



Berry Category Weekly Volume and Pricing Trends at Retail, w/e 05.02.20

May 11, 2020



Berry Category at Retail – Blueberries and A/O Berries – w/e 05.02.20

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Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 04.25.20

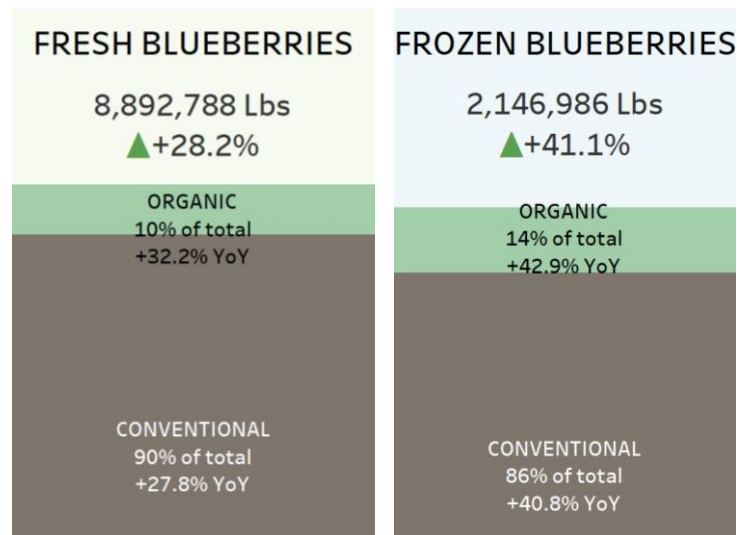
- Blueberry volume and dollar sales in the retail channel are up significantly again this week.
 - Fresh conventional, fresh organic, frozen conventional and frozen organic sales are all up double digits in pounds and dollars
 - The largest segment, fresh conventional, up +28% in volume and +15% in dollars with retail pricing down again, -\$0.10 from previous week and -\$0.50 below same period in 2019
- Frozen berry category sales continue to show evidence that they are becoming a household staple.
 - In frozen conventional segment, blueberries are up substantially YoY (+41%) in volume and in dollars (+48%) In the frozen organic segment blueberries are up significantly YoY (+43%) in volume and (+49%) in dollars
- Their continues to be evidence – **based on retail channel sales** – of additional volume opportunities for both fresh and frozen organic blueberries
 - Fresh organic blueberry sales are still below their February highs and remain relatively flat in their weekly volumes, while fresh a/o organic berries are showing week-to-week growth, especially in the most recent two weeks.
 - Frozen organic blueberry sales although up YoY, are being outpaced by a/o berries with percentage volume and dollar growth rates nearly double those of blueberries.

Trends in Fresh and Frozen Blueberry Sales in 05/02/20

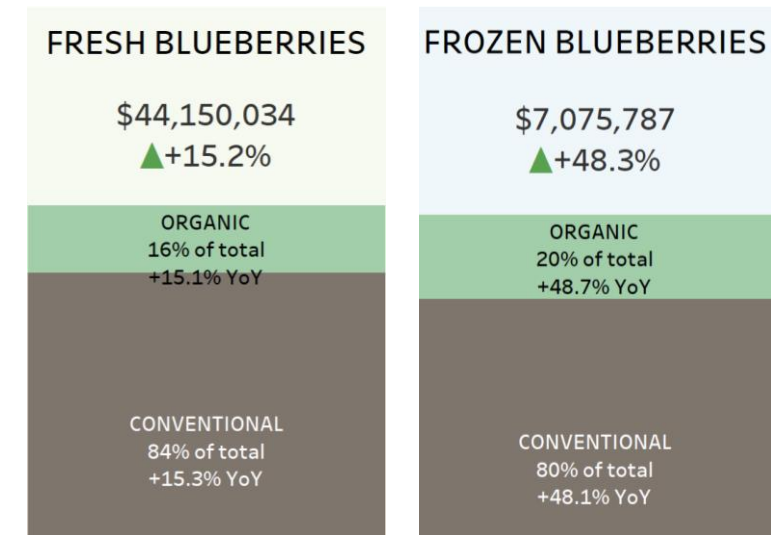
- Overall, blueberry sales for w/e 05/02 continue to look very strong with retail prices of fresh conventional and organic down from year ago – total blueberry volume is up +31% and dollars are up +19%
- Volume sales for fresh blueberries are up 28% with dollar sales up 15% due to a decline in retail price per pound relative to last year
 - Fresh organic blueberries are up 32% in volume and +15% in dollars also due to moderating retail prices.
- Frozen blueberry sales continue to set records, up over 41% YoY in volume and 48% in dollar sales
 - Frozen organic blueberries are also up significantly – increasing over 40% in both volume and dollar sales, a growth rate that's down slightly from last week's strong performance.

BLUEBERRIES - 5/2/2020

11,039,775 Lbs | ▲ +30.5% YoY



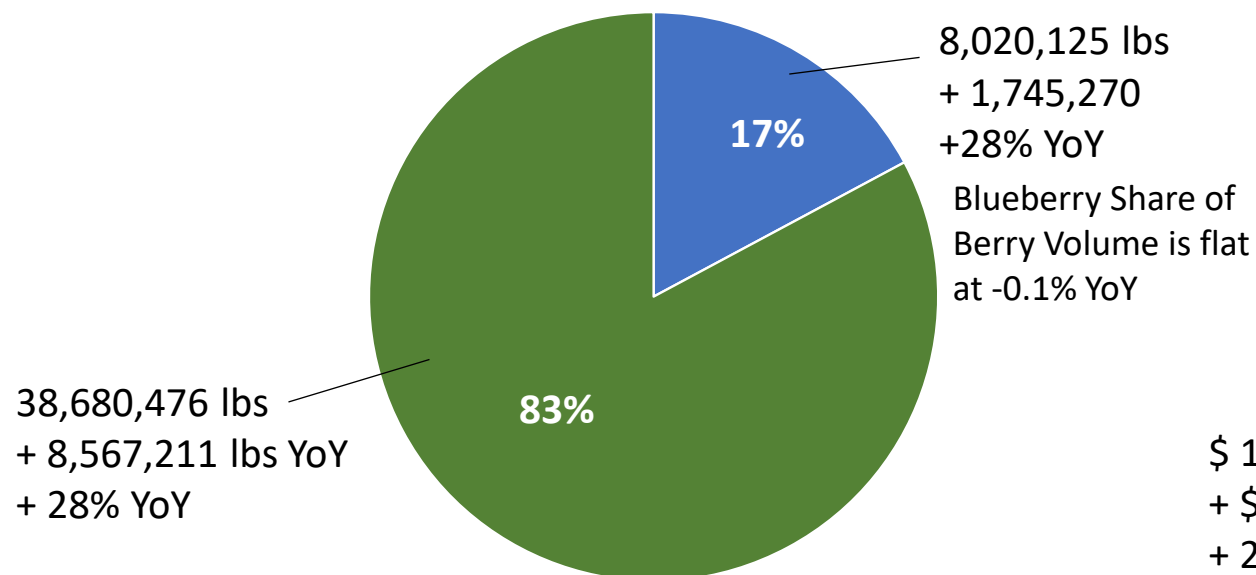
\$51,225,821 | ▲ +18.9% YoY



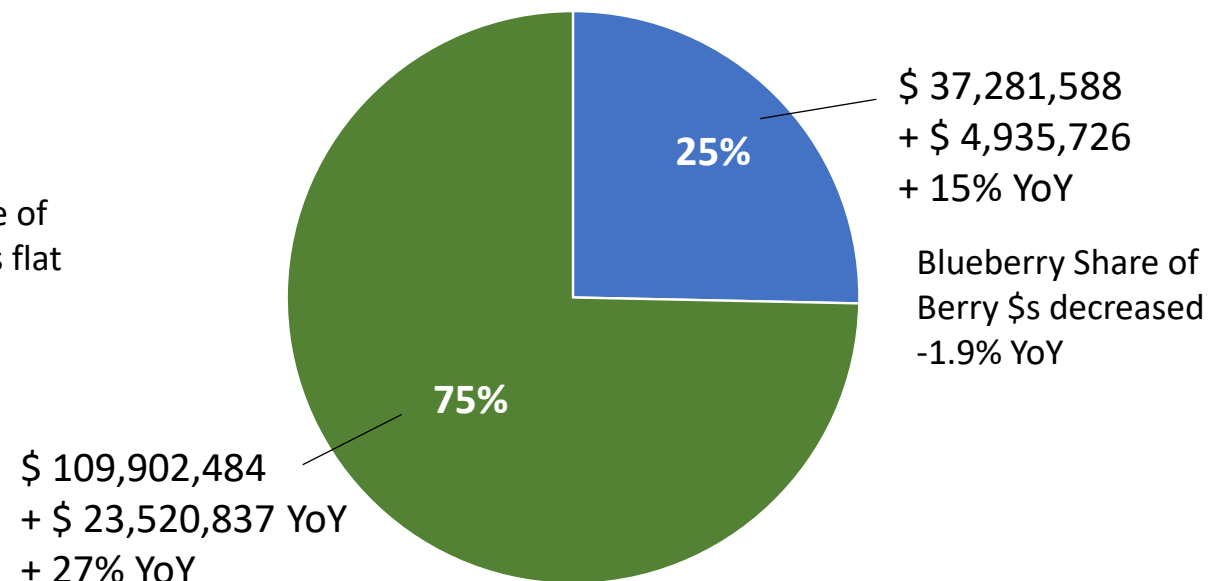
Fresh Conventional Berry Category – Blueberries and A/O Berries – w/e 05.02.20

- With retail pricing still trending below \$5.00/lb, fresh conventional blueberries volume increased significantly during the week of 05/02, up +28% in volume and +15% in dollars
- Fresh conventional A/O berry sales are also up +28% in volume and up +27% in dollars for week end 05.02
- During the week of 05.02, blueberries represented 17% of the berry category by volume, but contributed disproportionately to 25% of the dollar sales
- Blueberries' share of the berry category volume at retail is flat at -0.1% YoY, while share of dollars are down -1.9% YoY due to reduced pricing, down -\$0.51/lb YoY and -\$0.10/lb vs. previous week

