



USHBC Blueberry Category Retail Sales Report Period 5

4 Weeks Ending Saturday, May 18, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have decreased in all regions besides the South region, with a increase of **+3.3%**.
- Fresh Conventional decreased in dollar sales by **-13.3%**. Organic decreased by **-3.4%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-12.4%** decrease in dollar sales and a **-15.2%** decrease in units this period.
- Fresh blueberry volume (Units), both conventional and organic, declined by **-16%**.

Frozen Blueberries (Produce Department)

- \$11.4m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-8.8%** decrease.
- The largest size, 48 ounces, has fallen **-4%** in dollar sales. This size accounts for 69% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, despite decreasing in sales in each region.
- Frozen Organic blueberry sales decreased **-6.5%**, while Conventional blueberry sales fell **-8.9%**.

• 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	\$369,507K	-12.3%	100%	91,814K	-15.9%	100%	81,769K	-17.2%	100%
NORTH CENTRAL	\$50,950K	-48.0%	14%	15,108K	-47.7%	16%	13,711K	-49.0%	17%
NORTHEAST	\$99,686K	-3.8%	27%	22,131K	-8.9%	24%	20,698K	-11.3%	25%
SOUTH	\$172,801K	+3.2%	47%	44,437K	+1.5%	48%	39,869K	+2.3%	49%
WEST	\$46,070K	-11.7%	12%	10,139K	-17.6%	11%	7,492K	-21.4%	9%

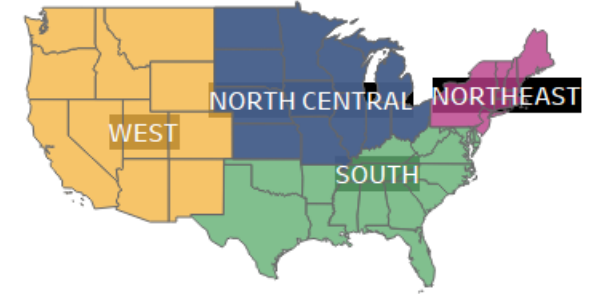


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 2024

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	\$358,014K	-12.4%	100%	90,724K	-16.0%	100%	79,239K	-17.4%	100%
NORTH CENTRAL	\$50,092K	-47.9%	14%	15,026K	-47.6%	17%	13,532K	-49.0%	17%
NORTHEAST	\$94,891K	-3.8%	27%	21,616K	-9.0%	24%	19,605K	-11.7%	25%
SOUTH	\$168,718K	+3.3%	47%	44,084K	+1.6%	49%	38,947K	+2.3%	49%
WEST	\$44,312K	-12.1%	12%	9,998K	-17.7%	11%	7,155K	-22.0%	9%



