



USHBC Blueberry Category Retail Sales Report Period 4

4 Weeks Ending Saturday, April 20, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in all regions besides the North Central region, with a decrease of **-39.4%**.
- Fresh Conventional decreased in dollar sales by **-4.1%**. Organic increased by **+23.4%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-0.5%** decrease in dollar sales and a **-8.4%** decrease in units this period.
- Fresh blueberry volume (Units), both conventional and organic, declined by **-9.9%**.

Frozen Blueberries (Produce Department)

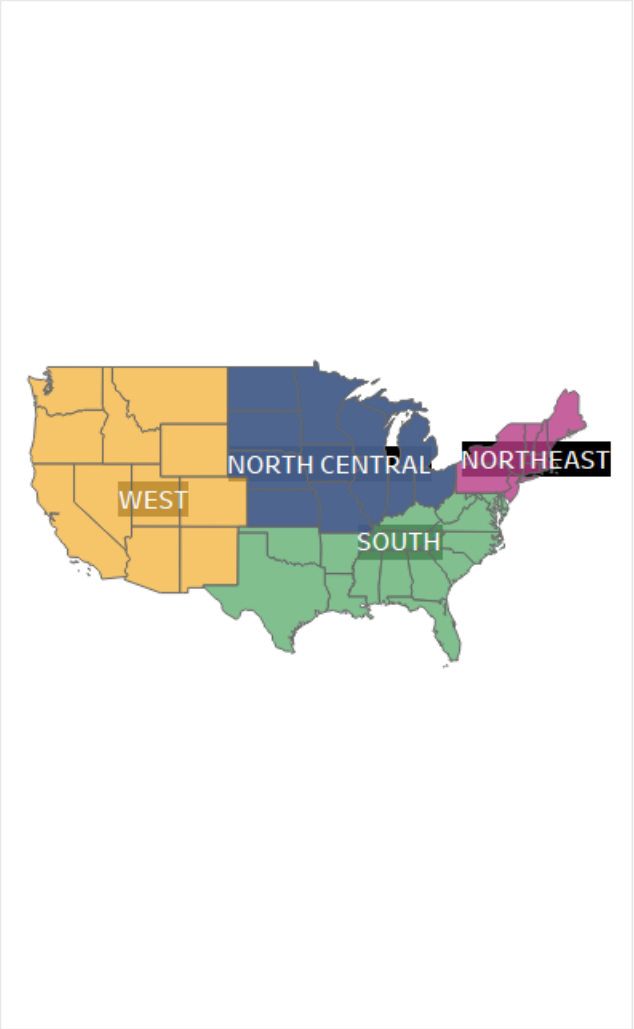
- \$12.2m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-9.2%** decrease.
- The largest size, 48 ounces, has fallen **-5%** in dollar sales. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+0.4%** in the Northeast.
- Frozen Organic blueberry sales decreased **-12.5%**, while Conventional blueberry sales fell **-9%**.

• 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	\$374,710K	-1.7%	100%	75,464K	-9.9%	100%	65,955K	-8.6%	100%
NORTH CENTRAL	\$52,669K	-39.7%	14%	11,529K	-42.5%	15%	10,027K	-44.3%	15%
NORTHEAST	\$94,519K	+7.0%	25%	17,940K	+0.5%	24%	16,432K	-0.7%	25%
SOUTH	\$179,676K	+12.6%	48%	36,468K	+2.3%	48%	32,575K	+8.4%	49%
WEST	\$47,847K	+4.3%	13%	9,527K	-6.7%	13%	6,921K	-8.3%	10%

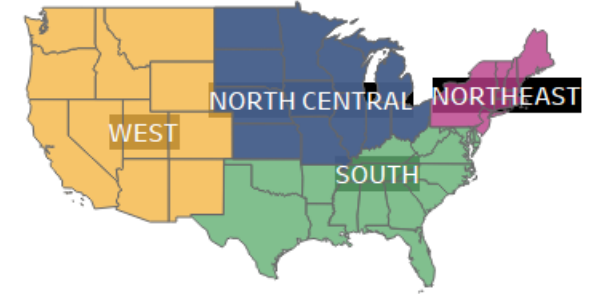


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 2024

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	\$362,507K	-1.4%	100%	74,287K	-9.9%	100%	63,204K	-8.6%	100%
NORTH CENTRAL	\$51,763K	-39.4%	14%	11,439K	-42.4%	15%	9,836K	-44.1%	16%
NORTHEAST	\$89,418K	+7.4%	25%	17,384K	+0.4%	23%	15,235K	-1.0%	24%
SOUTH	\$175,273K	+13.1%	48%	36,087K	+2.5%	49%	31,569K	+8.8%	50%
WEST	\$46,053K	+4.6%	13%	9,377K	-6.7%	13%	6,564K	-8.5%	10%



