



USHBC Blueberry Category Retail Sales Report Period 8

4 Weeks Ending Saturday, August 10, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have decrease in dollar value in all four regions, Northeast region, with the smallest decrease of **-5.4%** .
- Fresh Conventional decreased in dollar sales by **-19.6%**. Organic decreased by **-23.7%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-20.4%** decrease in dollar sales and a **-20%** decrease in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, declined by **-18.8%**.

Frozen Blueberries (Produce Department)

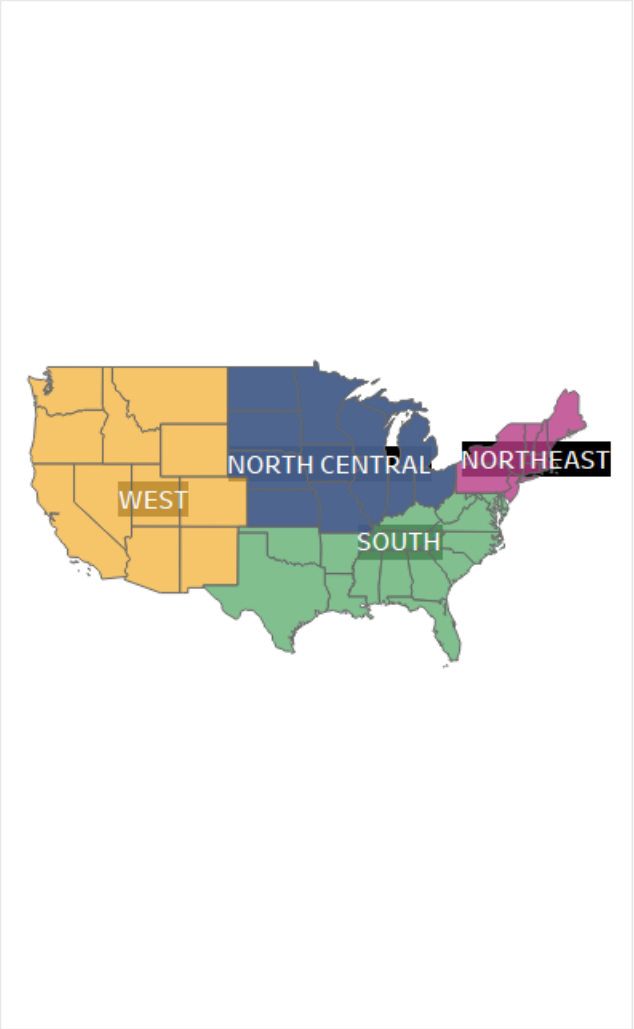
- \$10.6m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-5.6%** decrease.
- The largest size, 48 ounces, has fallen **-2.9%** in dollar sales. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, They decreased in sales in every region besides the Northeast with a **+5.9%** increase
- Frozen Organic blueberry sales decreased **-2%**, while Conventional blueberry sales fell **-5.8%**.

• 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	\$290,457K	-19.8%	100%	85,373K	-18.9%	100%	79,655K	-18.5%	100%
NORTH CENTRAL	\$42,473K	-50.3%	15%	14,386K	-47.7%	17%	14,431K	-45.1%	18%
NORTHEAST	\$87,091K	-4.9%	30%	24,209K	+2.9%	28%	23,766K	+4.3%	30%
SOUTH	\$131,534K	-10.5%	45%	39,332K	-11.3%	46%	35,188K	-12.7%	44%
WEST	\$29,359K	-23.4%	10%	7,445K	-24.5%	9%	6,270K	-24.8%	8%

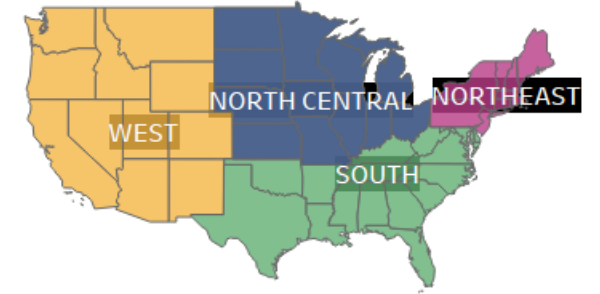


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 2024

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	\$279,793K	-20.3%	100%	84,367K	-19.0%	100%	77,316K	-18.8%	100%
NORTH CENTRAL	\$41,751K	-50.2%	15%	14,318K	-47.7%	17%	14,280K	-45.0%	18%
NORTHEAST	\$82,447K	-5.4%	29%	23,711K	+2.8%	28%	22,722K	+4.3%	29%
SOUTH	\$127,806K	-10.8%	46%	39,021K	-11.3%	46%	34,354K	-13.0%	44%
WEST	\$27,789K	-24.3%	10%	7,317K	-24.8%	9%	5,961K	-25.8%	8%



