

3.10.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

February 2022

Sales through Nielsen Week Ending 2.26.2022

February 2022

Fresh blueberries (Produce department)

- Dollars sales increased **+6.9%** year over year compared to an increase for all fresh berries of **+18.8%**
- Pints increased **+3.0%** and represents 45% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in 6 of 9 regions; units posted gains in 5 regions
- Organic fresh blueberries declined in dollars and units YoY.

Frozen blueberries (Frozen department)

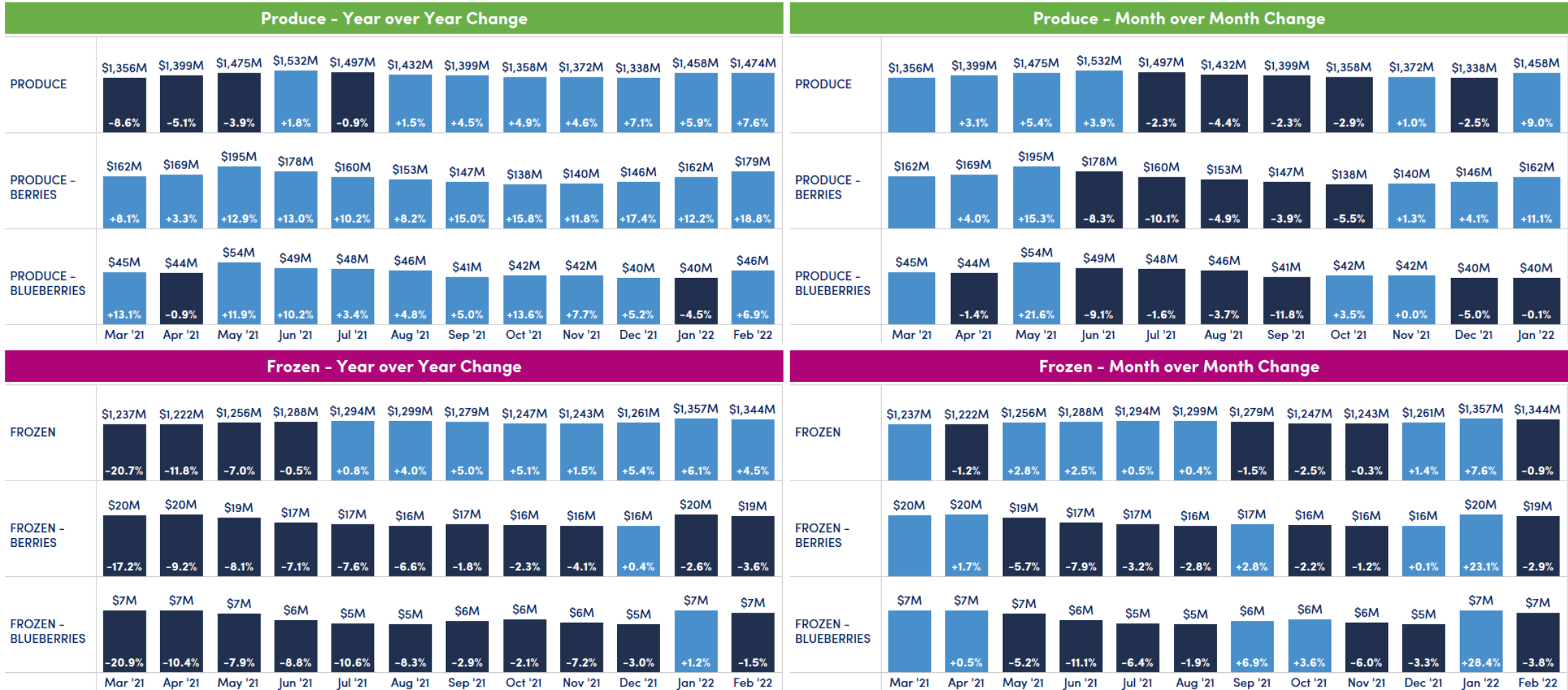
- Dollar sales for frozen blueberries decreased **-1.5%** year over year compared to a decrease for all frozen berries of **-3.6%**
- 48oz is the dominant pack size and posted an increase in dollars of **+3.3%**
- 5 of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+3.1%** in dollars, while organic frozen blueberries declined in dollars by **-15.7%**

Category Segment Performance

February Blueberry Category and Segment Sales – 2022 vs 2021

	DOLLARS (MM)			UNITS (MM)			POUNDS (MM)		
	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA
TOTAL BLUEBERRY CATEGORY	\$199,348,181	\$210,811,599	5.8%	49,065,173	49,716,895	1.3%	42,867,305	43,503,900	1.5%
Fresh Blueberries	\$172,473,615	\$184,344,480	6.9%	44,532,631	45,560,958	2.3%	34,843,473	36,129,252	3.7%
Conventional	\$135,084,051	\$147,316,329	9.1%	35,955,568	37,474,649	4.2%	29,105,602	30,998,068	6.5%
Organic	\$37,389,563	\$37,028,151	-1.0%	8,577,063	8,086,309	-5.7%	5,737,870	5,131,184	-10.6%
Frozen Blueberries	\$26,874,566	\$26,467,119	-1.5%	4,532,543	4,155,937	-8.3%	8,023,833	7,374,649	-8.1%
Conventional	\$20,222,120	\$20,857,443	3.1%	3,415,699	3,231,322	-5.4%	6,514,671	6,167,559	-5.3%
Organic	\$6,652,446	\$5,609,676	-15.7%	1,116,844	924,615	-17.2%	1,509,161	1,207,090	-20.0%