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	\$12,203K	-9.2%	100%	1,177K	-10.4%	100%	2,751K	-6.9%	100%
NORTH CENTRAL	\$905K	-52.7%	7%	90K	-53.3%	8%	191K	-51.5%	7%
NORTHEAST	\$5,101K	+0.4%	42%	556K	+2.9%	47%	1,197K	+3.0%	44%
SOUTH	\$4,403K	-4.3%	36%	382K	-9.1%	32%	1,006K	-2.2%	37%
WEST	\$1,793K	-2.5%	15%	149K	-7.3%	13%	357K	-4.2%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 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		\$374,710,302	-1.7%	75,463,972	-9.9%	65,954,515	-8.6%
FRESH FRUIT - BLUEBERRY	Total	\$362,507,348	-1.4%	74,287,048	-9.9%	63,203,796	-8.6%
	CONVENTIONAL	\$317,332,553	-4.1%	66,398,566	-11.1%	57,418,403	-11.6%
	ORGANIC	\$45,174,795	+23.4%	7,888,482	+1.8%	5,785,392	+36.3%
FZ FRUIT - BLUEBERRIES	Total	\$12,202,954	-9.2%	1,176,924	-10.4%	2,750,720	-6.9%
	CONVENTIONAL	\$11,567,960	-9.0%	1,103,034	-10.2%	2,665,557	-6.7%
	ORGANIC	\$634,994	-12.5%	73,889	-13.4%	85,163	-12.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 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
16 OUNCE	\$121,388,994	-0.5%	33%	27,876,579	-8.4%	38%	27,876,579	-8.4%	44%	\$4.35	+8.7%
18 OUNCE	\$96,916,209	-8.6%	27%	14,552,804	-15.0%	20%	16,371,905	-15.0%	26%	\$5.92	+7.6%
6 OUNCE	\$32,017,003	-31.6%	9%	8,637,799	-34.0%	12%	3,239,174	-34.0%	5%	\$9.88	+3.6%
11 OUNCE	\$44,598,468	+33.1%	12%	8,624,310	+9.0%	12%	5,929,213	+9.0%	9%	\$7.52	+22.1%
12 OUNCE	\$15,152,077	-15.9%	4%	3,951,231	-21.7%	5%	2,963,423	-21.7%	5%	\$5.11	+7.4%
9.8 OUNCE	\$23,703,975	+33.5%	7%	4,553,177	+44.1%	6%	2,788,821	+44.1%	4%	\$8.50	-7.3%
10 OUNCE	\$7,844,535	+28.4%	2%	1,817,147	+12.2%	2%	1,135,717	+12.2%	2%	\$6.91	+14.4%
8 OUNCE	\$6,046,413	+22.0%	2%	1,157,813	+3.6%	2%	578,907	+3.6%	1%	\$10.44	+17.8%
4.4 OUNCE	\$5,161,378	+18.9%	1%	1,255,960	+11.3%	2%	345,389	+11.3%	1%	\$14.94	+6.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 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	\$8,260,608	-5.0%	68%	629,425	-4.9%	53%	1,888,276	-4.9%	69%	\$4.37	-0.1%
64 OUNCE	\$1,185,479	-6.4%	10%	91,144	+0.1%	8%	364,576	+0.1%	13%	\$3.25	-6.5%
32 OUNCE	\$795,359	-27.2%	7%	76,123	-24.3%	6%	152,247	-24.3%	6%	\$5.22	-3.9%
15 OUNCE	\$1,016,448	-5.5%	8%	221,057	-5.2%	19%	207,241	-5.2%	8%	\$4.90	-0.3%
12 OUNCE	\$416,882	-29.7%	3%	83,290	-30.5%	7%	62,467	-30.5%	2%	\$6.67	+1.1%
10 OUNCE	\$261,876	-6.5%	2%	47,408	-15.1%	4%	29,630	-15.1%	1%	\$8.84	+10.2%
40 OUNCE	\$130,266	-20.4%	1%	12,145	-4.2%	1%	30,362	-4.2%	1%	\$4.29	-16.9%
28 OUNCE	\$44,820	-47.4%	0%	2,475	-54.7%	0%	4,331	-54.7%	0%	\$10.35	+16.2%
8 OUNCE	\$56,597	-12.9%	0%	9,502	-20.4%	1%	4,751	-20.4%	0%	\$11.91	+9.4%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 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	\$1,152,084,571	-5.3%	270,506,067	+3.0%	\$4.26	-8.0%
FRESH BERRIES Total	\$1,124,158,128	-5.2%	264,657,313	+3.3%	\$4.25	-8.2%
CONVENTIONAL	\$975,472,662	-7.6%	244,180,413	+2.0%	\$3.99	-9.4%
ORGANIC	\$148,685,466	+13.3%	20,476,900	+21.2%	\$7.26	-6.5%
FROZEN BERRIES Total	\$27,926,443	-5.5%	5,848,754	-7.4%	\$4.77	+2.0%
CONVENTIONAL	\$26,252,386	-4.9%	5,618,735	-7.2%	\$4.67	+2.4%
ORGANIC	\$1,674,057	-13.7%	230,019	-12.3%	\$7.28	-1.5%