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	\$11,493K	-8.8%	100%	1,090K	-11.6%	100%	2,530K	-8.7%	100%
NORTH CENTRAL	\$858K	-51.7%	7%	82K	-53.4%	8%	178K	-51.5%	7%
NORTHEAST	\$4,795K	-3.1%	42%	514K	-2.4%	47%	1,093K	-2.9%	43%
SOUTH	\$4,083K	-0.6%	36%	352K	-7.0%	32%	922K	+0.0%	36%
WEST	\$1,758K	-0.3%	15%	141K	-6.8%	13%	337K	-4.9%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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		\$369,507,109	-12.3%	91,814,036	-15.9%	81,769,186	-17.2%
FRESH FRUIT - BLUEBERRY	Total	\$358,013,788	-12.4%	90,724,461	-16.0%	79,239,254	-17.4%
	CONVENTIONAL	\$320,575,691	-13.3%	83,574,641	-16.2%	74,570,744	-18.1%
	ORGANIC	\$37,438,097	-3.4%	7,149,820	-13.7%	4,668,510	-5.9%
FZ FRUIT - BLUEBERRIES	Total	\$11,493,321	-8.8%	1,089,576	-11.6%	2,529,932	-8.7%
	CONVENTIONAL	\$10,862,055	-8.9%	1,018,390	-11.7%	2,449,116	-8.6%
	ORGANIC	\$631,266	-6.5%	71,186	-10.6%	80,816	-9.1%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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	\$122,990,759	-12.4%	34%	36,864,148	-15.2%	41%	36,864,148	-15.2%	47%	\$3.34	+3.4%
18 OUNCE	\$102,601,095	-16.6%	29%	18,506,143	-21.1%	20%	20,819,411	-21.1%	26%	\$4.93	+5.8%
6 OUNCE	\$28,303,768	-16.5%	8%	8,488,878	-16.3%	9%	3,183,329	-16.3%	4%	\$8.89	-0.2%
11 OUNCE	\$37,245,198	+10.0%	10%	9,047,992	-1.6%	10%	6,220,495	-1.6%	8%	\$5.99	+11.8%
12 OUNCE	\$27,529,462	-14.6%	8%	9,087,414	-19.7%	10%	6,815,561	-19.7%	9%	\$4.04	+6.4%
9.8 OUNCE	\$13,342,677	-10.9%	4%	2,300,701	-12.3%	3%	1,409,180	-12.3%	2%	\$9.47	+1.6%
8 OUNCE	\$7,275,045	-2.2%	2%	1,498,883	-8.0%	2%	749,442	-8.0%	1%	\$9.71	+6.2%
32 OUNCE	\$271,327	-94.7%	0%	30,677	-96.2%	0%	61,354	-96.2%	0%	\$4.42	+39.3%
10.99 OUNCE	\$1,909,956	-59.6%	1%	801,459	-56.8%	1%	550,502	-56.8%	1%	\$3.47	-6.6%
4.4 OUNCE	\$5,395,904	+44.6%	2%	1,428,269	+45.9%	2%	392,774	+45.9%	0%	\$13.74	-0.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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	\$7,962,884	-4.0%	69%	598,706	-5.9%	55%	1,796,117	-5.9%	71%	\$4.43	+2.0%
