



USHBC Blueberry Category Retail Sales Report Period 6

4 Weeks Ending Saturday, June 15, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have decreased in all regions besides the South region, with a increase of **+0.8%**.
- Fresh Conventional decreased in dollar sales by **-7.5%**. Organic decreased by **-29.5%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-9.3%** decrease in dollar sales and a **-7.2%** decrease in units this period.
- Fresh blueberry volume (Units), both conventional and organic, declined by **-3.8%**.

Frozen Blueberries (Produce Department)

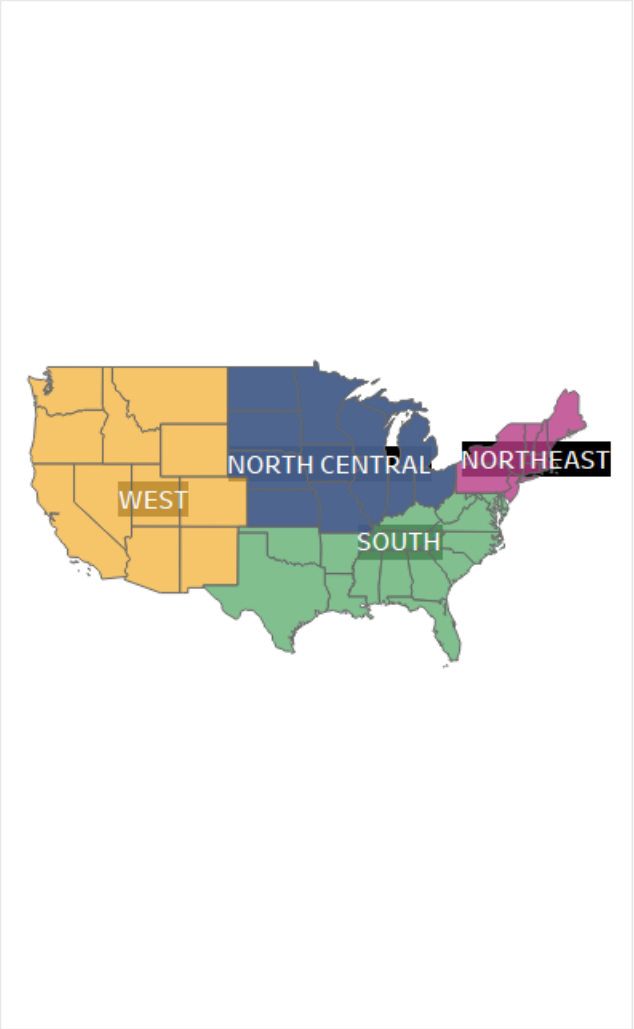
- \$11.1m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-9.6%** decrease.
- The largest size, 48 ounces, has fallen **-3.5%** in dollar sales. This size accounts for **70%** of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, despite decreasing in sales in each region.
- Frozen Organic blueberry sales decreased **-10.8%**, while Conventional blueberry sales fell **-9.6%**.

• 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	\$346,562K	-10.2%	100%	94,293K	-4.7%	100%	84,382K	-4.0%	100%
NORTH CENTRAL	\$46,959K	-44.0%	14%	14,649K	-36.3%	16%	13,649K	-34.8%	16%
NORTHEAST	\$97,644K	-2.2%	28%	24,833K	+2.7%	26%	23,092K	+2.9%	27%
SOUTH	\$158,121K	+0.7%	46%	45,048K	+8.4%	48%	39,754K	+9.1%	47%
WEST	\$43,838K	-2.7%	13%	9,764K	-4.4%	10%	7,886K	-2.9%	9%

