



Berry Category Weekly Volume and Pricing Trends at Retail, w/e 06.20.20

June 30, 2020



Berry Category at Retail – Blueberries and A/O Berries – w/e 06.20.20

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Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 06.20.20

Fresh conventional segment

- Growth trends continue to hold steady in June, as conventional blueberries increased their YoY retail volume and dollar growth rates for this third week. For week ending June 20, volume is up +2% and retail dollars are up +9%. Retail pricing is up slightly this week, +\$0.04/lb and remains higher (+\$0.24/lb) than same period in 2019, contributing to stronger growth in retail dollars.
- Following the wide fluctuation in price/lb seen in March (+22% YoY) and April (-12% YoY). Retail prices for conventional blueberries have stabilized in May (no change YoY) and are staying slightly elevated at +8% YoY in June given strong demand against current supply.
- Also, as evident in the last several weeks of data, fresh conventional competitive berries grew volume at a faster pace YoY than did blueberries, up +25% in volume and +18% in retail dollar growth. Competitive berries are down slightly in pricing again this week, -\$0.02/lb (-1%) vs. the previous week and -\$0.17/lb (-6%) YoY.

Fresh organic segment

- Prices still remain below 2019 levels, but the retail price of fresh organic blueberries is up again slightly this week to \$6.21/lb increasing only +\$0.02/lb from last week, but still significantly below (-\$0.89/lb) same period last year – fresh organic blueberries experienced a +47% growth in volume and are up YoY +29% in dollars.
- Competitive organic berries outperformed blueberries this week in volume and dollar growth – fresh a/o organic berries are up +57% in volume and +33% in dollars. Competitive fresh organic berry retail pricing remains below \$5.00/lb this week, down -\$0.09/lb (-2%) vs. last week and down -\$0.78 (-18%) vs. year ago.

Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 06.20.20

Frozen conventional segment

- Although the weekly sales velocities are down slightly from their March highs, frozen conventional blueberries maintain their record-setting YoY growth at retail. Volume is up slightly vs. the previous two weeks of June with +36% growth and dollars are up +41% YoY.
- Competitive frozen conventional berries continue to trend slightly ahead of blueberries with growth in volume of +38% and dollars up +45%
- Pricing in this segment – for both frozen conventional blueberries and competitive berries continues to be very stable week to week, although they are both priced about 4% to 5% higher than last year.

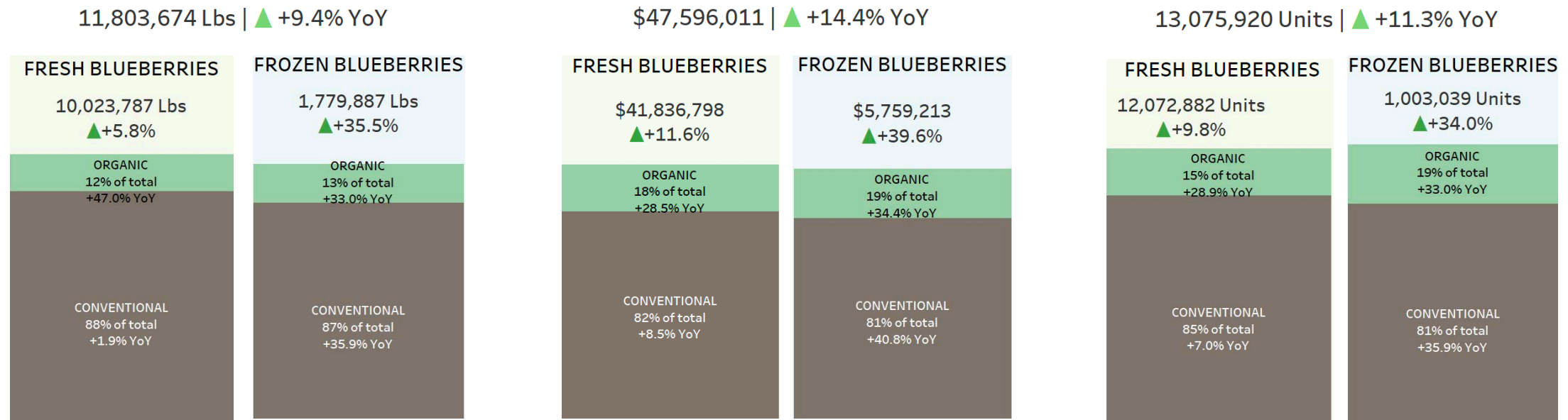
Frozen organic segment

- Consumers also continue to show enthusiasm for frozen organic berries - volume sales of frozen organic blueberries are up +33% and dollars are up +34% this week. Competitive frozen organic berries lag blueberries again this week with volume up +21% and dollars up +29%.
- Retail pricing in the frozen organic segment has been relatively stable week to week and vs. 2019, although competitive organic berries are pricing slightly ahead of 2019 for the most recent few weeks, up 6% or +\$0.26 for this week.

Trends in Fresh and Frozen Blueberry Sales w/e 06.20.20

- Blueberry sales for the third week of June, w/e 06.20 continue to grow YoY, with total fresh and frozen blueberry volume up +9% and dollars up +14% with units at an 11% growth rate
 - Trends set by consumers' response to the COVID-19 crisis continue to hold – the big growth drivers are all frozen, and fresh organic blueberries which continue to trend ahead of conventional fresh in volume and dollar growth rates.
- Fresh conventional is up +2% in volume and +9% in dollars while fresh organic is up +47% in volume and +29% in dollars
- Frozen conventional is up +36% in volume and +41% in dollars while frozen organic is up +33% in volume and +34% in dollars

BLUEBERRIES - 6/20/2020



Fresh Conventional Blueberries – Volume, Sales and Pricing Data

- Fresh conventional blueberries are up +2% in volume YoY and up +9% in retail dollars YoY for w/e 06.20
- Retail pricing on conventional fresh blueberries is up \$0.24/lb relative to 2019 and up \$0.04/lb vs. previous week
- Total volume and dollar sales of fresh conventional blueberries for the month of May is highest of all months tracked below, however part of this increase can be attributed to variation in the number of weekly data points included in the NET monthly values, as May reflects 5 weeks worth of data, yet March and April reflect 4 weeks

Fresh Blueberries – Conventional – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|------------|-------------|-----------|---------------|----------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 7,000,954 | 474,893 | 7% | \$ 26,957,140 | \$ (226,094) | -1% | \$3.85 | NA | NA | -\$0.31 | -8% |
| 29-Feb | 6,002,505 | (385,179) | -6% | \$ 25,004,562 | \$ (1,679,262) | -6% | \$4.17 | \$0.32 | 8% | -\$0.01 | 0% |
| March (NET) | 18,409,332 | (3,465,184) | -16% | \$111,128,709 | \$ 8,273,558 | 8% | \$6.04 | NA | NA | \$1.33 | 22% |
| April (NET) | 23,784,078 | 5,365,824 | 29% | \$136,158,061 | \$ 17,547,506 | 15% | \$5.72 | NA | NA | -\$0.72 | -12% |
| May (NET) | 44,709,821 | 4,242,371 | 10% | \$187,424,909 | \$ 17,779,516 | 10% | \$4.19 | NA | NA | \$0.00 | 0% |
| 6-Jun | 9,258,251 | 220,128 | 2% | \$ 36,183,179 | \$ 3,475,461 | 11% | \$3.91 | -\$0.05 | -1% | \$0.29 | 7% |
| 13-Jun | 9,721,064 | 365,907 | 4% | \$ 37,457,626 | \$ 4,459,230 | 14% | \$3.85 | -\$0.05 | -1% | \$0.33 | 8% |
| 20-Jun | 8,828,698 | 167,851 | 2% | \$ 34,413,278 | \$ 2,702,342 | 9% | \$3.90 | \$0.04 | 1% | \$0.24 | 6% |

Fresh Conventional Blueberries Weekly Price Trend

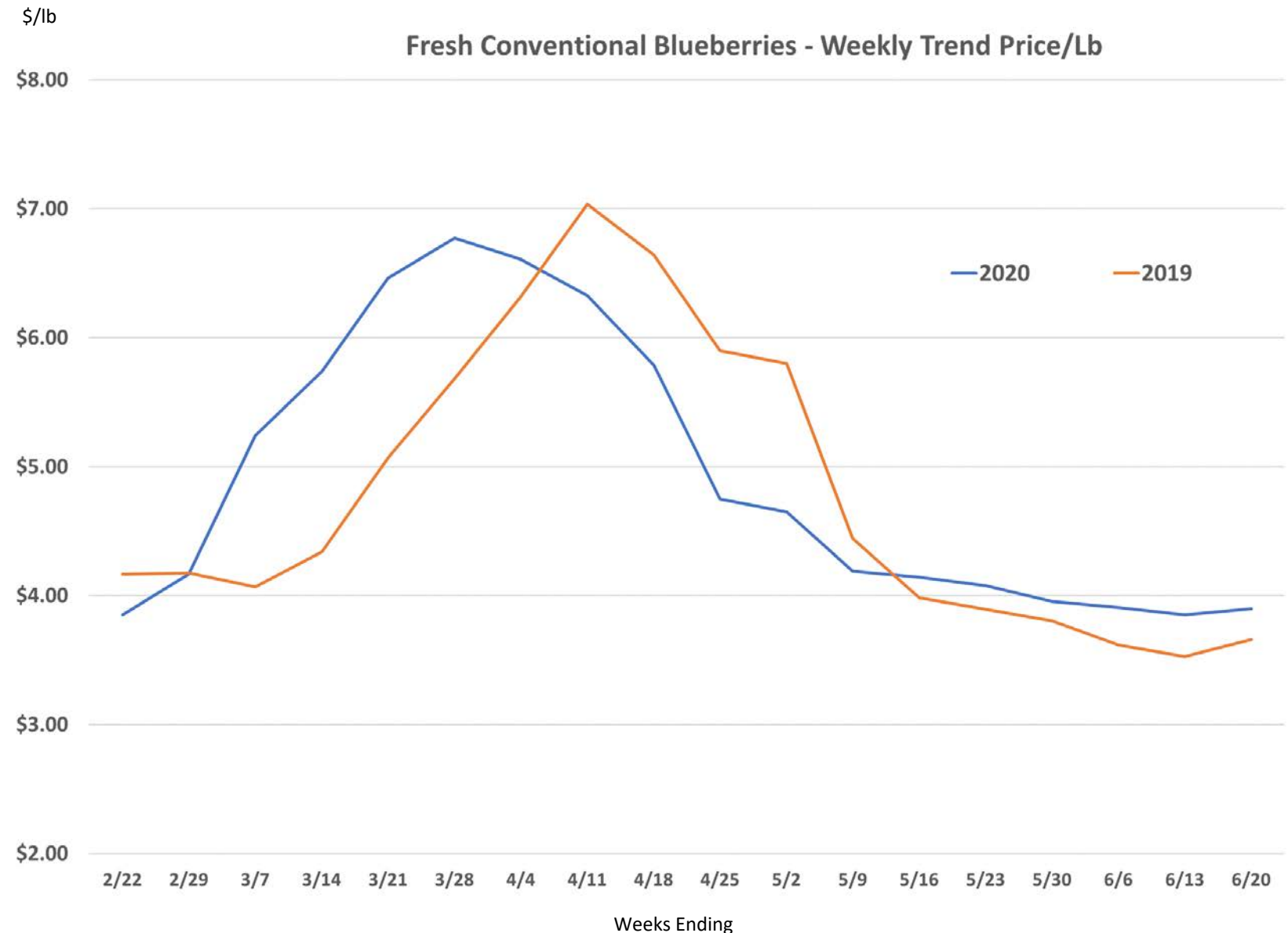
Price per pound of fresh conventional blueberries increased sharply in 2020 by +\$2.92/lb from w/e 02.22 (\$3.85) to its peak on w/e 03.28 (\$6.77)

These elevated prices arrived earlier than they did in 2019, and were sustained through March of 2020

Since the peak on w/e 03.28, price per pound of fresh conventional blueberries declined sharply from the w/e 04.04 through the w/e 04.25

From w/e 5.2 to w/e 6.13, pricing declined slowly at an average of - \$0.13/lb per week

Price per lb has increased by +\$0.04 since w/e 6.13, now \$3.90/lb, +\$0.24/lb above 2019 pricing



