



USHBC Blueberry Category Retail Sales Report Period 3

4 Weeks Ending Saturday, March 23, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in all regions besides the North Central region, with a decrease of **-37.7%**.
- Fresh Conventional decreased in dollar sales by **+1.1%**. Organic increased by **+28.3%**.
- The 18-ounce, the best selling fresh blueberry item this period, had a **-3.9%** decrease in dollar sales and a **-11.5%** decrease in units this period.
- Fresh blueberry volume (Units), both conventional and organic, declined by **-2.4%**.

Frozen Blueberries (Produce Department)

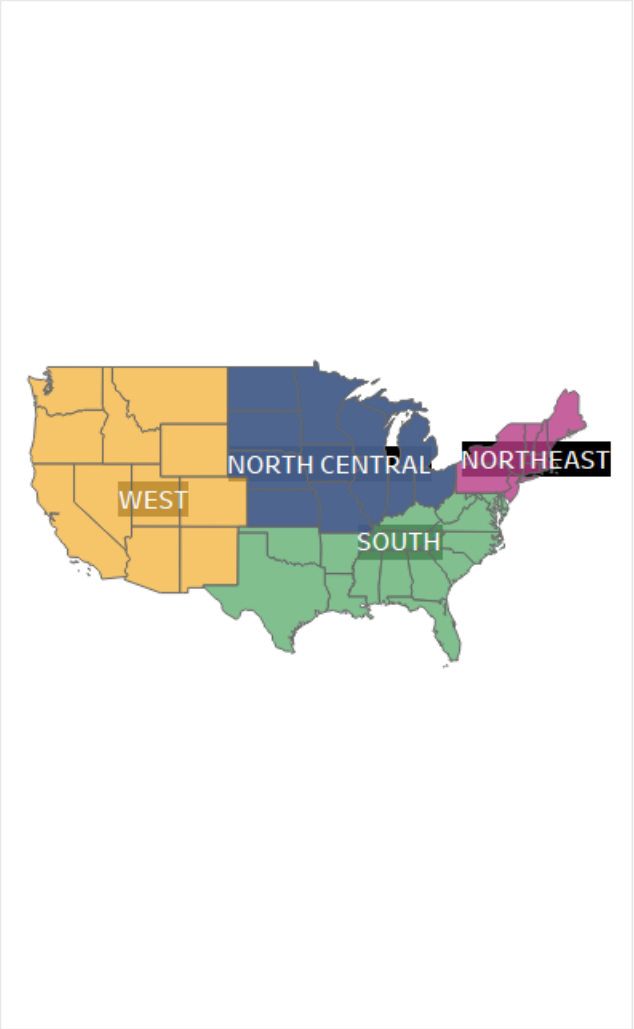
- \$12.1m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-9.6%** decrease.
- The largest size, 48 ounces, has fallen **-5.2%** in dollar sales. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+0.8%** in the West.
- Frozen Organic blueberry sales decreased **-15.4%**, while Conventional blueberry sales fell **-9.3%**.

• All comparisons are vs year ago

Blueberry Sales By Geography

TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAg0	Dollar Share	Sum of Units	Unit % Change vs YAg0	Unit Share	Sum of Pounds	Pounds % Change vs YAg0	Pound Share
TOTAL US - MULO	\$359,225K	+3.7%	100%	74,697K	-2.6%	100%	64,665K	-2.2%	100%
NORTH CENTRAL	\$48,948K	-38.0%	14%	10,992K	-40.4%	15%	9,941K	-41.7%	15%
NORTHEAST	\$87,395K	+11.0%	24%	16,985K	+4.5%	23%	15,402K	+0.6%	24%
SOUTH	\$173,601K	+19.2%	48%	36,971K	+14.0%	49%	31,615K	+19.2%	49%
WEST	\$49,279K	+14.4%	14%	9,748K	+2.3%	13%	7,707K	+7.0%	12%