Monthly Detail – Dollars/Week



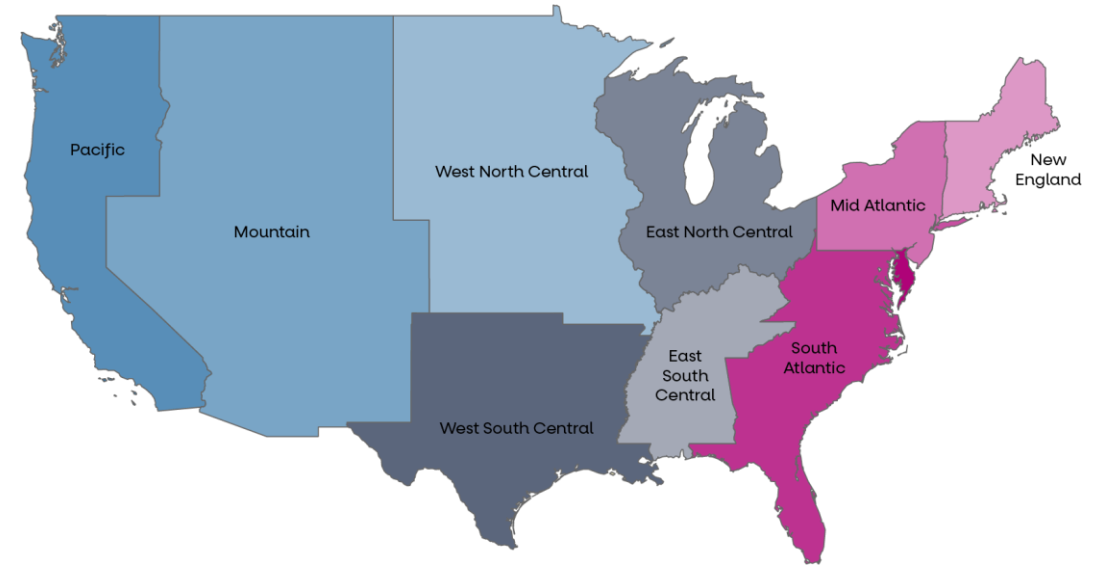
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 2/26/2022

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	
	-12.0%	-9.9%	-11.1%	-3.9%	-4.9%	-3.7%	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	+1.1%	+3.8%	+4.4%	-0.5%	-4.5%	-2.2%	-5.7%	+1.6%	-5.4%	+7.5%	-1.9%		
PRODUCE - BERRIES	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	
	+2.1%	-11.2%	-9.8%	-1.7%	+1.4%	+5.3%	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	-0.6%	+18.3%	-1.3%	-10.0%	-7.4%	-8.1%	-8.1%	+1.8%	-1.0%	+12.8%	+11.0%		
PRODUCE - BLUEBERRIES	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	
	+18.1%	-7.7%	-1.8%	+3.7%	-6.2%	-2.6%	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	-4.8%	+27.1%	-1.3%	+2.2%	-2.7%	-23.3%	+4.5%	+9.9%	-6.2%	-5.8%	+13.3%		
	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	
	-22.8%	-11.2%	-5.5%	-1.3%	-1.4%	-0.1%	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-1.6%	+1.9%	+1.4%	+0.2%	-0.1%	-2.0%	-3.3%	+0.8%	-2.8%	+7.7%	-3.5%		
FROZEN - BERRIES	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	
	-18.0%	-8.9%	-8.3%	-7.6%	-6.0%	-4.0%	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	+1.5%	-6.8%	-8.5%	-1.9%	-2.8%	-0.6%	-5.5%	-0.5%	-0.2%	+21.3%	-5.5%		
FROZEN - BLUEBERRIES	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	
	-22.3%	-12.4%	-9.7%	-10.4%	-9.0%	-5.6%	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-0.2%	-6.2%	-10.8%	-5.5%	-0.3%	+3.4%	+0.5%	-8.1%	-2.8%	+30.9%	-6.5%		
	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 2/26/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.6%	-3.8%
PRODUCE - BERRIES	+20.1%	+11.9%
PRODUCE - BLUEBERRIES	+11.9%	+4.1%
FROZEN	+3.6%	-6.3%
FROZEN - BERRIES	-9.8%	-19.9%
FROZEN - BLUEBERRIES	-9.0%	-16.8%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	-2.9%
PRODUCE - BERRIES	+22.6%	+26.7%
PRODUCE - BLUEBERRIES	-2.4%	-6.7%
FROZEN	+6.6%	-3.6%
FROZEN - BERRIES	-9.3%	-19.7%
FROZEN - BLUEBERRIES	-6.6%	-14.7%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.8%	-4.1%
PRODUCE - BERRIES	+14.7%	+12.7%
PRODUCE - BLUEBERRIES	-6.1%	-9.6%
FROZEN	+4.9%	-4.6%
FROZEN - BERRIES	+1.4%	-12.9%
FROZEN - BLUEBERRIES	+4.9%	-3.9%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+12.6%	-2.2%
PRODUCE - BERRIES	+28.5%	+21.0%
PRODUCE - BLUEBERRIES	+13.2%	+6.9%
FROZEN	+5.1%	-3.2%
FROZEN - BERRIES	+1.2%	-7.2%
FROZEN - BLUEBERRIES	+4.8%	+1.1%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.5%	-2.9%
PRODUCE - BERRIES	+23.1%	+27.8%
PRODUCE - BLUEBERRIES	+11.4%	+12.4%
FROZEN	+6.5%	-4.7%
FROZEN - BERRIES	-1.5%	-13.4%
FROZEN - BLUEBERRIES	+1.9%	-6.3%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.6%	-0.7%
PRODUCE - BERRIES	+21.7%	+19.7%
PRODUCE - BLUEBERRIES	+10.7%	+7.1%
FROZEN	+3.9%	-6.0%
FROZEN - BERRIES	+1.2%	-12.2%
FROZEN - BLUEBERRIES	+3.5%	-4.3%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.2%	+0.4%
PRODUCE - BERRIES	+18.5%	+13.0%
PRODUCE - BLUEBERRIES	+7.8%	-1.3%
FROZEN	+6.0%	-3.8%
FROZEN - BERRIES	+3.1%	-7.0%
FROZEN - BLUEBERRIES	+2.5%	-3.5%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.5%	-5.5%
PRODUCE - BERRIES	+11.0%	+1.7%
PRODUCE - BLUEBERRIES	+7.1%	-0.2%
FROZEN	-0.5%	-8.8%
FROZEN - BERRIES	-9.4%	-18.7%
FROZEN - BLUEBERRIES	-4.7%	-10.5%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.4%	-6.4%
PRODUCE - BERRIES	+12.7%	+10.8%
PRODUCE - BLUEBERRIES	-0.2%	+7.4%
FROZEN	+0.0%	-8.5%
FROZEN - BERRIES	-8.4%	-18.7%
FROZEN - BLUEBERRIES	-5.3%	-13.7%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.6%	-2.8%
PRODUCE - BERRIES	+18.8%	+15.3%
PRODUCE - BLUEBERRIES	+6.9%	+2.3%
FROZEN	+4.5%	-5.1%
FROZEN - BERRIES	-3.6%	-14.0%
FROZEN - BLUEBERRIES	-1.5%	-8.3%