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4 Weeks Ending Saturday, April 20, 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	\$1,124,158,128	-5.2%	264,657,313	+3.3%
	FRESH FRUIT - STRAWBERRY	\$467,624,547	-0.7%	162,290,030	+14.8%
	FRESH FRUIT - BLUEBERRY	\$362,507,348	-1.4%	63,203,796	-8.6%
	FRESH FRUIT - RASPBERRY	\$158,358,992	-23.1%	19,848,232	-22.4%
	FRESH FRUIT - BLACKBERRY	\$135,199,518	-4.7%	19,266,803	-4.4%
	FRESH FRUIT - BERRY OTHER	\$467,722	+167.9%	48,453	+272.1%
	FROZEN BERRIES	Total	\$27,926,443	-5.5%	5,848,754
FZ FRUIT - BLUEBERRIES		\$12,202,954	-9.2%	2,750,720	-6.9%
FZ FRUIT - MIXED BERRIES		\$9,150,462	-13.4%	1,859,150	-13.1%
FZ FRUIT - STRAWBERRIES		\$5,441,080	+25.3%	1,040,463	+2.6%
FZ FRUIT - RASPBERRIES		\$877,068	-11.3%	143,708	-9.7%
FZ FRUIT - BLACKBERRIES		\$216,798	+18.9%	49,868	+21.7%
FZ FRUIT - OTHER BERRIES		\$38,081	+31.2%	4,845	+31.3%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