46,700,601 Pounds

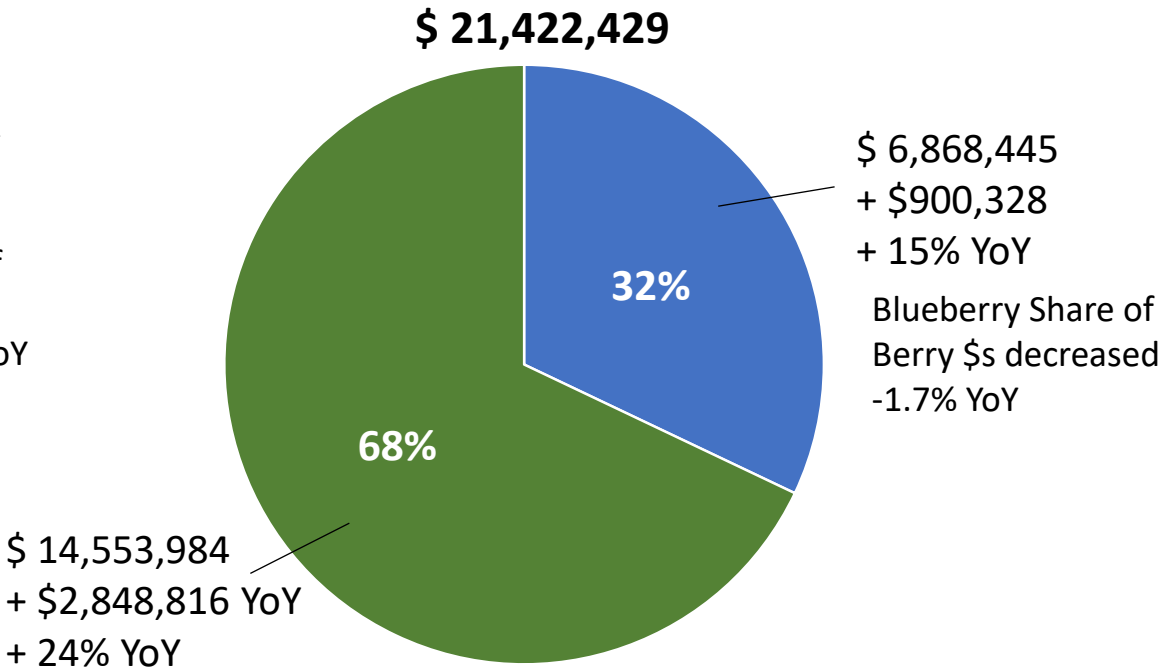
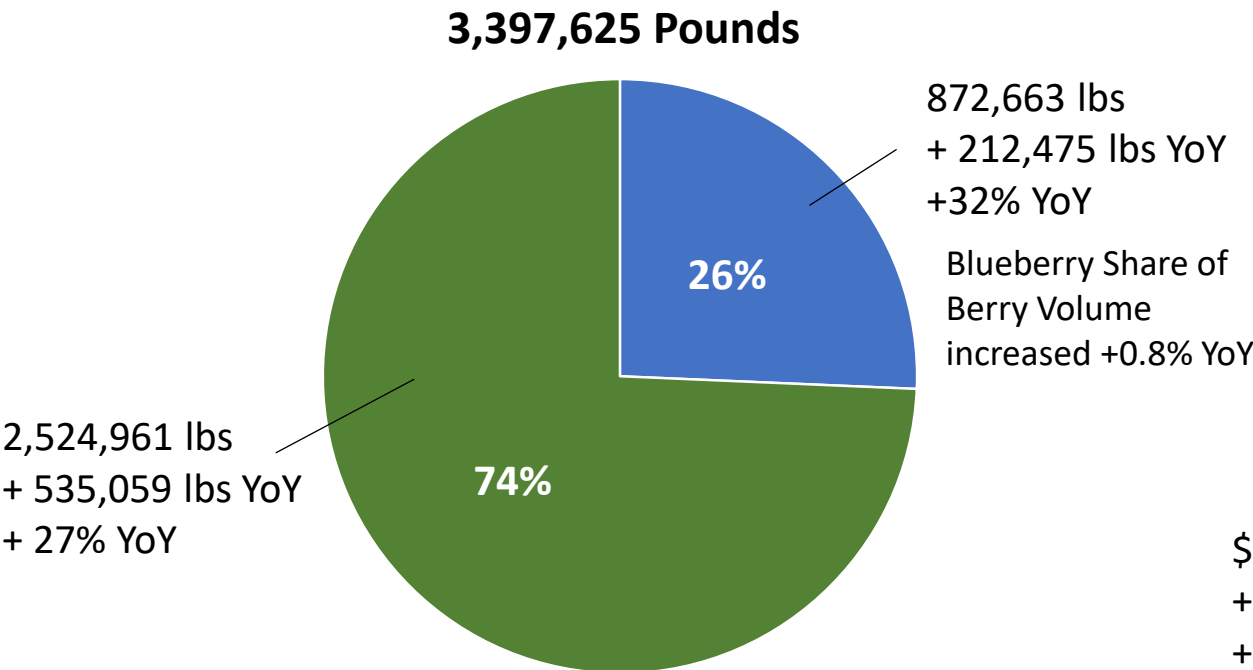


\$ 147,184,073



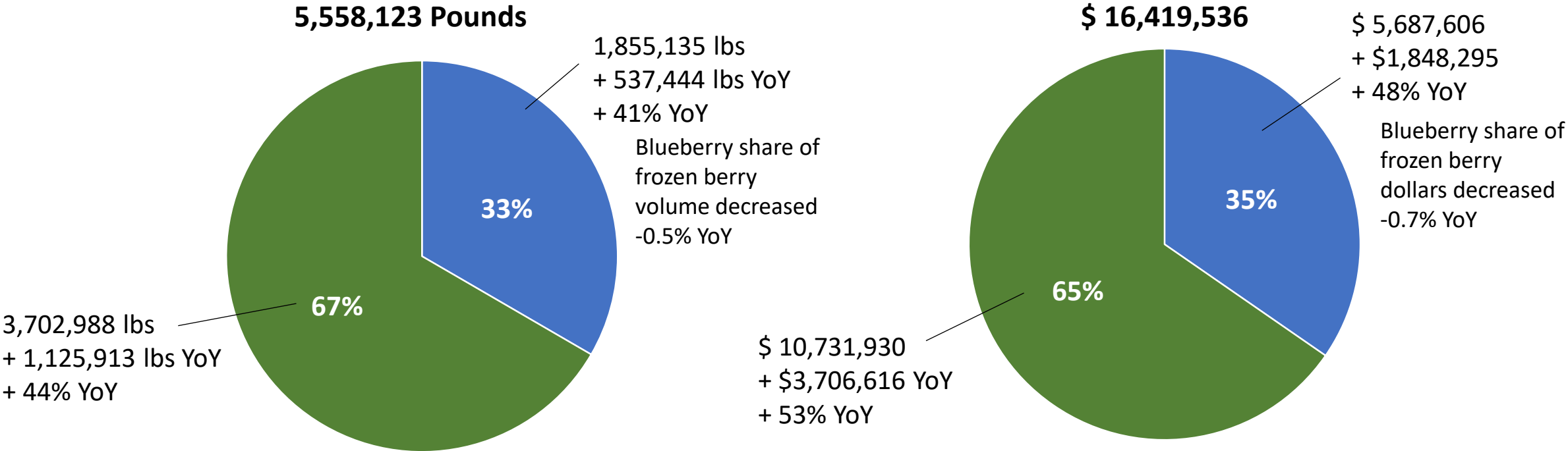
Fresh Organic Berry Category – Blueberries and A/O Berries – w/e 05.02.20

- Fresh organic blueberry and a/o berry volume are both up significantly, with volume and dollars increasing significantly YoY during the week of 05/02
 - Retail pricing for organic blueberries dropped in the most recent week, falling below \$8.00/lb for the first time since March 14th – retail price
 - A/O organic berries have been trending down from a peak of \$7.33/lb in mid-March to under \$6.00/lb in the most recent period – their retail pricing for the week of 05.02 is below 2019 price point.
- Blueberries share of the organic berry volume at retail is up slightly at +0.8% YoY and dollar share has decreased given the lower price point, -1.7% YoY



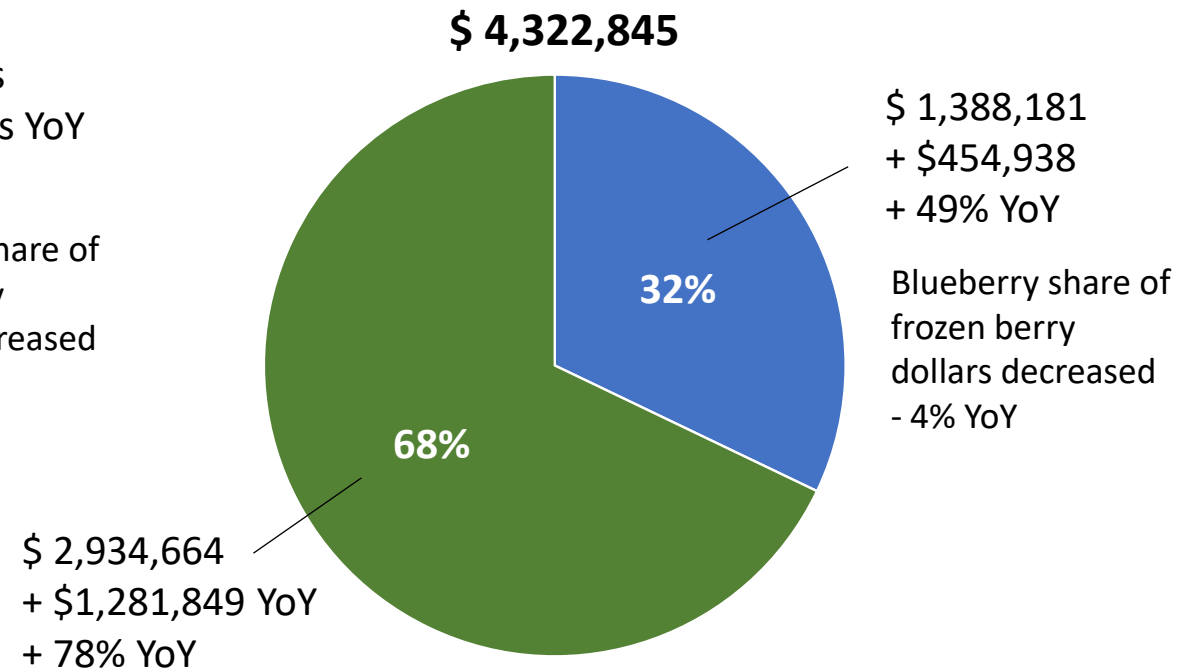
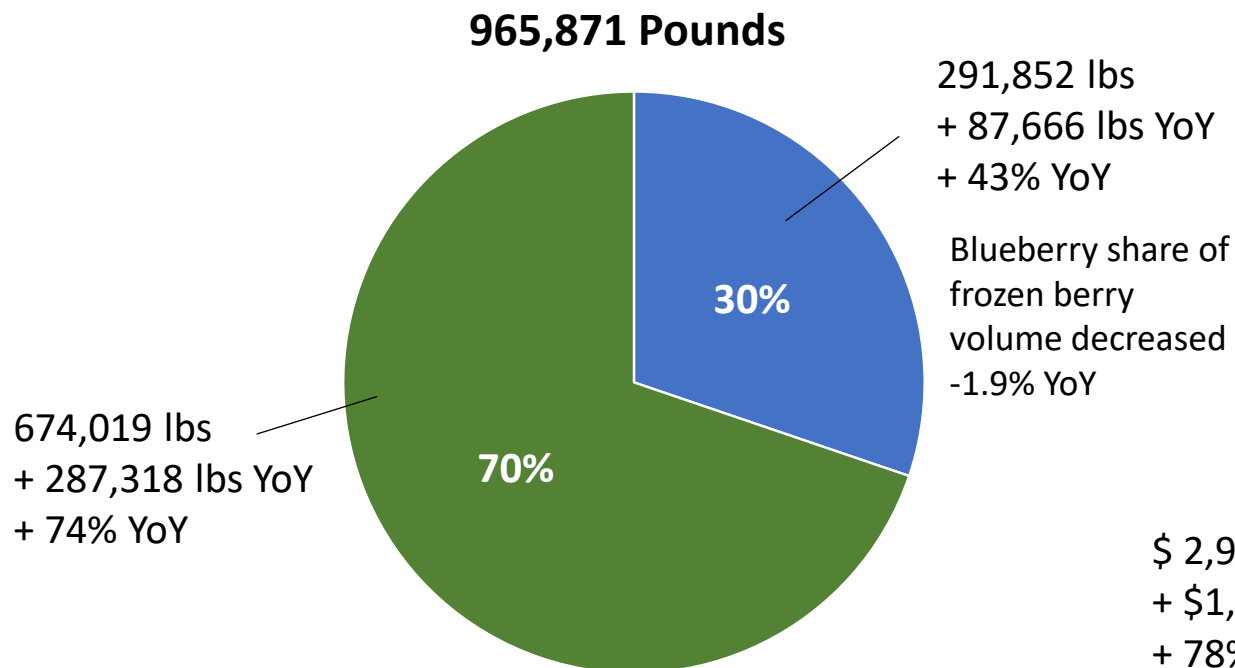
Frozen Conventional Berry Category – Blueberries and A/O Berries – w/e 05.02.20

