



USHBC Blueberry Category Retail Sales Report Period 9

4 Weeks Ending Saturday, September 7, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have decreased in every regions, North Central region, with the lowest decrease of **-46%**.
- Fresh Conventional decreased in dollar sales by **-15.9%**. Organic decreased by **-13.5%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-23%** decrease in dollar sales and a **-27.5%** decrease in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, declined by **-22.4%**.

Frozen Blueberries (Produce Department)

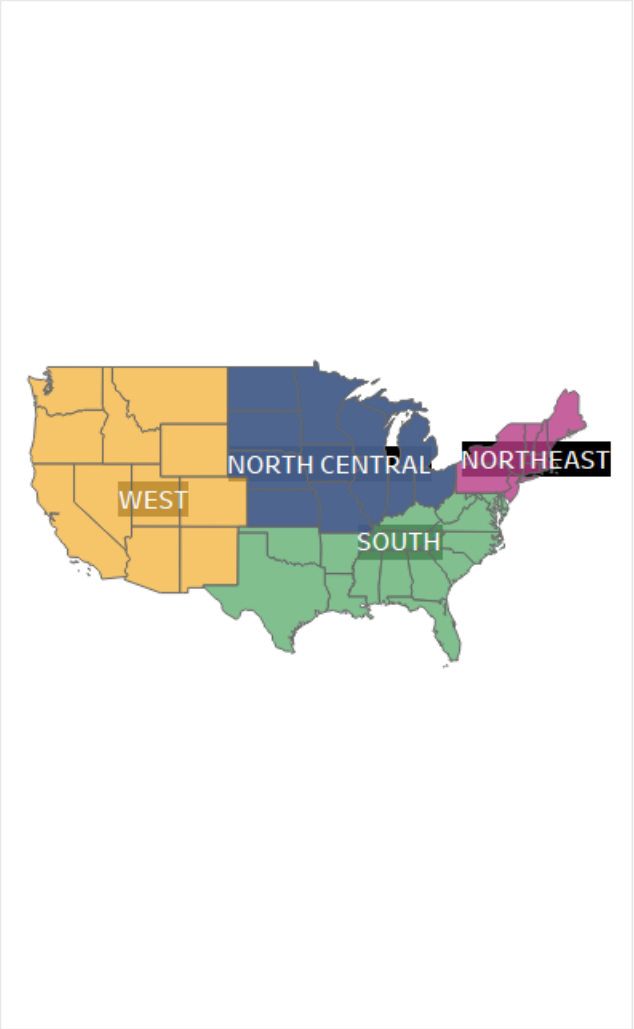
- \$11.2m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-4.9%** decrease.
- The largest size, 48 ounces, has fallen **-2.5%** in dollar sales. This size accounts for 69% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, They decreased in sales in every region besides the Northeast with a **+6.3%** increase.
- Frozen Organic blueberry sales increased **+18.7%**, while Conventional blueberry sales fell **-6.2%**.

• 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	\$288,194K	-15.2%	100%	70,556K	-20.3%	100%	63,919K	-21.8%	100%
NORTH CENTRAL	\$40,915K	-46.0%	14%	11,013K	-49.8%	16%	10,369K	-50.0%	16%
NORTHEAST	\$82,996K	-4.3%	29%	19,803K	-6.3%	28%	19,188K	-6.8%	30%
SOUTH	\$134,949K	-2.6%	47%	33,003K	-8.0%	47%	29,120K	-11.3%	46%
WEST	\$29,335K	-24.7%	10%	6,737K	-29.6%	10%	5,243K	-30.8%	8%