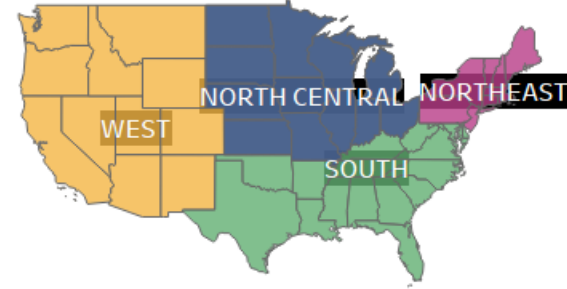
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$467,624,547	-0.7%	162,290,030	+14.8%
FRESH FRUIT - BLUEBERRY	\$362,507,348	-1.4%	63,203,796	-8.6%
FRESH FRUIT - ORANGE OTHER	\$219,230,871	-9.5%	131,931,651	-14.5%
FRESH FRUIT - RASPBERRY	\$158,358,992	-23.1%	19,848,232	-22.4%
FRESH FRUIT - APPLE	\$132,268,967	-8.8%	84,394,267	+1.5%
FRESH FRUIT - BLACKBERRY	\$135,199,518	-4.7%	19,266,803	-4.4%
FRESH FRUIT - ORANGE	\$117,880,628	+1.4%	89,762,040	-1.3%
FRESH FRUIT - GRAPE	\$103,573,133	+13.4%	48,531,723	+16.1%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$231,306,670	+9.5%	81,846,483	+26.9%
FRESH FRUIT - BLUEBERRY	\$175,273,011	+13.1%	31,568,993	+8.8%
FRESH FRUIT - ORANGE OTHER	\$111,235,142	-4.5%	68,135,624	-8.4%
FRESH FRUIT - RASPBERRY	\$67,439,940	-13.2%	8,499,452	-13.5%
FRESH FRUIT - APPLE	\$73,219,308	-0.2%	45,552,795	+10.6%
FRESH FRUIT - BLACKBERRY	\$67,794,064	+0.9%	9,487,664	-3.7%
FRESH FRUIT - ORANGE	\$74,527,835	+14.9%	57,699,404	+12.6%
FRESH FRUIT - GRAPE	\$58,426,773	+27.3%	30,583,780	+50.8%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$67,587,210	+6.6%	24,360,941	+18.4%
FRESH FRUIT - BLUEBERRY	\$46,053,178	+4.6%	6,563,591	-8.5%
FRESH FRUIT - ORANGE OTHER	\$29,822,118	+1.8%	19,229,011	-3.3%
FRESH FRUIT - RASPBERRY	\$19,362,212	-24.1%	2,089,930	-28.8%
FRESH FRUIT - BLACKBERRY	\$18,401,795	+2.6%	2,721,065	+15.4%
FRESH FRUIT - GRAPE	\$14,409,628	+39.8%	5,555,328	+11.7%
FRESH FRUIT - APPLE	\$9,780,086	-2.7%	5,769,489	+9.2%
FRESH FRUIT - ORANGE	\$11,068,353	+19.2%	7,947,837	+11.4%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$102,860,281	+8.7%	31,434,730	+24.1%
FRESH FRUIT - BLUEBERRY	\$89,417,768	+7.4%	15,235,005	-1.0%
FRESH FRUIT - RASPBERRY	\$45,058,619	-5.2%	5,450,348	+0.5%
FRESH FRUIT - ORANGE OTHER	\$45,468,500	+17.2%	22,949,500	+18.0%
FRESH FRUIT - BLACKBERRY	\$30,544,449	+8.3%	3,899,695	+8.6%
FRESH FRUIT - APPLE	\$25,218,008	+5.3%	16,460,936	+11.2%
FRESH FRUIT - ORANGE	\$17,279,083	-5.7%	12,437,707	-8.9%
FRESH FRUIT - GRAPE	\$16,448,915	-4.6%	6,348,146	-10.3%

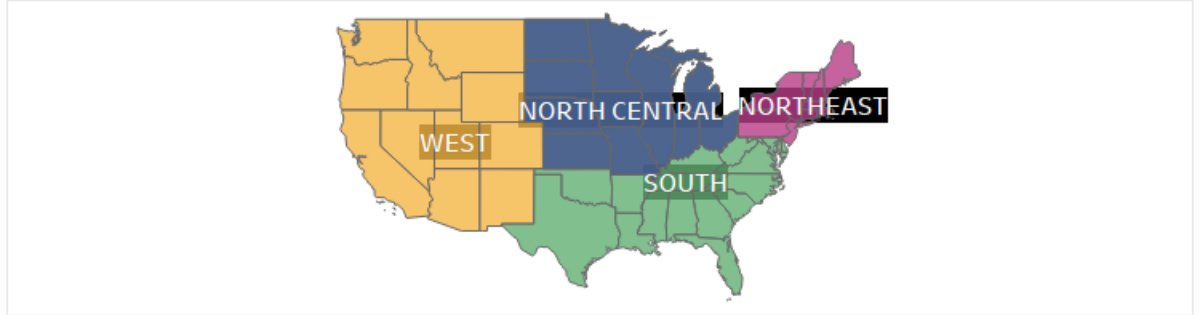
NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$65,870,386	-35.1%	24,647,875	-20.4%
FRESH FRUIT - BLUEBERRY	\$51,763,391	-39.4%	9,836,206	-44.1%
FRESH FRUIT - ORANGE OTHER	\$32,705,111	-43.5%	21,617,515	-46.9%
FRESH FRUIT - RASPBERRY	\$26,498,221	-52.0%	3,808,502	-48.4%
FRESH FRUIT - APPLE	\$24,051,566	-36.2%	16,611,048	-24.0%
FRESH FRUIT - BLACKBERRY	\$18,459,210	-35.4%	3,158,379	-27.4%
FRESH FRUIT - ORANGE	\$15,005,357	-37.0%	11,677,092	-38.2%
FRESH FRUIT - GRAPE	\$14,287,818	-20.0%	6,044,470	-36.1%