- Frozen conventional blueberries are up substantially YoY (+41%) in volume and in dollars (+48%) and a/o frozen berries are also seeing substantial volume (+44%) and dollar (+53%) growth.
- Although they are running 10 to 15 cents higher than late Feb/early March, retail pricing has been stable in the frozen conventional segment over the past 7 weeks, with blueberries just over \$3.00/lb and a/o berries priced slightly less at around \$2.90/lb
- Blueberries share of frozen conventional berry segment volume is down slightly by -0.5 share point, and dollar share is also down slightly at -0.7%



Frozen Organic Berry Category – Blueberries and A/O Berries – w/e 05.02.20

- Like conventional, the frozen organic berry category also continues to grow with significant increases in volume and dollar sales, but a/o berries continue to growing at a faster rate than blueberries, in this segment
 - Within the frozen organic segment, A/O berry volume and dollars are up this week about 70% YoY, while blueberry growth rates are in the 40% range
- Blueberry share of dollars in the frozen organic segment has dropped 4% since 2019, and volume share is down nearly 2 points
- Pricing has been relatively stable since mid-March, with frozen organic blueberries retail pricing currently at 4.76/lb and a/o berries at \$4.35/lb



Fresh Conventional Blueberries – Volume, Sales and Pricing Data

- Fresh conventional blueberries are up +28% in volume and up +15% in retail dollars for w/e 05.02
- Retail pricing on conventional fresh blueberries is following a pattern similar to last year, down slightly -\$0.10 vs. previous week, and down considerably -\$0.51 relative to 2019.
- Retail pricing for conventional blueberries has trended below 2019 pricing for all of April 2020.

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
U.S. Acts on COVID-19 →	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%
	7-Mar	4,615,784	(2,049,589)	-31%	\$24,204,497	\$ (2,924,052)	-11%	\$5.24	\$1.08	26%	\$1.17	22%
	14-Mar	4,853,924	(891,377)	-16%	\$27,850,916	\$ 2,912,209	12%	\$5.74	\$0.49	9%	\$1.40	24%
	21-Mar	4,769,519	(104,176)	-2%	\$30,823,657	\$ 6,113,448	25%	\$6.46	\$0.72	13%	\$1.39	22%
	28-Mar	4,170,105	(420,042)	-9%	\$28,249,639	\$ 2,171,953	8%	\$6.77	\$0.31	5%	\$1.09	16%
	4-Apr	4,754,594	549,635	13%	\$31,426,701	\$ 4,864,708	18%	\$6.61	-\$0.16	-2%	\$0.29	4%
Most Recent Week →	11-Apr	5,356,903	1,389,835	35%	\$33,886,636	\$ 5,979,549	21%	\$6.33	-\$0.28	-4%	-\$0.71	-11%
	18-Apr	5,706,614	721,191	14%	\$33,029,345	\$ (89,003)	0%	\$5.79	-\$0.54	-9%	-\$0.86	-15%
	25-Apr	7,965,967	2,705,162	51%	\$37,815,379	\$ 6,792,252	22%	\$4.75	-\$1.04	-18%	-\$1.15	-24%
	2-May	8,020,125	1,745,270	28%	\$37,281,588	\$ 4,935,726	15%	\$4.65	-\$0.10	-2%	-\$0.51	-11%

Source: Nielsen Syndicated Data – Total U.S. xAOC

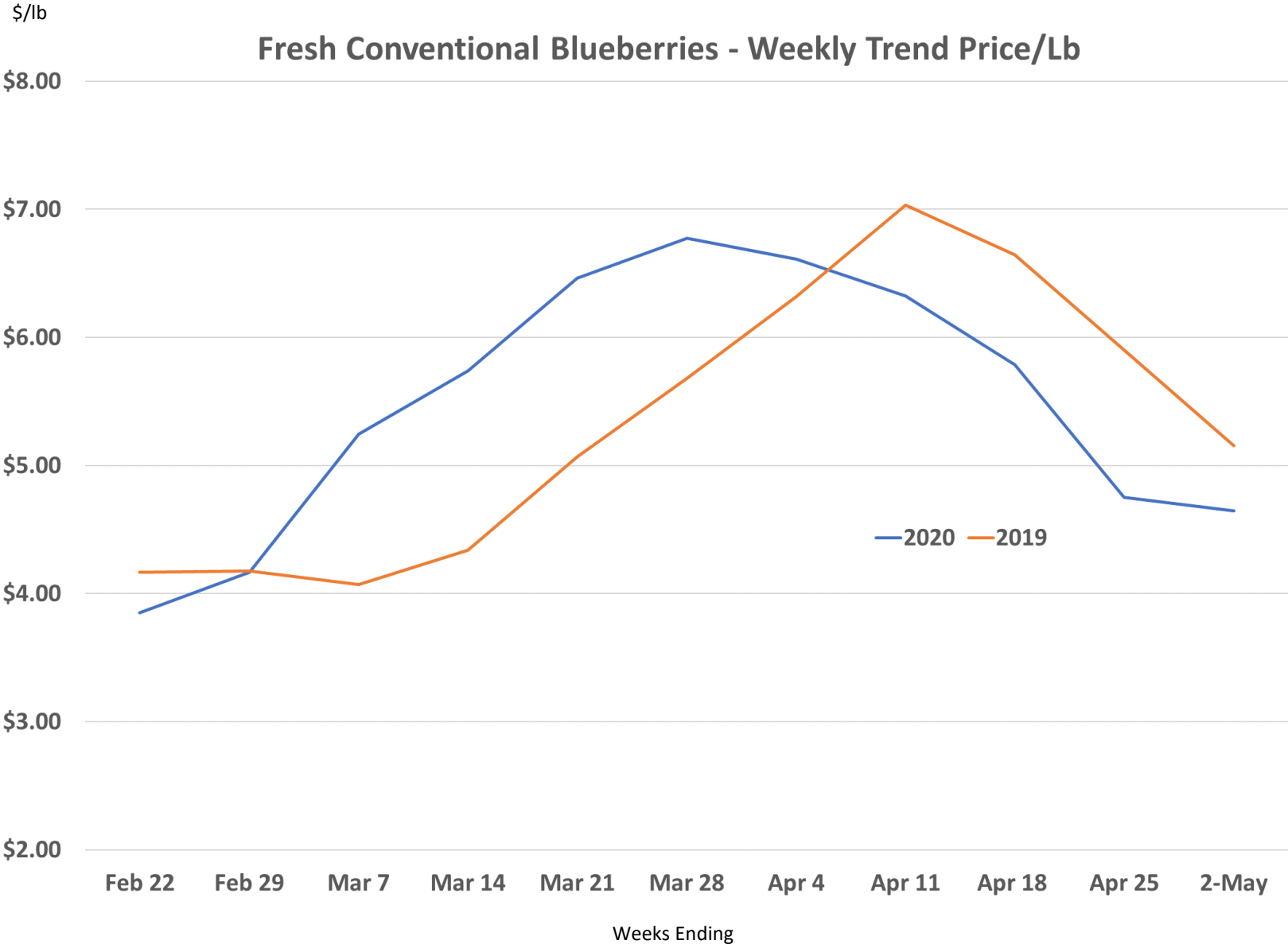
Fresh Conventional Blueberries Weekly Price Trend

Price per pound of fresh conventional blueberries increased sharply in 2020 by \$2.92 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 though the w/e 04.25

Price continues to fall but has stabilized somewhat, now \$4.65/lb, \$0.51 below 2019 pricing



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

- Fresh conventional A/O berry sales are up +28% in volume and up +27% in dollars for week end 05.02
- With the exception of w/e 04.18, fresh conventional A/O berry sales are up consistently YoY on stable pricing with modest changes in price both WoW and YoY

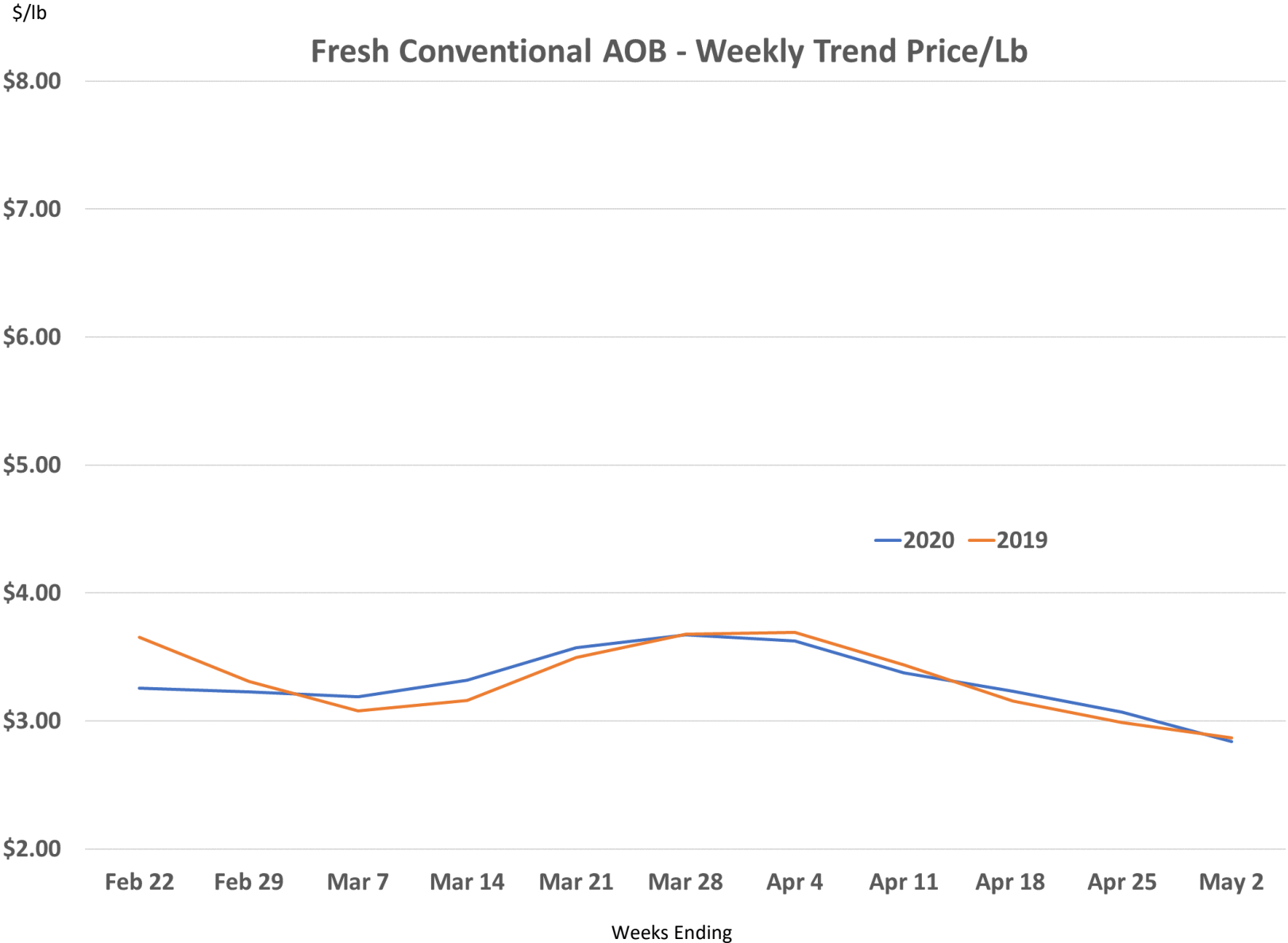
Fresh A/O Berries – Conventional – All Retail Channels