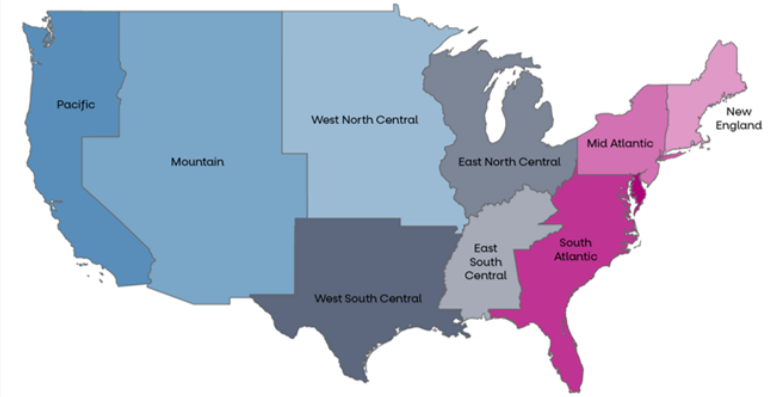
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/30/2022 to 2/26/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$210,811,599 | ▲ +5.8% YoY

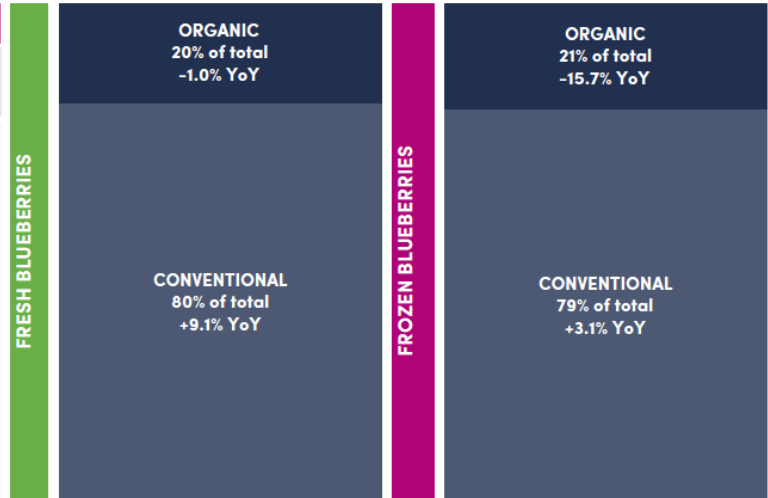
FRESH BLUEBERRIES	
South Atlantic	\$40,823,014 ▲+7.8% 22% of total
Pacific	\$29,367,048 ▲+11.9% 16% of total
Middle Atlantic	\$27,788,051 ▲+7.1% 15% of total
East North Central	\$25,529,609 ▲+11.4% 14% of total
New England	\$16,098,731 ▼-0.2% 9% of total
West South Central	\$13,524,494 ▲+13.2% 7% of total
Mountain	\$13,143,708 ▼-2.4% 7% of total
West North Central	\$10,049,815 ▼-6.1% 5% of total
East South Central	\$7,803,546 ▲+10.7% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,769,201 ▲+2.5% 22% of total
Pacific	\$3,809,024 ▼-9.0% 14% of total
Middle Atlantic	\$3,448,460 ▼-4.7% 13% of total
East North Central	\$3,357,878 ▲+1.9% 13% of total
Mountain	\$2,386,540 ▼-6.6% 9% of total
New England	\$2,326,073 ▼-5.3% 9% of total
West South Central	\$2,235,050 ▲+4.8% 8% of total
West North Central	\$1,965,499 ▲+4.9% 7% of total
East South Central	\$1,160,563 ▲+3.5% 4% of total