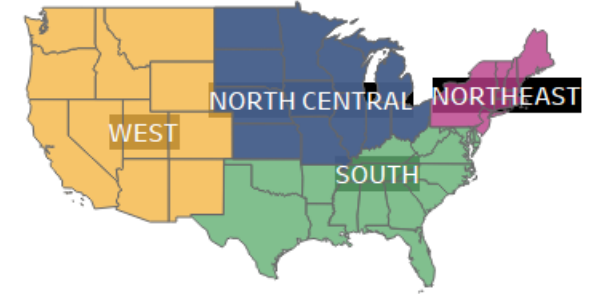


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 2024

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	\$347,029K	+4.2%	100%	73,537K	-2.4%	100%	61,944K	-1.8%	100%
NORTH CENTRAL	\$48,016K	-37.7%	14%	10,899K	-40.3%	15%	9,739K	-41.4%	16%
NORTHEAST	\$82,400K	+11.9%	24%	16,451K	+4.8%	22%	14,255K	+0.6%	23%
SOUTH	\$169,199K	+19.9%	49%	36,594K	+14.3%	50%	30,617K	+20.1%	49%
WEST	\$47,411K	+15.0%	14%	9,593K	+2.4%	13%	7,333K	+7.5%	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	\$12,196K	-9.6%	100%	1,160K	-13.1%	100%	2,720K	-8.7%	100%
NORTH CENTRAL	\$932K	-53.1%	8%	93K	-54.4%	8%	202K	-52.1%	7%
NORTHEAST	\$4,995K	-1.9%	41%	535K	-1.9%	46%	1,147K	+0.0%	42%
SOUTH	\$4,402K	-3.5%	36%	377K	-10.7%	33%	998K	-3.1%	37%
WEST	\$1,868K	+0.8%	15%	155K	-5.5%	13%	374K	-1.8%	14%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 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		\$359,225,041	+3.7%	74,696,592	-2.6%	64,664,769	-2.2%
FRESH FRUIT - BLUEBERRY	Total	\$347,028,566	+4.2%	73,536,886	-2.4%	61,944,430	-1.8%
	CONVENTIONAL	\$298,640,213	+1.1%	64,623,231	-3.7%	55,895,168	-4.0%
	ORGANIC	\$48,388,353	+28.3%	8,913,655	+8.3%	6,049,262	+23.6%
FZ FRUIT - BLUEBERRIES	Total	\$12,196,475	-9.6%	1,159,706	-13.1%	2,720,339	-8.7%
	CONVENTIONAL	\$11,589,772	-9.3%	1,088,609	-13.0%	2,642,505	-8.4%
	ORGANIC	\$606,703	-15.4%	71,097	-15.7%	77,834	-17.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 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	\$95,959,796	-3.9%	28%	14,989,567	-11.5%	20%	16,863,262	-11.5%	27%	\$5.69	+8.5%
16 OUNCE	\$100,399,768	+8.9%	29%	25,418,679	+6.7%	35%	25,418,679	+6.7%	41%	\$3.95	+2.1%
11 OUNCE	\$49,908,156	+14.0%	14%	10,201,972	+3.1%	14%	7,013,856	+3.1%	11%	\$7.12	+10.5%
6 OUNCE	\$31,223,052	-24.2%	9%	7,914,949	-30.2%	11%	2,968,106	-30.2%	5%	\$10.52	+8.7%
12 OUNCE	\$14,663,814	+12.9%	4%	3,765,259	+13.7%	5%	2,823,944	+13.7%	5%	\$5.19	-0.7%
10 OUNCE	\$13,363,513	+13.9%	4%	3,216,215	+6.2%	4%	2,010,134	+6.2%	3%	\$6.65	+7.2%
9.8 OUNCE	\$21,029,422	+92.1%	6%	4,013,638	+104.8%	5%	2,458,353	+104.8%	4%	\$8.55	-6.2%
8 OUNCE	\$10,899,930	+41.1%	3%	2,019,298	+18.2%	3%	1,009,649	+18.2%	2%	\$10.80	+19.4%
4.4 OUNCE	\$3,563,539	+29.9%	1%	784,996	-5.2%	1%	215,874	-5.2%	0%	\$16.51	+36.9%
10.99 OUNCE	\$975,221	-53.5%	0%	215,465	-58.7%	0%	147,998	-58.7%	0%	\$6.59	+12.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 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	\$8,521,845	-5.2%	70%	655,137	-6.5%	56%	1,965,410	-6.5%	72%	\$4.34	+1.4%
15 OUNCE	\$978,547	-14.9%	8%	207,686	-15.1%	18%	194,705	-15.1%	7%	\$5.03	+0.3%
32 OUNCE	\$773,924	-27.6%	6%	71,161	-25.5%	6%	142,322	-25.5%	5%	\$5.44	-2.8%
64 OUNCE	\$976,329	-3.1%	8%	69,840	+0.5%	6%	279,359	+0.5%	10%	\$3.49	-3.6%
12 OUNCE	\$413,732	-31.0%	3%	81,164	-32.9%	7%	60,873	-32.9%	2%	\$6.80	+2.9%
10 OUNCE	\$257,271	-11.6%	2%	46,640	-17.1%	4%	29,150	-17.1%	1%	\$8.83	+6.5%
40 OUNCE	\$145,603	+12.1%	1%	13,562	+32.2%	1%	33,905	+32.2%	1%	\$4.29	-15.2%
28 OUNCE	\$45,693	-38.6%	0%	2,533	-41.7%	0%	4,433	-41.7%	0%	\$10.31	+5.4%
8 OUNCE	\$48,825	-21.0%	0%	7,811	-28.7%	1%	3,905	-28.7%	0%	\$12.50	+10.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 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
Grand Total	\$1,104,736,500	-6.9%	260,685,341	-9.0%	\$4.24	+2.3%
FRESH BERRIES Total	\$1,076,429,211	-7.0%	254,791,474	-9.0%	\$4.22	+2.3%
CONVENTIONAL	\$937,233,064	-8.3%	237,702,663	-9.5%	\$3.94	+1.3%
ORGANIC	\$139,196,147	+3.4%	17,088,811	-1.3%	\$8.15	+4.7%
FROZEN BERRIES Total	\$28,307,288	-4.0%	5,893,867	-7.0%	\$4.80	+3.2%
CONVENTIONAL	\$26,666,993	-3.4%	5,676,001	-6.6%	\$4.70	+3.5%
ORGANIC	\$1,640,296	-13.2%	217,866	-15.1%	\$7.53	+2.3%