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	\$12,202,954	-9.2%	2,750,720	-6.9%
FZ FRUIT - MIXED BERRIES	\$9,150,462	-13.4%	1,859,150	-13.1%
FZ FRUIT - OTHER	\$11,019,884	+13.7%	2,638,618	+2.3%
FZ FRUIT - MIXED FRUIT	\$7,221,834	-19.8%	1,559,076	-20.5%
FZ FRUIT - SMOOTHIE KITS	\$8,007,782	-8.6%	1,470,760	+0.6%
FZ FRUIT - STRAWBERRIES	\$5,441,080	+25.3%	1,040,463	+2.6%
FZ FRUIT - MANGO	\$2,086,853	-35.2%	501,440	-44.7%
FZ FRUIT - ACAI	\$2,424,061	-15.4%	357,745	-18.5%



SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,816,168	+17.5%	1,773,705	+5.6%
FZ FRUIT - BLUEBERRIES	\$4,403,362	-4.3%	1,005,846	-2.2%
FZ FRUIT - SMOOTHIE KITS	\$4,557,464	+7.0%	895,650	+24.8%
FZ FRUIT - MIXED BERRIES	\$4,284,097	+8.1%	876,066	+8.2%
FZ FRUIT - MIXED FRUIT	\$3,027,217	-14.9%	657,538	-19.8%
FZ FRUIT - STRAWBERRIES	\$2,344,868	+67.5%	402,578	+8.2%
FZ FRUIT - MANGO	\$888,520	-30.7%	224,591	-39.2%
FZ FRUIT - ACAI	\$1,234,337	+0.8%	188,523	-1.5%

NORTHEAST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$5,100,824	+0.4%	1,196,714	+3.0%
FZ FRUIT - MIXED BERRIES	\$3,089,641	-16.9%	636,565	-17.0%
FZ FRUIT - MIXED FRUIT	\$3,078,061	-12.5%	701,146	-10.6%
FZ FRUIT - OTHER	\$2,550,629	+2.7%	585,555	-3.9%
FZ FRUIT - SMOOTHIE KITS	\$1,872,769	-3.4%	337,069	-2.2%
FZ FRUIT - STRAWBERRIES	\$2,101,876	+24.0%	484,539	+25.7%
FZ FRUIT - MANGO	\$887,299	-6.2%	211,706	-8.6%
FZ FRUIT - ACAI	\$584,609	-25.8%	82,587	-32.7%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,793,365	-2.5%	357,310	-4.2%
FZ FRUIT - MIXED BERRIES	\$1,088,176	-11.4%	212,026	-12.2%
FZ FRUIT - SMOOTHIE KITS	\$815,062	+3.3%	112,301	-5.1%
FZ FRUIT - MIXED FRUIT	\$633,287	-14.5%	120,228	-17.8%
FZ FRUIT - OTHER	\$1,021,177	+52.4%	170,315	+21.3%
FZ FRUIT - ACAI	\$407,708	-10.2%	56,265	-13.2%
FZ FRUIT - STRAWBERRIES	\$480,201	+48.8%	66,718	-1.0%
FZ FRUIT - MANGO	\$174,987	-42.0%	36,015	-58.5%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$905,404	-52.7%	190,850	-51.5%
FZ FRUIT - SMOOTHIE KITS	\$762,487	-57.0%	125,740	-55.3%
FZ FRUIT - MIXED BERRIES	\$688,547	-58.6%	134,494	-58.3%
FZ FRUIT - MIXED FRUIT	\$483,269	-59.2%	80,164	-62.1%
FZ FRUIT - STRAWBERRIES	\$514,135	-44.5%	86,628	-54.3%
FZ FRUIT - OTHER	\$631,911	-14.7%	109,042	-27.3%
FZ FRUIT - MANGO	\$136,047	-73.9%	29,129	-79.8%
FZ FRUIT - ACAI	\$197,407	-50.6%	30,369	-49.7%