Fresh Conventional A/O Berries – Volume, Sales and Pricing Data

- Fresh conventional A/O berry retail dollars are up YoY +25% in volume and up +18% in dollars for w/e 06.20
- Volume of fresh conventional A/O berries in May is nearly double March and April
 - As noted previously, part of this increase can be attributed to variation in the number of weekly data points included in the NET monthly values

Fresh A/O Berries – Conventional – All Retail Channels

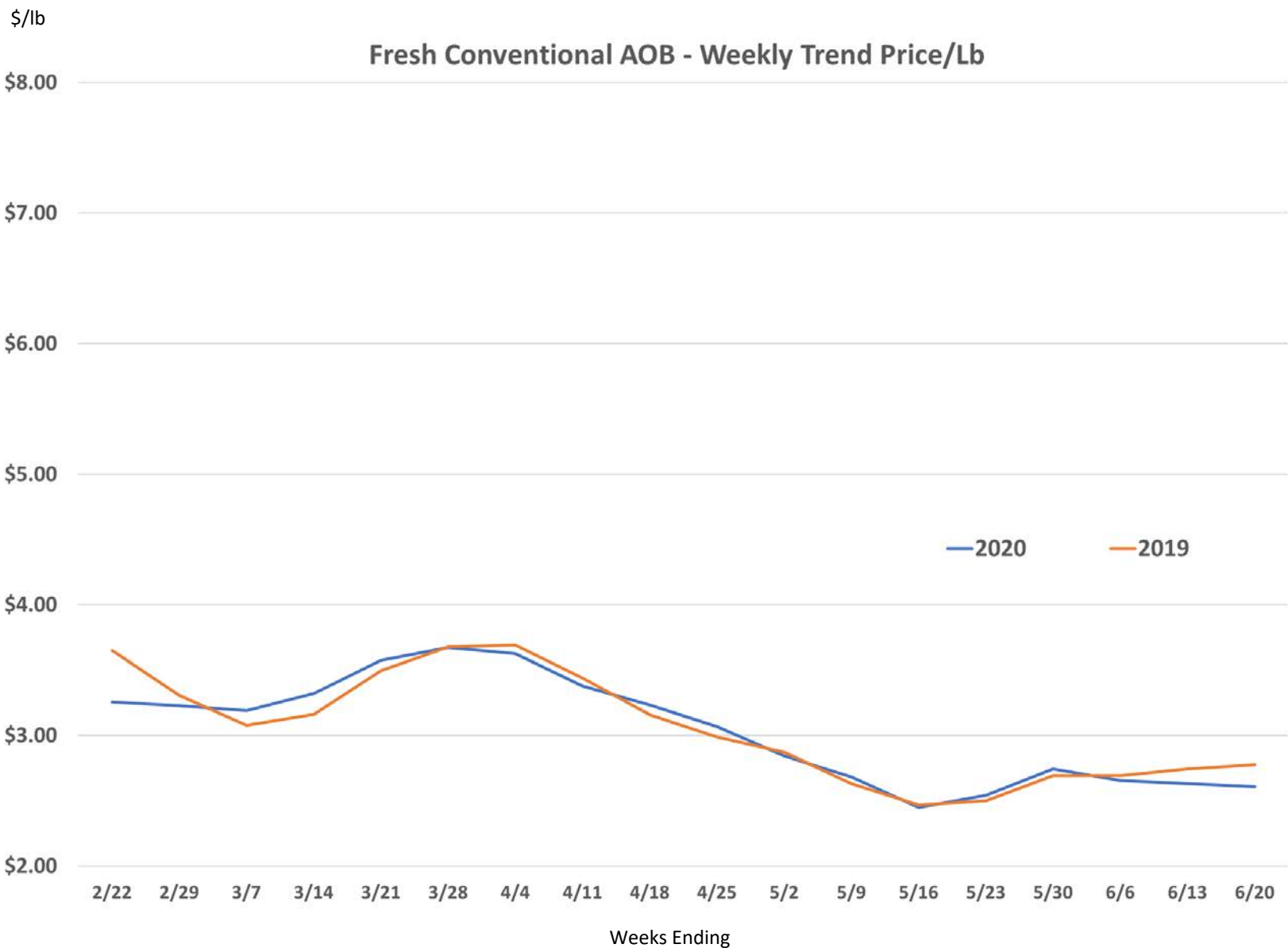
| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|-------------|------------|-----------|----------------|---------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 25,949,984 | 4,575,187 | 21% | \$ 84,475,164 | \$ 6,409,206 | 8% | \$3.26 | NA | NA | -\$0.40 | -12% |
| 29-Feb | 26,374,062 | 2,345,586 | 10% | \$ 85,125,256 | \$ 5,618,586 | 7% | \$3.23 | -\$0.03 | -1% | -\$0.08 | -3% |
| March (NET) | 108,413,288 | 16,404,906 | 18% | \$ 371,384,567 | \$ 64,411,917 | 21% | \$3.43 | NA | NA | \$0.09 | 3% |
| April (NET) | 119,170,753 | 12,819,167 | 12% | \$ 394,065,238 | \$ 44,049,242 | 13% | \$3.31 | NA | NA | \$0.02 | 0% |
| May (NET) | 200,059,256 | 33,920,505 | 20% | \$ 529,109,619 | \$ 93,682,308 | 22% | \$2.64 | NA | NA | \$0.02 | 1% |
| 6-Jun | 35,876,582 | 5,061,521 | 16% | \$ 95,187,474 | \$ 12,241,241 | 15% | \$2.65 | -\$0.09 | -3% | -\$0.04 | -1% |
| 13-Jun | 36,300,514 | 5,136,463 | 16% | \$ 95,473,668 | \$ 10,030,915 | 12% | \$2.63 | -\$0.02 | -1% | -\$0.11 | -4% |
| 20-Jun | 35,947,071 | 7,236,582 | 25% | \$ 93,802,001 | \$ 14,145,162 | 18% | \$2.61 | -\$0.02 | -1% | -\$0.17 | -6% |

Fresh Conventional A/O Berries Weekly Price Trend

In sharp contrast to fresh conventional blueberries, price per pound of fresh conventional A/O berries has been very consistent with 2019 trends

Price per lb of fresh conventional A/O berries steadily decreased from April to mid-May, but increased slightly w/e 5.23 and 5.30

Price per lb has dropped -\$0.04 since the first week in June, now \$2.61/lb, -\$0.17/lb below 2019 pricing



Fresh Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 06.20, fresh organic blueberries are up +47% in volume YoY and up 29% in retail dollars YoY
- May NET volume is 25% higher than 2019, and price per lb is -12% lower than 2019
 - Retail sales appear to be trending upwards from March, which is impressive given consumer stock-up behaviors (due to the onset of the COVID-19 pandemic) have subsided
- After steady declines in price per lb of fresh organic blueberries since mid May, WoW pricing is up in June with the most recent week's pricing up +\$0.02/lb relative to the previous week (w/e 06.13).

Fresh Blueberries – Organic – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|-----------|-----------|-----------|---------------|--------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 1,685,545 | 543,472 | 48% | \$ 9,018,908 | \$ 1,712,604 | 23% | \$5.35 | NA | NA | -\$1.05 | -20% |
| 29-Feb | 1,776,616 | 594,912 | 50% | \$ 9,388,615 | \$ 2,023,370 | 27% | \$5.28 | -\$0.07 | -1% | -\$0.95 | -18% |
| March (NET) | 4,418,418 | 450,051 | 11% | \$ 32,911,789 | \$ 5,950,685 | 22% | \$7.45 | NA | NA | \$0.65 | 9% |
| April (NET) | 3,382,118 | 347,172 | 11% | \$ 28,735,507 | \$ 4,070,493 | 17% | \$8.50 | NA | NA | \$0.37 | 4% |
| May (NET) | 4,955,252 | 1,006,443 | 25% | \$ 34,195,887 | \$ 3,627,965 | 12% | \$6.90 | NA | NA | -\$0.84 | -12% |
| 6-Jun | 1,176,561 | 146,897 | 14% | \$ 7,261,286 | \$ 749,135 | 12% | \$6.17 | \$0.47 | 8% | -\$0.15 | -2% |
| 13-Jun | 1,134,112 | 231,549 | 26% | \$ 7,024,838 | \$ 687,902 | 11% | \$6.19 | \$0.02 | 0% | -\$0.83 | -13% |
| 20-Jun | 1,195,302 | 381,913 | 47% | \$ 7,424,653 | \$ 1,648,725 | 29% | \$6.21 | \$0.02 | 0% | -\$0.89 | -14% |

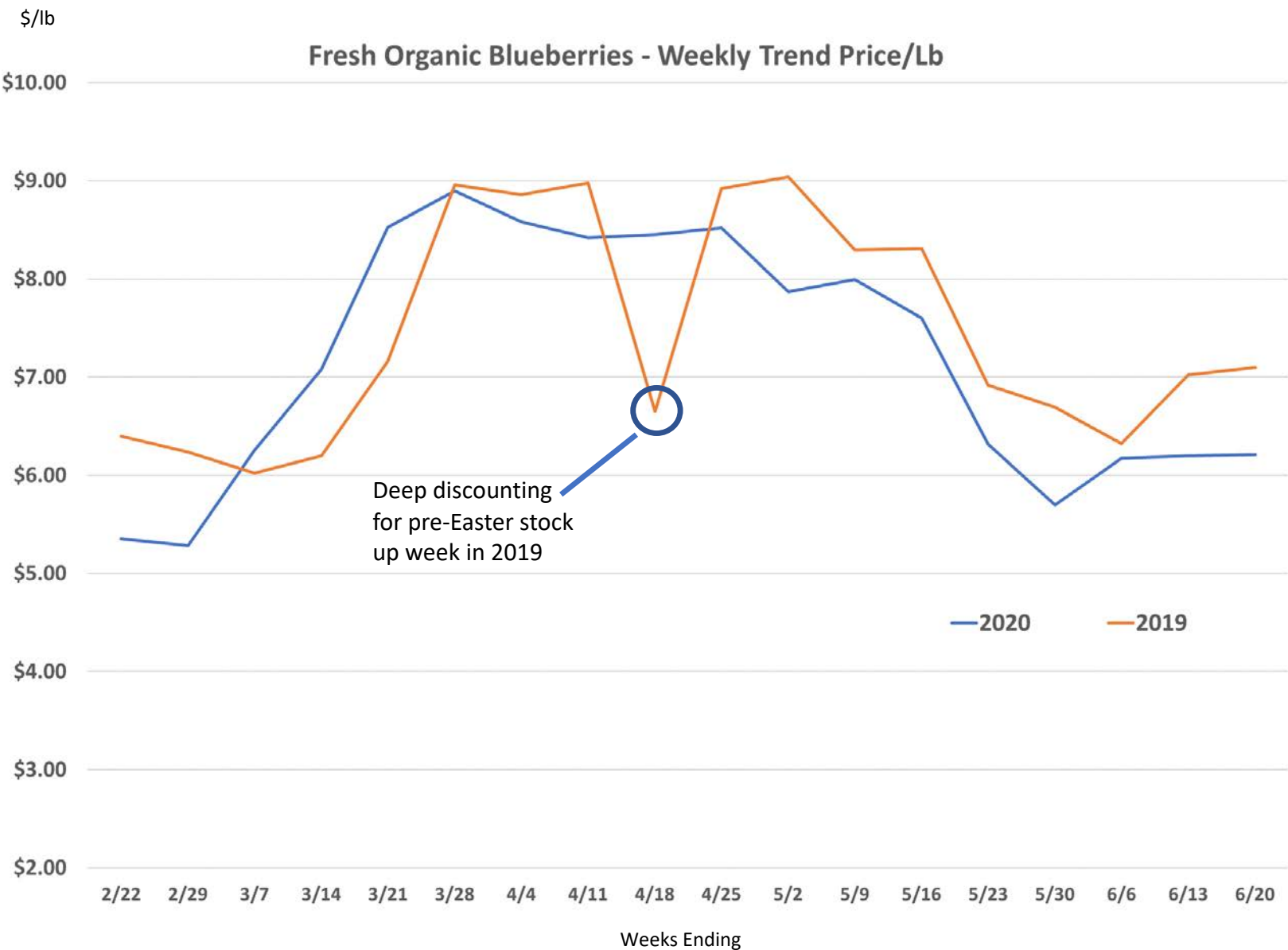
Fresh Organic Blueberries Weekly Price Trend

Changes in price per pound of fresh organic blueberries are fairly similar to patterns seen in 2019.