32 OUNCE	\$804,680	-26.6%	7%	78,597	-25.5%	7%	157,193	-25.5%	6%	\$5.12	-1.4%
64 OUNCE	\$888,789	-14.3%	8%	64,727	-8.5%	6%	258,909	-8.5%	10%	\$3.43	-6.3%
15 OUNCE	\$941,461	-6.3%	8%	200,832	-6.4%	18%	188,280	-6.4%	7%	\$5.00	+0.1%
12 OUNCE	\$379,360	-31.1%	3%	74,590	-33.5%	7%	55,943	-33.5%	2%	\$6.78	+3.7%
10 OUNCE	\$255,040	-1.6%	2%	45,594	-7.4%	4%	28,496	-7.4%	1%	\$8.95	+6.3%
40 OUNCE	\$123,926	-3.7%	1%	11,638	+13.3%	1%	29,095	+13.3%	1%	\$4.26	-15.1%
8 OUNCE	\$49,033	-25.1%	0%	7,731	-39.2%	1%	3,866	-39.2%	0%	\$12.68	+23.2%
28 OUNCE	\$48,447	-12.3%	0%	2,734	-17.8%	0%	4,785	-17.8%	0%	\$10.12	+6.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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	\$1,185,844,064	-9.9%	321,134,210	-1.1%	\$3.69	-8.9%
FRESH BERRIES Total	\$1,158,959,520	-10.0%	315,572,838	-0.9%	\$3.67	-9.2%
CONVENTIONAL	\$1,008,217,657	-11.9%	293,252,543	-1.9%	\$3.44	-10.2%
ORGANIC	\$150,741,863	+5.3%	22,320,295	+13.5%	\$6.75	-7.2%
FROZEN BERRIES Total	\$26,884,545	-5.1%	5,561,372	-8.7%	\$4.83	+4.0%
CONVENTIONAL	\$25,185,221	-4.8%	5,315,248	-9.0%	\$4.74	+4.6%
ORGANIC	\$1,699,324	-8.3%	246,123	-1.6%	\$6.90	-6.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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	\$1,158,959,520	-10.0%	315,572,838	-0.9%
	FRESH FRUIT - STRAWBERRY	\$511,880,779	-7.2%	195,878,328	+8.7%
	FRESH FRUIT - BLUEBERRY	\$358,013,788	-12.4%	79,239,254	-17.4%
	FRESH FRUIT - RASPBERRY	\$155,101,599	-14.1%	20,482,108	-1.1%
	FRESH FRUIT - BLACKBERRY	\$133,584,714	-9.2%	19,935,840	-8.1%
	FRESH FRUIT - BERRY OTHER	\$378,640	+190.7%	37,309	+232.4%
	FROZEN BERRIES	Total	\$26,884,545	-5.1%	5,561,372
FZ FRUIT - BLUEBERRIES		\$11,493,321	-8.8%	2,529,932	-8.7%
FZ FRUIT - MIXED BERRIES		\$9,021,055	-12.8%	1,829,887	-13.7%
FZ FRUIT - STRAWBERRIES		\$5,270,828	+24.8%	1,014,148	+1.1%
FZ FRUIT - RASPBERRIES		\$851,099	-10.2%	136,579	-11.8%
FZ FRUIT - BLACKBERRIES		\$208,723	+19.5%	46,219	+15.9%
FZ FRUIT - OTHER BERRIES		\$39,520	+31.4%	4,607	+24.5%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 2024

Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

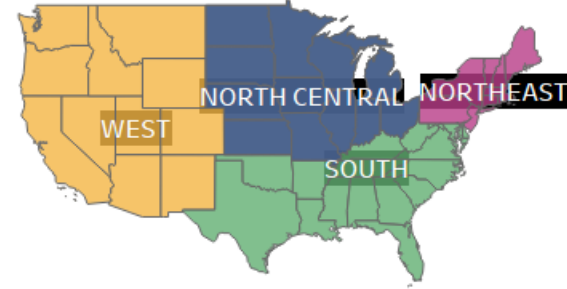
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$511,880,779	-7.2%	195,878,328	+8.7%
FRESH FRUIT - BLUEBERRY	\$358,013,788	-12.4%	79,239,254	-17.4%
FRESH FRUIT - ORANGE OTHER	\$207,098,269	-5.1%	123,741,444	-6.0%
FRESH FRUIT - RASPBERRY	\$155,101,599	-14.1%	20,482,108	-1.1%
FRESH FRUIT - BLACKBERRY	\$133,584,714	-9.2%	19,935,840	-8.1%
FRESH FRUIT - APPLE	\$124,759,491	-13.4%	80,497,848	-3.0%
FRESH FRUIT - ORANGE	\$113,801,149	-0.1%	87,179,690	-1.1%
FRESH FRUIT - GRAPE	\$93,685,431	+7.5%	37,705,544	-19.6%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$251,974,017	+6.0%	98,684,376	+29.4%
FRESH FRUIT - BLUEBERRY	\$168,718,119	+3.3%	38,947,085	+2.3%
FRESH FRUIT - ORANGE OTHER	\$105,875,117	-0.5%	64,710,806	+0.0%
FRESH FRUIT - APPLE	\$67,879,991	-4.5%	42,686,309	+5.0%
FRESH FRUIT - BLACKBERRY	\$67,587,356	-0.7%	10,038,827	+1.3%
FRESH FRUIT - RASPBERRY	\$61,232,840	-8.4%	7,920,032	+3.8%
FRESH FRUIT - ORANGE	\$71,683,778	+14.2%	56,340,186	+13.5%
FRESH FRUIT - GRAPE	\$50,939,267	+18.1%	22,131,668	+3.1%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$72,504,021	+2.7%	26,922,626	+12.3%
FRESH FRUIT - BLUEBERRY	\$44,312,064	-12.1%	7,154,619	-22.0%
FRESH FRUIT - ORANGE OTHER	\$29,309,780	+8.9%	18,426,477	+7.7%
FRESH FRUIT - RASPBERRY	\$22,162,847	-5.6%	2,420,537	-8.3%
FRESH FRUIT - BLACKBERRY	\$17,525,491	-4.4%	2,400,362	-3.0%
FRESH FRUIT - APPLE	\$9,669,108	-4.7%	5,600,838	+5.4%
FRESH FRUIT - GRAPE	\$11,042,541	+20.6%	3,874,961	-17.5%
FRESH FRUIT - ORANGE	\$11,244,742	+26.5%	7,813,698	+18.3%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$114,697,115	+4.3%	37,950,339	+19.4%
FRESH FRUIT - BLUEBERRY	\$94,891,383	-3.8%	19,605,095	-11.7%
FRESH FRUIT - RASPBERRY	\$43,325,380	-0.8%	4,965,879	+4.4%
FRESH FRUIT - ORANGE OTHER	\$41,499,906	+24.7%	20,922,486	+26.7%
FRESH FRUIT - BLACKBERRY	\$29,875,114	+2.9%	3,976,543	+3.7%
FRESH FRUIT - APPLE	\$24,763,694	+0.1%	16,653,701	+6.1%
FRESH FRUIT - ORANGE	\$16,605,000	-6.1%	12,207,092	-6.8%
FRESH FRUIT - GRAPE	\$18,180,157	+13.4%	6,550,685	-30.9%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$72,705,625	-45.5%	32,320,987	-32.9%
FRESH FRUIT - BLUEBERRY	\$50,092,222	-47.9%	13,532,454	-49.0%
FRESH FRUIT - ORANGE OTHER	\$30,413,465	-41.1%	19,681,675	-41.0%
FRESH FRUIT - RASPBERRY	\$28,380,531	-39.1%	5,175,660	-8.8%
FRESH FRUIT - APPLE	\$22,446,698	-41.0%	15,557,001	-27.0%
FRESH FRUIT - BLACKBERRY	\$18,596,752	-41.3%	3,520,109	-35.7%
FRESH FRUIT - ORANGE	\$14,267,629	-42.0%	10,818,714	-42.6%
FRESH FRUIT - GRAPE	\$13,523,466	-28.1%	5,148,230	-54.3%