FRESH BLUEBERRIES	
\$184,344,480 ▲ +6.9%	
PINT	\$80,148,355 ▲+3.0% 45% of total \$5.26 Price / Lb \$0.39 Price Chg
18 OUNCE	\$53,665,585 ▲+8.9% 30% of total \$4.20 Price / Lb (\$0.11) Price Chg
6 OUNCE	\$28,601,435 ▲+6.3% 16% of total \$9.30 Price / Lb \$0.42 Price Chg
16 OUNCE	\$9,814,949 ▼-2.0% 5% of total \$4.19 Price / Lb \$0.01 Price Chg
ALL OTHER	\$6,902,577 ▲+64.3% 4% of total \$5.19 Price / Lb \$0.10 Price Chg

FROZEN BLUEBERRIES	
\$26,467,119 ▼ -1.5%	
48 OUNCE	\$11,515,065 ▲+3.3% 44% of total \$3.29 Price / Lb \$0.18 Price Chg
32 OUNCE	\$3,159,617 ▼-21.1% 12% of total \$4.62 Price / Lb \$0.52 Price Chg
16 OUNCE	\$2,736,824 ▲+7.9% 10% of total \$2.99 Price / Lb \$0.06 Price Chg
12 OUNCE	\$2,079,575 ▼-9.5% 8% of total \$4.88 Price / Lb \$0.56 Price Chg
ALL OTHER	\$6,976,038 ▲+1.2% 26% of total \$3.76 Price / Lb \$0.43 Price Chg



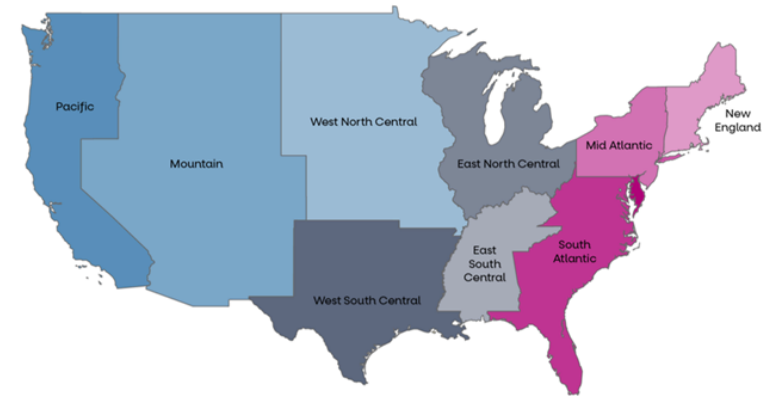
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/30/2022 to 2/26/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 43,503,900 Lbs | ▲ +1.5% YoY

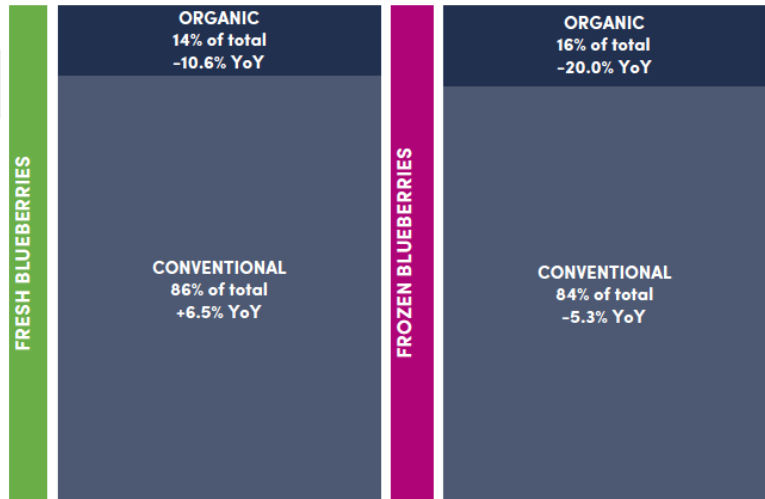
FRESH BLUEBERRIES	
South Atlantic	7,601,241 Lbs ▼ -2.9% 21% of total
Pacific	4,763,224 Lbs ▲ +8.5% 13% of total
Middle Atlantic	5,987,615 Lbs ▲ +4.2% 17% of total
East North Central	5,588,364 Lbs ▲ +10.6% 15% of total
New England	3,576,007 Lbs ▲ +12.0% 10% of total
West South Central	2,707,728 Lbs ▲ +6.9% 8% of total
Mountain	2,454,975 Lbs ▼ -2.7% 7% of total
West North Central	1,822,272 Lbs ▼ -11.8% 5% of total
East South Central	1,600,713 Lbs ▲ +6.6% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,655,273 Lbs ▼ -3.7% 22% of total
Pacific	920,442 Lbs ▼ -17.1% 12% of total
Middle Atlantic	923,979 Lbs ▼ -7.5% 13% of total
East North Central	940,286 Lbs ▼ -8.3% 13% of total
Mountain	681,080 Lbs ▼ -15.5% 9% of total
New England	633,703 Lbs ▼ -7.2% 9% of total
West South Central	700,704 Lbs ▼ -1.1% 10% of total
West North Central	562,931 Lbs ▼ -5.5% 8% of total
East South Central	354,491 Lbs ▼ -5.7% 5% of total