	Week Ending	Volume			Dollars			Price				
		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19 →	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%
	7-Mar	28,299,999	2,737,021	11%	\$ 90,250,772	\$ 11,562,210	15%	\$3.19	-\$0.04	-1%	\$0.11	3%
	14-Mar	29,227,017	5,878,240	25%	\$ 97,042,034	\$ 23,266,708	32%	\$3.32	\$0.13	4%	\$0.16	5%
	21-Mar	27,680,328	6,058,730	28%	\$ 98,894,324	\$ 23,341,174	31%	\$3.57	\$0.25	8%	\$0.08	2%
	28-Mar	23,205,943	1,730,914	8%	\$ 85,197,437	\$ 6,241,825	8%	\$3.67	\$0.10	3%	-\$0.01	0%
	4-Apr	25,305,650	2,896,027	13%	\$ 91,716,427	\$ 9,020,151	11%	\$3.62	-\$0.05	-1%	-\$0.07	-2%
	11-Apr	30,888,311	5,551,460	22%	\$ 104,294,106	\$ 17,176,308	20%	\$3.38	-\$0.25	-7%	-\$0.06	-2%
Most Recent Week →	18-Apr	29,431,604	(515,365)	-2%	\$ 95,177,804	\$ 697,520	1%	\$3.23	-\$0.14	-4%	\$0.08	2%
	25-Apr	33,545,188	4,887,045	17%	\$ 102,876,901	\$ 17,155,262	20%	\$3.07	-\$0.16	-5%	\$0.08	3%
	2-May	38,680,476	8,567,211	28%	\$ 109,902,484	\$ 23,520,837	27%	\$2.84	-\$0.23	-7%	-\$0.03	-1%

Fresh Conventional A/O Berries Weekly Price Trend

Price per pound of fresh conventional berries has been very consistent with 2019 trends

Price is now is now \$2.84/lb, only \$0.03 below 2019 per pound pricing and a reduction of -\$0.23/lb relative to the previous week



Fresh Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.02, fresh organic blueberries are up +32% in volume and up +15% in dollars
 - Price is now \$7.87/lb, \$1.17 below 2019 per pound pricing and a reduction of -\$0.65/lb relative to the previous week
- Fresh organic blueberries experienced sharp increases in pricing during March which slowed volume growth, but unlike conventional blueberries they did not suffer the same level of YoY declines in volume
- Although weekly YoY volumes have increased, fresh organic blueberry volumes for the 7 weeks spanning w/e March 21 to May 2 are moving well below the 4 previous weeks of February/ March

Fresh Blueberries – Organic – All Retail Channels

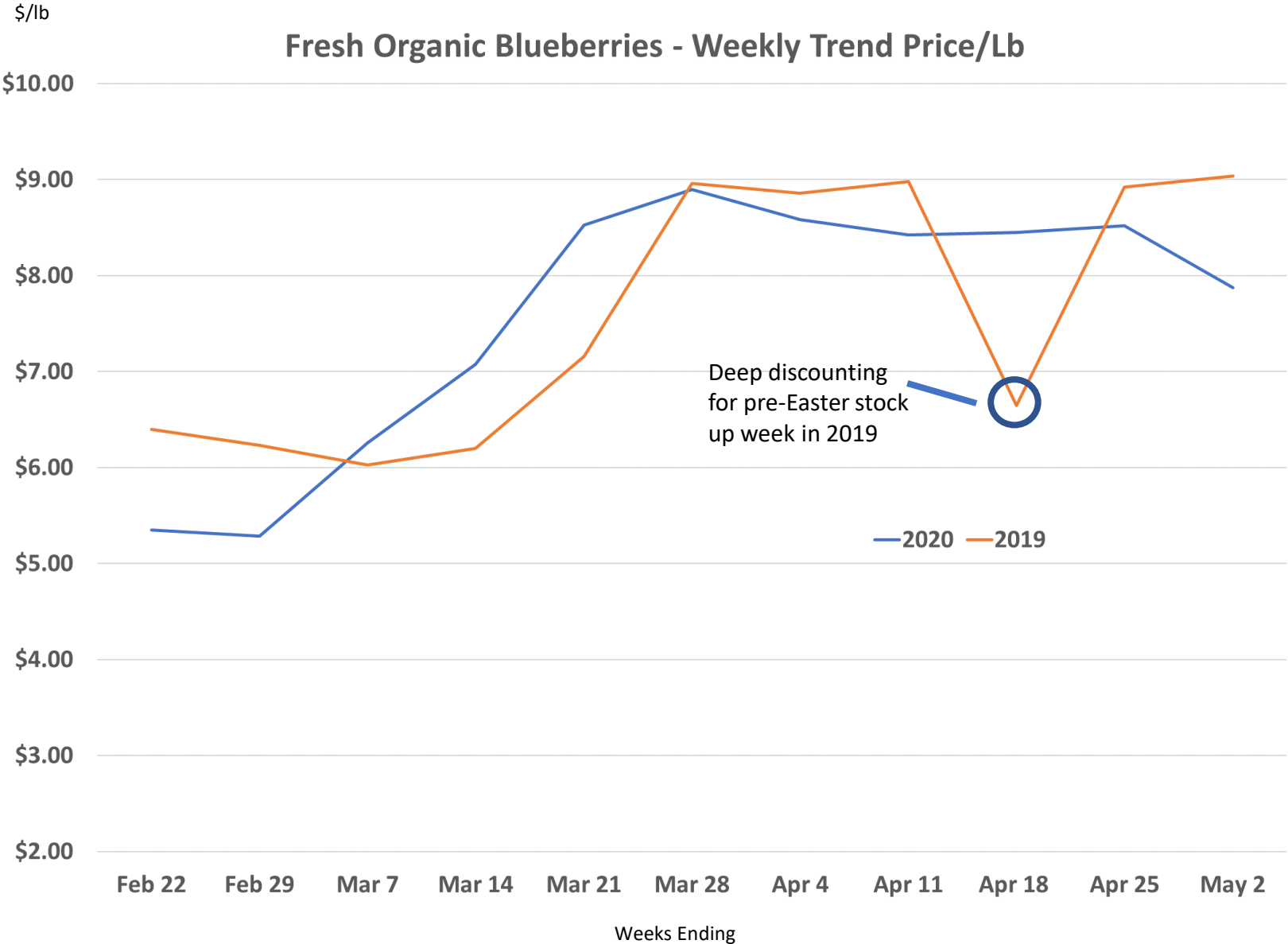
		Volume			Dollars			Price				
Week Ending		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19	22-Feb	1,685,545	543,472	48%	\$9,018,908	\$ 1,712,604	23%	\$5.35	NA	NA	-\$1.05	-20%
	29-Feb	1,776,616	594,912	50%	\$9,388,615	\$ 2,023,370	27%	\$5.28	-\$0.07	-1%	-\$0.95	-18%
	7-Mar	1,414,609	137,719	11%	\$8,848,606	\$ 1,155,838	15%	\$6.26	\$0.97	18%	\$0.23	4%
	14-Mar	1,272,216	88,860	8%	\$9,003,359	\$ 1,666,700	23%	\$7.08	\$0.82	13%	\$0.88	12%
	21-Mar	925,998	48,157	5%	\$7,892,950	\$ 1,607,923	26%	\$8.52	\$1.45	20%	\$1.36	16%
	28-Mar	805,594	175,314	28%	\$7,166,874	\$ 1,520,224	27%	\$8.90	\$0.37	4%	-\$0.06	-1%
	4-Apr	905,081	232,266	35%	\$7,769,540	\$ 1,808,822	30%	\$8.58	-\$0.31	-4%	-\$0.28	-3%
Most Recent Week	11-Apr	851,480	171,027	25%	\$7,169,605	\$ 1,060,230	17%	\$8.42	-\$0.16	-2%	-\$0.56	-7%
	18-Apr	818,330	(242,352)	-23%	\$6,915,958	\$ (134,738)	-2%	\$8.45	\$0.03	0%	\$1.80	21%
	25-Apr	807,227	186,232	30%	\$6,880,403	\$ 1,336,179	24%	\$8.52	\$0.07	1%	-\$0.40	-5%
	2-May	872,663	212,475	32%	\$6,868,445	\$ 900,328	15%	\$7.87	-\$0.65	-8%	-\$1.17	-15%

Fresh Organic Blueberries Weekly Price Trend

Changes in price per pound of fresh organic blueberries are similar to patterns seen in 2019, although price increases in March 2020 were trending ahead of those seen last year and a sharp price decrease occurred the w/e 04.18 in 2019 (the week prior to Easter)

Price per pound of fresh organic blueberries has decreased after peaking during w/e 03.28 at \$8.90/pound

The current \$7.87/lb is \$1.17 below the 2019 pricing



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

- Fresh organic A/O berries are up +27% in volume and up +24% in dollars for the w/e 05.02
- Fresh organic A/O berries also experience more stable pricing during the eleven-week period tracked below, and with the exception of weeks ending 03.28 and 04.04 have experienced steady week-on-week growth in volume
 - For the most recent reported week relative to w/e 02.22, weekly volume sales for fresh organic A/O berries are up +1,054,196 lbs (+72%) and dollar sales are up ~\$3.8M (+36%)