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4 Weeks Ending Saturday, March 23, 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
FRESH BERRIES	Total	\$1,076,429,211	-7.0%	254,791,474	-9.0%
	FRESH FRUIT - STRAWBERRY	\$463,737,729	-7.7%	161,302,813	-8.2%
	FRESH FRUIT - BLUEBERRY	\$347,028,566	+4.2%	61,944,430	-1.8%
	FRESH FRUIT - RASPBERRY	\$142,495,665	-23.5%	15,452,371	-27.7%
	FRESH FRUIT - BLACKBERRY	\$122,652,599	-9.1%	16,043,574	-19.0%
	FRESH FRUIT - BERRY OTHER	\$514,652	+170.1%	48,286	+225.0%
	FROZEN BERRIES	Total	\$28,307,288	-4.0%	5,893,867
FZ FRUIT - BLUEBERRIES		\$12,196,475	-9.6%	2,720,339	-8.7%
FZ FRUIT - MIXED BERRIES		\$9,405,135	-14.3%	1,926,586	-14.5%
FZ FRUIT - STRAWBERRIES		\$5,623,155	+43.3%	1,059,523	+15.7%
FZ FRUIT - RASPBERRIES		\$839,827	-8.0%	137,037	-7.2%
FZ FRUIT - BLACKBERRIES		\$201,472	+19.9%	45,451	+23.0%
FZ FRUIT - OTHER BERRIES		\$41,225	+38.4%	4,931	+40.2%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 2024

Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

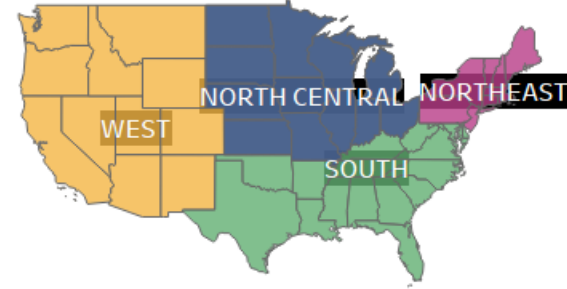
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$463,737,729	-7.7%	161,302,813	-8.2%
FRESH FRUIT - BLUEBERRY	\$347,028,566	+4.2%	61,944,430	-1.8%
FRESH FRUIT - ORANGE OTHER	\$221,845,472	-10.7%	133,292,120	-15.3%
FRESH FRUIT - RASPBERRY	\$142,495,665	-23.5%	15,452,371	-27.7%
FRESH FRUIT - APPLE	\$136,709,482	-9.0%	88,211,811	+3.8%
FRESH FRUIT - BLACKBERRY	\$122,652,599	-9.1%	16,043,574	-19.0%
FRESH FRUIT - ORANGE	\$121,422,511	-0.8%	91,826,550	-4.6%
FRESH FRUIT - GRAPE	\$95,770,857	+6.6%	40,815,399	-2.6%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$236,623,822	+3.9%	87,702,131	+8.2%
FRESH FRUIT - BLUEBERRY	\$169,199,118	+19.9%	30,617,122	+20.1%
FRESH FRUIT - ORANGE OTHER	\$111,003,058	-6.3%	67,776,746	-8.9%
FRESH FRUIT - APPLE	\$75,908,433	+0.0%	47,939,770	+14.9%
FRESH FRUIT - RASPBERRY	\$60,567,542	-16.3%	6,443,249	-21.6%
FRESH FRUIT - ORANGE	\$75,594,295	+12.9%	58,194,534	+9.4%
FRESH FRUIT - BLACKBERRY	\$60,685,401	-6.2%	7,816,378	-17.7%
FRESH FRUIT - GRAPE	\$52,227,713	+14.9%	24,653,423	+11.1%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$65,215,807	+0.9%	21,574,945	+1.2%
FRESH FRUIT - BLUEBERRY	\$47,411,002	+15.0%	7,333,359	+7.5%
FRESH FRUIT - ORANGE OTHER	\$29,889,130	+4.1%	18,613,018	-2.5%
FRESH FRUIT - RASPBERRY	\$16,747,372	-21.3%	1,622,128	-30.3%
FRESH FRUIT - BLACKBERRY	\$17,853,949	+1.7%	2,325,933	-1.7%
FRESH FRUIT - APPLE	\$10,037,030	+0.1%	6,079,951	+16.7%
FRESH FRUIT - ORANGE	\$9,899,010	-1.2%	7,280,114	-3.2%
FRESH FRUIT - OTHER	\$11,311,366	+14.5%	2,384,599	+2.6%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$100,443,779	-0.1%	28,297,558	-4.6%
FRESH FRUIT - BLUEBERRY	\$82,400,115	+11.9%	14,255,012	+0.6%
FRESH FRUIT - RASPBERRY	\$41,367,561	-9.7%	4,529,816	-8.4%
FRESH FRUIT - ORANGE OTHER	\$47,655,607	+19.9%	24,801,815	+18.0%
FRESH FRUIT - BLACKBERRY	\$27,726,312	+5.4%	3,386,574	-0.4%
FRESH FRUIT - APPLE	\$26,117,696	+2.1%	17,197,227	+8.3%
FRESH FRUIT - ORANGE	\$20,488,330	+5.1%	14,374,689	-2.7%
FRESH FRUIT - GRAPE	\$18,428,483	+1.9%	6,842,907	-9.1%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$61,453,683	-44.0%	23,728,109	-45.7%
FRESH FRUIT - BLUEBERRY	\$48,015,980	-37.7%	9,738,737	-41.4%
FRESH FRUIT - ORANGE OTHER	\$33,297,677	-45.8%	22,100,540	-48.5%
FRESH FRUIT - RASPBERRY	\$23,813,191	-49.2%	2,857,178	-51.4%
FRESH FRUIT - APPLE	\$24,646,323	-36.4%	16,994,863	-23.3%
FRESH FRUIT - BLACKBERRY	\$16,386,937	-37.8%	2,514,689	-44.7%
FRESH FRUIT - ORANGE	\$15,440,875	-40.3%	11,977,213	-42.3%
FRESH FRUIT - GRAPE	\$11,773,032	-31.3%	4,563,623	-45.1%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 2024