Overall, price per pound of fresh organic blueberries has decreased after peaking during w/e 03.28 at \$8.90/lb

However, June marks a positive shift, and price continues to climb upwards, with the most recent week's price up +\$0.02/lb since previous week

The current \$6.21/lb is -\$0.89/lb below 2019 pricing



Fresh Organic A/O Berries – Volume, Sales and Pricing Data

- Fresh organic A/O berries are up +57% in volume YoY and up +33% in dollars YoY for the w/e 06.20
- Since the beginning of the 18 week period tracked below (w/e 02.22), fresh organic A/O berries have experienced +167% volume growth (+ 2,454,071 lbs) and +59% growth in dollar sales (+\$6.3M)
- Total volume of fresh organic A/O berries for the month of May is nearly double that of March
 - Again, part of this increase can be attributed to variation in the number of weekly data points included in the NET monthly values, however this is still a significant increase in total volume

Fresh A/O Berries – Organic – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|-------------------|------------------|------------|----------------------|---------------------|------------|---------------|-----------|-----------|----------------|------------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 1,470,765 | 52,287 | 4% | \$ 10,726,125 | \$ 114,367 | 1% | \$7.29 | NA | NA | -\$0.19 | -3% |
| 29-Feb | 1,564,532 | 114,481 | 8% | \$ 11,229,396 | \$ 896,057 | 9% | \$7.18 | -\$0.12 | -2% | \$0.05 | 1% |
| March (NET) | 7,300,242 | 381,052 | 6% | \$ 52,215,331 | \$ 7,050,823 | 16% | \$7.15 | NA | NA | \$0.63 | 9% |
| April (NET) | 8,952,793 | 941,811 | 12% | \$ 56,301,069 | \$ 8,184,676 | 17% | \$6.29 | NA | NA | \$0.28 | 4% |
| May (NET) | 14,321,252 | 2,151,610 | 18% | \$ 73,586,737 | \$ 8,325,842 | 13% | \$5.14 | NA | NA | -\$0.22 | -4% |
| 6-Jun | 3,851,678 | 1,096,626 | 40% | \$ 16,985,190 | \$ 2,444,496 | 17% | \$4.41 | -\$0.24 | -5% | -\$0.87 | -20% |
| 13-Jun | 3,684,033 | 847,793 | 30% | \$ 16,356,444 | \$ 1,908,686 | 13% | \$4.44 | \$0.03 | 1% | -\$0.65 | -15% |
| 20-Jun | 3,924,836 | 1,425,459 | 57% | \$ 17,055,760 | \$ 4,253,215 | 33% | \$4.35 | -\$0.09 | -2% | -\$0.78 | -18% |

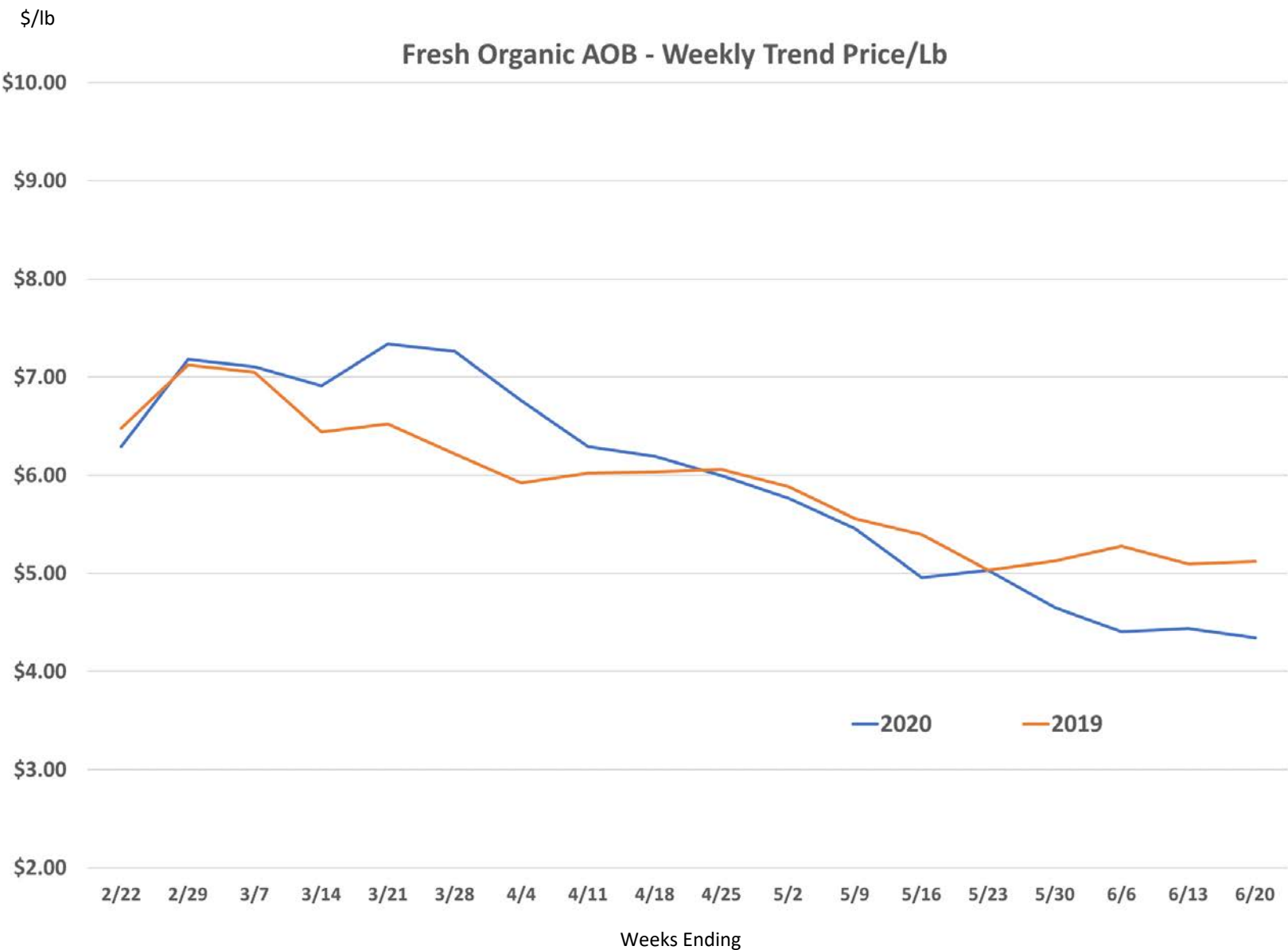
Fresh Organic A/O Berries Weekly Price Trend

Overall, price per pound of fresh organic A/O berries has decreased during the most recent twelve week period after peaking during w/e 03.21 at \$7.33/lb

Although w/e 5.23 and w/e 6.13 show slight positive increases, pricing continues to trend downward

Price per lb of fresh organic A/O berries decreased by -\$0.09/lb relative to the previous week (w/e 6.13)

The current \$4.35/lb is -\$0.78 below 2019 pricing



Frozen Conventional Blueberries – Volume, Sales and Pricing Data

- Frozen conventional blueberries are up again YoY (+36%) in volume and in dollars (+41%) for w/e 06.20
- Retail pricing on frozen conventional blueberries is up \$0.11/lb relative to 2019 and up \$0.01/lb vs. previous week
- While total volume and dollar sales of frozen conventional blueberries for the month of May is the highest of all months tracked below and up substantially YoY, apart from w/e 05.23, volume and dollar sales for frozen conventional blueberries are trending downward WoW during the month of May and first three weeks of June
 - Note: Part of the May (NET) increase can be attributed to variation in the number of weekly data points included in the NET monthly values, as May reflects 5 weeks worth of data, yet March and April reflect 4 weeks

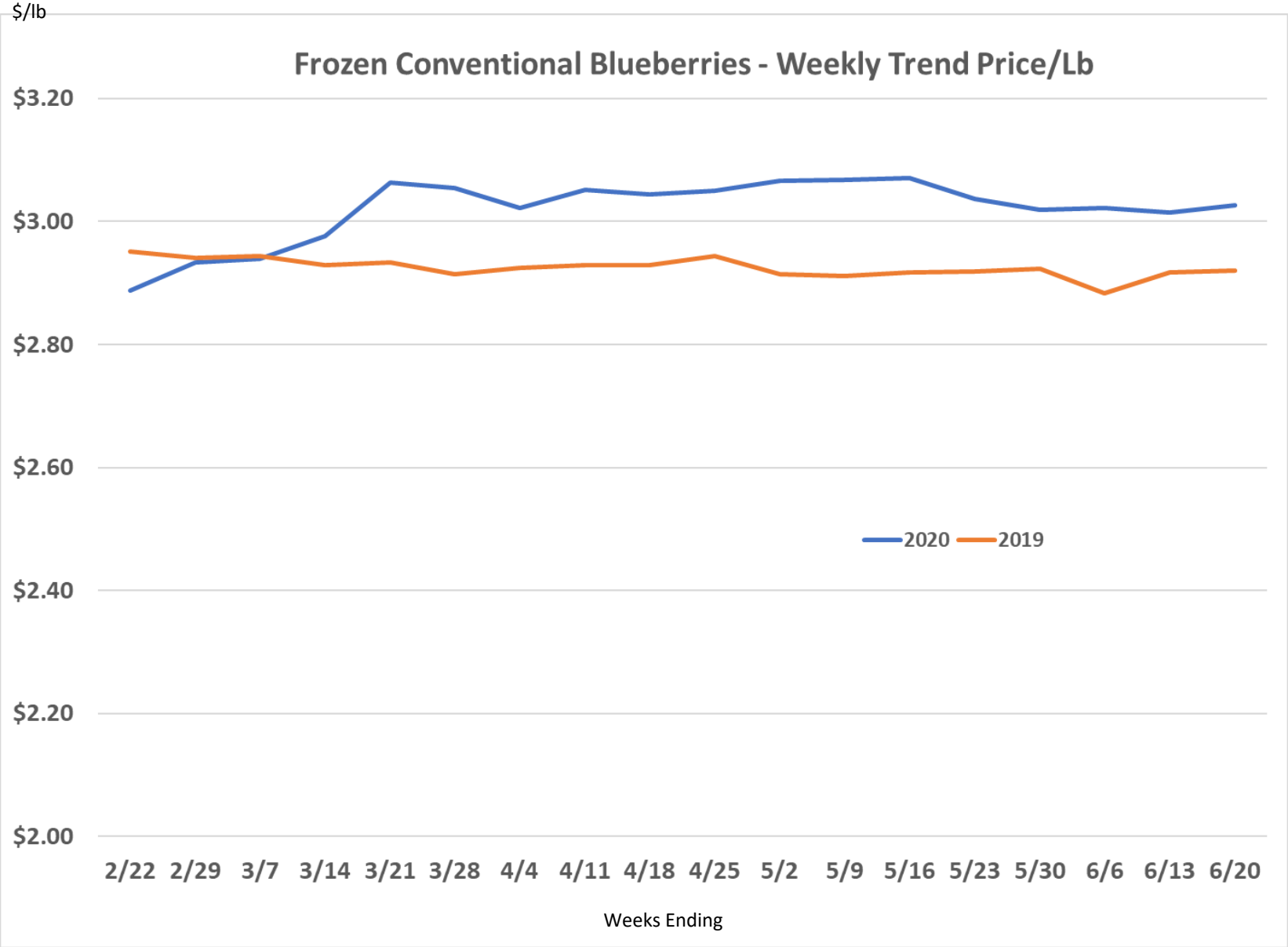
Frozen Blueberries – Conventional – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|-----------|-----------|-----------|---------------|--------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 1,363,002 | 102,178 | 8% | \$ 3,936,513 | \$ 215,608 | 6% | \$2.89 | NA | NA | -\$0.06 | -2% |
| 29-Feb | 1,430,242 | 122,952 | 9% | \$ 4,194,736 | \$ 351,224 | 9% | \$2.93 | \$0.04 | 2% | -\$0.01 | 0% |
| March (NET) | 8,282,585 | 3,073,498 | 59% | \$ 24,962,135 | \$ 9,699,461 | 64% | \$3.01 | NA | NA | \$0.08 | 3% |
| April (NET) | 7,400,529 | 2,078,376 | 39% | \$ 22,509,489 | \$ 6,908,370 | 44% | \$3.04 | NA | NA | \$0.11 | 4% |
| May (NET) | 8,658,796 | 2,426,716 | 39% | \$ 26,431,563 | \$ 8,252,784 | 45% | \$3.05 | NA | NA | \$0.14 | 4% |
| 6-Jun | 1,612,059 | 371,772 | 30% | \$ 4,870,865 | \$ 1,294,492 | 36% | \$3.02 | \$0.00 | 0% | \$0.14 | 5% |
| 13-Jun | 1,553,432 | 352,002 | 29% | \$ 4,682,508 | \$ 1,178,000 | 34% | \$3.01 | -\$0.01 | 0% | \$0.10 | 3% |
| 20-Jun | 1,546,950 | 408,490 | 36% | \$ 4,681,910 | \$ 1,356,948 | 41% | \$3.03 | \$0.01 | 0% | \$0.11 | 4% |