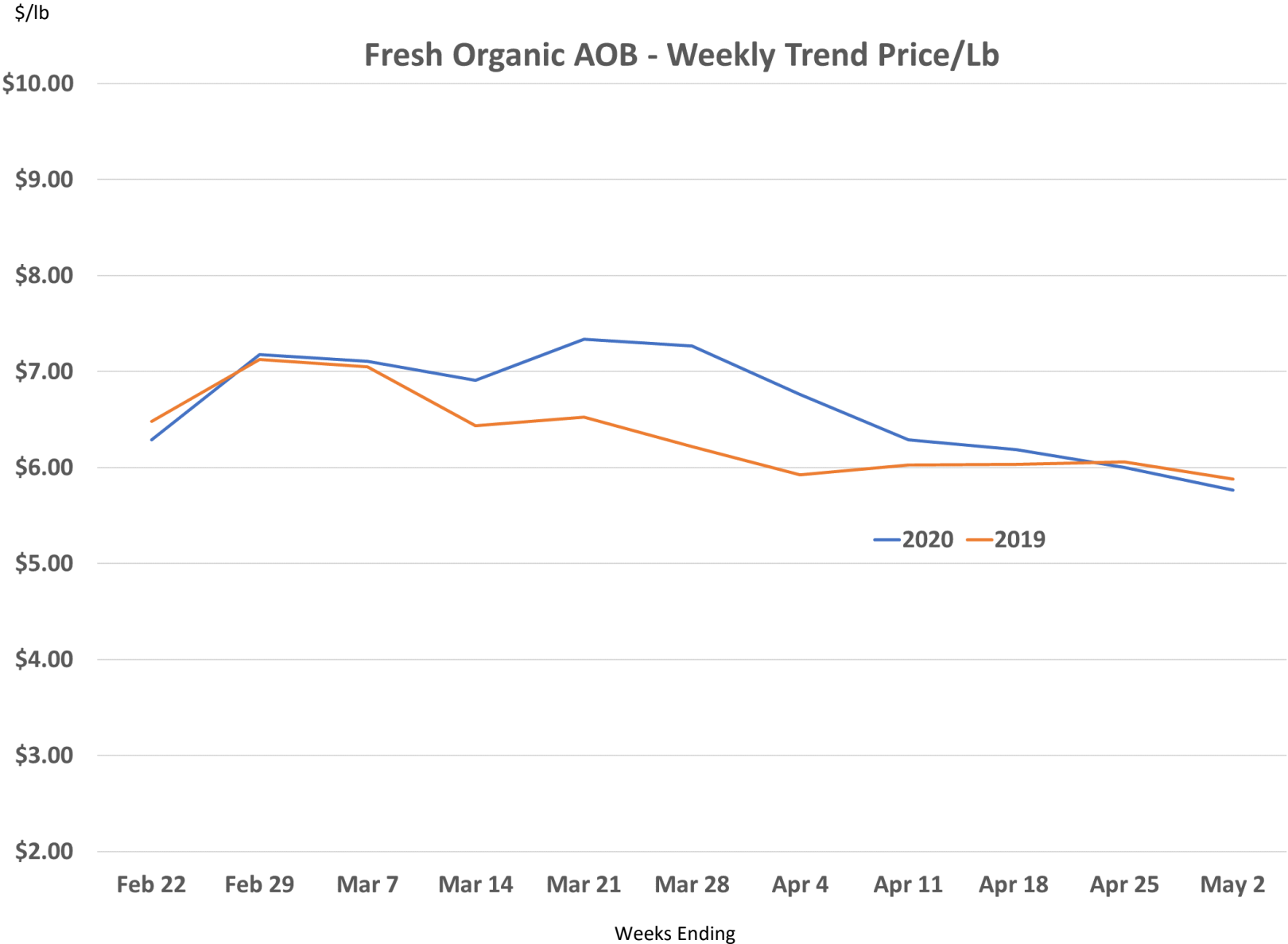
Fresh A/O Berries – Organic – All Retail Channels

	Week Ending	Volume			Dollars			Price				
		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19	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%
	7-Mar	1,646,586	198,723	14%	\$11,701,857	\$ 1,494,738	15%	\$7.11	-\$0.07	-1%	\$0.06	1%
	14-Mar	1,977,938	257,907	15%	\$13,671,128	\$ 2,596,791	23%	\$6.91	-\$0.19	-3%	\$0.47	7%
	21-Mar	1,993,038	166,057	9%	\$14,618,905	\$ 2,698,550	23%	\$7.33	\$0.42	6%	\$0.81	11%
	28-Mar	1,682,681	(241,634)	-13%	\$12,223,440	\$ 260,744	2%	\$7.26	-\$0.07	-1%	\$1.05	14%
	4-Apr	1,928,876	(212,928)	-10%	\$13,042,792	\$ 360,252	3%	\$6.76	-\$0.50	-7%	\$0.84	12%
	11-Apr	2,346,946	355,979	18%	\$14,761,955	\$ 2,768,302	23%	\$6.29	-\$0.47	-7%	\$0.27	4%
	18-Apr	2,297,468	240,422	12%	\$14,219,288	\$ 1,806,884	15%	\$6.19	-\$0.10	-2%	\$0.16	3%
Most Recent Week	25-Apr	2,379,503	558,339	31%	\$14,277,035	\$ 3,249,237	30%	\$6.00	-\$0.19	-3%	-\$0.06	-1%
	2-May	2,524,961	535,059	27%	\$14,553,984	\$ 2,848,816	24%	\$5.76	-\$0.24	-4%	-\$0.12	-2%

Fresh Organic A/O Berries Weekly Price Trend

Price per pound of fresh organic A/O berries continues to trend down

2020 retail prices have come down to the point where price per pound is \$5.76/lb, \$0.12 below 2019 pricing



Frozen Conventional Blueberries – Volume, Sales and Pricing Data

- Frozen conventional blueberries are again up substantially YoY (+41%) in volume and in dollars (+48%) for w/e 05.02
- The most recent week's pricing is up only \$0.18/lb since February, and frozen conventional blueberry prices have been relatively stable through March, April and early May, facilitating increased consumption
- Volume and dollar sales for frozen conventional blueberries peaked during weeks ending 03.14 and 03.21, but weekly volume and dollar sales remain elevated relative to weekly sales velocities seen in the last two weeks of February and first week of March
 - For the most recent reported week relative to w/e 02.22, weekly volume sales for frozen conventional blueberries are up +492,133 lbs (+36%) and dollar sales are up ~\$1.75M (+44%)

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%
7-Mar	1,593,186	270,131	20%	\$ 4,683,260	\$ 789,200	20%	\$2.94	\$0.01	0%	\$0.00	0%
14-Mar	2,233,848	948,259	74%	\$ 6,646,983	\$ 2,880,731	76%	\$2.98	\$0.04	1%	\$0.05	2%
21-Mar	2,599,662	1,314,702	102%	\$ 7,964,152	\$ 4,194,609	111%	\$3.06	\$0.09	3%	\$0.13	4%
28-Mar	1,855,888	540,407	41%	\$ 5,667,739	\$ 1,834,921	48%	\$3.05	-\$0.01	0%	\$0.14	5%
4-Apr	1,880,884	508,054	37%	\$ 5,684,626	\$ 1,669,142	42%	\$3.02	-\$0.03	-1%	\$0.10	3%
11-Apr	1,864,449	506,942	37%	\$ 5,688,416	\$ 1,711,944	43%	\$3.05	\$0.03	1%	\$0.12	4%
18-Apr	1,805,230	427,953	31%	\$ 5,494,034	\$ 1,460,880	36%	\$3.04	-\$0.01	0%	\$0.12	4%
25-Apr	1,849,967	635,427	52%	\$ 5,642,412	\$ 2,066,403	58%	\$3.05	\$0.01	0%	\$0.11	3%
2-May	1,855,135	537,444	41%	\$ 5,687,606	\$ 1,848,295	48%	\$3.07	\$0.02	1%	\$0.15	5%

U.S. Acts on
COVID-19



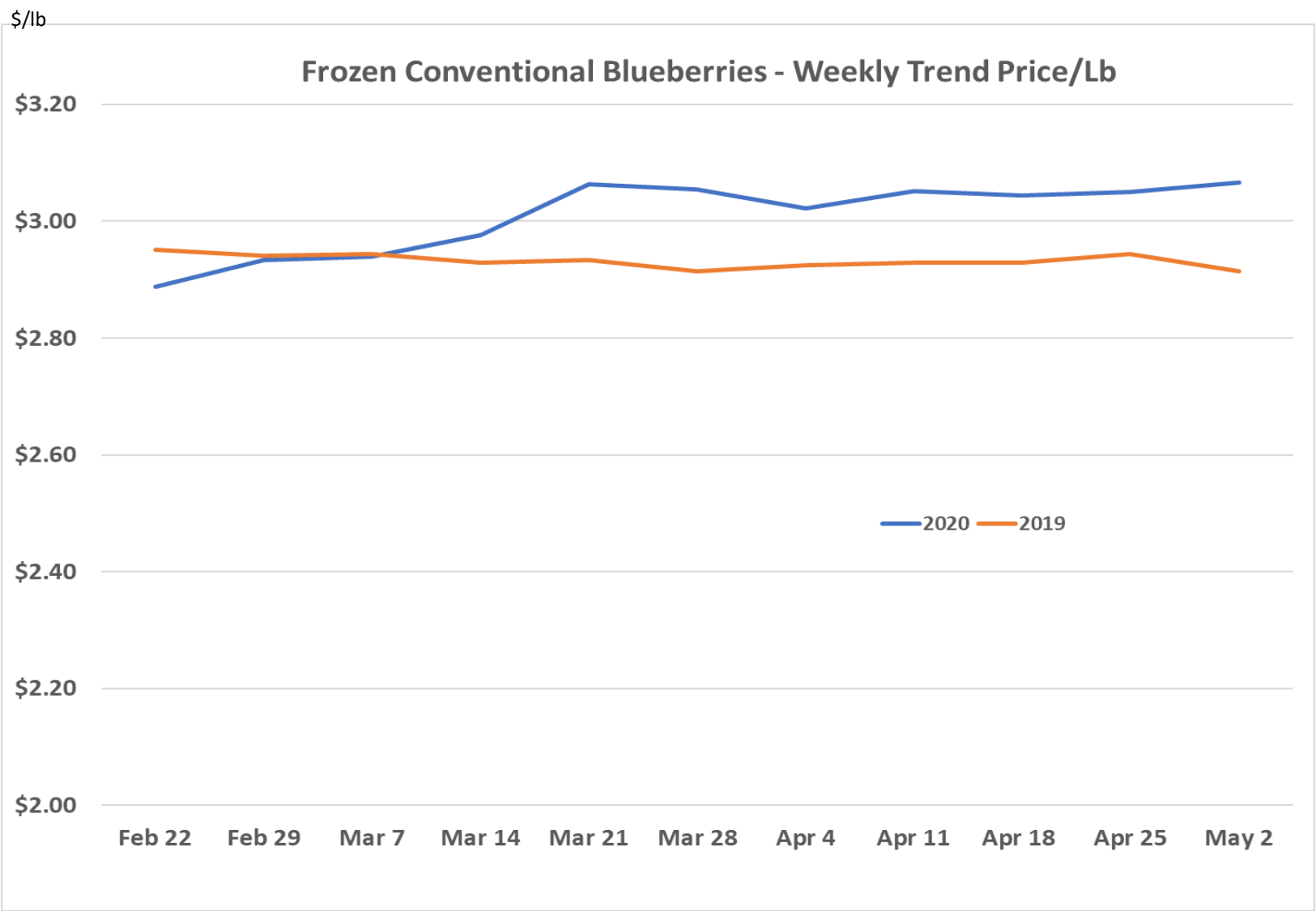
Most
Recent
Week



Frozen Conventional Blueberries Weekly Price Trend

Price per pound for frozen conventional blueberries surpassed 2019 price in mid-March and has maintained a relatively steady increase in pricing YoY during this timeframe

Price is now \$3.07/lb, +\$0.15/lb above 2019 pricing



Weeks Ending

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

- Frozen conventional A/O berry sales are also up substantially YoY (+44%) in volume and (+53%) in dollars for week end 05.02
- Consistent with the frozen conventional blueberry segment, while frozen conventional A/O berry sales peaked during weeks ending 03.14 and 03.21, volume and dollar sales for the w/e 05.02 are substantially higher than the w/e 2.22
 - For the most recent reported week relative to w/e 02.22, weekly volume sales for frozen conventional A/O berries are up +1,024,965 lbs (+38%) and dollar sales are up ~\$3.31M (+45%)
- Pricing for frozen conventional A/O berries have increased slightly during this eleven-week period and are an average of 4% higher than 2019 pricing during this time