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	\$10,664K	-5.6%	100%	1,007K	-6.5%	100%	2,339K	-5.3%	100%
NORTH CENTRAL	\$722K	-53.7%	7%	68K	-54.1%	7%	151K	-52.5%	6%
NORTHEAST	\$4,644K	+5.9%	44%	498K	+6.9%	49%	1,044K	+4.2%	45%
SOUTH	\$3,729K	-0.3%	35%	312K	-5.7%	31%	834K	-0.8%	36%
WEST	\$1,571K	-2.8%	15%	129K	-2.2%	13%	309K	-0.1%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 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		\$290,457,214	-19.8%	85,373,116	-18.9%	79,655,122	-18.5%
FRESH FRUIT - BLUEBERRY	Total	\$279,792,767	-20.3%	84,366,615	-19.0%	77,316,123	-18.8%
	CONVENTIONAL	\$236,354,568	-19.6%	74,058,770	-16.7%	68,464,646	-16.5%
	ORGANIC	\$43,438,200	-23.7%	10,307,845	-32.5%	8,851,477	-33.1%
FZ FRUIT - BLUEBERRIES	Total	\$10,664,446	-5.6%	1,006,501	-6.5%	2,339,000	-5.3%
	CONVENTIONAL	\$10,116,835	-5.8%	944,105	-6.6%	2,266,282	-5.5%
	ORGANIC	\$547,611	-2.0%	62,396	-5.0%	72,718	+0.5%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 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	\$104,710,248	-20.4%	37%	37,248,290	-20.0%	44%	37,248,290	-20.0%	48%	\$2.81	-0.5%
18 OUNCE	\$78,312,834	-22.6%	28%	16,998,046	-23.2%	20%	19,122,802	-23.2%	25%	\$4.10	+0.8%
6 OUNCE	\$15,503,137	-38.0%	6%	4,497,612	-45.6%	5%	1,686,604	-45.6%	2%	\$9.19	+14.0%
12 OUNCE	\$21,729,419	-9.8%	8%	8,139,883	-9.1%	10%	6,104,912	-9.1%	8%	\$3.56	-0.8%
11 OUNCE	\$24,992,187	+5.6%	9%	8,864,666	+19.8%	11%	6,094,458	+19.8%	8%	\$4.10	-11.9%
32 OUNCE	\$2,393,206	-79.4%	1%	430,718	-75.8%	1%	861,436	-75.8%	1%	\$2.78	-14.9%
8 OUNCE	\$6,336,791	-22.8%	2%	1,584,606	-26.0%	2%	792,303	-26.0%	1%	\$8.00	+4.3%
10 OUNCE	\$6,035,480	-16.8%	2%	2,033,052	-12.3%	2%	1,270,657	-12.3%	2%	\$4.75	-5.1%
9.8 OUNCE	\$8,656,796	+47.4%	3%	1,491,672	+58.6%	2%	913,649	+58.6%	1%	\$9.47	-7.1%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 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	\$7,502,169	-2.9%	70%	563,583	-3.1%	56%	1,690,748	-3.1%	72%	\$4.44	+0.2%
64 OUNCE	\$869,943	-6.2%	8%	62,553	-2.9%	6%	250,210	-2.9%	11%	\$3.48	-3.4%
32 OUNCE	\$560,914	-34.2%	5%	48,949	-38.4%	5%	97,897	-38.4%	4%	\$5.73	+6.9%
15 OUNCE	\$856,734	+1.8%	8%	180,285	-1.9%	18%	169,018	-1.9%	7%	\$5.07	+3.8%
12 OUNCE	\$355,951	-13.2%	3%	76,922	-9.9%	8%	57,692	-9.9%	2%	\$6.17	-3.6%
10 OUNCE	\$281,763	+16.2%	3%	49,242	+7.0%	5%	30,776	+7.0%	1%	\$9.16	+8.6%
40 OUNCE	\$115,508	-2.4%	1%	10,967	+7.6%	1%	27,417	+7.6%	1%	\$4.21	-9.3%
8 OUNCE	\$46,596	-15.1%	0%	7,103	-21.4%	1%	3,552	-21.4%	0%	\$13.12	+7.9%
28 OUNCE	\$34,295	-29.9%	0%	1,926	-31.1%	0%	3,370	-31.1%	0%	\$10.18	+1.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 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	\$956,260,361	-11.3%	270,303,918	-8.6%	\$3.54	-2.9%
FRESH BERRIES Total	\$931,049,773	-11.4%	265,066,753	-8.7%	\$3.51	-3.0%
CONVENTIONAL	\$770,574,400	-12.4%	237,055,639	-7.3%	\$3.25	-5.5%
ORGANIC	\$160,475,373	-6.7%	28,011,114	-18.9%	\$5.73	+15.1%
FROZEN BERRIES Total	\$25,210,588	-4.0%	5,237,165	-6.7%	\$4.81	+2.9%
CONVENTIONAL	\$23,689,686	-4.0%	5,027,370	-7.1%	\$4.71	+3.2%
ORGANIC	\$1,520,902	-3.5%	209,795	+1.9%	\$7.25	-5.3%



