, while Conventional blueberry sales fell **-4.7%**.

• 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
<b>TOTAL US - MULO</b>	\$362,198K	+7.2%	100%	77,043K	-9.3%	100%	67,605K	-10.1%	100%
<b>NORTH CENTRAL</b>	\$49,059K	-34.9%	14%	12,050K	-44.4%	16%	11,189K	-44.1%	17%
<b>NORTHEAST</b>	\$86,007K	+9.7%	24%	16,736K	-7.6%	22%	15,486K	-9.6%	23%
<b>SOUTH</b>	\$177,627K	+26.1%	49%	38,487K	+9.6%	50%	33,340K	+11.1%	49%
<b>WEST</b>	\$49,504K	+14.4%	14%	9,770K	-2.4%	13%	7,590K	-5.4%	11%

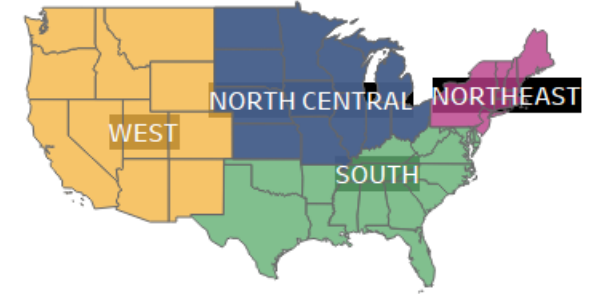


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 2024

# 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
<b>TOTAL US - MULO</b>	\$350,015K	+7.7%	100%	75,889K	-9.3%	100%	64,900K	-10.3%	100%
<b>NORTH CENTRAL</b>	\$48,131K	-34.6%	14%	11,962K	-44.3%	16%	10,995K	-44.1%	17%
<b>NORTHEAST</b>	\$80,946K	+10.1%	23%	16,188K	-8.0%	21%	14,306K	-10.7%	22%
<b>SOUTH</b>	\$173,282K	+27.0%	50%	38,118K	+9.7%	50%	32,361K	+11.4%	50%
<b>WEST</b>	\$47,657K	+14.9%	14%	9,620K	-2.3%	13%	7,238K	-5.6%	11%



## 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
<b>TOTAL US - MULO</b>	\$12,182K	-4.8%	100%	1,154K	-7.9%	100%	2,705K	-3.5%	100%
<b>NORTH CENTRAL</b>	\$929K	-47.7%	8%	88K	-49.7%	8%	194K	-47.2%	7%
<b>NORTHEAST</b>	\$5,061K	+3.9%	42%	548K	+5.0%	47%	1,179K	+6.6%	44%
<b>SOUTH</b>	\$4,345K	-0.3%	36%	369K	-7.5%	32%	979K	+0.5%	36%
<b>WEST</b>	\$1,847K	+2.9%	15%	149K	-4.9%	13%	352K	-0.9%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 2024