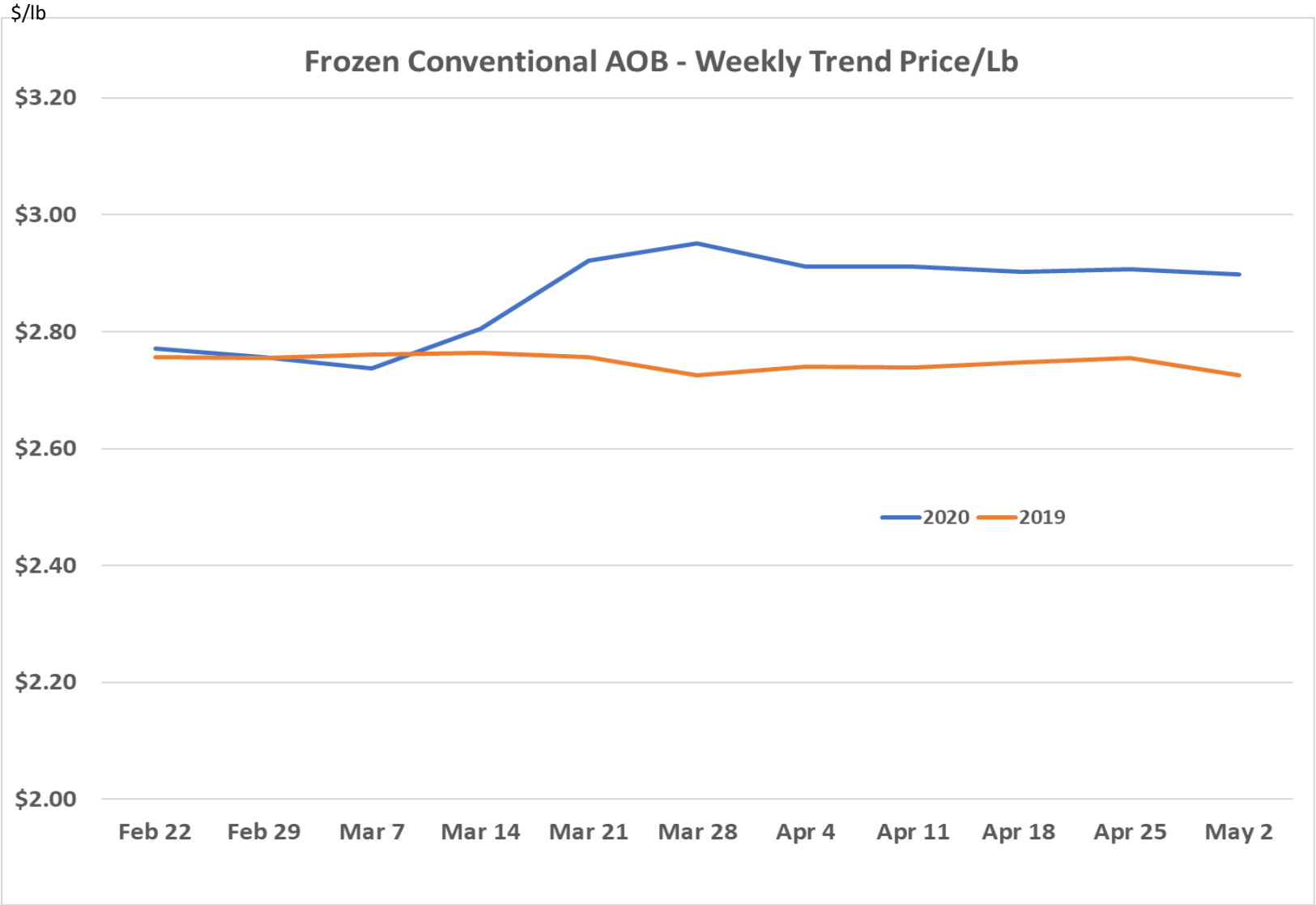
Frozen A/O Berries – Conventional – All Retail Channels

		Volume			Dollars			Price				
Week Ending		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19	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%
	7-Mar	3,061,444	388,530	15%	\$ 8,380,750	\$ 1,002,638	14%	\$2.74	-\$0.02	-1%	-\$0.02	-1%
	14-Mar	4,253,022	1,688,486	66%	\$ 11,931,066	\$ 4,843,235	68%	\$2.81	\$0.07	2%	\$0.04	1%
	21-Mar	4,878,103	2,314,277	90%	\$ 14,250,184	\$ 7,183,618	102%	\$2.92	\$0.12	4%	\$0.16	6%
	28-Mar	3,402,919	755,450	29%	\$ 10,041,789	\$ 2,825,577	39%	\$2.95	\$0.03	1%	\$0.23	8%
	4-Apr	3,723,252	986,481	36%	\$ 10,838,922	\$ 3,339,763	45%	\$2.91	-\$0.04	-1%	\$0.17	6%
	11-Apr	3,919,749	1,173,147	43%	\$ 11,412,666	\$ 3,888,805	52%	\$2.91	\$0.00	0%	\$0.17	6%
	18-Apr	3,612,728	529,185	17%	\$ 10,487,216	\$ 2,012,812	24%	\$2.90	-\$0.01	0%	\$0.15	5%
	25-Apr	3,767,144	1,204,989	47%	\$ 10,951,409	\$ 3,894,236	55%	\$2.91	\$0.00	0%	\$0.15	5%
	2-May	3,702,988	1,125,913	44%	\$ 10,731,930	\$ 3,706,616	53%	\$2.90	-\$0.01	0%	\$0.17	6%
Most Recent Week												

Frozen Conventional A/O Berries Weekly Price trend

Price per pound for frozen conventional A/O berries has increased since the U.S. acted on COVID-19, but has remained stable during the five weeks ending 04.04 through 05.02

Price is now \$2.90/lb, \$0.17 above 2019 pricing



Weeks Ending

Source: Nielsen Syndicated Data – Total U.S. xAOC

Frozen Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.02 frozen organic blueberries are up substantially YoY (+43%) in volume and (+49%) 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
- Although their most recent week's pricing is up \$0.28/lb since February, frozen organic blueberry prices have been relatively stable through March, April and early May, facilitating increased consumption
- Frozen organic blueberry sales peaked the weeks ending 03.14 and 03.21, but weekly volumes have continued to be higher than weekly sales velocities seen in the last two weeks of February and first week of March
 - For the most recent reported week relative to w/e 02.22, weekly volume sales for frozen organic blueberries are up +87,902 lbs (+43%) and dollar sales are up \$473,480 (+52%)

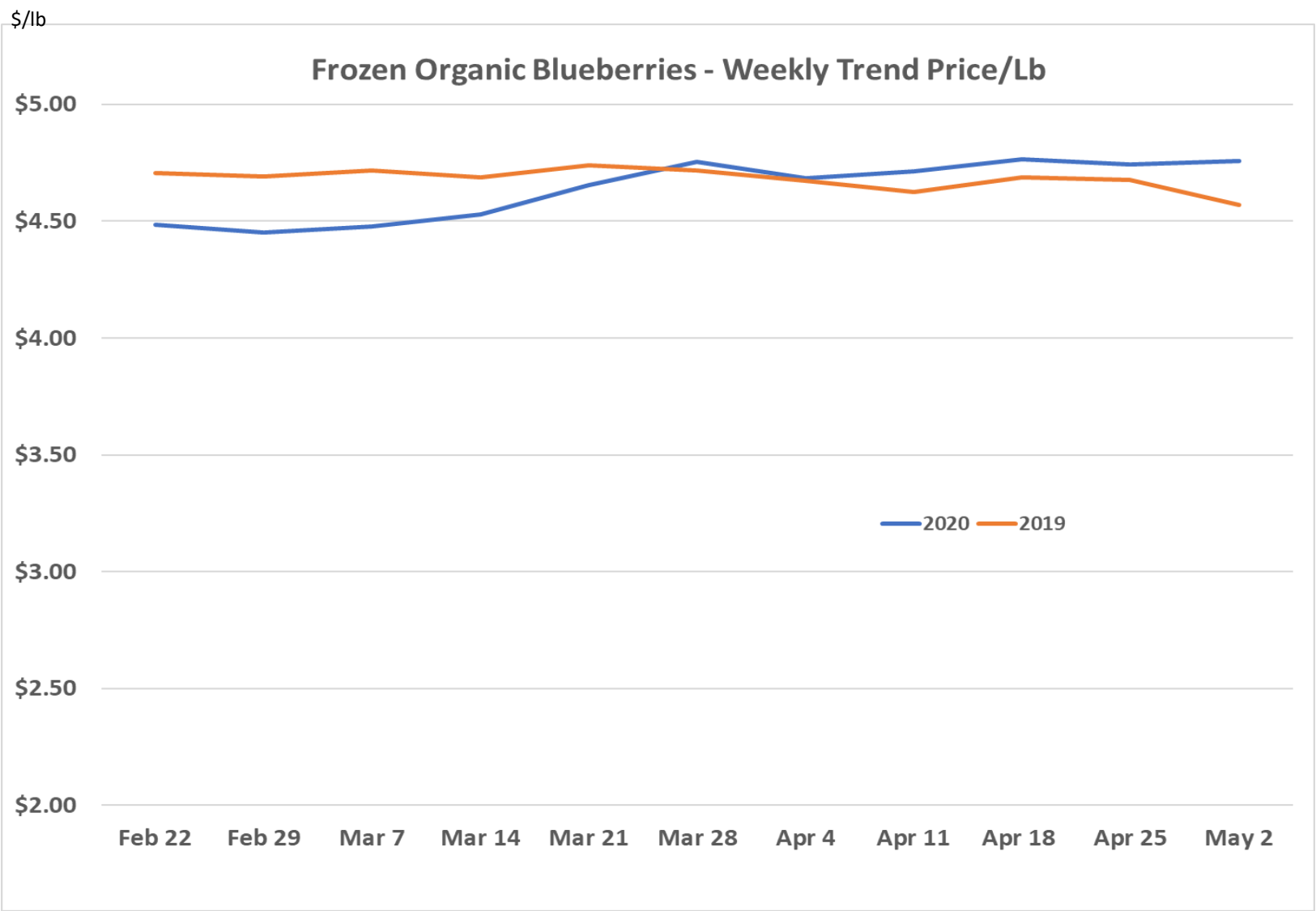
Frozen Blueberries – Organic – All Retail Channels

	Week Ending	Volume			Dollars			Price				
		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19 →	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%
	7-Mar	267,020	76,304	40%	\$ 1,195,396	\$ 296,116	33%	\$4.48	\$0.02	1%	-\$0.24	-5%
	14-Mar	388,448	192,625	98%	\$ 1,758,931	\$ 840,767	92%	\$4.53	\$0.05	1%	-\$0.16	-4%
	21-Mar	458,596	271,558	145%	\$ 2,133,602	\$ 1,247,352	141%	\$4.65	\$0.12	3%	-\$0.09	-2%
	28-Mar	286,737	97,462	51%	\$ 1,362,611	\$ 469,601	53%	\$4.75	\$0.10	2%	\$0.03	1%
Most Recent Week →	4-Apr	295,312	93,437	46%	\$ 1,383,042	\$ 439,655	47%	\$4.68	-\$0.07	-1%	\$0.01	0%
	11-Apr	297,092	90,512	44%	\$ 1,400,587	\$ 444,897	47%	\$4.71	\$0.03	1%	\$0.09	2%
	18-Apr	277,955	80,218	41%	\$ 1,324,507	\$ 397,372	43%	\$4.77	\$0.05	1%	\$0.08	2%
	25-Apr	287,804	102,451	55%	\$ 1,365,391	\$ 498,641	58%	\$4.74	-\$0.02	0%	\$0.07	1%
	2-May	291,852	87,666	43%	\$ 1,388,181	\$ 454,938	49%	\$4.76	\$0.01	0%	\$0.19	4%