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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	\$931,049,773	-11.4%	265,066,753	-8.7%
	FRESH FRUIT - STRAWBERRY	\$432,017,624	-6.8%	160,880,578	-2.2%
	FRESH FRUIT - BLUEBERRY	\$279,792,767	-20.3%	77,316,123	-18.8%
	FRESH FRUIT - RASPBERRY	\$126,464,073	-6.3%	15,017,358	-3.0%
	FRESH FRUIT - BLACKBERRY	\$92,623,596	-9.0%	11,836,789	-20.7%
	FRESH FRUIT - BERRY OTHER	\$151,713	-22.1%	15,906	-18.6%
	FROZEN BERRIES	Total	\$25,210,588	-4.0%	5,237,165
FZ FRUIT - BLUEBERRIES		\$10,664,446	-5.6%	2,339,000	-5.3%
FZ FRUIT - MIXED BERRIES		\$8,379,316	-14.4%	1,684,285	-14.9%
FZ FRUIT - STRAWBERRIES		\$5,092,188	+25.7%	1,027,640	+6.3%
FZ FRUIT - RASPBERRIES		\$815,439	-8.6%	131,079	-11.4%
FZ FRUIT - BLACKBERRIES		\$216,257	+13.5%	50,267	+14.0%
FZ FRUIT - OTHER BERRIES		\$42,942	-5.0%	4,895	-17.5%



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.