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

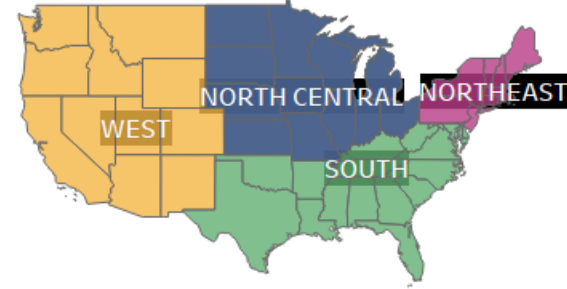
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$11,493,321	-8.8%	2,529,932	-8.7%
FZ FRUIT - MIXED BERRIES	\$9,021,055	-12.8%	1,829,887	-13.7%
FZ FRUIT - OTHER	\$11,138,227	+17.5%	2,560,481	+1.1%
FZ FRUIT - MIXED FRUIT	\$7,189,519	-18.8%	1,532,818	-20.9%
FZ FRUIT - SMOOTHIE KITS	\$7,360,093	-14.9%	1,221,369	-15.6%
FZ FRUIT - STRAWBERRIES	\$5,270,828	+24.8%	1,014,148	+1.1%
FZ FRUIT - MANGO	\$2,084,744	-41.4%	488,741	-54.3%
FZ FRUIT - ACAI	\$2,452,297	-15.7%	349,115	-19.8%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,732,235	+17.0%	1,669,790	+0.4%
FZ FRUIT - SMOOTHIE KITS	\$3,965,798	-6.8%	674,651	-7.0%
FZ FRUIT - BLUEBERRIES	\$4,082,967	-0.6%	921,643	+0.0%
FZ FRUIT - MIXED BERRIES	\$4,161,790	+11.0%	860,372	+11.0%
FZ FRUIT - MIXED FRUIT	\$2,955,005	-12.6%	632,208	-19.5%
FZ FRUIT - MANGO	\$853,857	-39.3%	208,258	-51.5%
FZ FRUIT - STRAWBERRIES	\$2,299,106	+71.0%	419,343	+15.4%
FZ FRUIT - ACAI	\$1,218,065	-2.2%	174,283	-4.8%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,758,013	-0.3%	337,004	-4.9%
FZ FRUIT - MIXED BERRIES	\$1,064,172	-15.0%	200,437	-18.6%
FZ FRUIT - SMOOTHIE KITS	\$841,719	+1.7%	108,673	-12.8%
FZ FRUIT - MIXED FRUIT	\$636,095	-16.8%	118,726	-20.4%
FZ FRUIT - OTHER	\$1,061,129	+65.8%	185,498	+38.9%
FZ FRUIT - ACAI	\$426,780	-10.6%	58,492	-14.7%
FZ FRUIT - MANGO	\$189,776	-46.9%	37,629	-66.9%
FZ FRUIT - STRAWBERRIES	\$494,452	+53.1%	68,027	+5.0%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,794,761	-3.1%	1,093,213	-2.9%
FZ FRUIT - MIXED BERRIES	\$3,143,362	-16.3%	642,942	-18.3%
FZ FRUIT - MIXED FRUIT	\$3,141,156	-13.3%	705,666	-12.8%
FZ FRUIT - OTHER	\$2,507,619	+4.6%	567,290	-4.4%
FZ FRUIT - SMOOTHIE KITS	\$1,807,263	+0.0%	318,309	+2.4%
FZ FRUIT - STRAWBERRIES	\$1,983,607	+10.0%	444,601	+5.8%
FZ FRUIT - MANGO	\$914,482	-7.1%	215,631	-12.7%
FZ FRUIT - ACAI	\$606,971	-22.5%	85,976	-28.8%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$857,579	-51.7%	178,072	-51.5%
FZ FRUIT - SMOOTHIE KITS	\$745,312	-57.7%	119,736	-58.2%
FZ FRUIT - MIXED BERRIES	\$651,731	-58.9%	126,135	-59.7%
FZ FRUIT - MIXED FRUIT	\$457,262	-57.8%	76,217	-60.6%
FZ FRUIT - STRAWBERRIES	\$493,663	-34.4%	82,177	-47.0%
FZ FRUIT - OTHER	\$837,244	+22.3%	137,902	-2.7%
FZ FRUIT - MANGO	\$126,629	-77.7%	27,223	-84.1%
FZ FRUIT - ACAI	\$200,482	-50.2%	30,364	-51.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 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		\$4.52	+25.4%	5.95%	\$2.63	-44.1%	-14.38%	\$7.04	-54.5%	-7.18%
FRESH FRUIT	Total	\$4.52	+26.1%	6.14%	\$2.61	-44.8%	-14.63%	\$7.15	-58.8%	-7.60%
	CONVENTIONAL	\$4.30	+23.6%	5.80%	\$2.48	-46.8%	-15.86%	\$6.55	-71.2%	-9.81%
	ORGANIC	\$8.02	+21.2%	2.72%	\$4.49	-49.6%	-9.95%	\$11.56	+15.6%	1.37%
FZ FRUIT	Total	\$4.54	-0.5%	-0.12%	\$5.20	+98.8%	23.49%	\$5.02	+5.9%	1.19%
	CONVENTIONAL	\$4.44	-1.2%	-0.27%	\$5.12	+102.9%	25.19%	\$4.94	+10.8%	2.24%
	ORGANIC	\$7.81	+21.4%	2.81%	\$8.24	+58.8%	7.68%	\$6.12	-109.9%	-15.23%