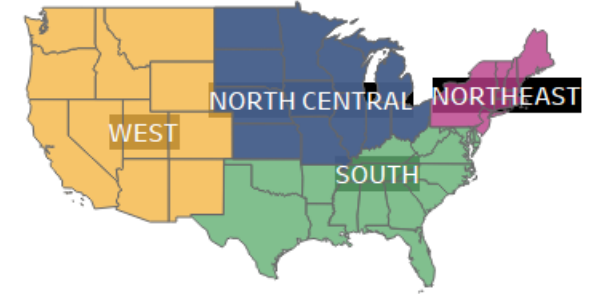


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 2024

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	\$335,366K	-10.2%	100%	93,237K	-4.6%	100%	81,912K	-3.8%	100%
NORTH CENTRAL	\$46,150K	-43.8%	14%	14,573K	-36.2%	16%	13,481K	-34.5%	16%
NORTHEAST	\$92,863K	-2.3%	28%	24,319K	+2.7%	26%	22,002K	+3.0%	27%
SOUTH	\$154,173K	+0.8%	46%	44,713K	+8.7%	48%	38,861K	+9.6%	47%
WEST	\$42,179K	-2.6%	13%	9,631K	-4.3%	10%	7,567K	-2.8%	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	\$11,196K	-9.6%	100%	1,056K	-16.1%	100%	2,470K	-10.7%	100%
NORTH CENTRAL	\$809K	-53.6%	7%	76K	-55.8%	7%	168K	-53.5%	7%
NORTHEAST	\$4,781K	-0.8%	43%	514K	+0.1%	49%	1,090K	-0.2%	44%
SOUTH	\$3,947K	-4.1%	35%	334K	-22.2%	32%	892K	-8.1%	36%
WEST	\$1,659K	-3.0%	15%	133K	-8.2%	13%	319K	-6.2%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 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		\$346,561,676	-10.2%	94,292,951	-4.7%	84,381,556	-4.0%
FRESH FRUIT - BLUEBERRY	Total	\$335,365,574	-10.2%	93,236,592	-4.6%	81,911,696	-3.8%
	CONVENTIONAL	\$303,052,601	-7.5%	86,343,186	-1.7%	77,501,848	-1.1%
	ORGANIC	\$32,312,972	-29.5%	6,893,405	-30.1%	4,409,847	-35.2%
FZ FRUIT - BLUEBERRIES	Total	\$11,196,102	-9.6%	1,056,359	-16.1%	2,469,861	-10.7%
	CONVENTIONAL	\$10,618,192	-9.6%	991,243	-16.3%	2,395,878	-10.6%
	ORGANIC	\$577,909	-10.8%	65,116	-11.7%	73,983	-12.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 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	\$102,675,278	-9.3%	31%	20,717,759	-7.2%	22%	23,307,479	-7.2%	28%	\$4.41	-2.2%
16 OUNCE	\$97,805,987	-8.0%	29%	32,514,006	+2.6%	35%	32,514,006	+2.6%	40%	\$3.01	-10.3%
12 OUNCE	\$41,982,907	-20.6%	13%	16,214,453	-13.8%	17%	12,160,840	-13.8%	15%	\$3.45	-7.9%
11 OUNCE	\$37,919,254	-1.6%	11%	9,674,505	+10.6%	10%	6,651,222	+10.6%	8%	\$5.70	-11.1%
6 OUNCE	\$21,309,280	-23.1%	6%	6,444,122	-19.9%	7%	2,416,546	-19.9%	3%	\$8.82	-4.1%
8 OUNCE	\$7,897,538	-22.4%	2%	1,760,302	-20.7%	2%	880,151	-20.7%	1%	\$8.97	-2.2%
9.8 OUNCE	\$9,095,990	+44.2%	3%	1,499,886	+46.4%	2%	918,680	+46.4%	1%	\$9.90	-1.5%
10 OUNCE	\$5,107,584	-1.9%	2%	1,653,300	-0.1%	2%	1,033,312	-0.1%	1%	\$4.94	-1.8%
4.4 OUNCE	\$2,793,061	-6.6%	1%	779,516	-1.5%	1%	214,367	-1.5%	0%	\$13.03	-5.2%
10.99 OUNCE	\$3,065,432	+50.1%	1%	1,028,157	+78.4%	1%	706,215	+78.4%	1%	\$4.34	-15.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 2024