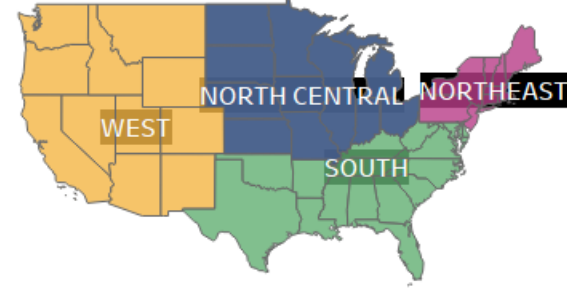
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$432,017,624	-6.8%	160,880,578	-2.2%
FRESH FRUIT - BLUEBERRY	\$279,792,767	-20.3%	77,316,123	-18.8%
FRESH FRUIT - RASPBERRY	\$126,464,073	-6.3%	15,017,358	-3.0%
FRESH FRUIT - APPLE	\$110,812,148	-15.7%	68,955,902	-7.1%
FRESH FRUIT - ORANGE OTHER	\$107,099,825	-6.4%	61,298,542	-9.3%
FRESH FRUIT - BLACKBERRY	\$92,623,596	-9.0%	11,836,789	-20.7%
FRESH FRUIT - ORANGE	\$64,912,329	-9.4%	45,241,579	-6.9%
FRESH FRUIT - GRAPE	\$74,003,206	+10.3%	41,885,959	+23.5%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$206,896,427	+3.8%	78,403,754	+9.4%
FRESH FRUIT - BLUEBERRY	\$127,805,874	-10.8%	34,353,994	-13.0%
FRESH FRUIT - APPLE	\$60,694,376	-7.1%	36,886,709	+4.1%
FRESH FRUIT - ORANGE OTHER	\$63,515,712	+14.1%	37,815,484	+11.7%
FRESH FRUIT - RASPBERRY	\$49,188,235	+5.7%	5,399,678	+5.5%
FRESH FRUIT - BLACKBERRY	\$46,475,426	+0.7%	6,067,632	-13.8%
FRESH FRUIT - ORANGE	\$41,936,495	-2.4%	28,463,977	-1.3%
FRESH FRUIT - CHERRY	\$41,941,977	+9.4%	17,114,347	+6.2%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$64,442,525	+8.9%	23,974,917	+13.7%
FRESH FRUIT - BLUEBERRY	\$27,788,546	-24.3%	5,960,589	-25.8%
FRESH FRUIT - RASPBERRY	\$20,582,346	-2.2%	2,110,704	-2.7%
FRESH FRUIT - ORANGE OTHER	\$13,392,364	-22.9%	7,439,670	-23.4%
FRESH FRUIT - BLACKBERRY	\$13,652,476	+1.3%	1,686,963	-3.4%
FRESH FRUIT - WATERMELON	\$9,270,852	-2.9%	389,971	-11.5%
FRESH FRUIT - APPLE	\$8,172,629	+0.6%	4,862,059	+14.2%
FRESH FRUIT - OTHER	\$8,134,602	+5.3%	4,318,314	+9.2%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$99,879,501	+2.2%	33,872,289	+8.4%
FRESH FRUIT - BLUEBERRY	\$82,447,368	-5.4%	22,721,588	+4.3%
FRESH FRUIT - RASPBERRY	\$34,334,788	+8.1%	3,402,064	+8.4%
FRESH FRUIT - BLACKBERRY	\$21,245,574	+0.9%	2,564,427	-6.7%
FRESH FRUIT - APPLE	\$19,738,518	-2.5%	12,329,254	+3.4%
FRESH FRUIT - ORANGE OTHER	\$19,880,905	+4.6%	10,020,395	-0.2%
FRESH FRUIT - GRAPE	\$15,832,476	+21.0%	7,822,804	+44.7%
FRESH FRUIT - ORANGE	\$9,653,051	-6.7%	6,697,807	-3.0%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$60,799,171	-43.2%	24,629,618	-39.3%
FRESH FRUIT - BLUEBERRY	\$41,750,979	-50.2%	14,279,952	-45.0%
FRESH FRUIT - APPLE	\$22,206,626	-41.3%	14,877,880	-34.3%
FRESH FRUIT - RASPBERRY	\$22,358,704	-37.3%	4,104,912	-18.9%
FRESH FRUIT - ORANGE OTHER	\$10,310,844	-53.8%	6,022,992	-56.8%
FRESH FRUIT - BLACKBERRY	\$11,250,120	-46.6%	1,517,767	-55.1%
FRESH FRUIT - ORANGE	\$9,305,459	-28.8%	6,808,114	-25.5%
FRESH FRUIT - GRAPE	\$9,323,543	-24.3%	5,445,620	-3.1%