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

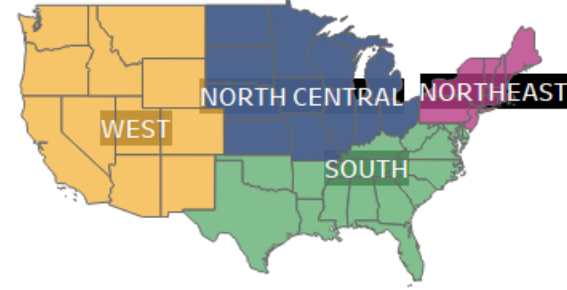
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$12,196,475	-9.6%	2,720,339	-8.7%
FZ FRUIT - MIXED BERRIES	\$9,405,135	-14.3%	1,926,586	-14.5%
FZ FRUIT - OTHER	\$10,074,593	+1.5%	2,529,558	-4.0%
FZ FRUIT - SMOOTHIE KITS	\$8,094,933	-14.5%	1,388,240	-12.5%
FZ FRUIT - MIXED FRUIT	\$7,542,514	-18.5%	1,634,473	-19.0%
FZ FRUIT - STRAWBERRIES	\$5,623,155	+43.3%	1,059,523	+15.7%
FZ FRUIT - ACAI	\$2,204,227	-25.0%	312,506	-27.7%
FZ FRUIT - MANGO	\$2,031,392	-13.5%	480,448	-8.3%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,426,461	+10.9%	1,735,499	+2.8%
FZ FRUIT - SMOOTHIE KITS	\$4,430,257	-3.6%	785,347	+0.1%
FZ FRUIT - BLUEBERRIES	\$4,401,663	-3.5%	998,205	-3.1%
FZ FRUIT - MIXED BERRIES	\$4,344,896	+3.7%	896,799	+2.9%
FZ FRUIT - MIXED FRUIT	\$3,091,881	-13.9%	677,490	-18.0%
FZ FRUIT - STRAWBERRIES	\$2,387,076	+85.9%	408,928	+21.7%
FZ FRUIT - ACAI	\$1,110,481	-10.4%	157,445	-12.5%
FZ FRUIT - MANGO	\$835,173	-11.6%	204,123	-6.4%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,867,928	+0.8%	373,569	-1.8%
FZ FRUIT - MIXED BERRIES	\$1,130,952	-9.4%	220,627	-11.2%
FZ FRUIT - SMOOTHIE KITS	\$838,518	+6.9%	115,292	-1.0%
FZ FRUIT - MIXED FRUIT	\$681,241	-11.7%	129,891	-17.5%
FZ FRUIT - OTHER	\$806,715	+22.1%	145,296	+7.7%
FZ FRUIT - ACAI	\$351,101	-22.4%	48,277	-22.7%
FZ FRUIT - STRAWBERRIES	\$483,970	+59.2%	65,326	+6.3%
FZ FRUIT - MANGO	\$182,023	+6.7%	36,390	+12.5%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,995,230	-1.9%	1,146,755	+0.0%
FZ FRUIT - MIXED BERRIES	\$3,197,506	-16.9%	662,922	-16.7%
FZ FRUIT - MIXED FRUIT	\$3,246,881	-10.9%	737,097	-8.0%
FZ FRUIT - OTHER	\$2,432,697	-9.3%	565,475	-13.5%
FZ FRUIT - SMOOTHIE KITS	\$1,967,220	-6.2%	347,813	-4.6%
FZ FRUIT - STRAWBERRIES	\$2,228,354	+41.4%	498,410	+39.0%
FZ FRUIT - MANGO	\$879,004	-0.5%	211,444	+3.3%
FZ FRUIT - ACAI	\$550,791	-33.7%	78,200	-39.0%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - SMOOTHIE KITS	\$858,938	-56.8%	139,788	-56.6%
FZ FRUIT - BLUEBERRIES	\$931,655	-53.1%	201,810	-52.1%
FZ FRUIT - MIXED BERRIES	\$731,781	-56.6%	146,239	-56.8%
FZ FRUIT - MIXED FRUIT	\$522,511	-58.1%	89,996	-61.5%
FZ FRUIT - OTHER	\$408,719	-47.8%	83,288	-47.7%
FZ FRUIT - STRAWBERRIES	\$523,754	-31.2%	86,859	-45.6%
FZ FRUIT - ACAI	\$191,854	-54.0%	28,584	-53.6%
FZ FRUIT - MANGO	\$135,192	-61.3%	28,491	-58.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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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	\$5.56	+31.3%	5.96%	\$2.89	+2.4%	0.83%	\$8.20	+56.2%	7.35%
FRESH FRUIT	\$5.60	+32.6%	6.18%	\$2.87	+1.5%	0.53%	\$8.42	+61.9%	7.94%
Total									
CONVENTIONAL	\$5.34	+27.1%	5.35%	\$2.74	+1.0%	0.37%	\$7.84	+51.0%	6.95%
ORGANIC	\$8.00	+29.2%	3.79%	\$5.83	+21.9%	3.91%	\$12.41	+77.8%	6.69%
FZ FRUIT	\$4.48	-4.7%	-1.03%	\$5.31	+102.3%	23.87%	\$4.96	+1.4%	0.28%
Total									
CONVENTIONAL	\$4.39	-4.4%	-1.00%	\$5.23	+107.7%	25.96%	\$4.84	+0.9%	0.18%
ORGANIC	\$7.79	+21.8%	2.88%	\$8.30	+17.6%	2.17%	\$7.15	+12.8%	1.82%