FRESH BLUEBERRIES	
36,129,252 Lbs ▲ +3.7%	
PINT	15,246,020 Lbs ▼ -4.7% 44% of total \$5.26 Price / Lb \$0.39 Price Chg
18 OUNCE	12,763,132 Lbs ▲ +11.8% 37% of total \$4.20 Price / Lb (\$0.11) Price Chg
6 OUNCE	3,074,141 Lbs ▲ +1.5% 9% of total \$9.30 Price / Lb \$0.42 Price Chg
16 OUNCE	2,341,178 Lbs ▼ -2.2% 7% of total \$4.19 Price / Lb \$0.01 Price Chg
ALL OTHER	1,330,414 Lbs ▲ +61.1% 4% of total \$5.19 Price / Lb \$0.10 Price Chg

FROZEN BLUEBERRIES	
7,374,649 Lbs ▼ -8.1%	
48 OUNCE	3,496,628 Lbs ▼ -2.3% 47% of total \$3.29 Price / Lb \$0.18 Price Chg
32 OUNCE	683,300 Lbs ▼ -29.9% 9% of total \$4.62 Price / Lb \$0.52 Price Chg
16 OUNCE	914,214 Lbs ▲ +5.7% 12% of total \$2.99 Price / Lb \$0.06 Price Chg
12 OUNCE	425,998 Lbs ▼ -19.9% 6% of total \$4.88 Price / Lb \$0.56 Price Chg
ALL OTHER	1,854,509 Lbs ▼ -10.5% 25% of total \$3.76 Price / Lb \$0.43 Price Chg

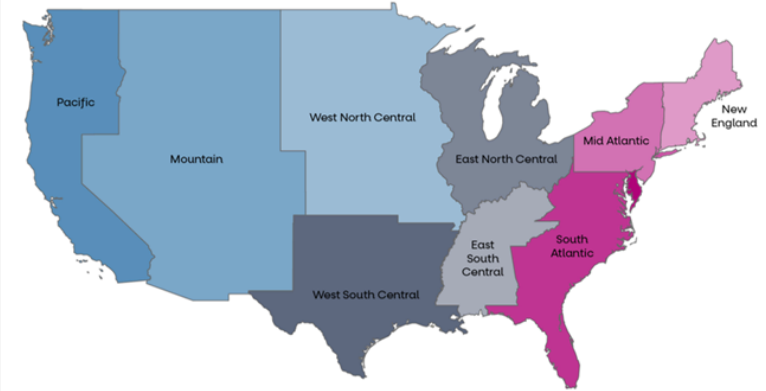


Blueberries - Units

TOTAL BLUEBERRIES
49,716,895 Units | ▲ +1.3% YoY

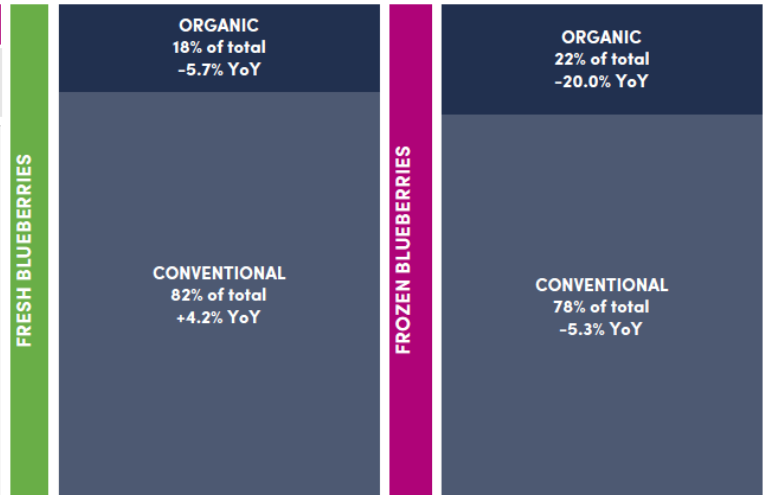
FRESH BLUEBERRIES	
South Atlantic	9,892,487 Units ▼-1.3% 22% of total
Pacific	6,455,455 Units ▲+4.1% 14% of total
Middle Atlantic	6,601,093 Units ▼-0.2% 15% of total
East North Central	7,190,290 Units ▲+12.4% 16% of total
New England	4,042,850 Units ▲+7.4% 9% of total
West South Central	3,380,493 Units ▲+6.9% 7% of total
Mountain	3,526,131 Units ▼-6.7% 8% of total
West North Central	2,420,743 Units ▼-9.6% 5% of total
East South Central	2,013,552 Units ▲+7.1% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	876,719 Units ▼-3.5% 21% of total
Pacific	545,132 Units ▼-16.8% 13% of total
Middle Atlantic	526,215 Units ▼-10.5% 13% of total
East North Central	558,402 Units ▼-6.3% 13% of total
Mountain	359,268 Units ▼-14.7% 9% of total
New England	352,286 Units ▼-13.7% 8% of total
West South Central	413,206 Units ▲+1.1% 10% of total
West North Central	323,272 Units ▼-3.9% 8% of total
East South Central	200,360 Units ▼-4.3% 5% of total



FRESH BLUEBERRIES	
45,560,958 Units ▲+2.3%	
PINT	20,855,719 Units ▼-4.7% 47% of total \$3.84 Price / Unit \$0.28 Price Chg
6 OUNCE	8,197,710 Units ▲+1.5% 19% of total \$3.49 Price / Unit \$0.16 Price Chg
18 OUNCE	11,345,006 Units ▲+11.8% 26% of total \$4.73 Price / Unit (\$0.13) Price Chg
16 OUNCE	2,341,178 Units ▼-2.2% 5% of total \$4.19 Price / Unit \$0.01 Price Chg
ALL OTHER	1,446,979 Units ▲+61.1% 3% of total \$4.77 Price / Unit \$0.22 Price Chg