Frozen Conventional Blueberries Weekly Price Trend

Beginning w/e 03.21 through the third week of June, price per pound of frozen conventional blueberries has been higher than 2019 pricing by an average of \$0.12/lb

Price is now \$3.03/lb, +\$0.11/lb above 2019 pricing



Frozen Conventional A/O Berries – Volume, Sales and Pricing Data

- Frozen conventional A/O berry sales are up substantially YoY (+38%) in volume and (+45%) in dollars for w/e 06.20
- Pricing for frozen conventional A/O berries have remained relatively steady WoW from May through the third week of June and are an average of 5% higher than 2019 pricing during this time

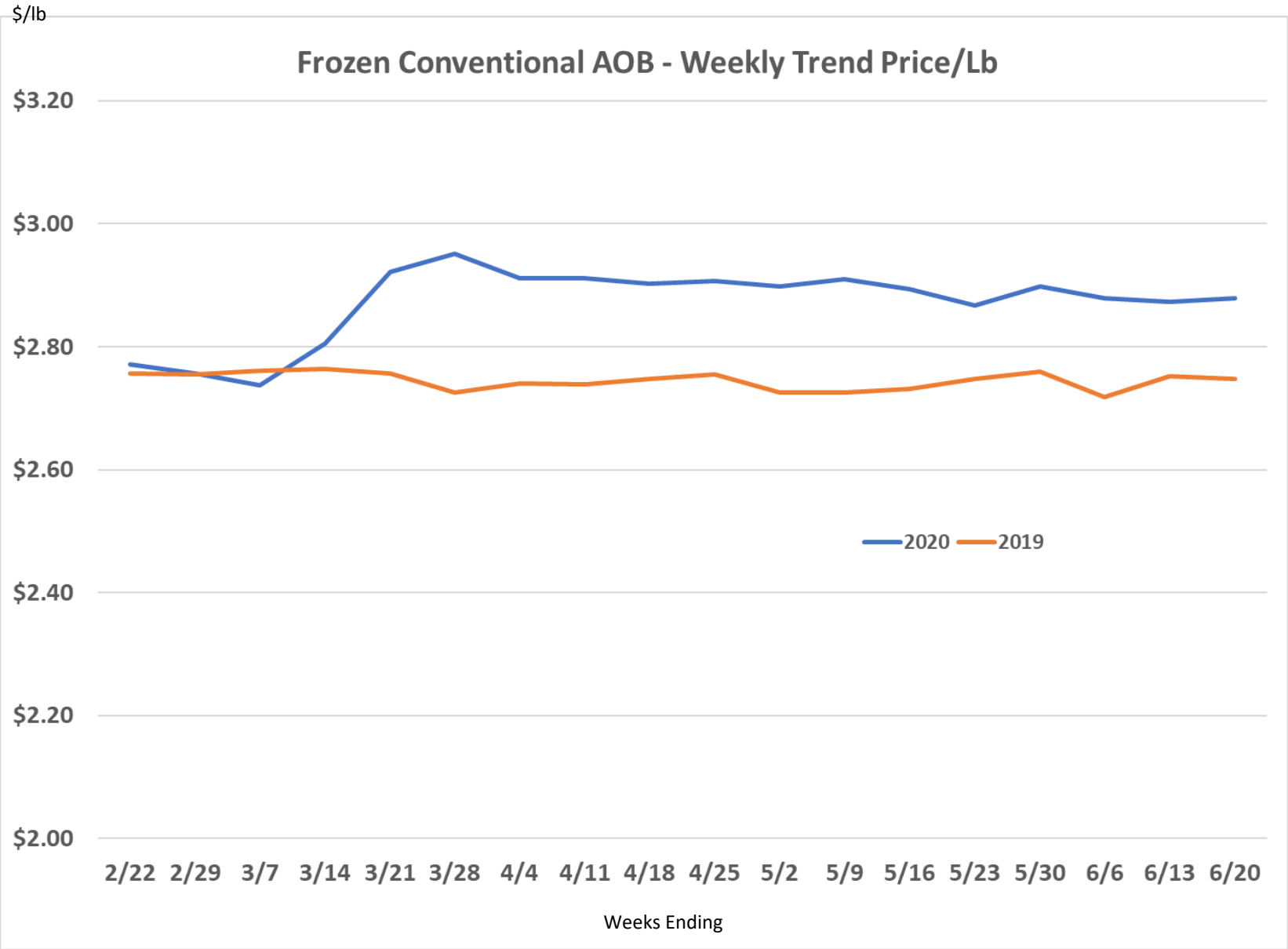
Frozen A/O Berries – Conventional – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|------------|-----------|-----------|---------------|---------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 2,678,024 | 110,719 | 4% | \$ 7,421,019 | \$ 343,787 | 5% | \$2.77 | NA | NA | \$0.01 | 1% |
| 29-Feb | 2,758,227 | 176,133 | 7% | \$ 7,601,414 | \$ 487,099 | 7% | \$2.76 | -\$0.02 | -1% | \$0.00 | 0% |
| March (NET) | 15,595,488 | 5,146,743 | 49% | \$ 44,603,790 | \$ 15,855,068 | 55% | \$2.86 | NA | NA | \$0.11 | 4% |
| April (NET) | 15,022,872 | 3,893,801 | 35% | \$ 43,690,213 | \$ 13,135,616 | 43% | \$2.91 | NA | NA | \$0.16 | 6% |
| May (NET) | 17,550,831 | 4,807,843 | 38% | \$ 50,785,189 | \$ 15,895,983 | 46% | \$2.89 | NA | NA | \$0.16 | 5% |
| 6-Jun | 3,407,029 | 800,020 | 31% | \$ 9,806,761 | \$ 2,721,263 | 38% | \$2.88 | -\$0.02 | -1% | \$0.16 | 6% |
| 13-Jun | 3,414,918 | 898,067 | 36% | \$ 9,812,525 | \$ 2,886,464 | 42% | \$2.87 | \$0.00 | 0% | \$0.12 | 4% |
| 20-Jun | 3,382,637 | 930,667 | 38% | \$ 9,738,655 | \$ 3,000,103 | 45% | \$2.88 | \$0.01 | 0% | \$0.13 | 5% |

Frozen Conventional A/O Berries Weekly Price trend

Price per pound of frozen conventional A/O berries has increased since the U.S. acted on COVID-19 the first week of March but has remained relatively stable during the most recent 11 week period beginning w/e 04.11

Price is now \$2.88/lb, +\$0.13/lb above 2019 pricing



Frozen Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 06.20, frozen organic blueberries are up YoY (+33%) in volume and (+34%) in dollars
 - This is likely due to a continuation of increased demand resulting from shifts in consumer purchasing behaviors in response to the COVID-19 pandemic
- The most recent week's pricing is down -\$0.13/lb since the w/e 05.02, facilitating continued strong consumption during the month of May and the first three weeks of June
- Total volume and dollar sales of frozen organic blueberry sales peaked during the month of March, and weekly volumes have decreased from the sales velocities seen the first week of May

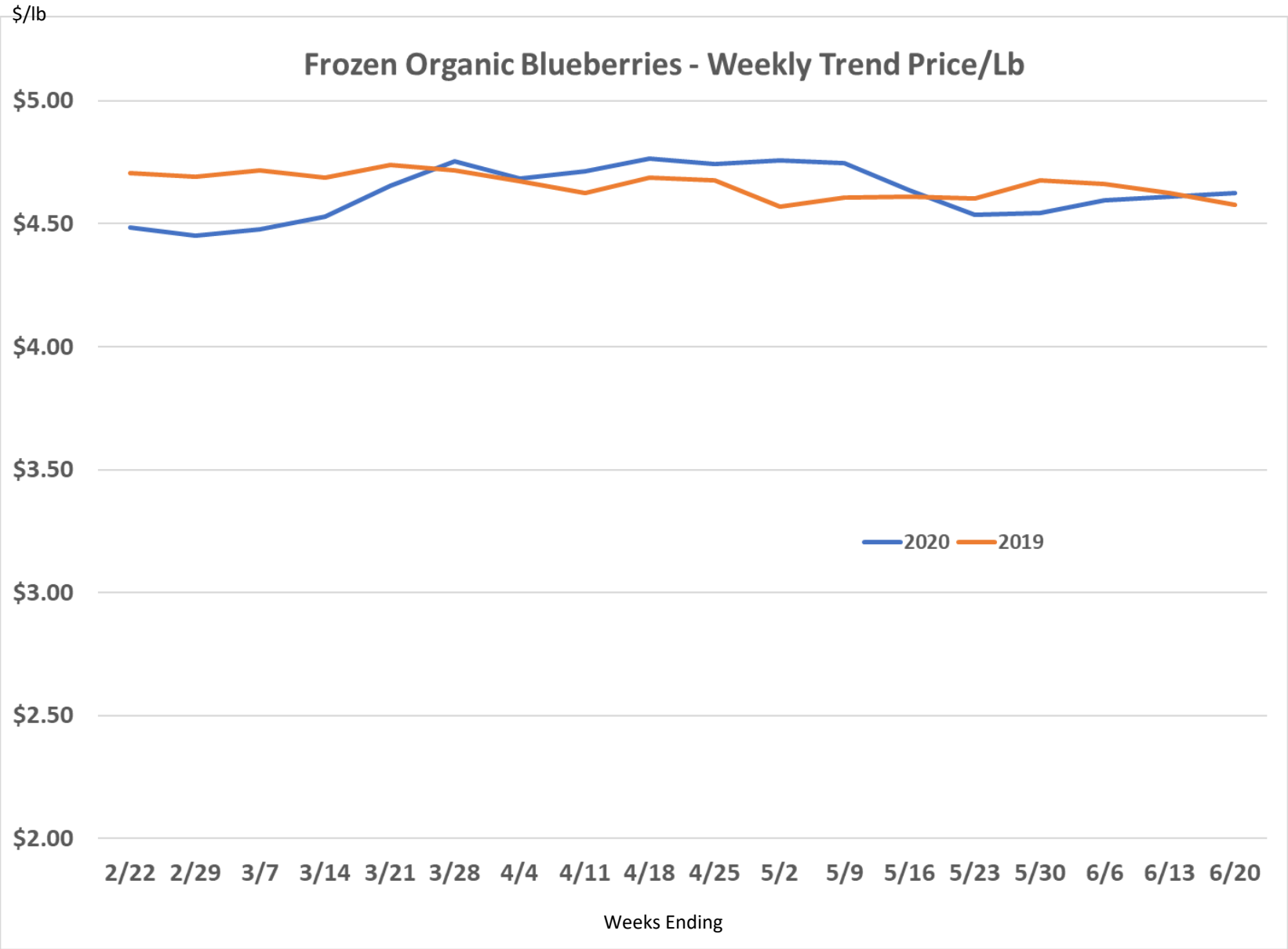
Frozen Blueberries – Organic – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|------------------|----------------|------------|---------------------|---------------------|------------|---------------|-----------|-----------|----------------|------------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 203,949 | 18,996 | 10% | \$ 914,701 | \$ 44,460 | 5% | \$4.48 | NA | NA | -\$0.22 | -5% |
| 29-Feb | 230,372 | 42,012 | 22% | \$ 1,025,672 | \$ 142,026 | 16% | \$4.45 | -\$0.03 | -1% | -\$0.24 | -5% |
| March (NET) | 1,400,801 | 637,949 | 84% | \$ 6,450,539 | \$ 2,853,837 | 79% | \$4.60 | NA | NA | -\$0.11 | -2% |
| April (NET) | 1,158,162 | 366,617 | 46% | \$ 5,473,527 | \$ 1,780,564 | 48% | \$4.73 | NA | NA | \$0.06 | 1% |
| May (NET) | 1,386,359 | 448,962 | 48% | \$ 6,441,554 | \$ 2,118,835 | 49% | \$4.65 | NA | NA | \$0.03 | 1% |
| 6-Jun | 260,557 | 78,868 | 43% | \$ 1,197,600 | \$ 350,508 | 41% | \$4.60 | \$0.05 | 1% | -\$0.07 | -1% |
| 13-Jun | 251,062 | 71,676 | 40% | \$ 1,157,476 | \$ 327,781 | 40% | \$4.61 | \$0.01 | 0% | -\$0.01 | 0% |
| 20-Jun | 232,937 | 57,828 | 33% | \$ 1,077,303 | \$ 275,962 | 34% | \$4.62 | \$0.01 | 0% | \$0.05 | 1% |