Frozen Blueberry By Size

FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change vs Y Ago	Dollar Share	Sum of Units	Units % Change vs Y Ago	Unit Share	Sum of Pounds	Pounds % Change vs Y Ago	Pound Share	Price \$/lb	Price \$/lb % Chg Y Ago
48 OUNCE	\$7,841,686	-3.5%	70%	590,919	-6.6%	56%	1,772,757	-6.6%	72%	\$4.42	+3.3%
64 OUNCE	\$915,898	-14.0%	8%	66,015	-9.5%	6%	264,059	-9.5%	11%	\$3.47	-5.0%
15 OUNCE	\$920,647	-6.9%	8%	197,553	-7.1%	19%	185,206	-7.1%	7%	\$4.97	+0.2%
32 OUNCE	\$692,234	-29.2%	6%	64,005	-27.4%	6%	128,009	-27.4%	5%	\$5.41	-2.5%
12 OUNCE	\$364,400	-42.8%	3%	73,395	-54.9%	7%	55,047	-54.9%	2%	\$6.62	+26.9%
10 OUNCE	\$230,378	-6.3%	2%	40,742	-12.9%	4%	25,464	-12.9%	1%	\$9.05	+7.6%
40 OUNCE	\$110,203	-15.6%	1%	9,998	-6.7%	1%	24,994	-6.7%	1%	\$4.41	-9.6%
8 OUNCE	\$46,927	-20.1%	0%	7,314	-28.1%	1%	3,657	-28.1%	0%	\$12.83	+11.1%
28 OUNCE	\$38,316	-30.7%	0%	2,146	-34.9%	0%	3,756	-34.9%	0%	\$10.20	+6.5%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 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	Price \$/lb	Price Per Pound % Change
Grand Total	\$1,131,659,015	-13.2%	339,218,675	-5.3%	\$3.34	-8.3%
FRESH BERRIES Total	\$1,104,976,316	-13.4%	333,693,252	-5.3%	\$3.31	-8.6%
CONVENTIONAL	\$948,350,857	-14.1%	305,976,583	-5.6%	\$3.10	-9.0%
ORGANIC	\$156,625,460	-8.9%	27,716,669	-1.3%	\$5.65	-7.7%
FROZEN BERRIES Total	\$26,682,699	-4.2%	5,525,422	-8.9%	\$4.83	+5.2%
CONVENTIONAL	\$25,110,718	-3.7%	5,317,722	-8.8%	\$4.72	+5.6%
ORGANIC	\$1,571,980	-11.2%	207,700	-11.3%	\$7.57	+0.1%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 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	\$1,104,976,316	-13.4%	333,693,252	-5.3%
	FRESH FRUIT - STRAWBERRY	\$510,381,356	-15.9%	213,510,010	-7.1%
	FRESH FRUIT - BLUEBERRY	\$335,365,574	-10.2%	81,911,696	-3.8%
	FRESH FRUIT - RASPBERRY	\$142,885,549	-12.6%	20,293,208	+10.5%
	FRESH FRUIT - BLACKBERRY	\$115,993,531	-11.9%	17,943,363	-4.5%
	FRESH FRUIT - BERRY OTHER	\$350,306	+20.3%	34,975	+23.4%
	FROZEN BERRIES	Total	\$26,682,699	-4.2%	5,525,422
FZ FRUIT - BLUEBERRIES		\$11,196,102	-9.6%	2,469,861	-10.7%
FZ FRUIT - MIXED BERRIES		\$8,932,064	-10.8%	1,788,365	-14.2%
FZ FRUIT - STRAWBERRIES		\$5,414,365	+26.2%	1,072,175	+5.2%
FZ FRUIT - RASPBERRIES		\$881,411	-6.3%	142,075	-8.1%
FZ FRUIT - BLACKBERRIES		\$215,645	+28.9%	47,948	+24.9%
FZ FRUIT - OTHER BERRIES		\$43,111	-3.3%	4,998	-14.3%



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.