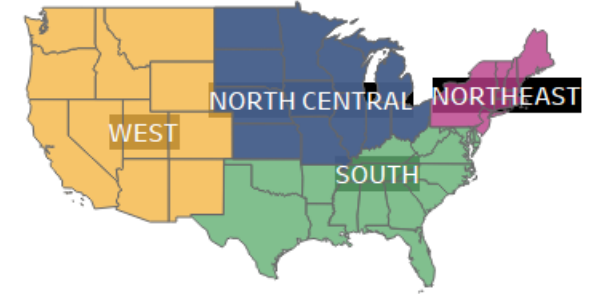


Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 2024

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	\$276,951K	-15.6%	100%	69,494K	-20.5%	100%	61,421K	-22.4%	100%
NORTH CENTRAL	\$40,137K	-45.8%	14%	10,940K	-49.8%	16%	10,204K	-50.0%	17%
NORTHEAST	\$78,094K	-4.9%	28%	19,280K	-6.6%	28%	18,071K	-7.4%	29%
SOUTH	\$131,034K	-2.7%	47%	32,674K	-8.0%	47%	28,224K	-11.6%	46%
WEST	\$27,686K	-25.8%	10%	6,600K	-30.0%	9%	4,922K	-32.1%	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	\$11,243K	-4.9%	100%	1,062K	-5.3%	100%	2,498K	-4.1%	100%
NORTH CENTRAL	\$778K	-51.1%	7%	73K	-51.4%	7%	165K	-49.5%	7%
NORTHEAST	\$4,901K	+6.3%	44%	523K	+6.2%	49%	1,117K	+6.0%	45%
SOUTH	\$3,915K	-0.7%	35%	329K	-3.2%	31%	895K	-0.7%	36%
WEST	\$1,649K	-1.8%	15%	137K	-1.8%	13%	320K	-0.5%	13%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 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		\$288,193,804	-15.2%	70,555,527	-20.3%	63,919,147	-21.8%
FRESH FRUIT - BLUEBERRY	Total	\$276,950,754	-15.6%	69,493,567	-20.5%	61,421,165	-22.4%
	CONVENTIONAL	\$236,959,952	-15.9%	61,776,946	-20.2%	55,256,570	-22.6%
	ORGANIC	\$39,990,801	-13.5%	7,716,621	-22.9%	6,164,596	-20.1%
FZ FRUIT - BLUEBERRIES	Total	\$11,243,050	-4.9%	1,061,960	-5.3%	2,497,981	-4.1%
	CONVENTIONAL	\$10,523,827	-6.2%	976,855	-6.9%	2,405,535	-4.9%
	ORGANIC	\$719,223	+18.7%	85,105	+17.8%	92,446	+21.8%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 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	\$99,766,008	-23.0%	36%	29,191,635	-27.5%	42%	29,191,635	-27.5%	48%	\$3.42	+6.2%
18 OUNCE	\$76,368,352	-26.1%	28%	14,370,209	-30.7%	21%	16,166,485	-30.7%	26%	\$4.72	+6.7%
6 OUNCE	\$20,708,282	-22.3%	7%	5,512,751	-30.8%	8%	2,067,282	-30.8%	3%	\$10.02	+12.2%
12 OUNCE	\$20,912,578	+2.8%	8%	6,342,770	-5.1%	9%	4,757,078	-5.1%	8%	\$4.40	+8.4%
11 OUNCE	\$20,153,110	+61.7%	7%	5,888,669	+63.7%	8%	4,048,460	+63.7%	7%	\$4.98	-1.2%
8 OUNCE	\$6,304,472	-32.4%	2%	1,361,190	-37.9%	2%	680,595	-37.9%	1%	\$9.26	+8.9%
9.8 OUNCE	\$19,339,194	+176.0%	7%	3,345,618	+182.3%	5%	2,049,191	+182.3%	3%	\$9.44	-2.2%
10 OUNCE	\$7,092,920	+33.4%	3%	2,098,660	+42.1%	3%	1,311,663	+42.1%	2%	\$5.41	-6.1%
4.4 OUNCE	\$1,152,365	-58.7%	0%	263,011	-64.3%	0%	72,328	-64.3%	0%	\$15.93	+15.7%
32 OUNCE	\$300,481	-88.3%	0%	44,554	-89.0%	0%	89,108	-89.0%	0%	\$3.37	+5.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 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	\$7,811,294	-2.5%	69%	592,752	-2.3%	56%	1,778,257	-2.3%	71%	\$4.39	-0.2%
64 OUNCE	\$1,030,312	-8.2%	9%	78,787	-5.1%	7%	315,148	-5.1%	13%	\$3.27	-3.2%
15 OUNCE	\$884,589	+6.2%	8%	186,507	+4.9%	18%	174,851	+4.9%	7%	\$5.06	+1.2%
32 OUNCE	\$540,097	-31.1%	5%	46,524	-34.2%	4%	93,049	-34.2%	4%	\$5.80	+4.6%
10 OUNCE	\$276,524	-26.4%	2%	48,031	-29.7%	5%	30,019	-29.7%	1%	\$9.21	+4.7%
12 OUNCE	\$316,266	-15.5%	3%	63,833	-16.9%	6%	47,875	-16.9%	2%	\$6.61	+1.7%
40 OUNCE	\$112,162	-3.6%	1%	10,589	+6.0%	1%	26,473	+6.0%	1%	\$4.24	-9.0%
8 OUNCE	\$50,243	-13.1%	0%	7,843	-20.2%	1%	3,921	-20.2%	0%	\$12.81	+8.9%
28 OUNCE	\$33,985	-35.1%	0%	1,904	-36.6%	0%	3,332	-36.6%	0%	\$10.20	+2.3%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 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	\$966,542,640	-9.5%	240,351,515	-7.6%	\$4.02	-2.1%
FRESH BERRIES Total	\$940,929,116	-9.7%	234,950,201	-7.7%	\$4.00	-2.2%
CONVENTIONAL	\$786,729,839	-9.3%	211,816,295	-5.7%	\$3.71	-3.8%
ORGANIC	\$154,199,277	-11.6%	23,133,906	-22.4%	\$6.67	+14.0%
FROZEN BERRIES Total	\$25,613,524	-4.1%	5,401,314	-5.8%	\$4.74	+1.8%
CONVENTIONAL	\$23,973,102	-4.2%	5,176,868	-6.2%	\$4.63	+2.0%
ORGANIC	\$1,640,422	-1.7%	224,445	+2.3%	\$7.31	-3.9%