Frozen Organic Blueberries Weekly Price Trend

While price per pound for frozen organic blueberries increased since the U.S. acted on COVID-19, it has recently been tracking closely with 2019 prices

Price is now \$4.62/lb, +\$0.05/lb above 2019 pricing



Frozen Organic A/O Berries – Volume, Sales and Pricing Data

- Frozen organic A/O berries are up YoY (+21%) in volume and (+29%) in dollars for the w/e 06.20
- Retail pricing on frozen organic A/O berries is up \$0.26/lb relative to 2019 and steady vs. previous week
- Frozen organic A/O berry sales peaked in YoY percent change in volume and sales growth during the month of March and while total volume and dollar sales of frozen organic A/O berries for the month of May is the highest of all months tracked below, volume and dollar sales have declined WoW since w/e 05.30
 - As noted previously, part of the May (NET) increase can be attributed to variation in the number of weekly data points included in the NET monthly values

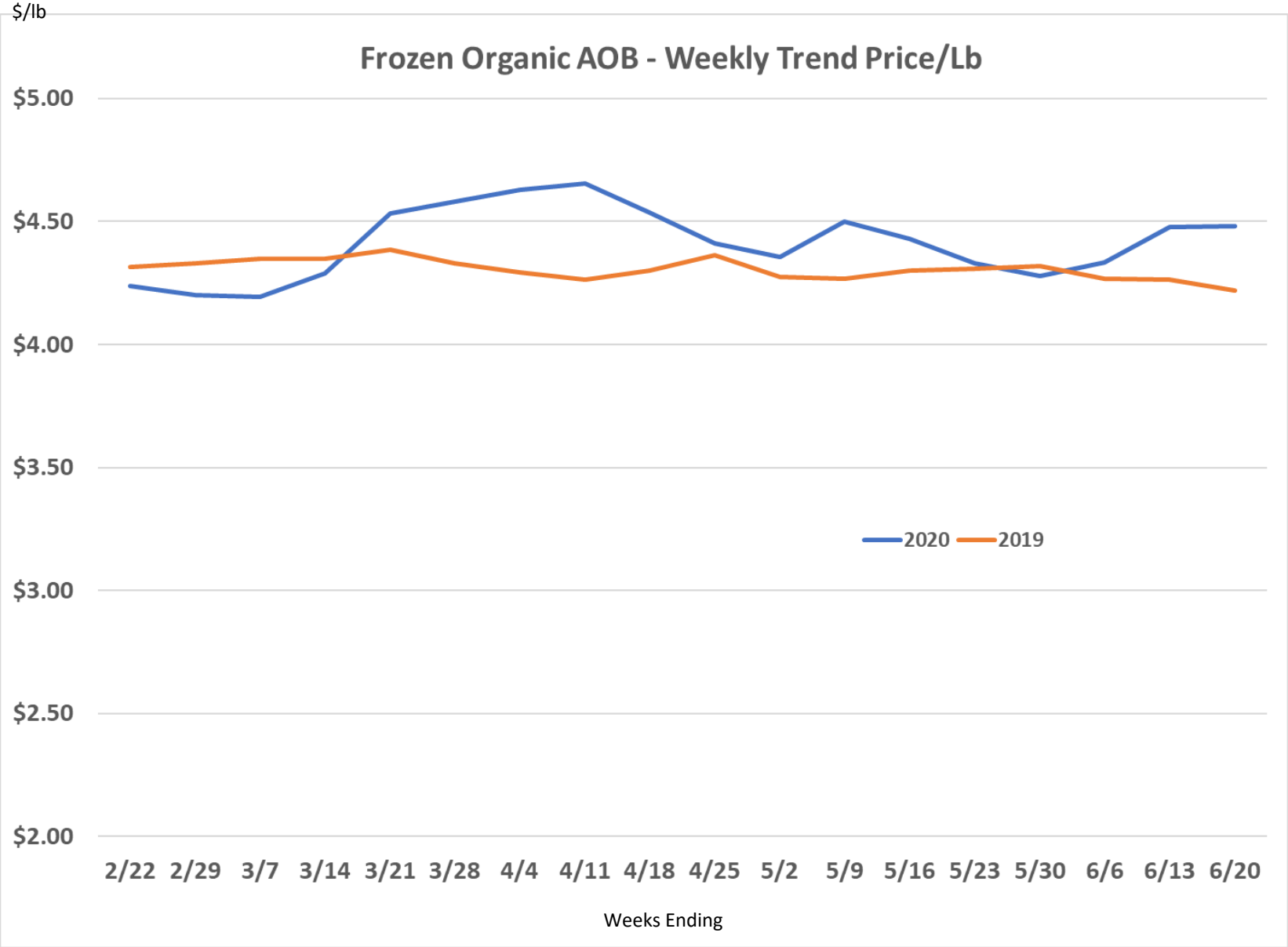
Frozen A/O Berries – Organic – All Retail Channels

| Week Ending | Volume | | | Dollars | | | Price | | | | |
|--------------------|-----------|-----------|-----------|---------------|--------------|-----------|--------|---------|-----------|---------|-----------|
| | Lbs | Chg YoY | % Chg YoY | \$ | Chg YoY | % Chg YoY | per Lb | Chg WoW | % Chg WoW | Chg YoY | % Chg YoY |
| 22-Feb | 394,678 | 10,117 | 3% | \$ 1,672,662 | \$ 13,867 | 1% | \$4.24 | NA | NA | -\$0.08 | -2% |
| 29-Feb | 443,201 | 59,568 | 16% | \$ 1,861,687 | \$ 200,759 | 12% | \$4.20 | -\$0.04 | -1% | -\$0.13 | -3% |
| March (NET) | 2,666,294 | 1,151,333 | 76% | \$ 11,766,064 | \$ 5,172,108 | 78% | \$4.41 | NA | NA | \$0.06 | 1% |
| April (NET) | 2,328,147 | 740,906 | 47% | \$ 10,601,626 | \$ 3,773,503 | 55% | \$4.55 | NA | NA | \$0.25 | 6% |
| May (NET) | 3,090,254 | 1,239,505 | 67% | \$ 13,533,779 | \$ 5,588,759 | 70% | \$4.38 | NA | NA | \$0.09 | 2% |
| 6-Jun | 530,497 | 154,452 | 41% | \$ 2,298,191 | \$ 693,355 | 43% | \$4.33 | \$0.05 | 1% | \$0.06 | 1% |
| 13-Jun | 497,147 | 122,706 | 33% | \$ 2,225,693 | \$ 629,027 | 39% | \$4.48 | \$0.14 | 3% | \$0.21 | 5% |
| 20-Jun | 444,472 | 78,429 | 21% | \$ 1,991,061 | \$ 446,079 | 29% | \$4.48 | \$0.00 | 0% | \$0.26 | 6% |

Frozen Organic A/O Berries Weekly Price Trend

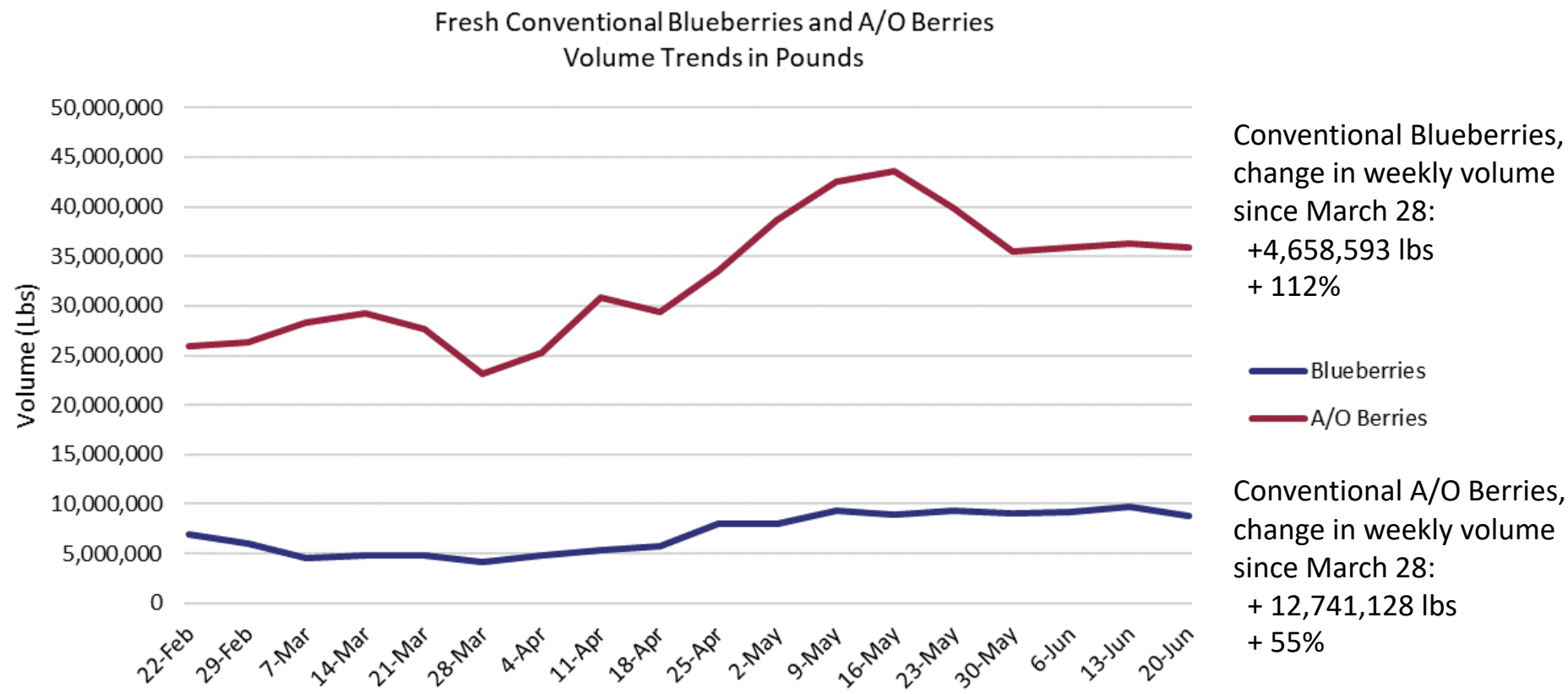
Price per pound for frozen organic A/O berries increased since the U.S. acted on COVID-19, peaking at \$4.66/lb w/e 04.11; while price has declined since the peak, it has been higher than 2019 prices since the w/e 06.06