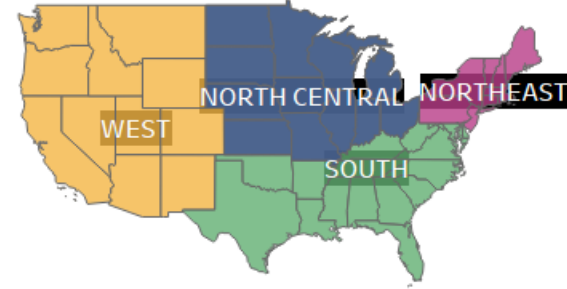
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$510,381,356	-15.9%	213,510,010	-7.1%
FRESH FRUIT - BLUEBERRY	\$335,365,574	-10.2%	81,911,696	-3.8%
FRESH FRUIT - ORANGE OTHER	\$182,527,733	+5.5%	101,557,026	+1.8%
FRESH FRUIT - RASPBERRY	\$142,885,549	-12.6%	20,293,208	+10.5%
FRESH FRUIT - APPLE	\$112,900,347	-15.4%	70,894,758	-5.7%
FRESH FRUIT - BLACKBERRY	\$115,993,531	-11.9%	17,943,363	-4.5%
FRESH FRUIT - ORANGE	\$98,244,013	-2.9%	72,881,104	-3.7%
FRESH FRUIT - CHERRY	\$69,117,216	-9.4%	27,805,483	+1.9%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$247,599,624	-2.0%	108,325,907	+12.9%
FRESH FRUIT - BLUEBERRY	\$154,173,234	+0.8%	38,861,158	+9.6%
FRESH FRUIT - ORANGE OTHER	\$94,678,257	+12.0%	53,599,813	+9.1%
FRESH FRUIT - APPLE	\$62,082,332	-4.5%	38,251,442	+4.6%
FRESH FRUIT - BLACKBERRY	\$57,729,120	-5.2%	9,054,092	+3.5%
FRESH FRUIT - RASPBERRY	\$55,884,433	-2.2%	7,714,836	+21.3%
FRESH FRUIT - ORANGE	\$62,495,112	+11.4%	46,558,084	+7.9%
FRESH FRUIT - CHERRY	\$42,891,122	+8.0%	17,994,416	+25.4%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$70,962,547	-4.4%	27,276,167	-1.5%
FRESH FRUIT - BLUEBERRY	\$42,178,738	-2.6%	7,567,182	-2.8%
FRESH FRUIT - RASPBERRY	\$20,387,692	-11.2%	2,406,500	-2.4%
FRESH FRUIT - ORANGE OTHER	\$25,549,242	+17.6%	14,917,429	+15.3%
FRESH FRUIT - BLACKBERRY	\$14,988,237	+3.4%	2,078,198	+13.3%
FRESH FRUIT - OTHER	\$13,066,172	+13.2%	4,854,180	+6.5%
FRESH FRUIT - WATERMELON	\$8,984,307	-4.0%	343,054	-1.3%
FRESH FRUIT - APPLE	\$8,807,588	-3.1%	5,201,093	+10.8%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$118,624,701	-0.6%	43,604,516	+11.1%
FRESH FRUIT - BLUEBERRY	\$92,863,296	-2.3%	22,001,874	+3.0%
FRESH FRUIT - RASPBERRY	\$39,951,776	-2.0%	4,682,204	+9.9%
FRESH FRUIT - BLACKBERRY	\$27,518,644	-1.6%	3,648,355	-2.0%
FRESH FRUIT - ORANGE OTHER	\$35,491,957	+30.6%	16,842,757	+26.5%
FRESH FRUIT - APPLE	\$21,739,008	-7.1%	14,035,234	-2.3%
FRESH FRUIT - ORANGE	\$15,043,220	-3.6%	11,229,933	-1.5%
FRESH FRUIT - CHERRY	\$10,401,484	-11.2%	2,906,610	-2.2%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$73,194,484	-54.5%	34,303,420	-48.8%
FRESH FRUIT - BLUEBERRY	\$46,150,306	-43.8%	13,481,482	-34.5%
FRESH FRUIT - RASPBERRY	\$26,661,647	-37.4%	5,489,668	+3.9%
FRESH FRUIT - ORANGE OTHER	\$26,808,277	-32.1%	16,197,027	-33.5%
FRESH FRUIT - APPLE	\$20,271,418	-43.6%	13,406,988	-31.5%
FRESH FRUIT - BLACKBERRY	\$15,757,530	-44.5%	3,162,718	-29.4%
FRESH FRUIT - ORANGE	\$11,823,198	-45.8%	9,066,030	-42.3%
FRESH FRUIT - CHERRY	\$9,899,829	-49.3%	4,731,388	-38.1%