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

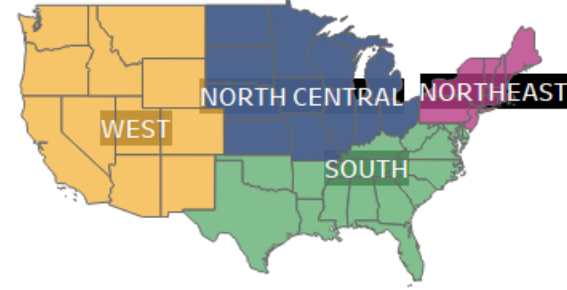
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$10,664,446	-5.6%	2,339,000	-5.3%
FZ FRUIT - MIXED BERRIES	\$8,379,316	-14.4%	1,684,285	-14.9%
FZ FRUIT - OTHER	\$9,484,309	+5.7%	2,363,071	+1.0%
FZ FRUIT - SMOOTHIE KITS	\$6,219,891	-26.3%	1,032,674	-28.8%
FZ FRUIT - MIXED FRUIT	\$7,750,060	-4.6%	1,657,863	-7.5%
FZ FRUIT - STRAWBERRIES	\$5,092,188	+25.7%	1,027,640	+6.3%
FZ FRUIT - ACAI	\$2,727,454	-7.9%	383,275	-17.0%
FZ FRUIT - MANGO	\$1,963,380	-15.0%	483,176	-16.1%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,155,619	+12.4%	1,618,285	+6.3%
FZ FRUIT - SMOOTHIE KITS	\$3,182,977	-26.4%	542,926	-27.3%
FZ FRUIT - MIXED BERRIES	\$3,745,540	-1.9%	754,414	-3.1%
FZ FRUIT - BLUEBERRIES	\$3,728,566	-0.3%	834,215	-0.8%
FZ FRUIT - MIXED FRUIT	\$3,254,341	+0.3%	706,684	-6.9%
FZ FRUIT - ACAI	\$1,376,979	+7.5%	192,226	-6.7%
FZ FRUIT - STRAWBERRIES	\$2,160,771	+70.4%	403,948	+21.1%
FZ FRUIT - MANGO	\$774,049	-15.0%	203,260	-15.1%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,570,662	-2.8%	309,165	-0.1%
FZ FRUIT - MIXED BERRIES	\$984,543	-15.4%	191,238	-13.1%
FZ FRUIT - SMOOTHIE KITS	\$809,064	-6.0%	101,979	-22.5%
FZ FRUIT - MIXED FRUIT	\$671,866	-5.1%	118,964	-13.7%
FZ FRUIT - OTHER	\$700,412	+13.2%	139,368	+7.5%
FZ FRUIT - ACAI	\$483,868	-3.6%	65,004	-10.1%
FZ FRUIT - STRAWBERRIES	\$482,546	+62.5%	75,096	+29.1%
FZ FRUIT - MANGO	\$163,362	-17.8%	35,375	-16.0%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,643,627	+5.9%	1,044,352	+4.2%
FZ FRUIT - MIXED BERRIES	\$3,060,557	-10.0%	623,972	-12.0%
FZ FRUIT - MIXED FRUIT	\$3,413,573	+4.6%	763,613	+3.9%
FZ FRUIT - OTHER	\$2,309,387	+0.5%	539,978	-4.2%
FZ FRUIT - STRAWBERRIES	\$1,981,133	+9.9%	467,233	+8.5%
FZ FRUIT - SMOOTHIE KITS	\$1,642,135	-2.2%	294,062	-5.3%
FZ FRUIT - MANGO	\$915,649	+5.3%	219,986	+6.9%
FZ FRUIT - ACAI	\$657,588	-17.3%	95,963	-22.3%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - SMOOTHIE KITS	\$585,715	-62.7%	93,707	-64.1%
FZ FRUIT - BLUEBERRIES	\$721,592	-53.7%	151,268	-52.5%
FZ FRUIT - MIXED BERRIES	\$588,675	-58.0%	114,661	-57.8%
FZ FRUIT - MIXED FRUIT	\$410,279	-54.9%	68,602	-57.2%
FZ FRUIT - STRAWBERRIES	\$467,738	-31.6%	81,363	-43.7%
FZ FRUIT - OTHER	\$318,891	-45.1%	65,440	-47.2%
FZ FRUIT - ACAI	\$209,020	-45.4%	30,082	-49.7%
FZ FRUIT - MANGO	\$110,321	-62.1%	24,554	-64.9%

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		\$3.65	-6.1%	-1.64%	\$2.70	-12.4%	-4.39%	\$7.96	+35.3%	4.64%
FRESH FRUIT	Total	\$3.62	-6.6%	-1.79%	\$2.69	-13.0%	-4.63%	\$8.16	+36.9%	4.74%
	CONVENTIONAL	\$3.45	-13.3%	-3.71%	\$2.52	-17.5%	-6.48%	\$7.52	+26.3%	3.62%
	ORGANIC	\$4.91	+60.4%	14.04%	\$4.41	+50.3%	12.86%	\$10.97	+26.9%	2.52%
FZ FRUIT	Total	\$4.56	-1.4%	-0.30%	\$4.96	+76.5%	18.25%	\$5.05	+4.2%	0.84%
	CONVENTIONAL	\$4.46	-1.4%	-0.31%	\$4.87	+80.2%	19.74%	\$4.94	+5.4%	1.11%
	ORGANIC	\$7.53	-19.2%	-2.49%	\$7.90	-21.8%	-2.69%	\$6.88	-59.7%	-7.99%