FROZEN BLUEBERRIES	
4,155,937 Units ▼-8.3%	
48 OUNCE	1,165,543 Units ▼-2.3% 28% of total \$9.88 Price / Unit \$0.54 Price Chg
32 OUNCE	341,650 Units ▼-29.9% 8% of total \$9.25 Price / Unit \$1.04 Price Chg
16 OUNCE	907,916 Units ▲+6.2% 22% of total \$3.01 Price / Unit \$0.05 Price Chg
12 OUNCE	567,998 Units ▼-19.9% 14% of total \$3.66 Price / Unit \$0.42 Price Chg
ALL OTHER	1,172,831 Units ▼-8.9% 28% of total \$5.95 Price / Unit \$0.59 Price Chg



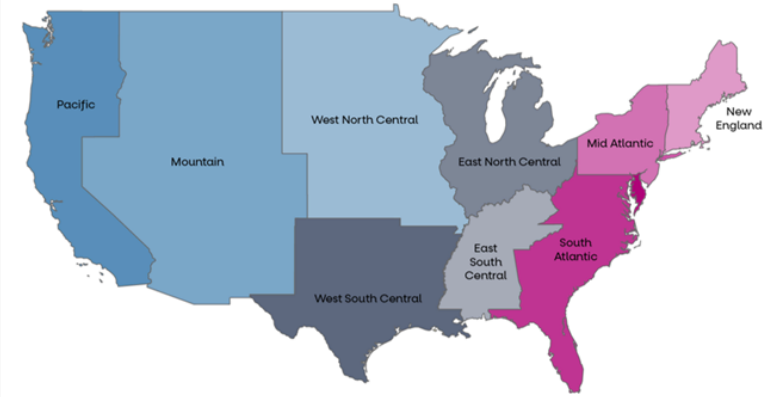
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/30/2022 to 2/26/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,630,316,412 | ▲ +4.4% YoY

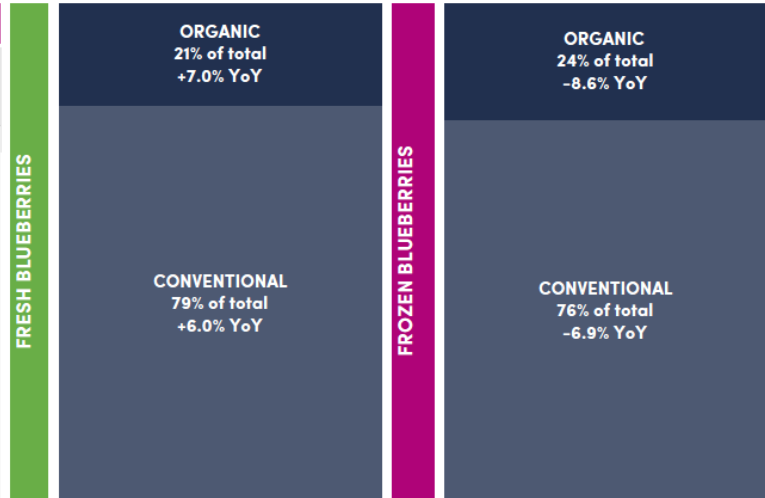
FRESH BLUEBERRIES	
South Atlantic	\$500,730,547 ▲+8.5% 22% of total
Pacific	\$359,658,166 ▲+5.5% 16% of total
Middle Atlantic	\$356,077,515 ▲+3.9% 15% of total
East North Central	\$318,554,480 ▲+7.4% 14% of total
New England	\$207,073,994 ▲+1.7% 9% of total
Mountain	\$177,063,627 ▲+4.7% 8% of total
West South Central	\$159,764,412 ▲+9.6% 7% of total
West North Central	\$138,791,388 ▲+3.3% 6% of total
East South Central	\$96,074,042 ▲+13.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$66,991,998 ▼-4.3% 21% of total
Pacific	\$46,723,003 ▼-12.4% 15% of total
Middle Atlantic	\$41,195,230 ▼-8.2% 13% of total
East North Central	\$38,734,940 ▼-6.4% 12% of total
New England	\$28,902,380 ▼-8.1% 9% of total
Mountain	\$28,599,002 ▼-10.0% 9% of total
West South Central	\$27,091,680 ▼-5.1% 9% of total
West North Central	\$22,532,276 ▼-3.9% 7% of total
East South Central	\$13,541,601 ▼-4.5% 4% of total



FRESH BLUEBERRIES	
\$2,315,839,926 ▲+6.2%	
PINT	\$992,769,572 ▲+11.6% 44% of total \$4.78 Price / Lb \$0.38 Price Chg
18 OUNCE	\$600,808,296 ▲+10.4% 27% of total \$4.36 Price / Lb \$0.13 Price Chg
6 OUNCE	\$379,559,977 ▼-9.8% 17% of total \$9.23 Price / Lb \$0.28 Price Chg
16 OUNCE	\$91,108,242 ▲+37.4% 4% of total \$4.10 Price / Lb \$0.29 Price Chg
ALL OTHER	\$182,988,271 ▲+1.3% 8% of total \$4.17 Price / Lb \$0.21 Price Chg