Frozen Organic Blueberries Weekly Price Trend

While price per pound for frozen organic blueberries increased since the U.S. acted on COVID-19, it is only slightly higher than 2019 prices

Price is now \$4.76/lb, \$0.19 above 2019 pricing



Weeks Ending

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

- Frozen organic A/O berries are up significantly YoY (+74%) in volume and (+78%) in dollars for the w/e 05.02
- Although their most recent week's pricing is up \$0.11/lb since February, frozen organic A/O berries price per lb have been decreasing WoW since the w/e 04.18
- While frozen organic A/O berry sales peaked during weeks ending 03.14 and 03.21, weekly volume and dollar sales remain substantially elevated relative to the pre-COVID action period and have been on an upward trend since the w/e 04.25
 - For the most recent reported week relative to w/e 02.22, weekly volume sales for frozen organic A/O berries are up +279,341 lbs (+71%) and dollar sales are up ~\$1.26M (+75%)

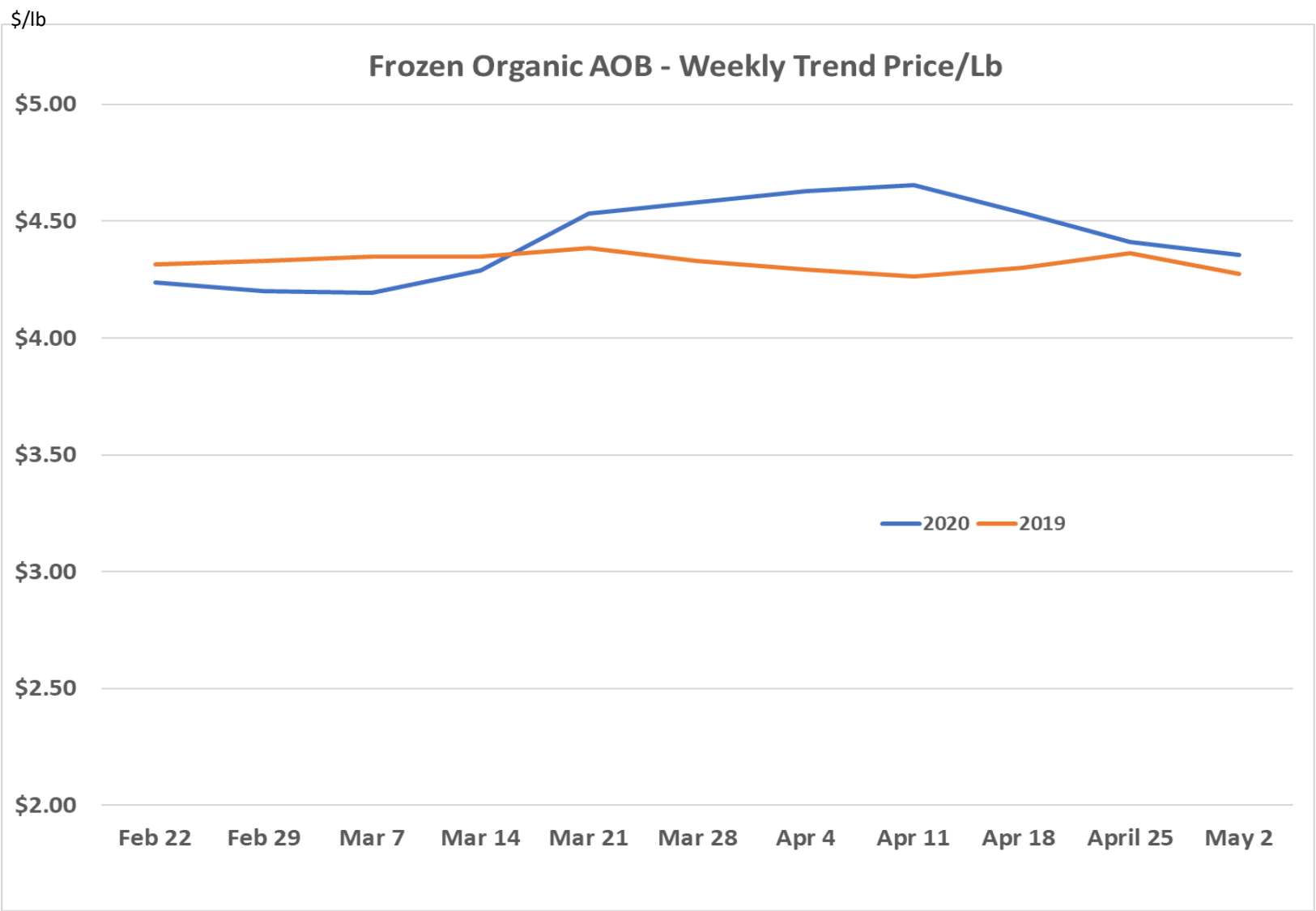
Frozen A/O Berries – Organic – All Retail Channels

	Week Ending	Volume			Dollars			Price				
		Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
U.S. Acts on COVID-19 →	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%
	7-Mar	499,814	112,762	29%	\$ 2,095,822	\$ 412,919	25%	\$4.19	-\$0.01	0%	-\$0.15	-4%
	14-Mar	718,120	333,847	87%	\$ 3,079,245	\$ 1,408,427	84%	\$4.29	\$0.09	2%	-\$0.06	-1%
	21-Mar	894,627	525,569	142%	\$ 4,055,593	\$ 2,436,969	151%	\$4.53	\$0.25	6%	\$0.15	3%
	28-Mar	553,733	179,156	48%	\$ 2,535,404	\$ 913,794	56%	\$4.58	\$0.05	1%	\$0.25	5%
	4-Apr	541,069	133,895	33%	\$ 2,504,745	\$ 757,271	43%	\$4.63	\$0.05	1%	\$0.34	7%
Most Recent → Week	11-Apr	584,020	167,470	40%	\$ 2,718,798	\$ 942,824	53%	\$4.66	\$0.03	1%	\$0.39	8%
	18-Apr	568,821	161,486	40%	\$ 2,579,714	\$ 828,706	47%	\$4.54	-\$0.12	-3%	\$0.24	5%
	25-Apr	634,237	278,056	78%	\$ 2,798,370	\$ 1,244,702	80%	\$4.41	-\$0.12	-3%	\$0.05	1%
	2-May	674,019	287,318	74%	\$ 2,934,664	\$ 1,281,849	78%	\$4.35	-\$0.06	-1%	\$0.08	2%

Frozen Organic A/O Berries Weekly Price Trend

While price per pound for frozen organic A/O berries increased since the U.S. acted on COVID-19, price per pound decreased for the three weeks ending 04.18 through 05.02 and are now closely tracking 2019 prices