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4 Weeks Ending Saturday, September 7, 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	\$940,929,116	-9.7%	234,950,201	-7.7%
	FRESH FRUIT - STRAWBERRY	\$435,622,290	-5.1%	146,160,353	+3.7%
	FRESH FRUIT - BLUEBERRY	\$276,950,754	-15.6%	61,421,165	-22.4%
	FRESH FRUIT - RASPBERRY	\$128,202,423	-9.4%	15,378,484	-10.5%
	FRESH FRUIT - BLACKBERRY	\$100,010,875	-11.4%	11,975,003	-30.5%
	FRESH FRUIT - BERRY OTHER	\$142,774	-13.1%	15,196	-10.1%
	FROZEN BERRIES	Total	\$25,613,524	-4.1%	5,401,314
FZ FRUIT - BLUEBERRIES		\$11,243,050	-4.9%	2,497,981	-4.1%
FZ FRUIT - MIXED BERRIES		\$8,402,988	-16.2%	1,702,870	-16.4%
FZ FRUIT - STRAWBERRIES		\$4,953,983	+32.6%	1,021,316	+14.3%
FZ FRUIT - RASPBERRIES		\$756,619	-13.4%	125,662	-15.2%
FZ FRUIT - BLACKBERRIES		\$211,023	+5.5%	48,255	+3.5%
FZ FRUIT - OTHER BERRIES		\$45,861	+1.6%	5,228	-8.6%



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.