BERRY PATCH PROMOTION PRICING

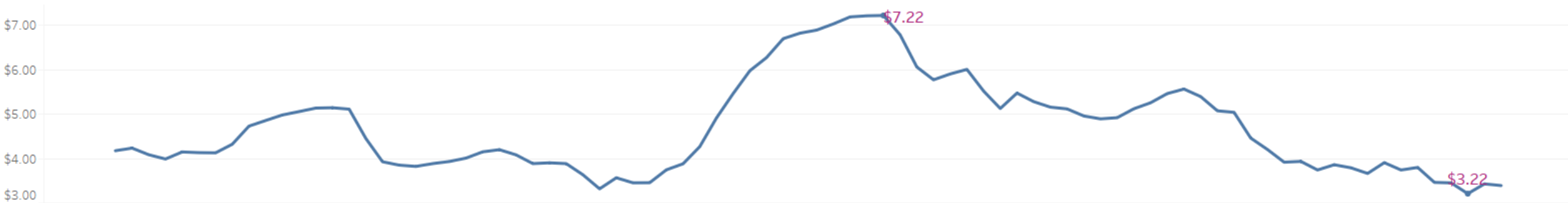
		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change	
Grand Total		\$3.54	\$3.17	0.47%	\$3.91	-7.25%	
FRESH FRUIT	Total	\$3.51	\$3.16	0.35%	\$3.88	-7.52%	
	CONVENTIONAL	RASPBERRY	\$7.72	\$6.08	1.63%	\$8.44	-7.05%
		BLACKBERRY	\$7.26	\$6.33	18.99%	\$7.83	5.56%
		BLUEBERRY	\$3.45	\$3.12	-3.75%	\$4.14	1.17%
		STRAWBERRY	\$2.52	\$2.41	-4.26%	\$2.61	-9.72%
	ORGANIC	RASPBERRY	\$11.83	\$10.95	9.81%	\$12.38	-3.20%
		BLACKBERRY	\$10.05	\$9.26	32.74%	\$10.75	-4.59%
		BLUEBERRY	\$4.91	\$4.43	22.79%	\$5.93	1.26%
		STRAWBERRY	\$4.41	\$4.10	12.95%	\$4.66	7.76%
	FZ FRUIT	Total	\$4.81	\$5.10	22.90%	\$4.77	-0.25%
CONVENTIONAL		OTHER BERRIES	\$8.77	\$6.90	12.79%	\$8.93	7.40%
		RASPBERRIES	\$5.80	\$4.05	3.24%	\$6.15	4.65%
		MIXED BERRIES	\$4.90	\$4.25	0.34%	\$4.99	0.60%
		STRAWBERRIES	\$4.87	\$7.04	83.74%	\$4.34	4.73%
		BLUEBERRIES	\$4.46	\$4.18	2.31%	\$4.49	-1.11%
		BLACKBERRIES	\$3.81	\$3.39	-13.83%	\$3.84	4.37%
ORGANIC		OTHER BERRIES			-100.00%		-100.00%
		RASPBERRIES	\$11.49	\$9.75	5.68%	\$11.65	3.92%
		MIXED BERRIES	\$6.34	\$5.13	-18.08%	\$6.61	-7.60%
	STRAWBERRIES	\$7.90	\$5.76	-11.64%	\$8.68	4.52%	
	BLUEBERRIES	\$7.53	\$5.71	-4.60%	\$7.92	-3.24%	
	BLACKBERRIES	\$7.53	\$5.18	-9.49%	\$8.74	-3.14%	