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

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

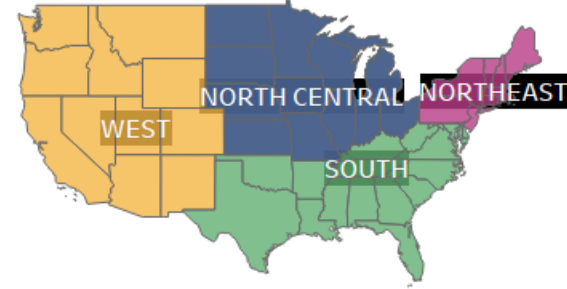
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$11,196,102	-9.6%	2,469,861	-10.7%
FZ FRUIT - MIXED BERRIES	\$8,932,064	-10.8%	1,788,365	-14.2%
FZ FRUIT - OTHER	\$10,665,281	+18.5%	2,480,838	+5.7%
FZ FRUIT - SMOOTHIE KITS	\$7,305,003	-15.7%	1,179,781	-19.9%
FZ FRUIT - MIXED FRUIT	\$7,758,774	-10.4%	1,666,614	-13.0%
FZ FRUIT - STRAWBERRIES	\$5,414,365	+26.2%	1,072,175	+5.2%
FZ FRUIT - MANGO	\$2,205,278	-42.3%	514,258	-56.9%
FZ FRUIT - ACAI	\$2,602,084	-10.6%	372,837	-14.2%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,537,183	+20.3%	1,635,135	+7.4%
FZ FRUIT - SMOOTHIE KITS	\$3,929,555	-9.3%	646,336	-14.1%
FZ FRUIT - BLUEBERRIES	\$3,947,339	-4.1%	892,371	-8.1%
FZ FRUIT - MIXED BERRIES	\$3,954,493	+9.3%	794,123	+1.2%
FZ FRUIT - MIXED FRUIT	\$3,218,158	-4.2%	699,084	-13.0%
FZ FRUIT - MANGO	\$883,003	-43.5%	214,794	-57.7%
FZ FRUIT - STRAWBERRIES	\$2,293,824	+73.8%	429,010	+22.8%
FZ FRUIT - ACAI	\$1,320,382	+6.1%	190,078	+1.5%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,659,074	-3.0%	319,197	-6.2%
FZ FRUIT - MIXED BERRIES	\$1,030,825	-14.3%	195,151	-16.6%
FZ FRUIT - SMOOTHIE KITS	\$907,329	+12.5%	113,966	-7.2%
FZ FRUIT - MIXED FRUIT	\$646,155	-9.2%	120,008	-12.8%
FZ FRUIT - OTHER	\$993,172	+69.9%	179,501	+47.2%
FZ FRUIT - ACAI	\$435,906	-5.2%	59,350	-7.4%
FZ FRUIT - MANGO	\$194,684	-47.2%	38,352	-67.4%
FZ FRUIT - STRAWBERRIES	\$470,934	+57.1%	65,967	+10.6%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,780,845	-0.8%	1,090,492	-0.2%
FZ FRUIT - MIXED BERRIES	\$3,315,947	-9.0%	677,595	-10.5%
FZ FRUIT - MIXED FRUIT	\$3,462,714	-2.3%	776,003	-1.4%
FZ FRUIT - OTHER	\$2,388,605	+2.2%	541,111	-5.0%
FZ FRUIT - STRAWBERRIES	\$2,173,091	+13.7%	498,313	+10.1%
FZ FRUIT - SMOOTHIE KITS	\$1,752,122	-1.3%	304,959	-2.6%
FZ FRUIT - MANGO	\$998,901	-3.5%	233,479	-10.7%
FZ FRUIT - ACAI	\$638,732	-23.1%	92,271	-27.1%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - SMOOTHIE KITS	\$715,997	-59.1%	114,519	-59.9%
FZ FRUIT - BLUEBERRIES	\$808,843	-53.6%	167,801	-53.5%
FZ FRUIT - MIXED BERRIES	\$630,799	-59.2%	121,496	-60.5%
FZ FRUIT - MIXED FRUIT	\$431,747	-58.6%	71,519	-61.8%
FZ FRUIT - STRAWBERRIES	\$476,518	-37.3%	78,885	-49.9%
FZ FRUIT - OTHER	\$746,321	+15.7%	125,091	-7.2%
FZ FRUIT - MANGO	\$128,689	-78.2%	27,634	-85.1%
FZ FRUIT - ACAI	\$207,064	-44.7%	31,138	-45.0%



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		\$4.11	-28.0%	-6.39%	\$2.40	-24.5%	-9.23%	\$6.69	-108.1%	-13.91%
FRESH FRUIT	Total	\$4.09	-29.0%	-6.62%	\$2.39	-25.1%	-9.50%	\$6.77	-117.4%	-14.77%
	CONVENTIONAL	\$3.91	-27.0%	-6.46%	\$2.27	-25.7%	-10.19%	\$6.21	-124.6%	-16.72%
	ORGANIC	\$7.33	+59.1%	8.77%	\$3.79	-44.6%	-10.54%	\$9.88	-94.8%	-8.76%
FZ FRUIT	Total	\$4.53	+5.3%	1.18%	\$5.05	+83.9%	19.92%	\$5.08	+18.6%	3.81%
	CONVENTIONAL	\$4.43	+5.1%	1.17%	\$4.97	+87.9%	21.48%	\$4.95	+20.0%	4.20%
	ORGANIC	\$7.81	+18.2%	2.39%	\$8.04	+42.7%	5.61%	\$7.27	-22.1%	-2.95%