FROZEN BLUEBERRIES	
\$314,476,486 ▼-7.3%	
48 OUNCE	\$131,670,976 ▼-4.6% 42% of total \$3.15 Price / Lb \$0.10 Price Chg
32 OUNCE	\$44,064,823 ▼-14.3% 14% of total \$4.30 Price / Lb \$0.10 Price Chg
16 OUNCE	\$31,859,996 ▼-8.1% 10% of total \$2.91 Price / Lb \$0.01 Price Chg
12 OUNCE	\$25,065,345 ▼-12.1% 8% of total \$4.57 Price / Lb \$0.16 Price Chg
ALL OTHER	\$81,815,346 ▼-5.6% 26% of total \$3.48 Price / Lb \$0.18 Price Chg



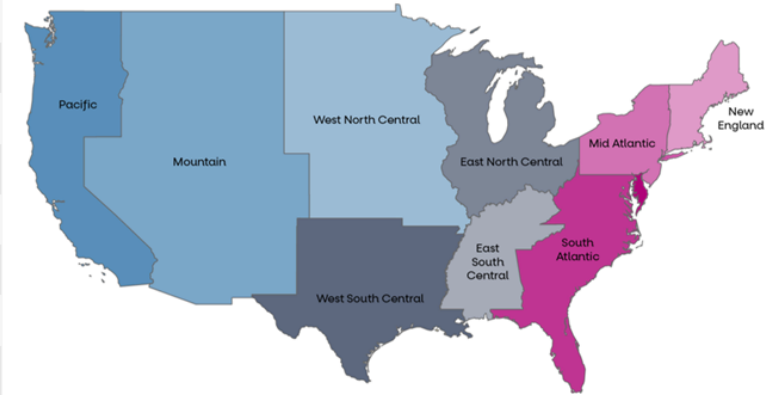
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 2/26/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 564,324,166 Lbs | ▼ -0.4% YoY

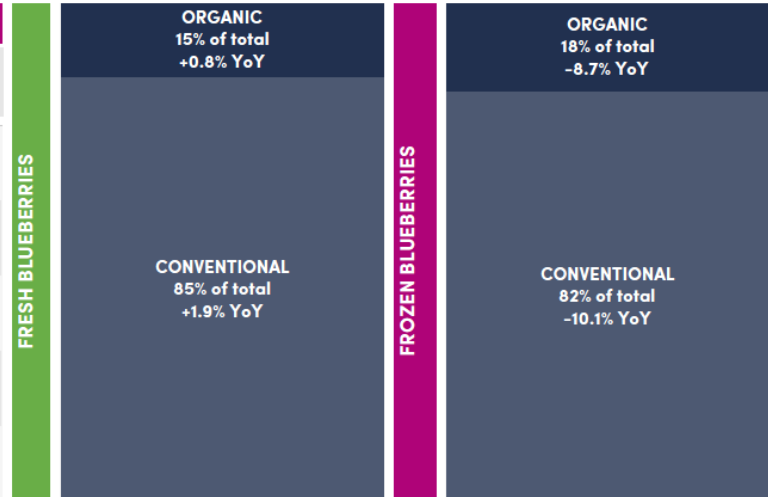
FRESH BLUEBERRIES		
South Atlantic	99,399,523 Lbs	▲ +1.5% 21% of total
Pacific	60,294,215 Lbs	▲ +0.1% 13% of total
Middle Atlantic	77,407,335 Lbs	▲ +0.8% 16% of total
East North Central	74,481,635 Lbs	▲ +1.4% 16% of total
New England	43,147,894 Lbs	▲ +1.2% 9% of total
Mountain	34,874,191 Lbs	▲ +2.3% 7% of total
West South Central	34,267,517 Lbs	▲ +6.9% 7% of total
West North Central	27,598,448 Lbs	▼ -0.8% 6% of total
East South Central	20,647,185 Lbs	▲ +7.7% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	19,935,434 Lbs	▼ -7.6% 22% of total
Pacific	11,969,839 Lbs	▼ -15.1% 13% of total
Middle Atlantic	11,303,117 Lbs	▼ -8.9% 12% of total
East North Central	11,598,133 Lbs	▼ -9.6% 13% of total
New England	8,132,034 Lbs	▼ -9.7% 9% of total
Mountain	8,707,002 Lbs	▼ -13.8% 9% of total
West South Central	8,988,874 Lbs	▼ -7.5% 10% of total
West North Central	6,957,620 Lbs	▼ -7.3% 8% of total
East South Central	4,343,465 Lbs	▼ -8.4% 5% of total



FRESH BLUEBERRIES		
472,360,176 Lbs ▲ +1.7%		
PINT	207,824,249 Lbs	▲ +2.7% 46% of total \$4.78 Price / Lb \$0.38 Price Chg
18 OUNCE	137,857,779 Lbs	▲ +7.0% 30% of total \$4.36 Price / Lb \$0.13 Price Chg
6 OUNCE	41,125,506 Lbs	▼ -12.5% 9% of total \$9.23 Price / Lb \$0.28 Price Chg
16 OUNCE	22,205,418 Lbs	▲ +27.7% 5% of total \$4.10 Price / Lb \$0.29 Price Chg
ALL OTHER	43,893,250 Lbs	▼ -3.8% 10% of total \$4.17 Price / Lb \$0.21 Price Chg

FROZEN BLUEBERRIES		
91,963,989 Lbs ▼ -9.9%		
48 OUNCE	41,761,727 Lbs	▼ -7.5% 45% of total \$3.15 Price / Lb \$0.10 Price Chg
32 OUNCE	10,245,626 Lbs	▼ -16.3% 11% of total \$4.30 Price / Lb \$0.10 Price Chg
16 OUNCE	10,944,828 Lbs	▼ -8.3% 12% of total \$2.91 Price / Lb \$0.01 Price Chg
12 OUNCE	5,488,684 Lbs	▼ -15.1% 6% of total \$4.57 Price / Lb \$0.16 Price Chg
ALL OTHER	23,523,124 Lbs	▼ -10.4% 26% of total \$3.48 Price / Lb \$0.18 Price Chg