Price is now \$4.48/lb, +\$0.26/lb above 2019 pricing

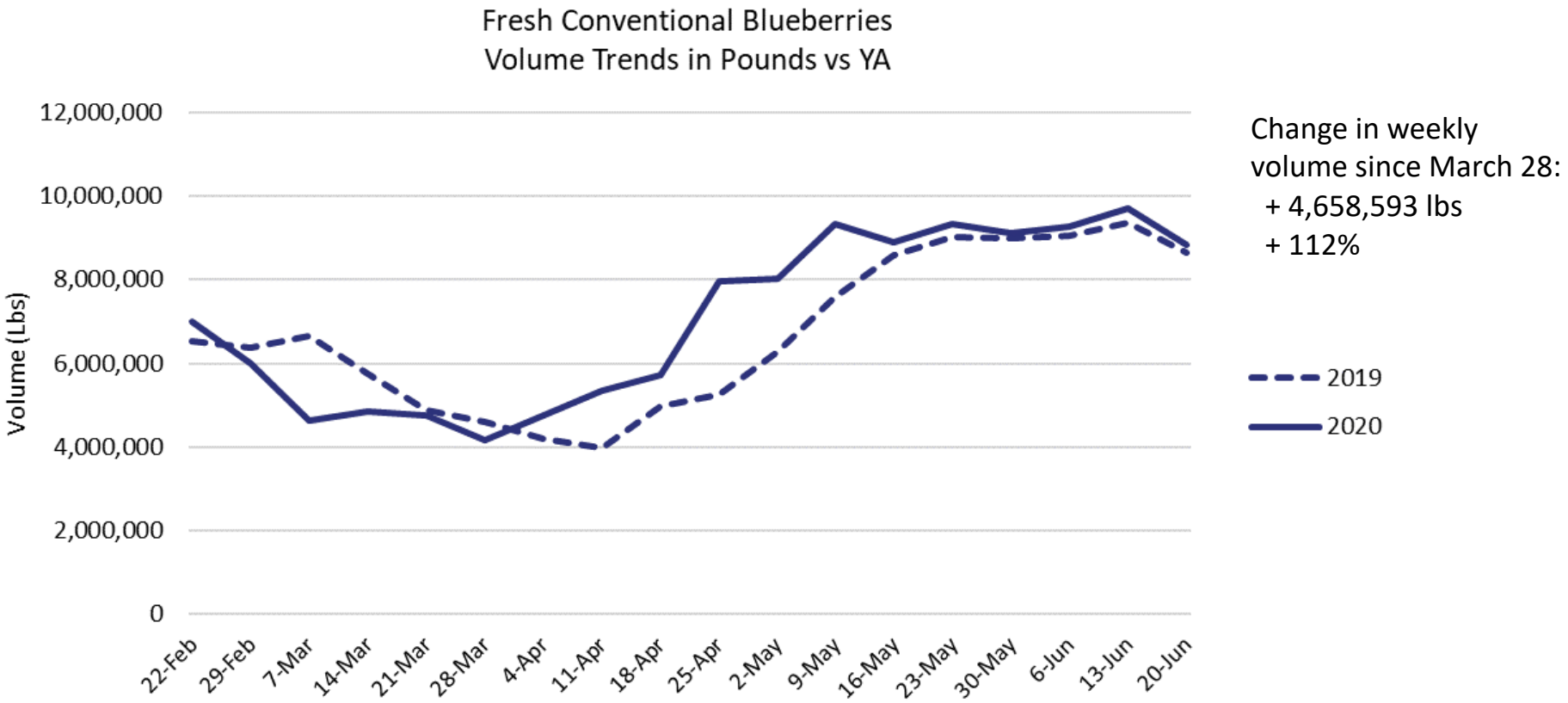


Appendix: Segment Volume Trends

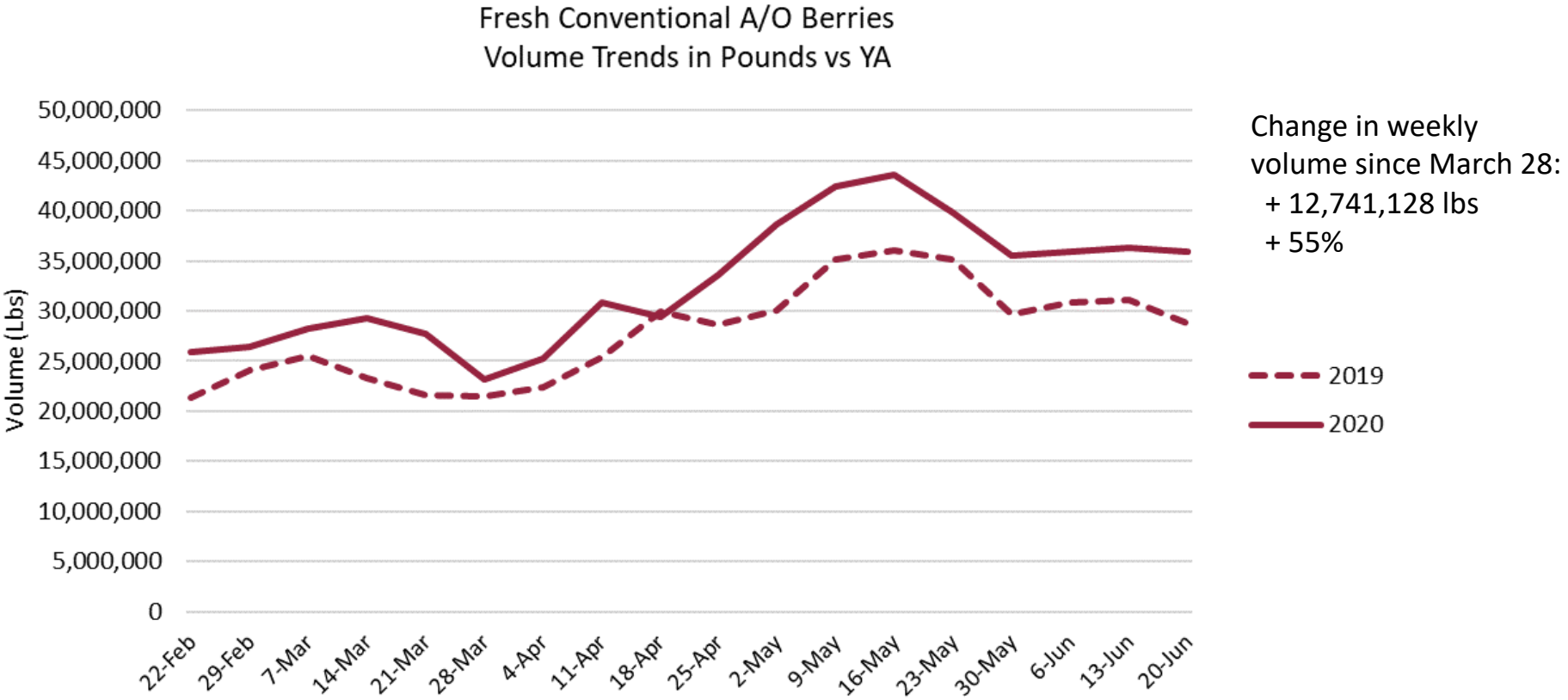
Retail Sales in Lbs of Fresh Conventional Blueberries & A/O Berries



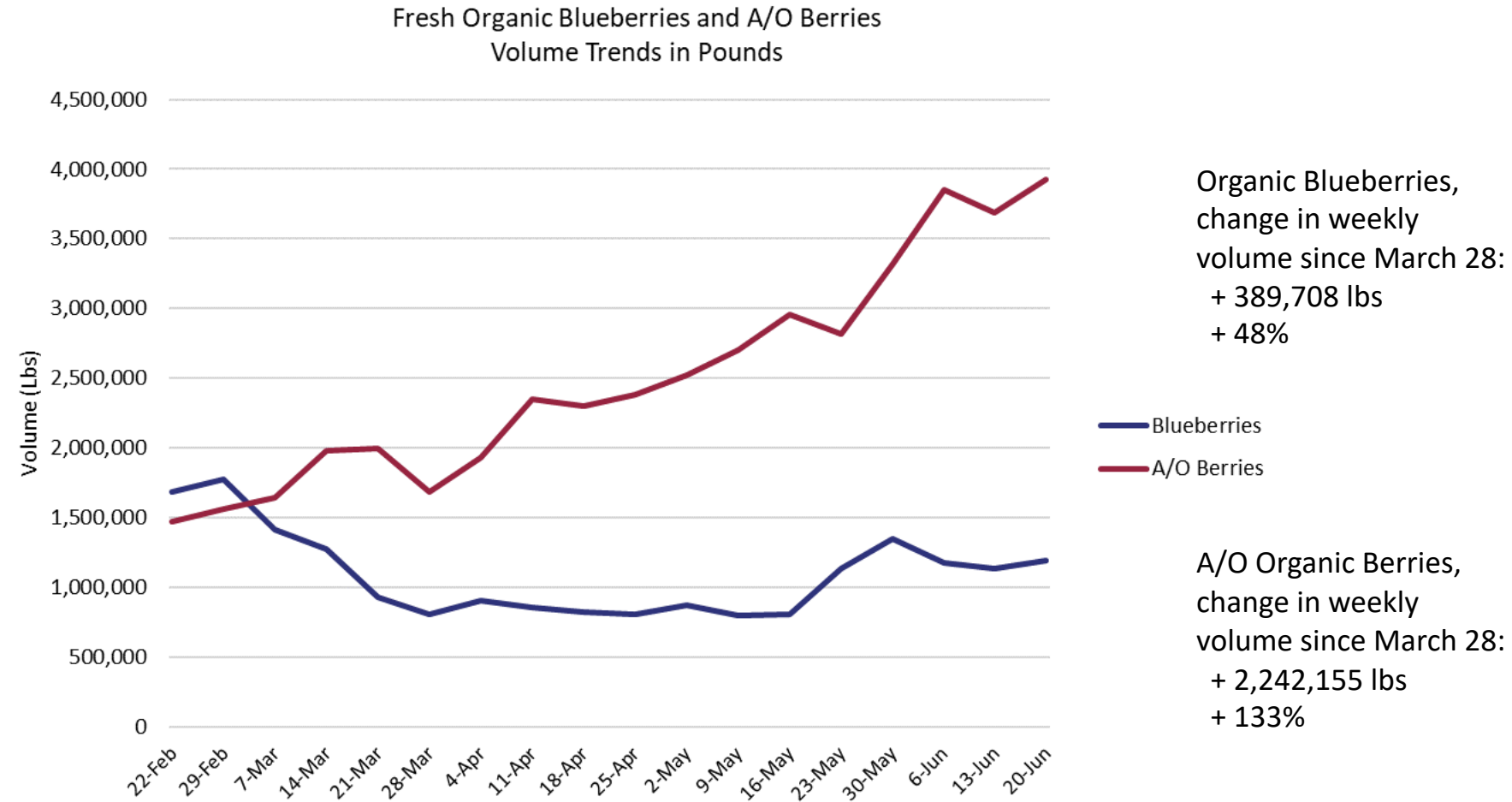
Retail Sales in Lbs of Fresh Conventional Blueberries vs YA



