



Berry Category Weekly Volume and Pricing Trends at Retail, w/e 05.16.20

May 27, 2020



Berry Category at Retail – Blueberries and A/O Berries – w/e 05.16.20

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Key Observations

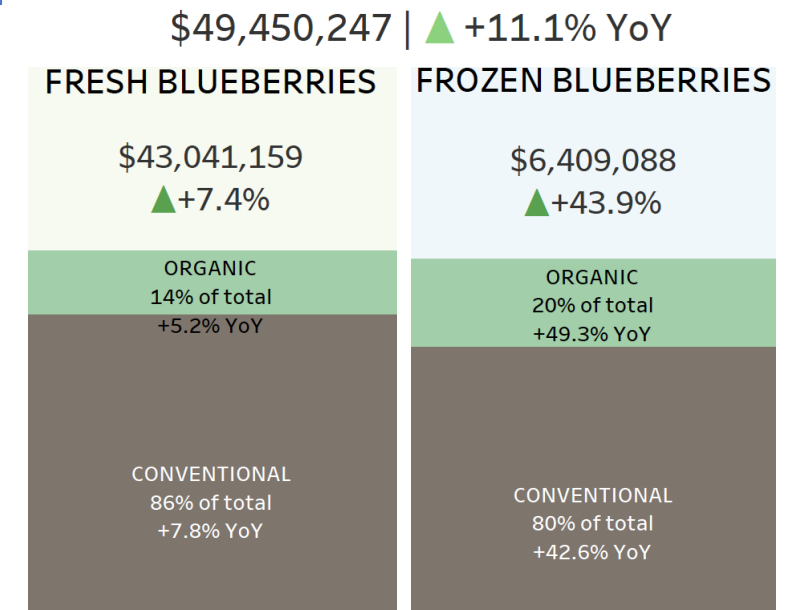
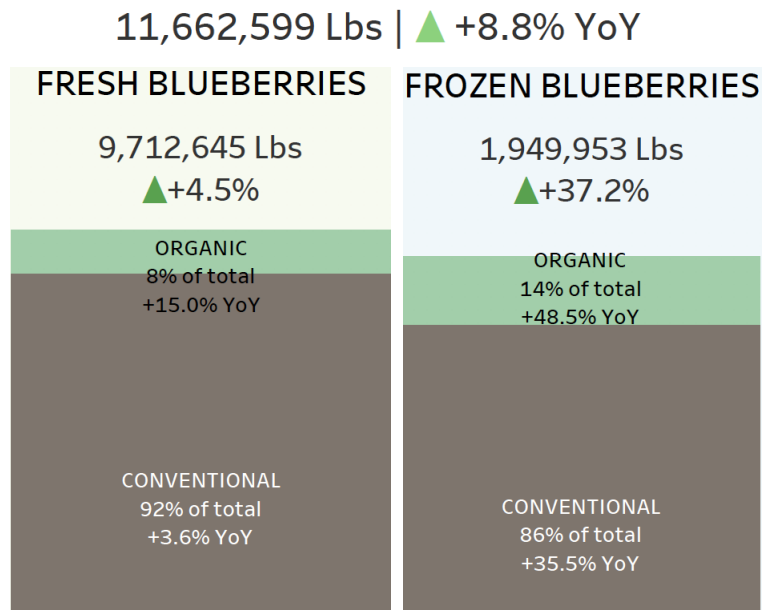
Berry Category at Retail – Blueberries and A/O Berries – w/e 05.16.20

- Although blueberry volume and dollar sales in the retail channel are up again this week, their YoY growth trends trail both the total fresh fruit category and competitive all-other (A/O) berries.
 - This follows a string of weeks where the blueberry category's pace of growth has usually outperformed both fruit category dollar sales growth and the dollar and sales growth rates of A/O berries
- During the week ending 05.16 many states and large cities in the U.S. still had restricted access to foodservice, so grocery retail shopping continued to account for a significant proportion of consumer food dollars.
 - Frozen conventional and organic blueberries are still selling well ahead of their last year's weekly sales velocities, trading on the consumer's current interest in a convenient, longer-shelf life source of blueberry taste and health benefits.
- Fresh conventional and organic blueberries continue to grow, but their growth rates are softer than previous weeks - particularly when benchmarked against the overall fruit category and competitive berries.
 - As we noted last week with organic blueberries, these lower numbers in Nielsen-tracked retail outlets may be a function of aggressive discount promotions of organic and conventional blueberries in Costco (the only major retailer not tracked by Nielsen).
 - This promotion started during the tail-end of the w/e 05.09 period, running through the most recent week of data reported here.