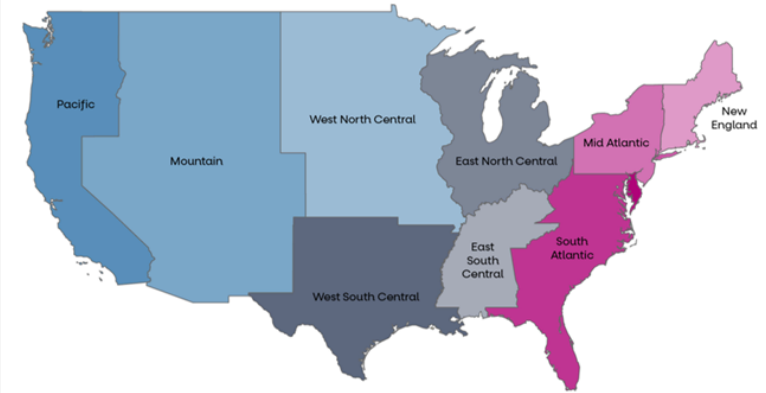
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 2/26/2022

Blueberries - Units

TOTAL BLUEBERRIES
645,804,962 Units | ▼ -1.0% YoY

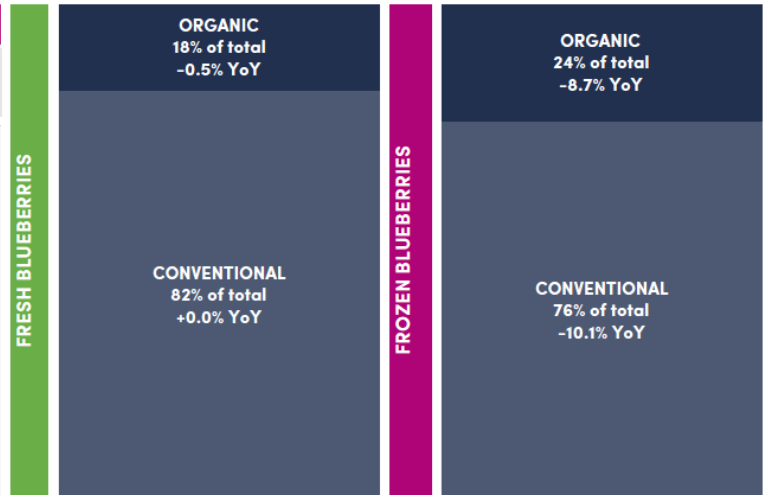
FRESH BLUEBERRIES	
South Atlantic	127,438,516 Units ▼ -0.2% 21% of total
Pacific	82,250,514 Units ▼ -1.4% 14% of total
Middle Atlantic	88,724,586 Units ▼ -1.7% 15% of total
East North Central	92,413,977 Units ▲ +1.8% 16% of total
New England	52,208,384 Units ▼ -0.4% 9% of total
Mountain	48,723,779 Units ▼ -0.8% 8% of total
West South Central	41,229,854 Units ▲ +2.9% 7% of total
West North Central	35,374,306 Units ▼ -3.5% 6% of total
East South Central	25,269,129 Units ▲ +6.0% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,657,464 Units ▼ -7.0% 21% of total
Pacific	6,949,332 Units ▼ -18.0% 13% of total
Middle Atlantic	6,480,132 Units ▼ -11.6% 13% of total
East North Central	6,741,544 Units ▼ -10.0% 13% of total
New England	4,690,807 Units ▼ -11.6% 9% of total
Mountain	4,550,582 Units ▼ -13.7% 9% of total
West South Central	5,269,417 Units ▼ -5.3% 10% of total
West North Central	3,963,540 Units ▼ -7.8% 8% of total
East South Central	2,470,278 Units ▼ -6.2% 5% of total



FRESH BLUEBERRIES	
594,005,267 Units ▼ -0.1%	
PINT	284,576,791 Units ▲ +2.7% 50% of total \$3.49 Price / Unit \$0.28 Price Chg
6 OUNCE	109,668,016 Units ▼ -12.5% 19% of total \$3.46 Price / Unit \$0.10 Price Chg
18 OUNCE	122,540,234 Units ▲ +7.0% 21% of total \$4.90 Price / Unit \$0.15 Price Chg
16 OUNCE	22,205,418 Units ▲ +27.7% 4% of total \$4.10 Price / Unit \$0.29 Price Chg
ALL OTHER	35,560,833 Units ▼ -3.8% 6% of total \$5.15 Price / Unit \$0.28 Price Chg

FROZEN BLUEBERRIES	
51,799,695 Units ▼ -10.5%	
48 OUNCE	13,920,576 Units ▼ -7.5% 27% of total \$9.46 Price / Unit \$0.29 Price Chg
32 OUNCE	5,122,813 Units ▼ -16.3% 10% of total \$8.60 Price / Unit \$0.20 Price Chg
16 OUNCE	10,829,290 Units ▼ -8.2% 21% of total \$2.94 Price / Unit \$0.00 Price Chg
12 OUNCE	7,318,246 Units ▼ -15.1% 14% of total \$3.43 Price / Unit \$0.12 Price Chg
ALL OTHER	14,608,771 Units ▼ -10.2% 28% of total \$5.60 Price / Unit \$0.27 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 2/28/2021 to 2/26/2022