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	\$4.24	\$3.62	6.49%	\$5.77	11.64%
FRESH FRUIT	\$4.22	\$3.61	6.55%	\$5.82	12.33%
Total					
CONVENTIONAL					
RASPBERRY	\$8.60	\$7.84	3.04%	\$9.33	5.37%
BLACKBERRY	\$7.11	\$6.60	17.34%	\$8.00	13.66%
BLUEBERRY	\$5.34	\$4.94	7.81%	\$5.88	12.16%
STRAWBERRY	\$2.74	\$2.65	1.31%	\$3.18	4.17%
ORGANIC					
RASPBERRY	\$13.16	\$12.90	12.29%	\$13.23	4.62%
BLACKBERRY	\$11.58	\$11.05	11.34%	\$11.77	8.00%
BLUEBERRY	\$8.00	\$7.42	-0.06%	\$8.51	9.79%
STRAWBERRY	\$5.83	\$5.45	0.94%	\$6.47	7.68%
FZ FRUIT	\$4.80	\$4.27	4.13%	\$4.96	2.74%
Total					
CONVENTIONAL					
OTHER BERRIES	\$8.36	\$6.63	-62.67%	\$8.75	5.01%
RASPBERRIES	\$5.69	\$4.84	18.68%	\$5.96	-0.23%
MIXED BERRIES	\$4.79	\$4.38	4.02%	\$4.93	-0.42%
STRAWBERRIES	\$5.23	\$3.75	6.44%	\$5.78	28.36%
BLUEBERRIES	\$4.39	\$4.19	1.89%	\$4.44	-1.87%
BLACKBERRIES	\$3.80	\$4.00	39.59%	\$3.79	0.36%
ORGANIC					
OTHER BERRIES					-100.00%
RASPBERRIES	\$10.59	\$8.74	-4.84%	\$11.79	4.99%
MIXED BERRIES	\$6.62	\$6.08	1.78%	\$6.76	0.92%
STRAWBERRIES	\$8.30	\$7.56	4.57%	\$8.44	2.28%
BLUEBERRIES	\$7.79	\$7.02	10.86%	\$7.99	1.11%
BLACKBERRIES	\$8.32	\$8.01	48.03%	\$8.36	0.52%