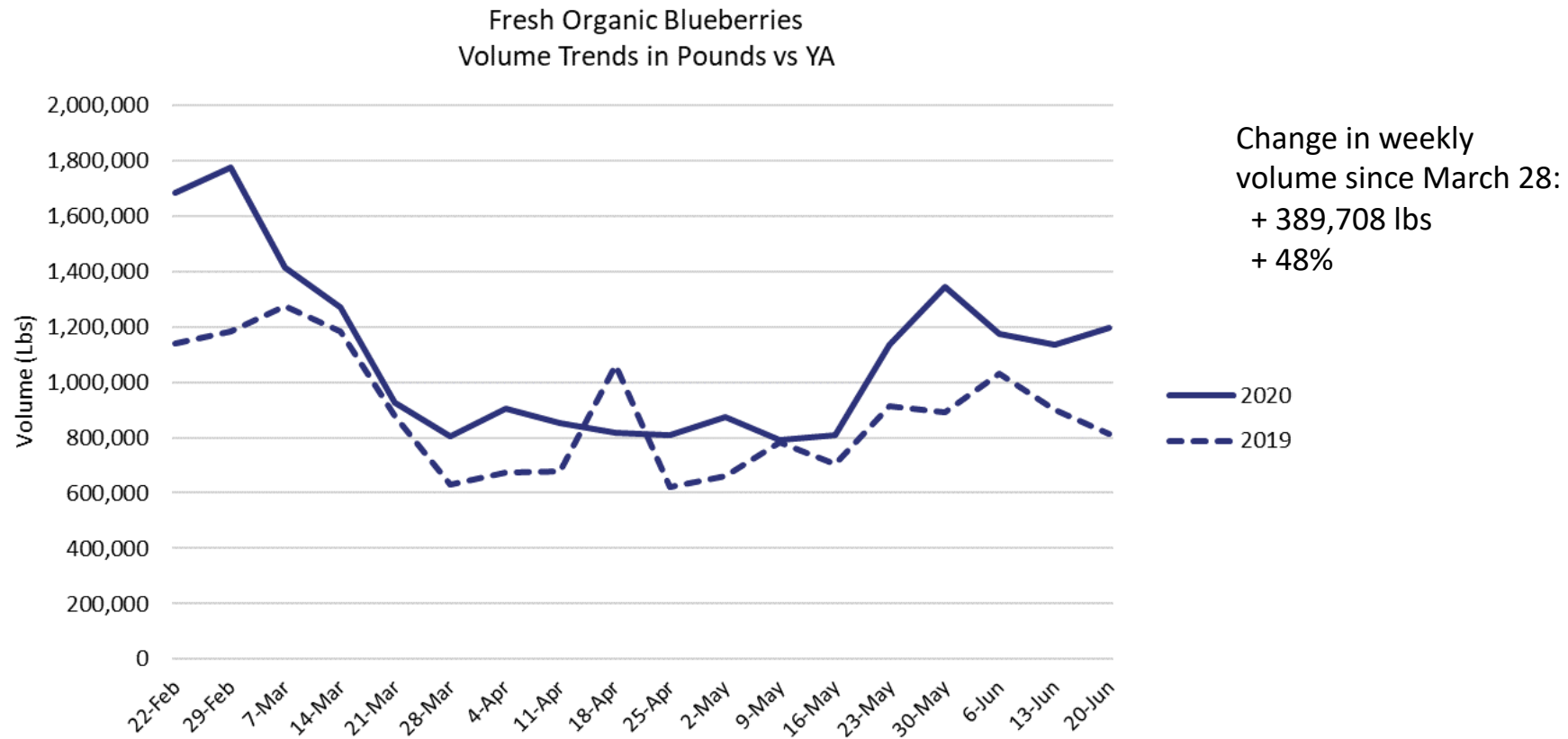
Retail Sales in Lbs of Fresh Conventional A/O Berries vs YA



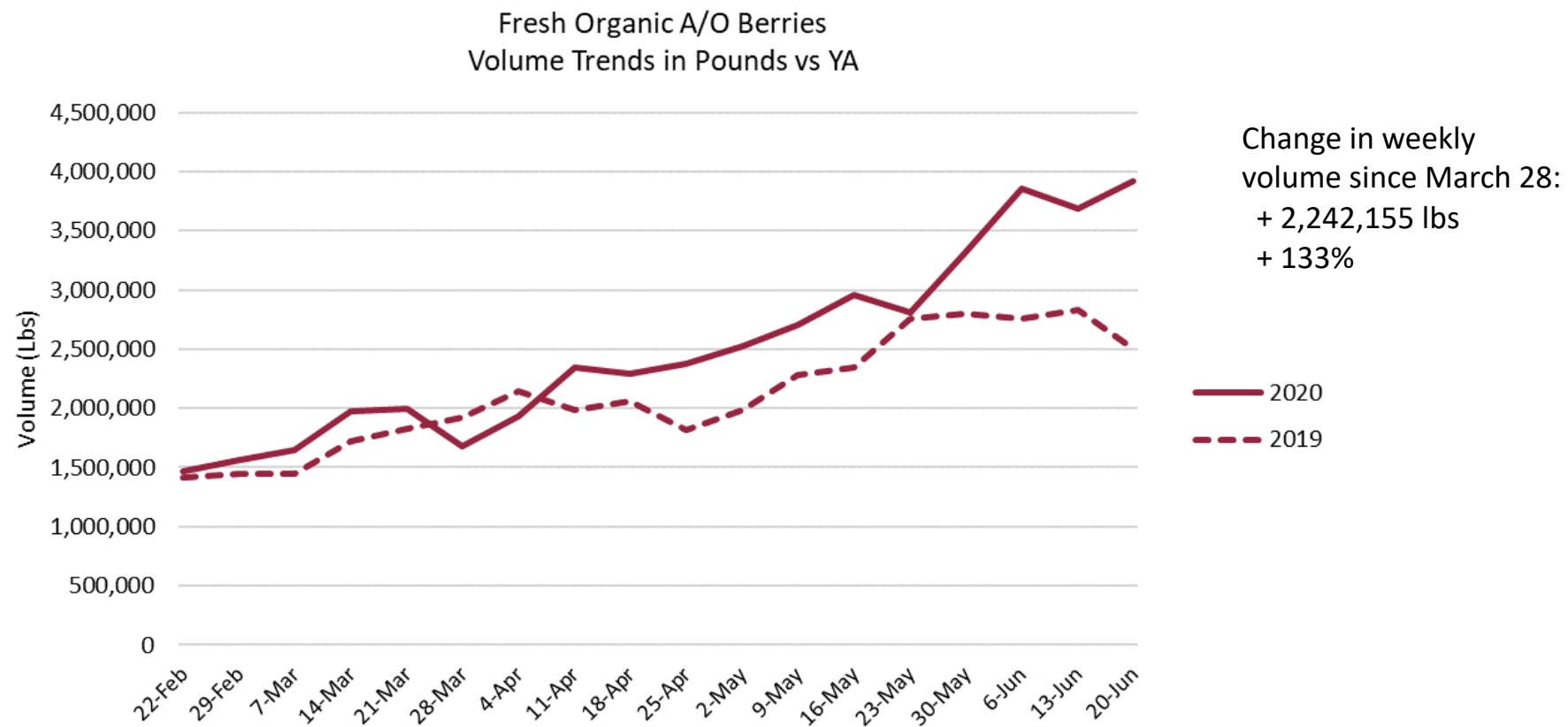
Retail Sales in Lbs of Fresh Organic Blueberries & A/O Berries



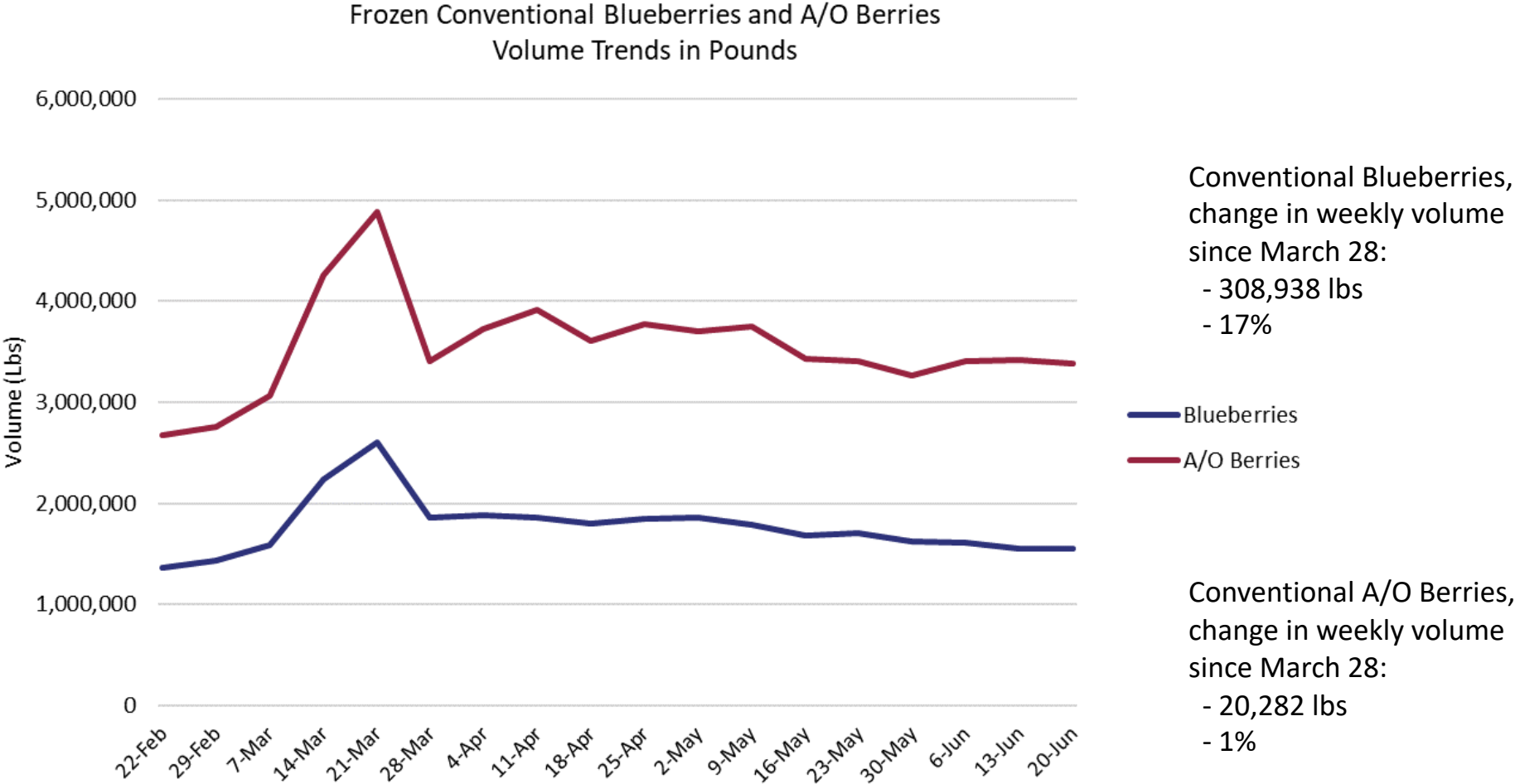
Retail Sales in Lbs of Fresh Organic Blueberries vs YA



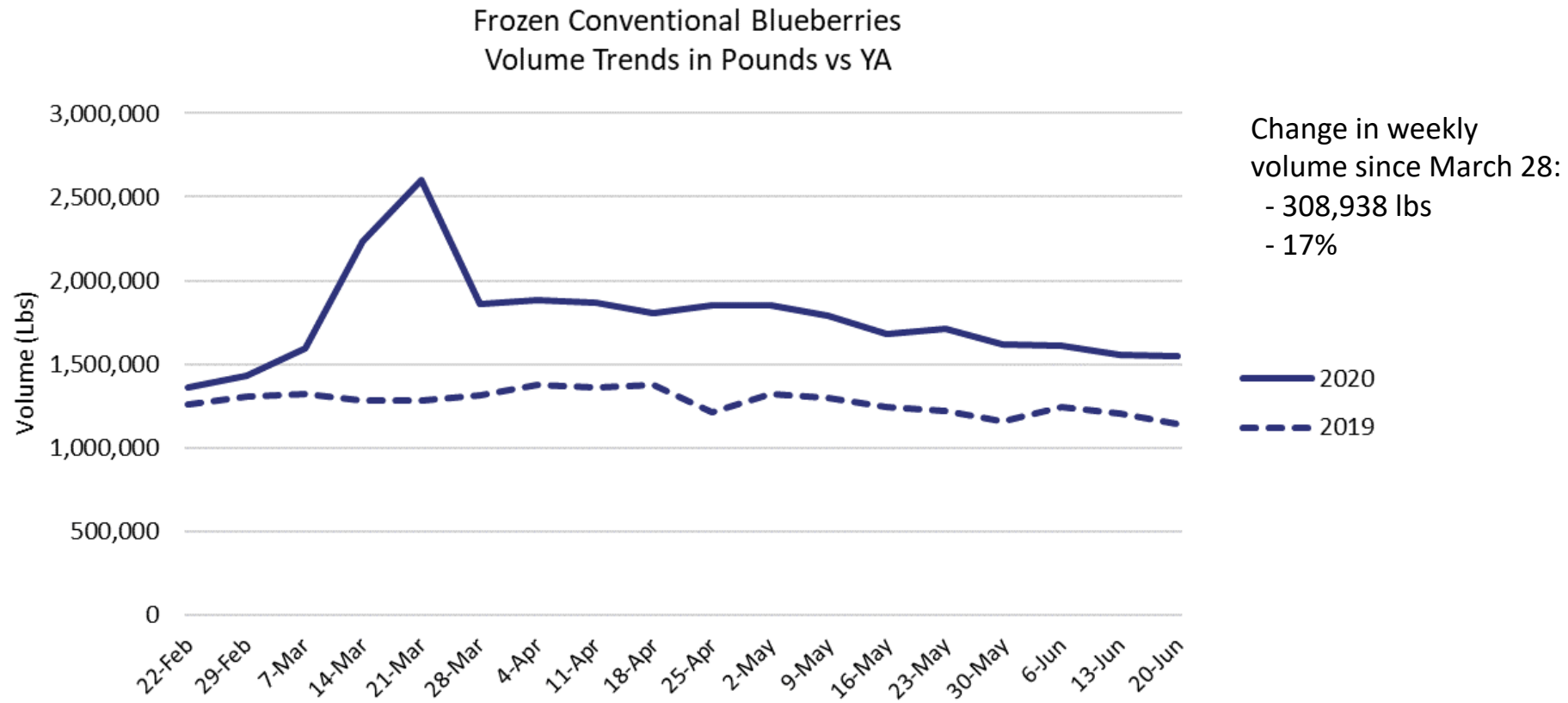
Retail Sales in Lbs of Fresh Organic A/O Berries vs YA