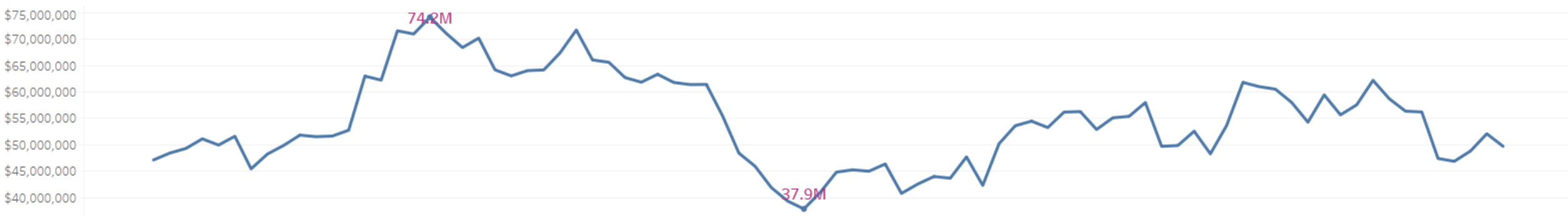
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, August 10, 2024

Conventional Fresh Blueberry Trend over Time

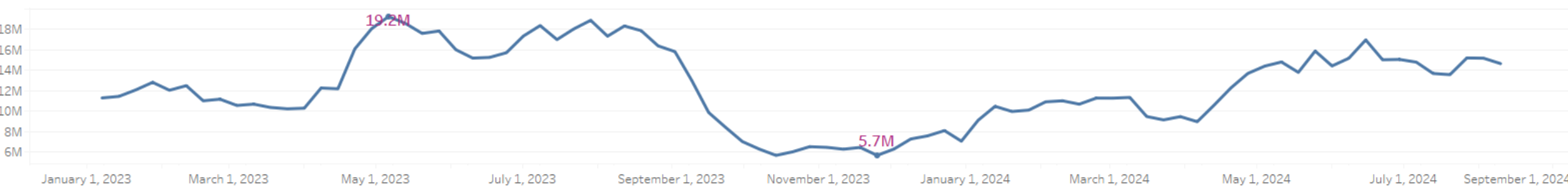
Retail Price in \$USD/lb



Retail Dollars in \$USD



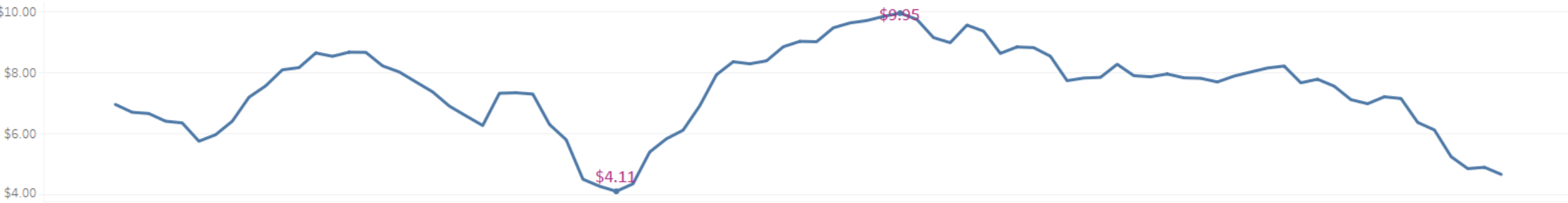
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
13 Weeks Ending Saturday, August 10, 2024

Organic Fresh Blueberry Trend over Time

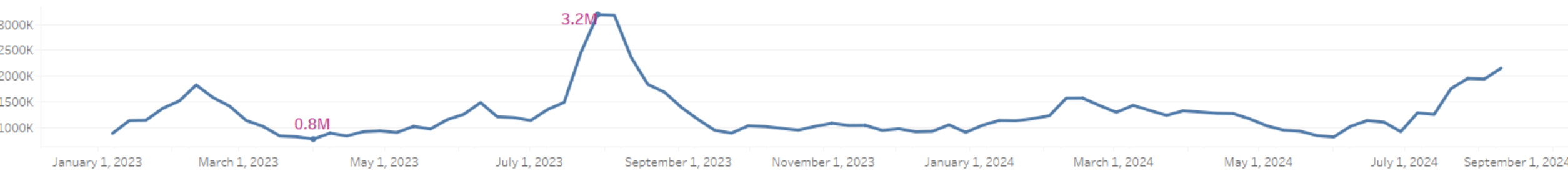
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
13 Weeks Ending Saturday, August 10, 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)
13 Weeks Ending Saturday, August 10, 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