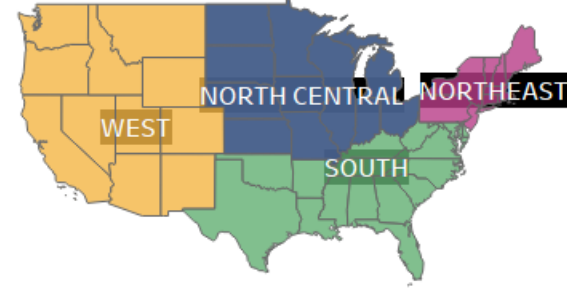
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$435,622,290	-5.1%	146,160,353	+3.7%
FRESH FRUIT - BLUEBERRY	\$276,950,754	-15.6%	61,421,165	-22.4%
FRESH FRUIT - RASPBERRY	\$128,202,423	-9.4%	15,378,484	-10.5%
FRESH FRUIT - APPLE	\$124,408,376	-10.2%	76,170,216	+0.7%
FRESH FRUIT - ORANGE OTHER	\$118,641,736	-11.7%	73,334,344	-14.1%
FRESH FRUIT - BLACKBERRY	\$100,010,875	-11.4%	11,975,003	-30.5%
FRESH FRUIT - GRAPE	\$85,975,291	-3.3%	41,793,174	-11.1%
FRESH FRUIT - ORANGE	\$67,604,866	-17.3%	43,176,296	-18.4%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$214,766,353	+5.0%	74,176,480	+17.0%
FRESH FRUIT - BLUEBERRY	\$131,034,028	-2.7%	28,224,466	-11.6%
FRESH FRUIT - APPLE	\$71,171,151	-0.1%	42,686,699	+12.3%
FRESH FRUIT - ORANGE OTHER	\$68,774,142	+3.1%	44,984,454	+1.6%
FRESH FRUIT - GRAPE	\$51,107,724	-3.4%	25,850,732	-13.8%
FRESH FRUIT - RASPBERRY	\$52,524,035	+0.9%	5,970,392	-3.6%
FRESH FRUIT - BLACKBERRY	\$50,309,852	-1.7%	6,020,125	-22.4%
FRESH FRUIT - ORANGE	\$43,154,405	-14.5%	27,037,338	-16.4%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$63,404,278	+12.1%	21,366,013	+21.3%
FRESH FRUIT - BLUEBERRY	\$27,685,892	-25.8%	4,922,383	-32.1%
FRESH FRUIT - RASPBERRY	\$19,654,420	+3.7%	2,091,420	+4.9%
FRESH FRUIT - ORANGE OTHER	\$14,367,062	-22.7%	8,462,893	-22.7%
FRESH FRUIT - BLACKBERRY	\$15,058,674	+2.5%	1,828,364	-8.0%
FRESH FRUIT - APPLE	\$9,545,937	+5.9%	5,515,742	+16.6%
FRESH FRUIT - OTHER	\$7,465,394	-13.8%	2,813,843	-2.1%
FRESH FRUIT - GRAPE	\$8,465,882	+4.7%	4,026,594	-2.9%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$100,301,696	+8.8%	30,601,839	+19.2%
FRESH FRUIT - BLUEBERRY	\$78,094,205	-4.9%	18,070,510	-7.4%
FRESH FRUIT - RASPBERRY	\$32,943,369	+2.4%	3,464,853	+3.6%
FRESH FRUIT - BLACKBERRY	\$22,219,280	-5.7%	2,527,983	-25.6%
FRESH FRUIT - ORANGE OTHER	\$24,699,014	+7.3%	13,166,992	+0.3%
FRESH FRUIT - APPLE	\$21,684,158	+1.1%	13,537,301	+7.9%
FRESH FRUIT - GRAPE	\$16,922,335	+14.3%	7,418,894	+15.7%
FRESH FRUIT - OTHER	\$5,667,310	-49.2%	2,022,329	-39.6%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$57,149,963	-45.9%	20,016,021	-41.5%
FRESH FRUIT - BLUEBERRY	\$40,136,629	-45.8%	10,203,807	-50.0%
FRESH FRUIT - RASPBERRY	\$23,080,599	-39.8%	3,851,820	-31.7%
FRESH FRUIT - APPLE	\$22,007,130	-40.1%	14,430,474	-29.0%
FRESH FRUIT - ORANGE OTHER	\$10,801,519	-58.7%	6,720,004	-60.6%
FRESH FRUIT - BLACKBERRY	\$12,423,069	-47.0%	1,598,530	-61.0%
FRESH FRUIT - ORANGE	\$9,465,563	-33.6%	6,402,306	-31.6%
FRESH FRUIT - OTHER	\$3,734,024	-73.0%	1,110,817	-70.2%