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		\$3.34	\$2.94	-5.12%	\$4.51	-6.75%	
FRESH FRUIT	Total	\$3.31	\$2.93	-5.21%	\$4.49	-7.17%	
	CONVENTIONAL	RASPBERRY	\$6.34	\$5.36	-31.18%	\$7.92	-9.00%
		BLACKBERRY	\$6.04	\$5.41	-10.82%	\$7.07	0.95%
		BLUEBERRY	\$3.91	\$3.54	-7.50%	\$4.93	5.22%
		STRAWBERRY	\$2.27	\$2.18	-10.76%	\$2.63	-8.44%
	ORGANIC	RASPBERRY	\$11.34	\$9.97	-11.68%	\$12.45	-1.01%
		BLACKBERRY	\$8.53	\$7.55	-18.75%	\$9.83	1.79%
		BLUEBERRY	\$7.33	\$7.01	10.54%	\$7.65	10.87%
		STRAWBERRY	\$3.79	\$3.59	-10.23%	\$4.54	-3.27%
	FZ FRUIT	Total	\$4.83	\$5.07	22.87%	\$4.78	1.31%
CONVENTIONAL		OTHER BERRIES	\$8.62	\$8.09	18.41%	\$8.68	13.50%
		RASPBERRIES	\$5.79	\$4.91	17.07%	\$6.09	1.92%
		MIXED BERRIES	\$4.90	\$4.29	4.31%	\$5.01	3.27%
		STRAWBERRIES	\$4.97	\$6.41	62.60%	\$4.32	4.53%
		BLUEBERRIES	\$4.43	\$4.21	4.52%	\$4.47	-0.29%
		BLACKBERRIES	\$3.90	\$3.72	17.15%	\$3.91	5.66%
ORGANIC		OTHER BERRIES			-100.00%		-100.00%
		RASPBERRIES	\$11.22	\$9.12	-0.90%	\$11.84	4.65%
		MIXED BERRIES	\$6.73	\$7.48	20.64%	\$6.69	-7.37%
	STRAWBERRIES	\$8.04	\$6.40	10.10%	\$8.68	2.22%	
	BLUEBERRIES	\$7.81	\$7.37	19.00%	\$7.87	-0.15%	
	BLACKBERRIES	\$8.04	\$7.17	0.21%	\$8.19	-0.98%	



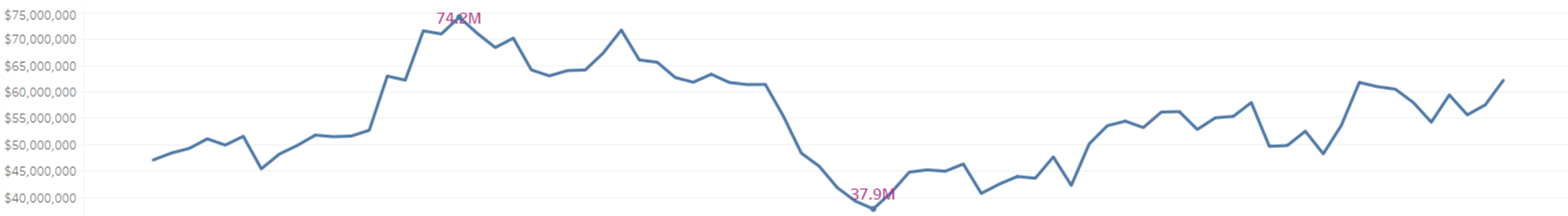
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, June 15, 2024