# Blueberry Sales By Segment

## CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change vs YAgg	Sum of Units	Units % Change vs YAgg	Sum of Pounds	Pounds % Change vs YAgg
<b>TOTAL FRESH AND FROZEN</b>		<b>\$362,197,555</b>	<b>+7.2%</b>	<b>77,043,395</b>	<b>-9.3%</b>	<b>67,604,534</b>	<b>-10.1%</b>
<b>FRESH FRUIT - BLUEBERRY</b>	Total	<b>\$350,015,495</b>	<b>+7.7%</b>	<b>75,888,925</b>	<b>-9.3%</b>	<b>64,899,640</b>	<b>-10.3%</b>
	CONVENTIONAL	\$298,405,789	+7.0%	66,174,583	-9.3%	58,417,587	-9.9%
	ORGANIC	\$51,609,705	+11.7%	9,714,342	-9.3%	6,482,053	-14.4%
<b>FZ FRUIT - BLUEBERRIES</b>	Total	<b>\$12,182,060</b>	<b>-4.8%</b>	<b>1,154,471</b>	<b>-7.9%</b>	<b>2,704,894</b>	<b>-3.5%</b>
	CONVENTIONAL	\$11,551,880	-4.7%	1,082,057	-8.0%	2,624,343	-3.3%
	ORGANIC	\$630,180	-7.7%	72,413	-6.3%	80,550	-8.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 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
<b>18 OUNCE</b>	\$97,234,936	-4.2%	28%	15,620,946	-19.7%	21%	17,573,564	-19.7%	27%	\$5.53	+19.4%
<b>16 OUNCE</b>	\$112,740,224	+14.6%	32%	29,083,240	-3.5%	38%	29,083,240	-3.5%	45%	\$3.88	+18.7%
<b>11 OUNCE</b>	\$42,825,166	+1.9%	12%	8,658,978	-19.4%	11%	5,953,047	-19.4%	9%	\$7.19	+26.5%
<b>6 OUNCE</b>	\$30,676,261	-1.3%	9%	7,897,941	-15.1%	10%	2,961,728	-15.1%	5%	\$10.36	+16.3%
<b>12 OUNCE</b>	\$16,174,303	-4.6%	5%	4,102,235	-21.8%	5%	3,076,677	-21.8%	5%	\$5.26	+22.0%
<b>8 OUNCE</b>	\$12,714,769	+29.8%	4%	2,353,046	+0.9%	3%	1,176,523	+0.9%	2%	\$10.81	+28.7%
<b>10 OUNCE</b>	\$11,559,195	+28.0%	3%	2,955,992	+12.0%	4%	1,847,495	+12.0%	3%	\$6.26	+14.2%
<b>9.8 OUNCE</b>	\$14,283,843	+97.3%	4%	2,473,304	+95.7%	3%	1,514,899	+95.7%	2%	\$9.43	+0.8%
<b>4.4 OUNCE</b>	\$3,992,201	+87.5%	1%	907,936	+47.5%	1%	249,682	+47.5%	0%	\$15.99	+27.1%
<b>19.2 OUNCE</b>	\$883,588	-41.1%	0%	179,224	-50.9%	0%	215,068	-50.9%	0%	\$4.11	+20.1%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 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	\$8,395,445	-0.1%	69%	636,874	-0.9%	55%	1,910,622	-0.9%	71%	\$4.39	+0.8%
15 OUNCE	\$997,658	-7.9%	8%	213,860	-8.3%	19%	200,494	-8.3%	7%	\$4.98	+0.4%
32 OUNCE	\$789,388	-25.6%	6%	69,488	-27.8%	6%	138,976	-27.8%	5%	\$5.68	+3.0%
64 OUNCE	\$1,049,573	+1.2%	9%	79,584	+6.7%	7%	318,336	+6.7%	12%	\$3.30	-5.1%
12 OUNCE	\$411,965	-26.3%	3%	81,193	-26.7%	7%	60,895	-26.7%	2%	\$6.77	+0.5%
10 OUNCE	\$259,667	-3.2%	2%	45,446	-8.6%	4%	28,404	-8.6%	1%	\$9.14	+5.9%
40 OUNCE	\$140,470	+12.8%	1%	12,867	+33.9%	1%	32,168	+33.9%	1%	\$4.37	-15.7%
28 OUNCE	\$48,528	-38.7%	0%	2,747	-40.8%	0%	4,807	-40.8%	0%	\$10.09	+3.6%
8 OUNCE	\$56,401	-2.6%	0%	8,833	-14.0%	1%	4,416	-14.0%	0%	\$12.77	+13.2%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 2024

# 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
<b>Grand Total</b>	\$1,122,587,625	-6.2%	243,526,158	-13.4%	\$4.61	+8.3%
<b>FRESH BERRIES Total</b>	\$1,094,511,452	-6.3%	237,710,350	-13.6%	\$4.60	+8.5%
<b>CONVENTIONAL</b>	\$960,642,492	-7.0%	222,453,611	-13.5%	\$4.32	+7.6%
<b>ORGANIC</b>	\$133,868,960	-1.8%	15,256,739	-15.2%	\$8.77	+15.8%
<b>FROZEN BERRIES Total</b>	\$28,076,173	-1.6%	5,815,809	-3.8%	\$4.83	+2.3%
<b>CONVENTIONAL</b>	\$26,373,747	-1.1%	5,589,862	-3.5%	\$4.72	+2.5%
<b>ORGANIC</b>	\$1,702,425	-8.8%	225,947	-10.5%	\$7.53	+1.9%