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

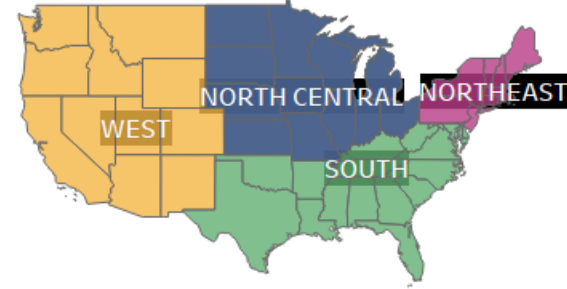
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$11,243,050	-4.9%	2,497,981	-4.1%
FZ FRUIT - MIXED BERRIES	\$8,402,988	-16.2%	1,702,870	-16.4%
FZ FRUIT - OTHER	\$9,297,161	+3.0%	2,307,015	-0.9%
FZ FRUIT - MIXED FRUIT	\$7,960,040	-1.7%	1,675,385	-7.0%
FZ FRUIT - SMOOTHIE KITS	\$5,212,886	-35.3%	854,695	-38.8%
FZ FRUIT - STRAWBERRIES	\$4,953,983	+32.6%	1,021,316	+14.3%
FZ FRUIT - ACAI	\$2,751,210	+6.2%	407,754	+3.1%
FZ FRUIT - MANGO	\$1,798,698	-14.7%	438,976	-7.8%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,115,844	+11.3%	1,601,983	+6.2%
FZ FRUIT - MIXED BERRIES	\$3,822,083	-10.4%	783,791	-10.3%
FZ FRUIT - SMOOTHIE KITS	\$2,640,171	-35.7%	425,872	-40.9%
FZ FRUIT - BLUEBERRIES	\$3,914,590	-0.7%	895,126	-0.7%
FZ FRUIT - MIXED FRUIT	\$3,463,410	+3.8%	741,281	-5.3%
FZ FRUIT - STRAWBERRIES	\$2,128,736	+72.6%	421,228	+25.7%
FZ FRUIT - ACAI	\$1,408,696	+29.3%	211,191	+25.6%
FZ FRUIT - MANGO	\$665,398	-24.9%	180,940	-14.5%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,648,934	-1.8%	320,441	-0.5%
FZ FRUIT - MIXED BERRIES	\$978,092	-13.8%	191,208	-12.3%
FZ FRUIT - SMOOTHIE KITS	\$652,883	-15.8%	78,349	-30.7%
FZ FRUIT - MIXED FRUIT	\$727,632	+4.5%	118,341	-11.0%
FZ FRUIT - OTHER	\$666,239	+8.4%	131,548	+3.3%
FZ FRUIT - ACAI	\$477,515	+4.6%	68,046	+0.8%
FZ FRUIT - STRAWBERRIES	\$460,519	+66.2%	73,383	+33.7%
FZ FRUIT - MANGO	\$164,896	+8.3%	34,898	+26.2%



NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,901,403	+6.3%	1,117,188	+6.0%
FZ FRUIT - MIXED BERRIES	\$2,987,858	-6.3%	607,437	-7.6%
FZ FRUIT - MIXED FRUIT	\$3,295,215	+5.4%	741,462	+3.4%
FZ FRUIT - OTHER	\$2,221,990	-3.2%	513,992	-8.5%
FZ FRUIT - SMOOTHIE KITS	\$1,433,961	-12.2%	273,730	-10.9%
FZ FRUIT - STRAWBERRIES	\$1,881,789	+20.2%	445,217	+21.8%
FZ FRUIT - MANGO	\$864,472	+1.7%	200,605	+4.1%
FZ FRUIT - ACAI	\$645,346	-4.0%	94,603	-6.5%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$778,123	-51.1%	165,226	-49.5%
FZ FRUIT - SMOOTHIE KITS	\$485,872	-68.5%	76,744	-70.0%
FZ FRUIT - MIXED BERRIES	\$614,956	-57.3%	120,434	-58.1%
FZ FRUIT - MIXED FRUIT	\$473,783	-49.7%	74,301	-56.2%
FZ FRUIT - STRAWBERRIES	\$482,939	-26.7%	81,489	-41.0%
FZ FRUIT - OTHER	\$293,088	-52.6%	59,492	-54.1%
FZ FRUIT - ACAI	\$219,653	-40.9%	33,915	-42.0%
FZ FRUIT - CHERRIES	\$105,610	-58.3%	18,619	-57.9%