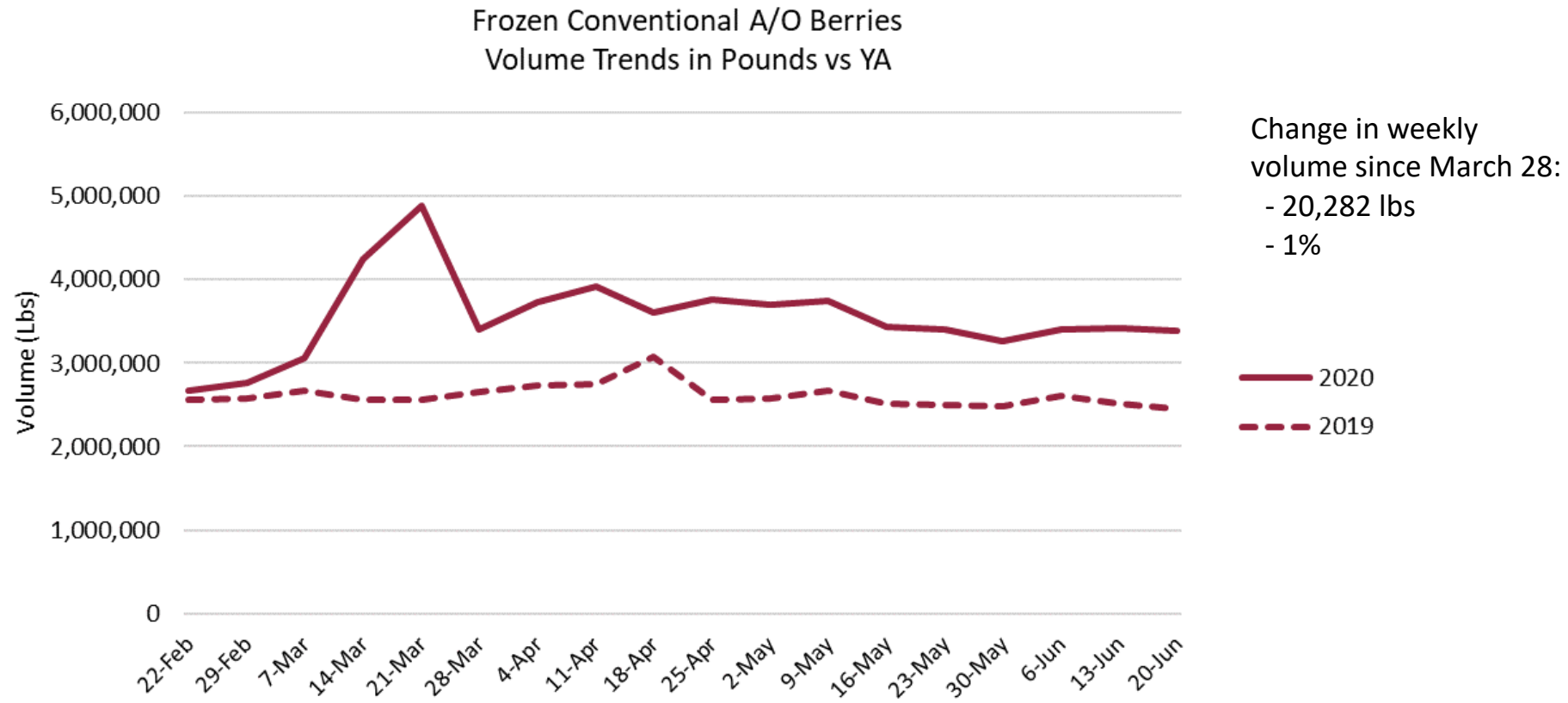
Retail Sales in Lbs of Frozen Conventional Blueberries & A/O Berries



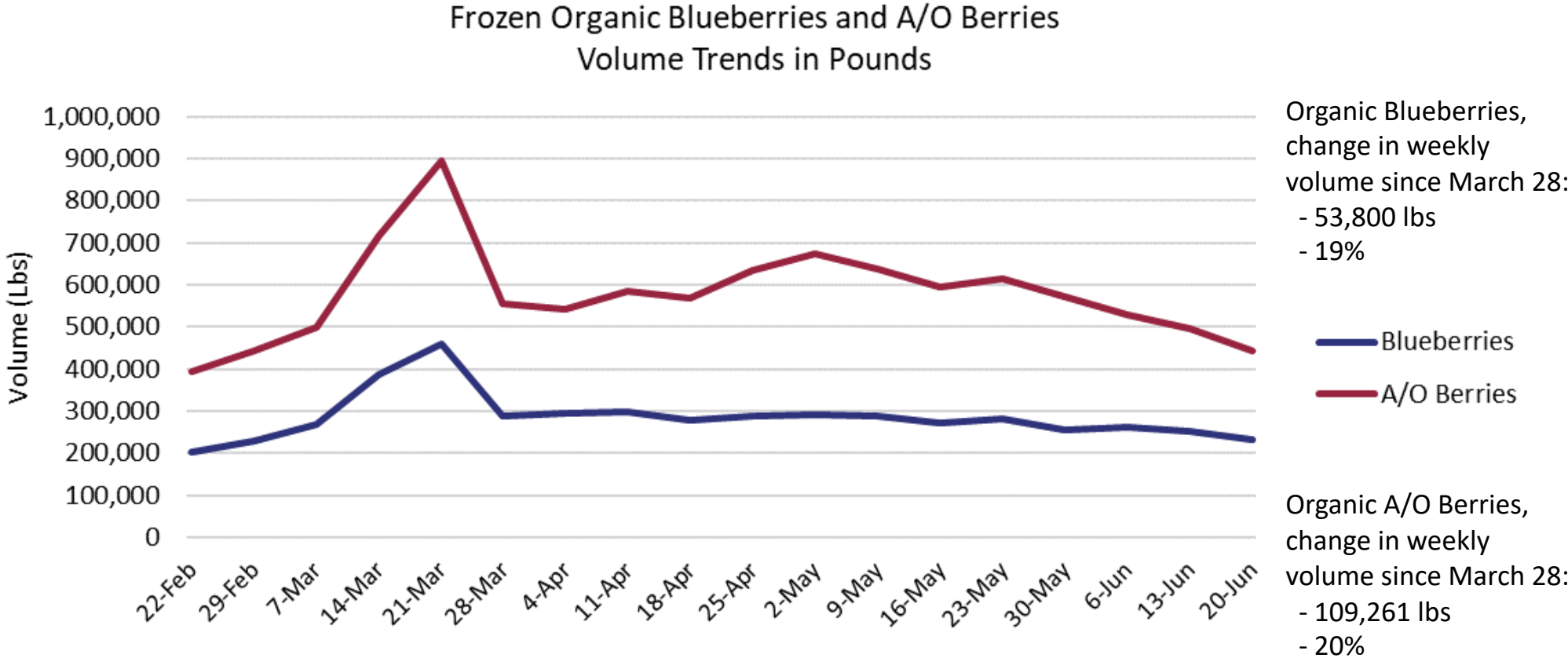
Retail Sales in Lbs of Frozen Conventional Blueberries vs YA



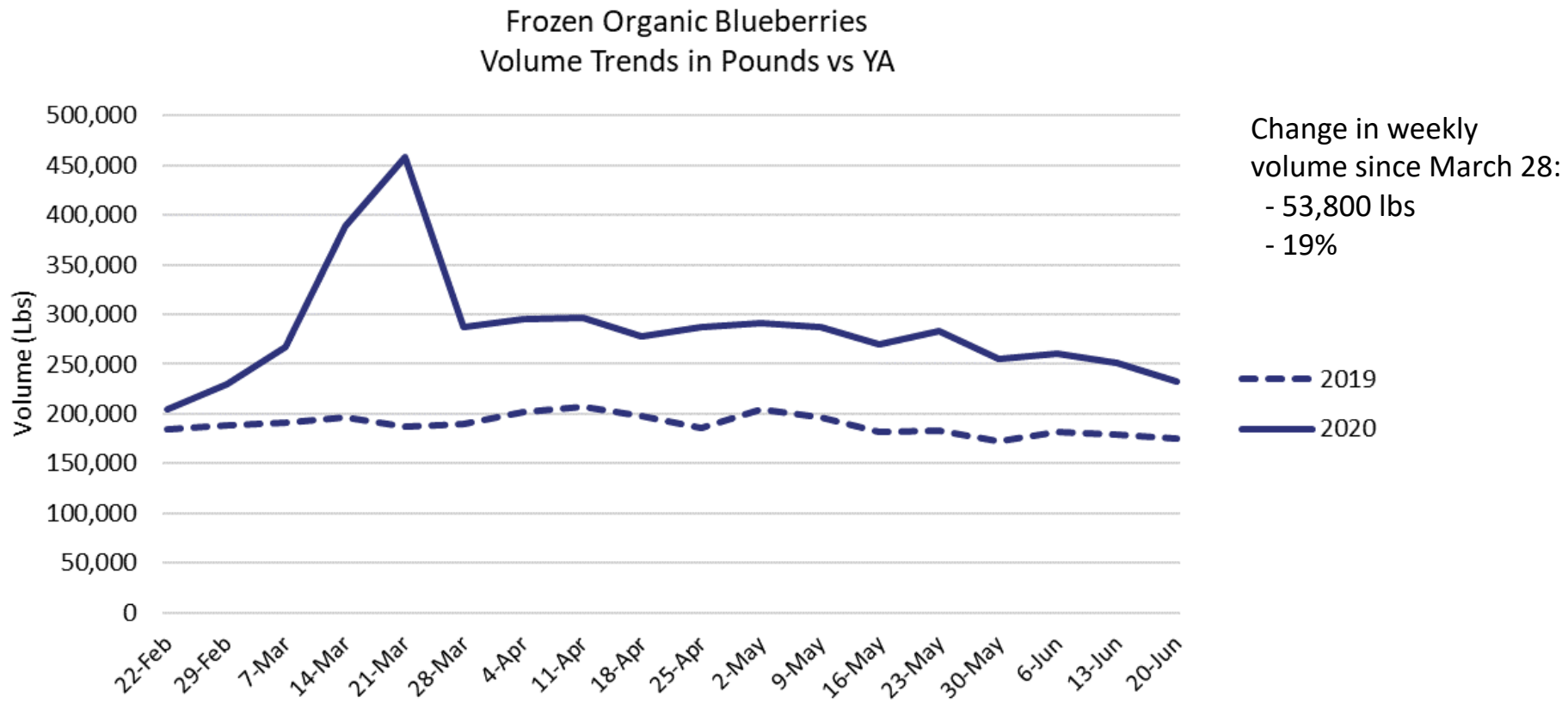
Retail Sales in Lbs of Frozen Conventional A/O Berries vs YA



Retail Sales in Lbs of Frozen Organic Blueberries & A/O Berries



Retail Sales in Lbs of Frozen Organic Blueberries vs YA



Retail Sales in Lbs of Frozen Organic A/O Berries vs YA