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4 Weeks Ending Saturday, February 24, 2024

# 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
<b>FRESH BERRIES</b>	<b>Total</b>	\$1,094,511,452	-6.3%	237,710,350	-13.6%
	<b>FRESH FRUIT - STRAWBERRY</b>	\$485,532,276	-14.6%	142,599,927	-15.4%
	<b>FRESH FRUIT - BLUEBERRY</b>	\$350,015,494	+7.7%	64,899,640	-10.3%
	<b>FRESH FRUIT - RASPBERRY</b>	\$142,459,740	-1.2%	15,116,188	-0.6%
	<b>FRESH FRUIT - BLACKBERRY</b>	\$116,006,461	-11.1%	15,047,522	-21.5%
	<b>FRESH FRUIT - BERRY OTHER</b>	\$497,481	+120.2%	47,072	+120.0%
<b>FROZEN BERRIES</b>	<b>Total</b>	\$28,076,173	-1.6%	5,815,809	-3.8%
	<b>FZ FRUIT - BLUEBERRIES</b>	\$12,182,060	-4.8%	2,704,894	-3.5%
	<b>FZ FRUIT - MIXED BERRIES</b>	\$9,268,364	-11.7%	1,866,410	-11.9%
	<b>FZ FRUIT - STRAWBERRIES</b>	\$5,501,843	+33.6%	1,054,534	+13.3%
	<b>FZ FRUIT - RASPBERRIES</b>	\$894,962	-3.8%	142,796	-5.3%
	<b>FZ FRUIT - BLACKBERRIES</b>	\$192,053	+19.8%	42,910	+18.0%
	<b>FZ FRUIT - OTHER BERRIES</b>	\$36,891	+26.4%	4,265	+24.5%

# Top Fresh Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

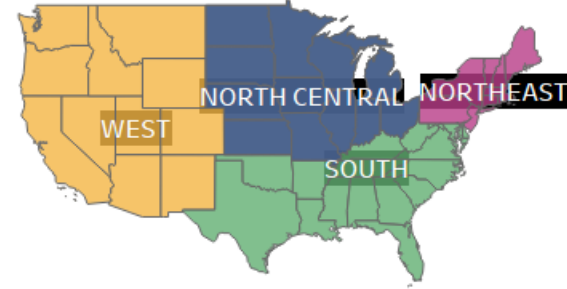
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$485,532,276	-14.6%	142,599,927	-15.4%
FRESH FRUIT - BLUEBERRY	\$350,015,494	+7.7%	64,899,640	-10.3%
FRESH FRUIT - ORANGE OTHER	\$212,185,630	-12.8%	124,994,669	-17.3%
FRESH FRUIT - APPLE	\$137,731,056	-9.3%	89,233,184	+3.3%
FRESH FRUIT - RASPBERRY	\$142,459,740	-1.2%	15,116,188	-0.6%
FRESH FRUIT - BLACKBERRY	\$116,006,461	-11.1%	15,047,522	-21.5%
FRESH FRUIT - ORANGE	\$128,461,397	+1.8%	97,843,235	-2.3%
FRESH FRUIT - GRAPE	\$106,066,463	+18.7%	36,255,834	-8.6%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$263,519,422	-0.9%	82,426,156	-0.5%
FRESH FRUIT - BLUEBERRY	\$173,282,053	+27.0%	32,360,717	+11.4%
FRESH FRUIT - ORANGE OTHER	\$102,257,039	-9.0%	60,785,847	-13.0%
FRESH FRUIT - APPLE	\$76,295,526	-1.1%	48,047,475	+12.2%
FRESH FRUIT - ORANGE	\$80,739,286	+16.2%	61,945,491	+9.7%
FRESH FRUIT - BLACKBERRY	\$58,531,559	-3.8%	7,447,810	-17.5%
FRESH FRUIT - RASPBERRY	\$58,852,269	+4.7%	6,238,788	+6.7%
FRESH FRUIT - GRAPE	\$59,155,687	+27.8%	22,279,924	-5.8%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$56,131,361	-15.9%	15,348,052	-18.0%
FRESH FRUIT - BLUEBERRY	\$47,656,596	+14.9%	7,237,735	-5.6%
FRESH FRUIT - ORANGE OTHER	\$27,444,220	-6.9%	17,408,116	-7.7%
FRESH FRUIT - BLACKBERRY	\$16,824,868	-3.5%	2,005,447	-17.3%
FRESH FRUIT - RASPBERRY	\$19,972,026	+27.1%	2,000,132	+24.0%
FRESH FRUIT - OTHER	\$9,399,916	-4.6%	2,144,115	+3.6%
FRESH FRUIT - APPLE	\$10,488,219	+6.8%	6,188,119	+20.8%
FRESH FRUIT - ORANGE	\$10,429,849	+10.6%	7,449,898	+4.5%



### NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$103,973,254	-8.6%	25,890,729	-11.0%
FRESH FRUIT - BLUEBERRY	\$80,945,629	+10.1%	14,306,259	-10.7%
FRESH FRUIT - ORANGE OTHER	\$49,769,955	+22.6%	25,821,658	+18.0%
FRESH FRUIT - RASPBERRY	\$40,647,302	+14.9%	4,193,914	+16.8%
FRESH FRUIT - BLACKBERRY	\$24,239,357	-5.9%	2,828,114	-14.2%
FRESH FRUIT - APPLE	\$25,903,790	+4.3%	17,782,054	+15.0%
FRESH FRUIT - ORANGE	\$21,043,527	+9.8%	15,174,953	+3.9%
FRESH FRUIT - GRAPE	\$21,863,263	+21.9%	6,036,657	-2.6%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$61,908,240	-49.4%	18,934,991	-50.0%
FRESH FRUIT - BLUEBERRY	\$48,130,893	-34.6%	10,994,930	-44.1%
FRESH FRUIT - ORANGE OTHER	\$32,714,417	-46.2%	20,979,048	-48.3%
FRESH FRUIT - APPLE	\$25,043,521	-37.5%	17,215,536	-25.0%
FRESH FRUIT - RASPBERRY	\$22,988,142	-37.6%	2,683,354	-35.4%
FRESH FRUIT - ORANGE	\$16,248,734	-42.2%	13,272,893	-39.6%
FRESH FRUIT - BLACKBERRY	\$16,410,677	-37.9%	2,766,152	-37.3%
FRESH FRUIT - GRAPE	\$13,184,753	-22.1%	4,379,581	-31.9%

# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

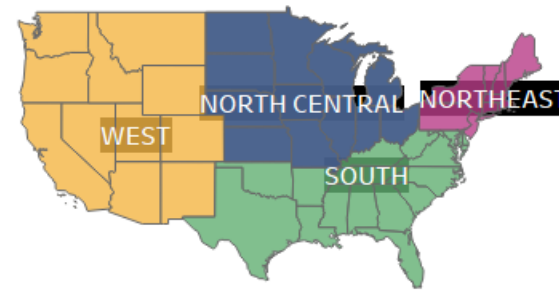
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$12,182,060	-4.8%	2,704,894	-3.5%
FZ FRUIT - MIXED BERRIES	\$9,268,364	-11.7%	1,866,410	-11.9%
FZ FRUIT - OTHER	\$9,885,859	+2.6%	2,450,668	-7.7%
FZ FRUIT - SMOOTHIE KITS	\$7,648,256	-19.7%	1,285,006	-20.8%
FZ FRUIT - MIXED FRUIT	\$7,374,004	-17.1%	1,585,676	-17.5%
FZ FRUIT - STRAWBERRIES	\$5,501,843	+33.6%	1,054,534	+13.3%
FZ FRUIT - ACAI	\$2,145,663	-24.2%	301,515	-25.5%
FZ FRUIT - MANGO	\$1,935,718	-15.2%	453,513	-11.8%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,167,235	+9.0%	1,627,310	-5.9%
FZ FRUIT - SMOOTHIE KITS	\$4,154,579	-9.3%	703,675	-11.3%
FZ FRUIT - BLUEBERRIES	\$4,344,687	-0.3%	979,458	+0.5%
FZ FRUIT - MIXED BERRIES	\$4,205,580	+5.9%	846,107	+4.8%
FZ FRUIT - MIXED FRUIT	\$3,018,928	-12.4%	655,493	-16.3%
FZ FRUIT - STRAWBERRIES	\$2,346,649	+78.6%	394,686	+24.9%
FZ FRUIT - ACAI	\$1,025,497	-12.8%	145,579	-13.7%
FZ FRUIT - MANGO	\$772,662	-15.6%	187,524	-13.1%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,847,415	+2.9%	352,088	-0.9%
FZ FRUIT - MIXED BERRIES	\$1,086,498	-14.0%	204,144	-17.6%
FZ FRUIT - SMOOTHIE KITS	\$774,604	-6.3%	104,528	-15.4%
FZ FRUIT - MIXED FRUIT	\$659,432	-11.0%	119,247	-16.2%
FZ FRUIT - OTHER	\$778,030	+17.7%	135,776	-0.8%
FZ FRUIT - ACAI	\$378,210	-17.5%	50,392	-17.0%
FZ FRUIT - STRAWBERRIES	\$448,115	+35.8%	64,304	-4.3%
FZ FRUIT - MANGO	\$173,942	-0.4%	34,488	+3.8%



### NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$5,061,449	+3.9%	1,179,260	+6.6%
FZ FRUIT - MIXED BERRIES	\$3,260,369	-10.0%	676,246	-9.2%
FZ FRUIT - MIXED FRUIT	\$3,185,855	-9.5%	727,486	-7.0%
FZ FRUIT - OTHER	\$2,549,061	-1.0%	607,671	-4.1%
FZ FRUIT - SMOOTHIE KITS	\$1,882,372	-8.7%	341,516	-7.1%
FZ FRUIT - STRAWBERRIES	\$2,204,473	+32.7%	508,984	+34.4%
FZ FRUIT - MANGO	\$864,601	+2.1%	205,340	+3.8%
FZ FRUIT - ACAI	\$561,876	-29.1%	79,131	-31.9%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - SMOOTHIE KITS	\$836,702	-59.3%	135,287	-59.9%
FZ FRUIT - BLUEBERRIES	\$928,509	-47.7%	194,087	-47.2%
FZ FRUIT - MIXED BERRIES	\$715,917	-56.2%	139,913	-56.1%
FZ FRUIT - MIXED FRUIT	\$509,789	-57.2%	83,449	-60.9%
FZ FRUIT - STRAWBERRIES	\$502,607	-38.2%	86,560	-48.7%
FZ FRUIT - OTHER	\$391,532	-47.6%	79,911	-48.5%
FZ FRUIT - ACAI	\$180,079	-55.6%	26,412	-55.5%
FZ FRUIT - MANGO	\$124,513	-63.9%	26,163	-61.3%