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	\$4.51	+34.8%	8.36%	\$2.99	-27.0%	-8.28%	\$8.13	+88.2%	12.18%
FRESH FRUIT	\$4.51	+36.1%	8.70%	\$2.98	-27.7%	-8.51%	\$8.34	+95.0%	12.85%
Total									
CONVENTIONAL	\$4.29	+34.0%	8.60%	\$2.80	-32.8%	-10.47%	\$7.72	+75.6%	10.86%
ORGANIC	\$6.49	+49.3%	8.22%	\$4.95	+63.2%	14.64%	\$11.26	+214.8%	23.56%
FZ FRUIT	\$4.50	-3.9%	-0.85%	\$4.85	+67.2%	16.07%	\$5.00	+2.1%	0.43%
Total									
CONVENTIONAL	\$4.37	-6.1%	-1.38%	\$4.76	+71.5%	17.65%	\$4.90	+4.3%	0.88%
ORGANIC	\$7.78	-20.2%	-2.53%	\$8.26	+25.8%	3.23%	\$6.67	-57.4%	-7.92%

BERRY PATCH PROMOTION PRICING

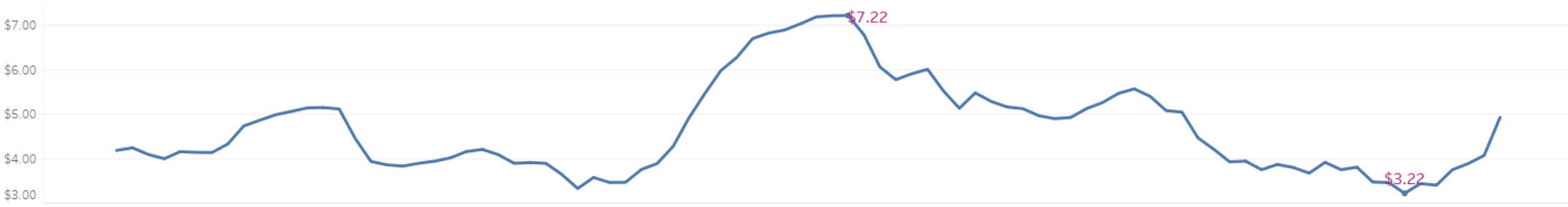
	Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo %
					Change
Grand Total	\$4.02	\$3.67	-2.80%	\$4.22	-3.41%
FRESH FRUIT	\$4.00	\$3.66	-2.98%	\$4.20	-3.49%
Total					
CONVENTIONAL					
RASPBERRY	\$7.59	\$6.48	-10.67%	\$8.42	4.02%
BLACKBERRY	\$7.90	\$7.35	35.03%	\$8.26	12.06%
BLUEBERRY	\$4.29	\$3.79	10.63%	\$4.68	5.88%
STRAWBERRY	\$2.80	\$2.58	-10.90%	\$2.91	-11.27%
ORGANIC					
RASPBERRY	\$12.85	\$11.65	29.77%	\$13.18	14.74%
BLACKBERRY	\$9.95	\$9.93	37.40%	\$9.96	10.99%
BLUEBERRY	\$6.49	\$6.17	16.69%	\$6.60	1.51%
STRAWBERRY	\$4.95	\$4.53	20.62%	\$5.07	5.27%
FZ FRUIT	\$4.74	\$4.26	5.93%	\$4.91	0.60%
Total					
CONVENTIONAL					
OTHER BERRIES	\$8.77	\$8.18	37.77%	\$8.79	6.77%
RASPBERRIES	\$5.62	\$3.65	0.57%	\$6.17	2.99%
MIXED BERRIES	\$4.87	\$4.24	-1.16%	\$5.01	0.41%
STRAWBERRIES	\$4.76	\$4.93	36.44%	\$4.67	10.34%
BLUEBERRIES	\$4.37	\$3.79	-2.99%	\$4.58	-1.38%
BLACKBERRIES	\$3.87	\$4.08	7.93%	\$3.85	3.53%
ORGANIC					
OTHER BERRIES			-100.00%		-100.00%
RASPBERRIES	\$11.12	\$8.85	-7.42%	\$11.63	3.94%
MIXED BERRIES	\$6.15	\$4.66	-19.70%	\$7.24	3.96%
STRAWBERRIES	\$8.26	\$7.56	18.58%	\$8.44	0.77%
BLUEBERRIES	\$7.78	\$6.04	2.04%	\$8.26	-4.50%
BLACKBERRIES	\$7.92	\$5.90	6.26%	\$8.81	0.05%