BERRY PATCH PROMOTION PRICING

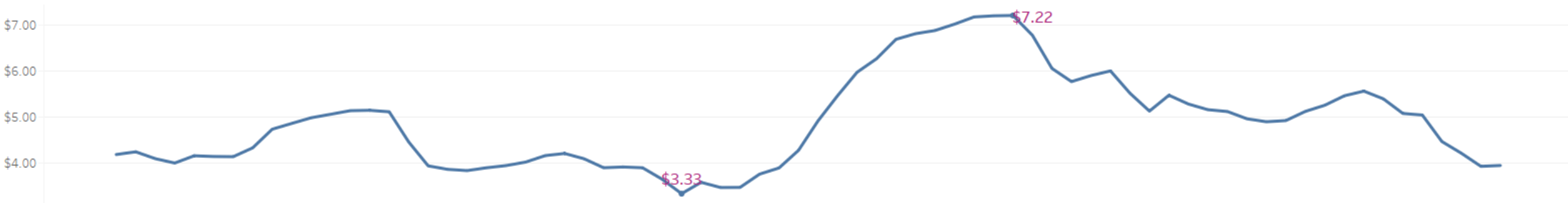
		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change	
Grand Total		\$3.69	\$3.25	-8.76%	\$4.84	-0.33%	
FRESH FRUIT	Total	\$3.67	\$3.24	-8.88%	\$4.84	-0.42%	
	CONVENTIONAL	RASPBERRY	\$6.90	\$5.87	-23.64%	\$8.64	-2.70%
		BLACKBERRY	\$6.17	\$5.65	-2.26%	\$7.40	4.90%
		BLUEBERRY	\$4.30	\$3.86	6.03%	\$5.33	7.10%
		STRAWBERRY	\$2.48	\$2.37	-12.36%	\$2.86	-15.38%
	ORGANIC	RASPBERRY	\$12.72	\$11.77	1.64%	\$13.18	2.77%
		BLACKBERRY	\$10.45	\$9.83	1.28%	\$10.81	0.43%
		BLUEBERRY	\$8.02	\$7.11	-6.56%	\$8.70	10.60%
		STRAWBERRY	\$4.49	\$4.30	-5.66%	\$4.96	-8.09%
	FZ FRUIT	Total	\$4.83	\$4.82	15.54%	\$4.84	1.78%
CONVENTIONAL		OTHER BERRIES	\$8.58	\$10.81	9.52%	\$8.53	9.11%
		RASPBERRIES	\$5.76	\$4.46	9.23%	\$5.97	-0.19%
		MIXED BERRIES	\$4.89	\$4.24	1.16%	\$4.99	0.93%
		STRAWBERRIES	\$5.12	\$5.87	49.33%	\$4.58	11.06%
		BLUEBERRIES	\$4.44	\$4.03	0.95%	\$4.50	-0.70%
		BLACKBERRIES	\$3.88	\$3.80	3.76%	\$3.88	5.99%
ORGANIC		OTHER BERRIES					-100.00%
		RASPBERRIES	\$11.01	\$8.88	0.56%	\$11.80	5.27%
		MIXED BERRIES	\$5.51	\$3.31	-47.40%	\$7.22	6.19%
	STRAWBERRIES	\$8.24	\$6.67	7.50%	\$8.64	5.03%	
	BLUEBERRIES	\$7.81	\$7.16	-3.41%	\$7.92	3.78%	
	BLACKBERRIES	\$7.79	\$5.62	-26.32%	\$8.49	-0.26%	



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, May 18, 2024

Conventional Fresh Blueberry Trend over Time

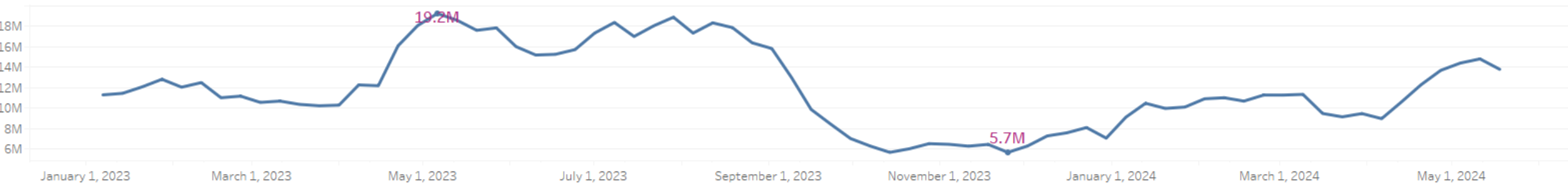
Retail Price in \$USD/lb



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, May 18, 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, May 18, 2024

Frozen Blueberry Trend over Time

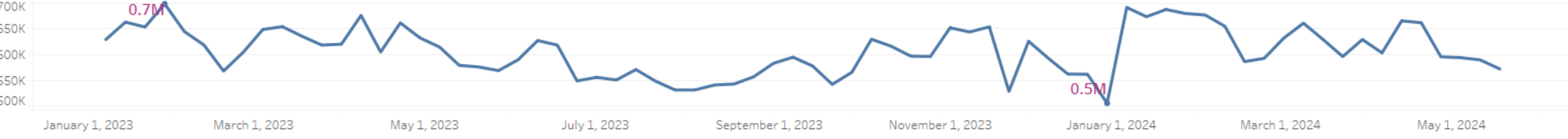
Retail Price in \$USD/lb



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, May 18, 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