# 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
<b>Grand Total</b>	<b>\$5.36</b>	<b>+86.4%</b>	<b>19.23%</b>	<b>\$3.42</b>	<b>+3.7%</b>	<b>1.09%</b>	<b>\$8.35</b>	<b>+54.1%</b>	<b>6.93%</b>
<b>FRESH FRUIT</b>	<b>\$5.39</b>	<b>+90.2%</b>	<b>20.10%</b>	<b>\$3.40</b>	<b>+2.9%</b>	<b>0.87%</b>	<b>\$8.57</b>	<b>+57.9%</b>	<b>7.24%</b>
CONVENTIONAL	\$5.11	+80.6%	18.73%	\$3.27	+2.3%	0.70%	\$8.03	+53.9%	7.19%
ORGANIC	\$7.96	+185.7%	30.42%	\$7.08	+45.0%	6.79%	\$12.33	+67.2%	5.77%
<b>FZ FRUIT</b>	<b>\$4.50</b>	<b>-6.1%</b>	<b>-1.35%</b>	<b>\$5.22</b>	<b>+79.1%</b>	<b>17.88%</b>	<b>\$5.05</b>	<b>+2.5%</b>	<b>0.50%</b>
CONVENTIONAL	\$4.40	-6.0%	-1.35%	\$5.13	+83.0%	19.32%	\$4.93	+2.3%	0.47%
ORGANIC	\$7.82	+9.0%	1.16%	\$8.14	+39.0%	5.03%	\$7.16	+9.3%	1.32%

## BERRY PATCH PROMOTION PRICING

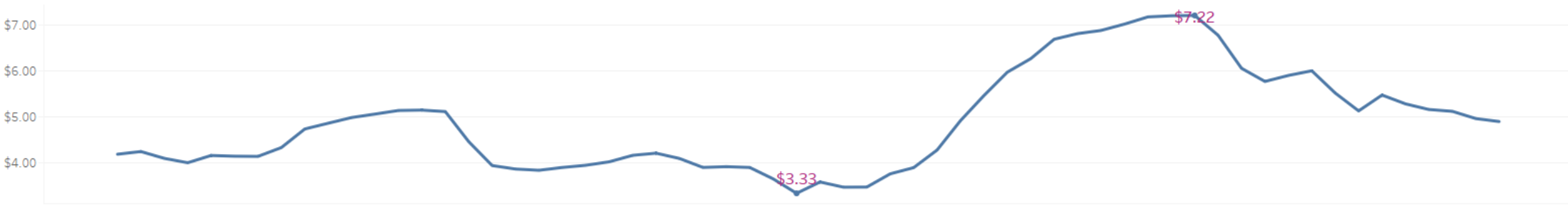
		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change
<b>Grand Total</b>		<b>\$4.61</b>	<b>\$3.95</b>	<b>13.61%</b>	<b>\$6.15</b>	<b>14.57%</b>
<b>FRESH FRUIT</b>	<b>Total</b>	<b>\$4.60</b>	<b>\$3.95</b>	<b>13.74%</b>	<b>\$6.23</b>	<b>15.48%</b>
	CONVENTIONAL					
	RASPBERRY	\$8.86	\$8.23	-2.78%	\$9.31	2.09%
	BLACKBERRY	\$7.17	\$6.86	24.25%	\$7.73	5.85%
	BLUEBERRY	\$5.11	\$4.64	25.74%	\$6.10	28.95%
	STRAWBERRY	\$3.27	\$3.07	1.22%	\$4.08	5.36%
	ORGANIC					
	RASPBERRY	\$13.44	\$13.04	15.79%	\$13.54	7.88%
	BLACKBERRY	\$11.29	\$10.51	11.99%	\$11.55	3.04%
	BLUEBERRY	\$7.96	\$7.32	35.32%	\$8.53	31.82%
	STRAWBERRY	\$7.08	\$6.48	9.84%	\$7.46	6.39%
<b>FZ FRUIT</b>	<b>Total</b>	<b>\$4.83</b>	<b>\$4.06</b>	<b>-5.17%</b>	<b>\$5.01</b>	<b>4.33%</b>
	CONVENTIONAL					
	OTHER BERRIES	\$8.65	\$6.84	-79.19%	\$8.81	9.25%
	RASPBERRIES	\$5.82	\$3.79	6.34%	\$6.15	2.17%
	MIXED BERRIES	\$4.88	\$4.37	-2.52%	\$4.98	1.10%
	STRAWBERRIES	\$5.13	\$3.71	-2.97%	\$5.52	25.26%
	BLUEBERRIES	\$4.40	\$3.85	-6.57%	\$4.53	0.26%
	BLACKBERRIES	\$3.82	\$3.37	15.30%	\$3.88	8.30%
	ORGANIC					
	OTHER BERRIES					-100.00%
	RASPBERRIES	\$11.42	\$10.82	16.48%	\$11.45	2.89%
	MIXED BERRIES	\$6.58	\$5.17	-22.80%	\$7.31	11.35%
	STRAWBERRIES	\$8.14	\$6.52	17.09%	\$8.78	3.89%
	BLUEBERRIES	\$7.82	\$6.43	-6.78%	\$8.13	3.29%
	BLACKBERRIES	\$8.23	\$6.88	-5.95%	\$8.38	1.58%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, February 24, 2024