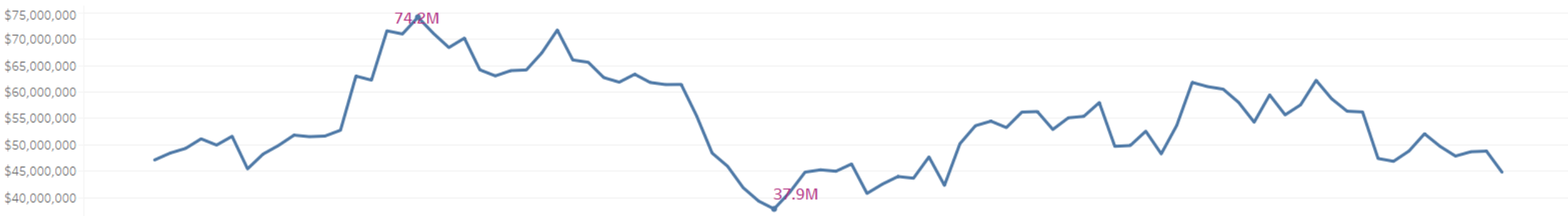
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, September 7, 2024

Conventional Fresh Blueberry Trend over Time

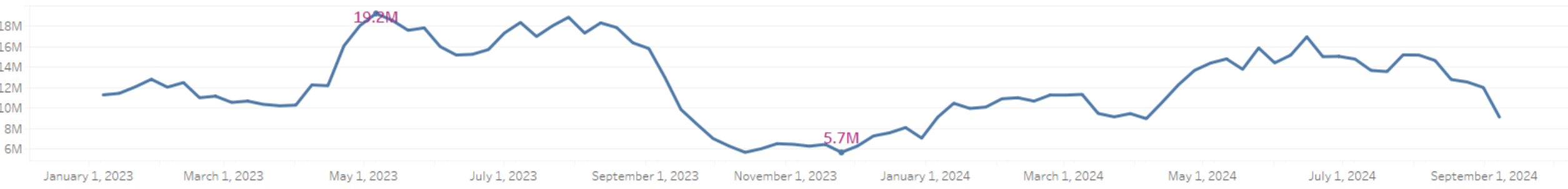
Retail Price in \$USD/lb



Retail Dollars in \$USD



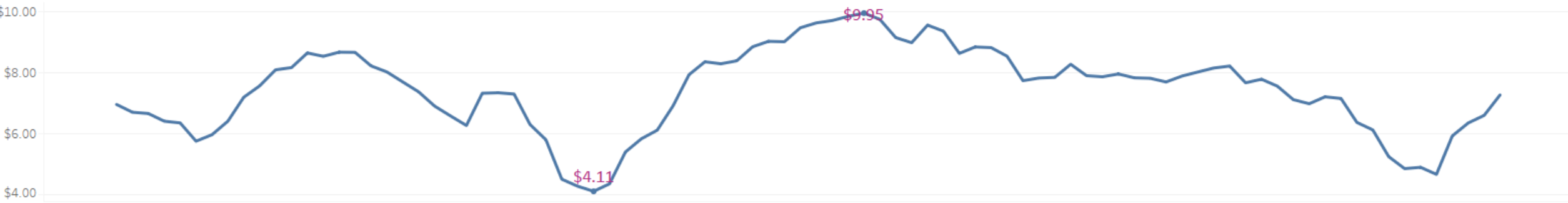
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, September 7, 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, September 7, 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, September 7, 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