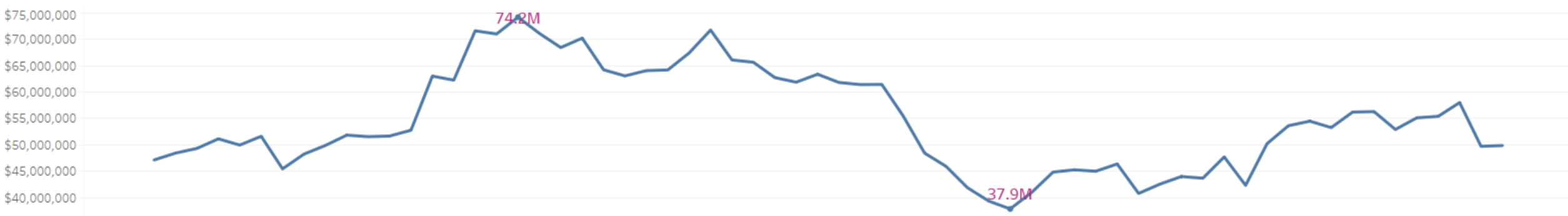
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 2024

Conventional Fresh Blueberry Trend over Time

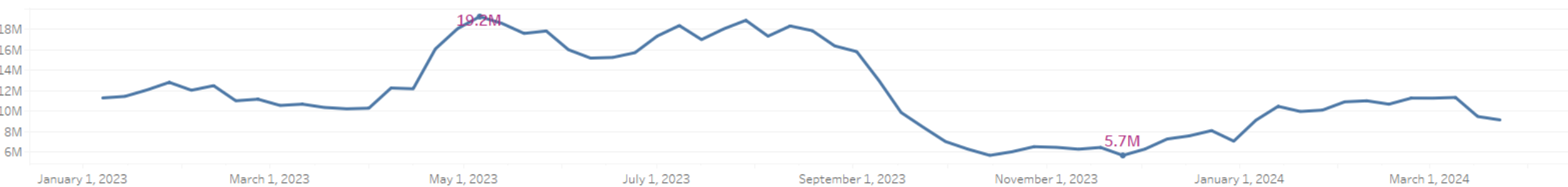
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



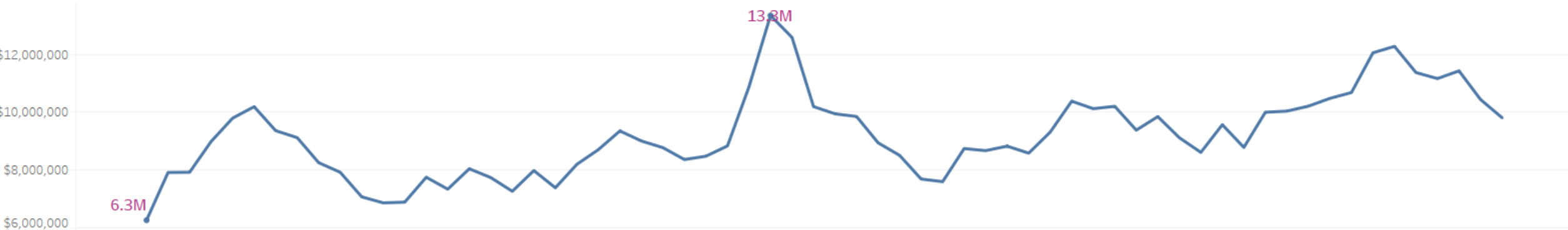
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, March 23, 2024

Organic Fresh Blueberry Trend over Time

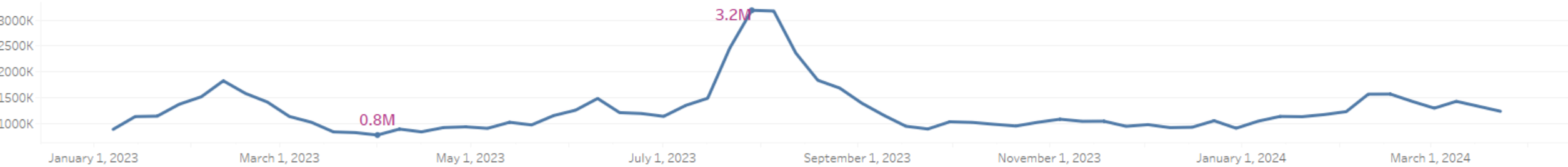
Retail Price in \$USD/lb



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, March 23, 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, March 23, 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