# Conventional Fresh Blueberry Trend over Time

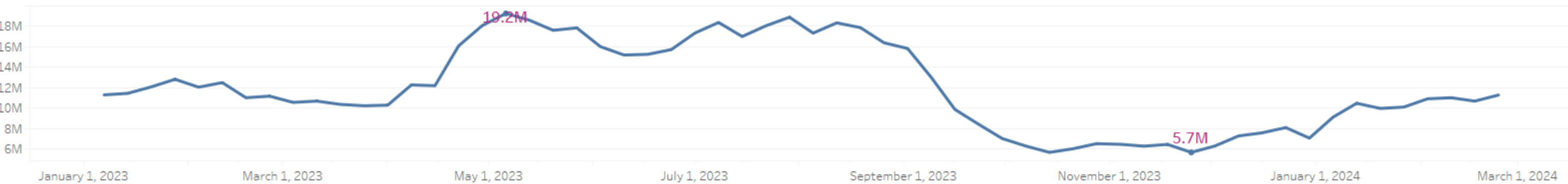
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



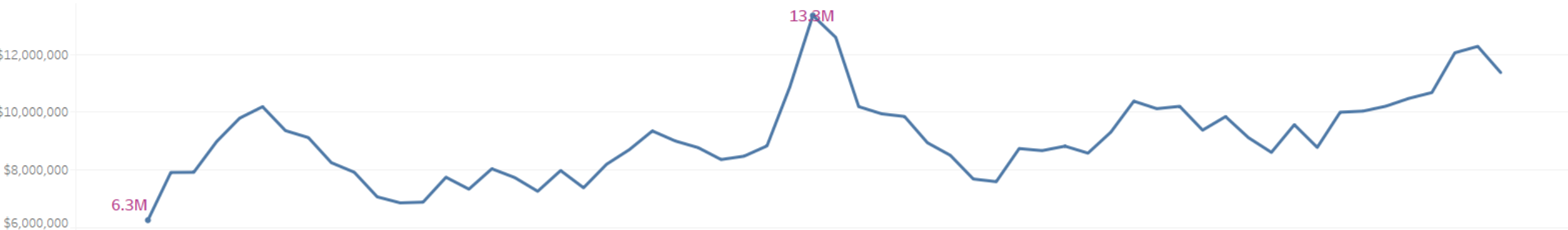
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, February 24, 2024

# Organic Fresh Blueberry Trend over Time

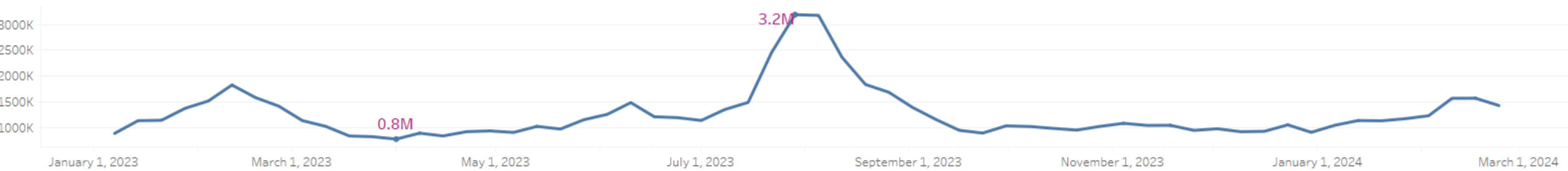
Retail Price in \$USD/lb



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, February 24, 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, February 24, 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