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		\$5.68	+39.9%	7.54%	\$2.90	-43.9%	-13.17%	\$7.38	-10.2%	-1.36%
FRESH FRUIT	Total	\$5.74	+42.1%	7.93%	\$2.88	-44.7%	-13.44%	\$7.51	-10.3%	-1.35%
	CONVENTIONAL	\$5.53	+42.9%	8.41%	\$2.75	-46.6%	-14.52%	\$6.93	-24.4%	-3.40%
	ORGANIC	\$7.81	-82.0%	-9.51%	\$4.89	-32.4%	-6.21%	\$12.07	+34.9%	2.98%
FZ FRUIT	Total	\$4.44	-10.9%	-2.39%	\$5.23	+94.8%	22.13%	\$5.00	-2.4%	-0.49%
	CONVENTIONAL	\$4.34	-10.6%	-2.39%	\$5.15	+99.1%	23.82%	\$4.88	-1.1%	-0.23%
	ORGANIC	\$7.46	+2.0%	0.26%	\$8.26	+36.1%	4.57%	\$6.93	-30.0%	-4.15%

BERRY PATCH PROMOTION PRICING

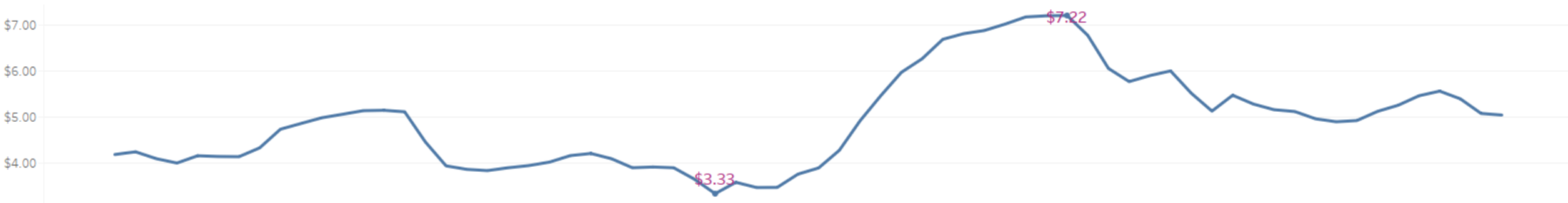
		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change	
Grand Total		\$4.26	\$3.81	-11.87%	\$4.93	1.30%	
FRESH FRUIT	Total	\$4.25	\$3.81	-11.93%	\$4.92	1.13%	
	CONVENTIONAL	RASPBERRY	\$7.35	\$6.85	-4.15%	\$8.48	-1.87%
		BLACKBERRY	\$6.49	\$6.02	-1.29%	\$7.60	4.44%
		BLUEBERRY	\$5.53	\$5.07	12.04%	\$5.88	9.43%
		STRAWBERRY	\$2.75	\$2.63	-12.60%	\$2.98	-11.92%
	ORGANIC	RASPBERRY	\$12.68	\$12.10	2.70%	\$13.01	2.41%
		BLACKBERRY	\$11.38	\$11.00	5.01%	\$11.54	6.78%
		BLUEBERRY	\$7.81	\$7.25	-21.82%	\$8.13	-4.73%
		STRAWBERRY	\$4.89	\$4.62	-6.14%	\$5.48	-1.31%
	FZ FRUIT	Total	\$4.77	\$4.06	-5.35%	\$5.03	5.69%
CONVENTIONAL		OTHER BERRIES	\$7.86	\$5.47	-29.07%	\$8.87	12.12%
		RASPBERRIES	\$5.65	\$4.84	-1.42%	\$5.93	-0.36%
		MIXED BERRIES	\$4.84	\$4.30	-0.80%	\$4.96	0.62%
		STRAWBERRIES	\$5.15	\$3.96	5.57%	\$5.81	35.71%
		BLUEBERRIES	\$4.34	\$3.80	-8.32%	\$4.55	1.11%
		BLACKBERRIES	\$3.83	\$4.38	-5.96%	\$3.78	5.31%
ORGANIC		OTHER BERRIES			-100.00%		-100.00%
		RASPBERRIES	\$10.74	\$9.16	0.97%	\$11.43	3.19%
		MIXED BERRIES	\$6.51	\$5.88	-0.18%	\$6.78	-5.65%
	STRAWBERRIES	\$8.26	\$7.21	9.00%	\$8.53	3.56%	
	BLUEBERRIES	\$7.46	\$5.63	-10.47%	\$8.27	3.79%	
	BLACKBERRIES	\$6.15	\$4.07	-37.81%	\$8.96	5.92%	