Price is now \$4.35/lb, \$0.08 above 2019 pricing

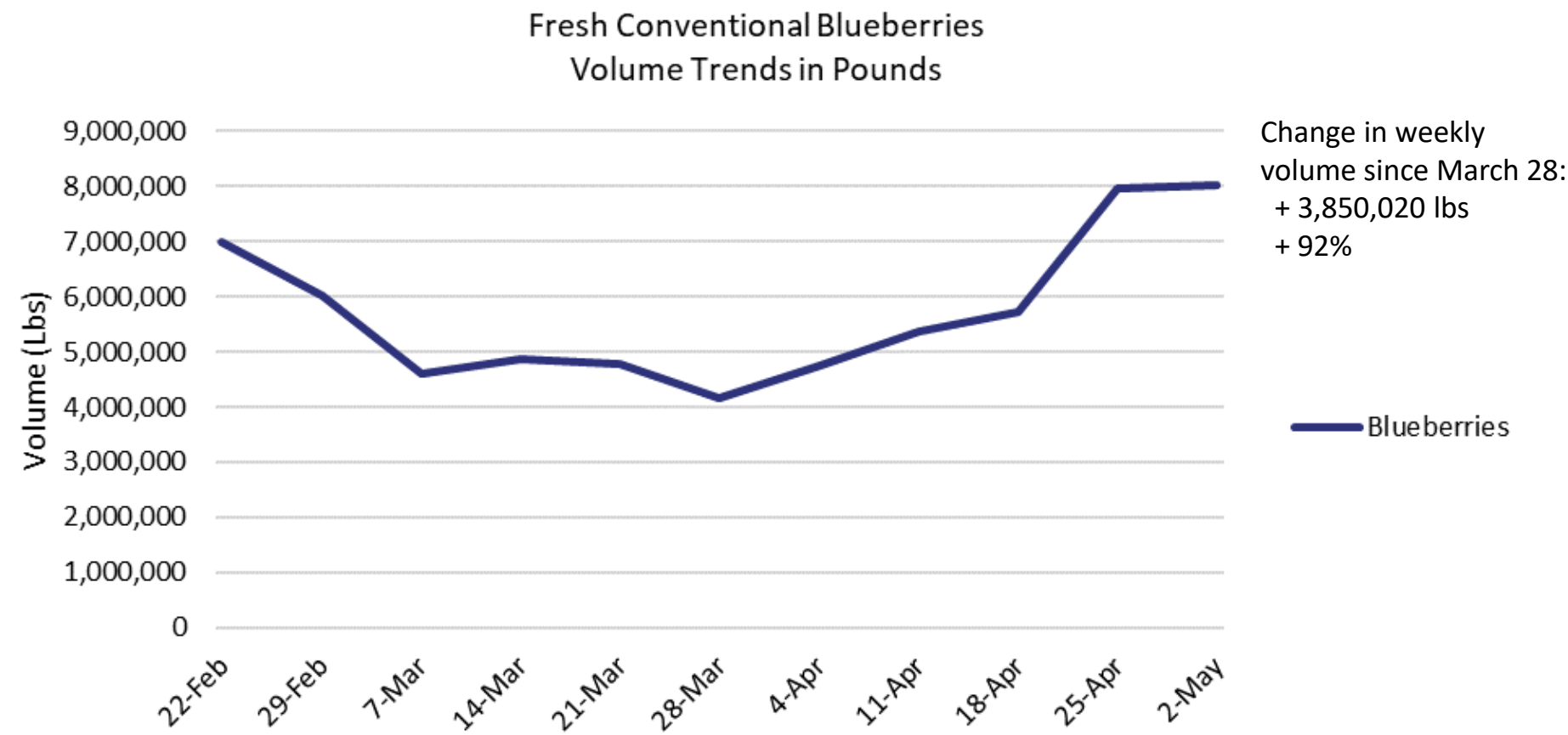


Weeks Ending

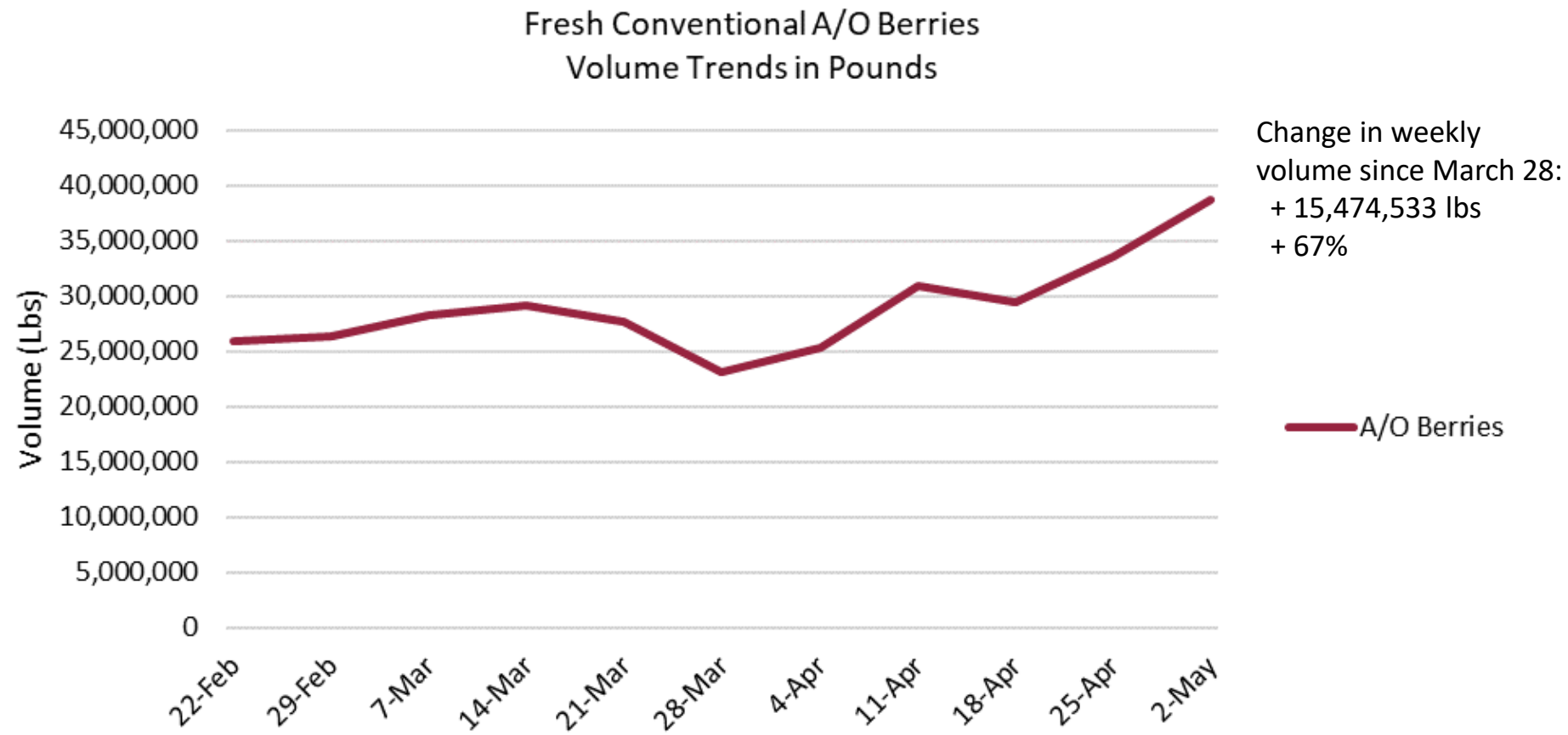
Source: Nielsen Syndicated Data – Total U.S. xAOC

Appendix: Segment Volume Trends

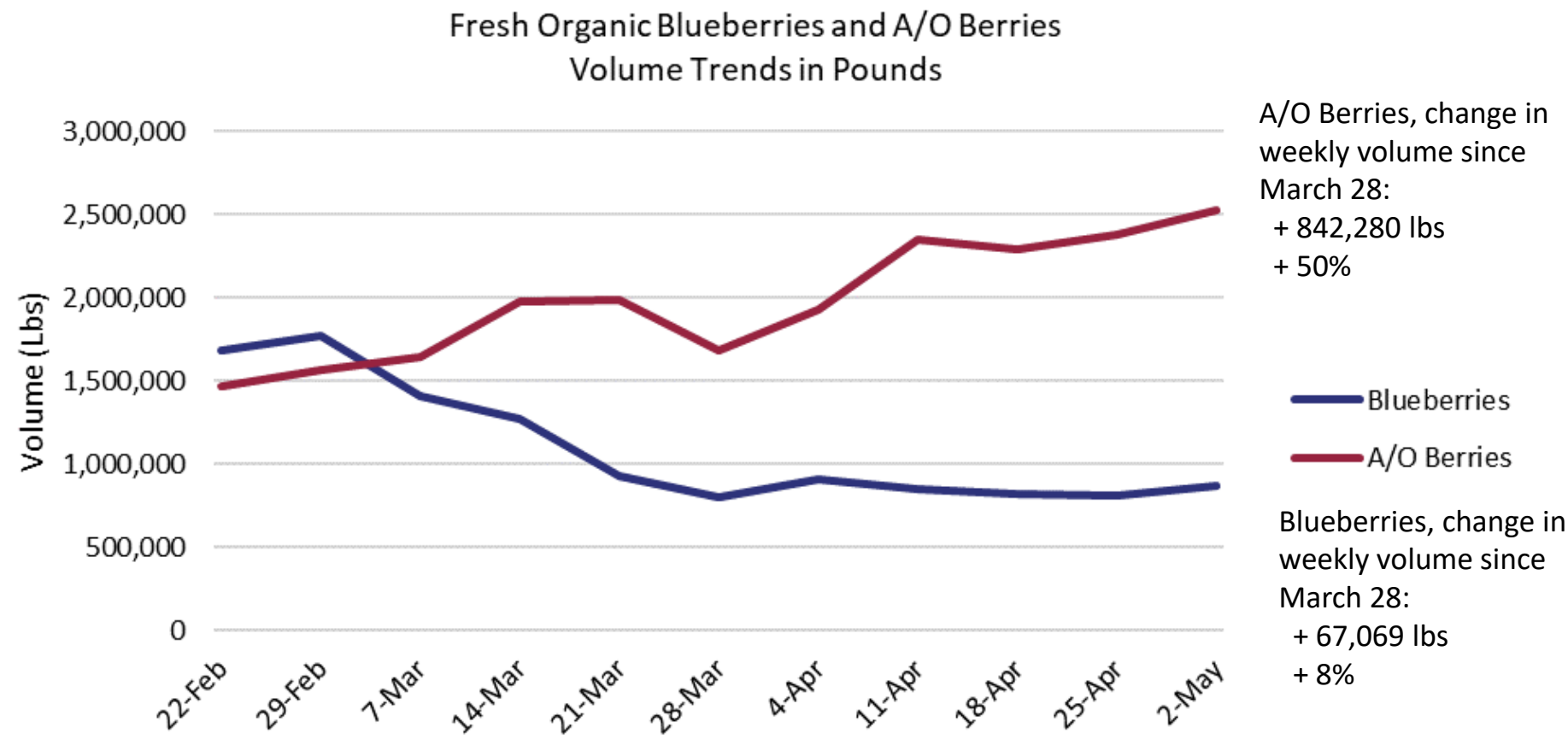
Retail Sales in Lbs of Fresh Conventional Blueberries



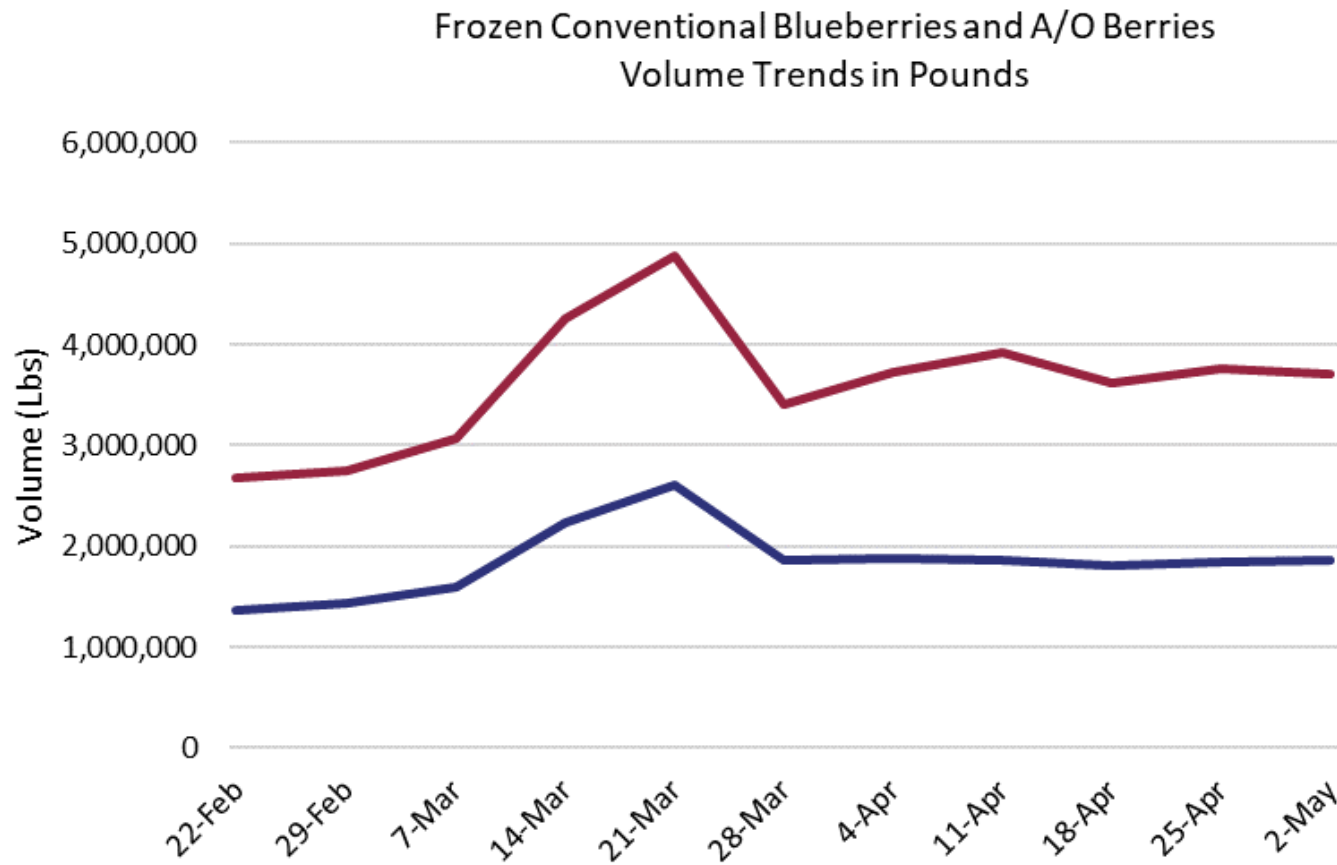
Retail Sales in Lbs of Fresh Conventional A/O Berries



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



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



A/O Berries, change in weekly volume since March 28:
+ 300,069 lbs
+ 9%

Blueberries
A/O Berries

Blueberries, change in weekly volume since March 28:
-753 lbs
Flat

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