Conventional Fresh Blueberry Trend over Time

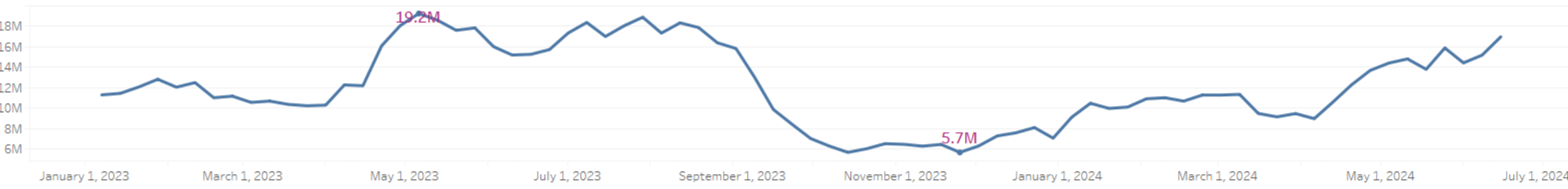
Retail Price in \$USD/lb



Retail Dollars in \$USD



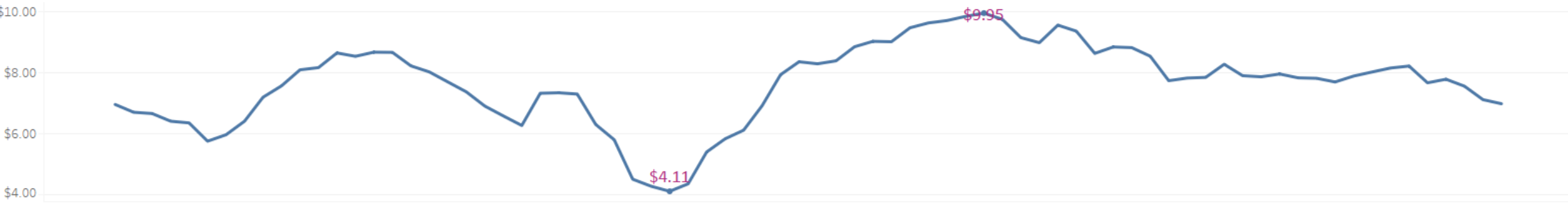
Retail Volume in Pounds



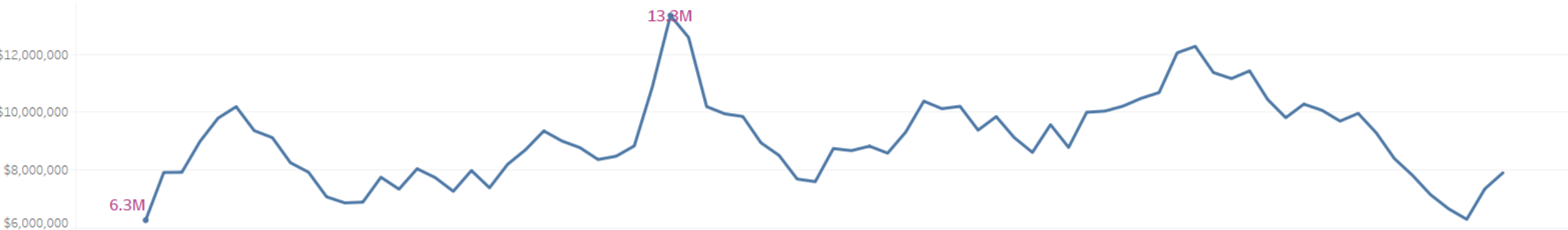
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, June 15, 2024

Organic Fresh Blueberry Trend over Time

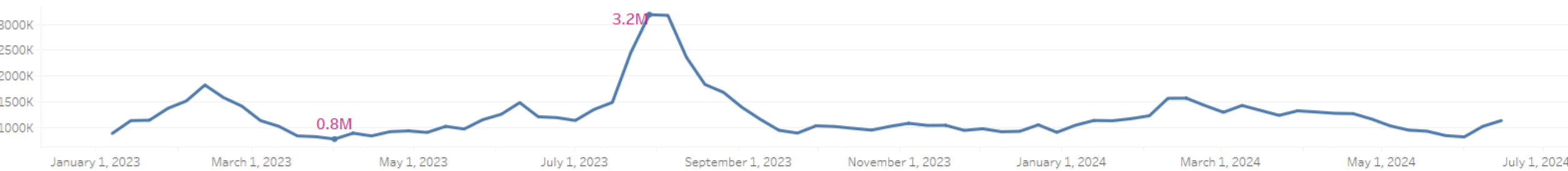
Retail Price in \$USD/lb



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, June 15, 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, June 15, 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