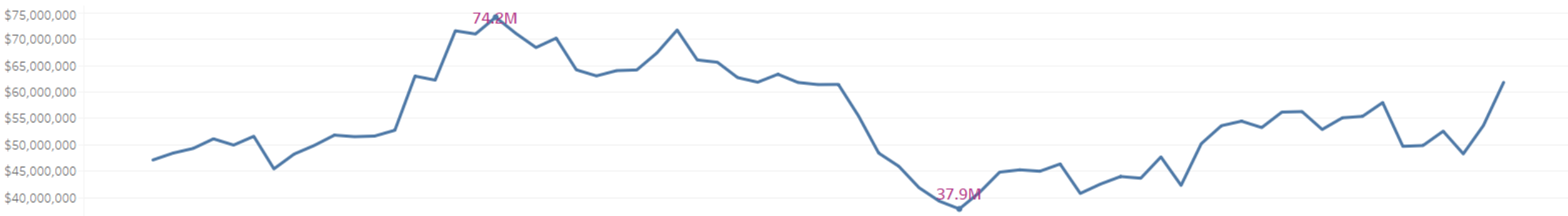
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, April 20, 2024

Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



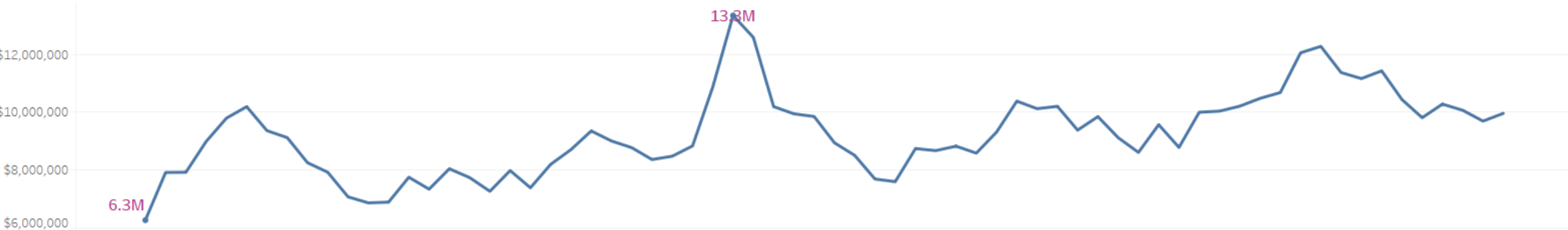
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, April 20, 2024

Organic Fresh Blueberry Trend over Time

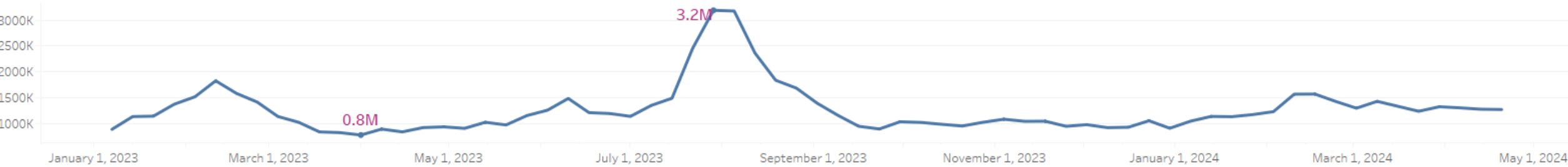
Retail Price in \$USD/lb



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, April 20, 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, April 20, 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