Trends in Fresh and Frozen Blueberry Sales in 05/16/20

- Overall, blueberry sales for w/e 05/16 continue to grow, though more modestly than previous weeks with total fresh blueberry volume up +5% and dollars up +7%
- Growth rates for organic blueberries in volume and dollars are outperforming conventional growth – both in fresh and frozen forms.
 - Fresh organic blueberries are up +15% in volume and +14% in dollars while frozen organic is up +49% in pounds and +49% in dollars
- Frozen blueberry sales overall continue to set records, up 37% YoY in volume and an impressive 44% in dollar sales

BLUEBERRIES - 5/16/2020



Growth Rates for Fresh Blueberries vs. Fresh Fruit Category and Competitive A/O Berries

Although the week end dates differ slightly, publicly available IRI data provides context on blueberry dollar retail sales performance relative to the entire fresh fruit category.

Since early April, blueberries’ weekly dollar growth rate has mostly outperformed that of the entire fresh fruit category.

Nielsen blueberry category dollar and volume growth rates also show strong performance relative to competitive a/o berries.

However, blueberry growth trends have softened somewhat in the most recent weeks, trending below the fresh fruit category and competitive berries.

As noted earlier, recent softness in blueberry growth may be a function of Costco aggressive pricing promotions not being reflected within the Nielsen dataset.

Fresh Fruit, Blueberries and A/O Berries – Chg. vs. 2019 in Dollar and Volume Sales								
IRI Dollars		4/5	4/12	4/19	4/26	5/3	5/10	5/17
	Fruit	7%	7%	-0%	16%	11%	12%	11%
Blueberries Perform At or Above IRI Fruit Category \$ Growth		✓	✓		✓	✓	✓	
Nielsen Dollars		4/4	4/11	4/18	4/25	5/2	5/9	5/16
	Blueberries	21%	21%	-1%	22%	15%	13%	7%
	A/O Berries	10	20	-1	21	27	22	19
Blueberries Perform At or Above A/O Berry Nielsen \$ Growth		✓	✓	✓	✓			
Nielsen Volume		4/4	4/11	4/18	4/25	5/2	5/9	5/16
	Blueberries	16%	34%	8%	49%	28%	21%	5%
	A/O Berries	11	22	2%	18	28	21	21
Blueberries Perform At or Above A/O Berry Nielsen Volume Growth		✓	✓	✓	✓	✓	✓	

IRI Source – [Produce Blue Book](#), Total U.S., MULO, 1 Week % change vs. YA
 Source: Nielsen Syndicated Data – Total U.S. xAOC

Fresh Conventional Blueberries – Volume, Sales and Pricing Data

- Fresh conventional blueberries are up +4% in volume and up +8% in retail dollars for w/e 05.16
- Retail pricing on conventional fresh blueberries is up \$0.16 relative to 2019 and down -\$0.05 vs. previous week
- After a five week stretch where price per lb of conventional fresh blueberries were lower than 2019 prices, retail pricing for conventional blueberries is now above 2019 pricing

Fresh Blueberries – Conventional – All Retail Channels

Week Ending	Lbs	Volume		\$	Dollars		Price				
		Chg YoY	% Chg YoY		Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
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%
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%
9-May	9,320,292	1,737,672	23%	\$39,067,364	\$ 5,362,699	16%	\$4.19	-\$0.46	-10%	-\$0.25	-6%
16-May	8,904,063	313,320	4%	\$36,896,669	\$ 2,667,486	8%	\$4.14	-\$0.05	-1%	\$0.16	4%

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

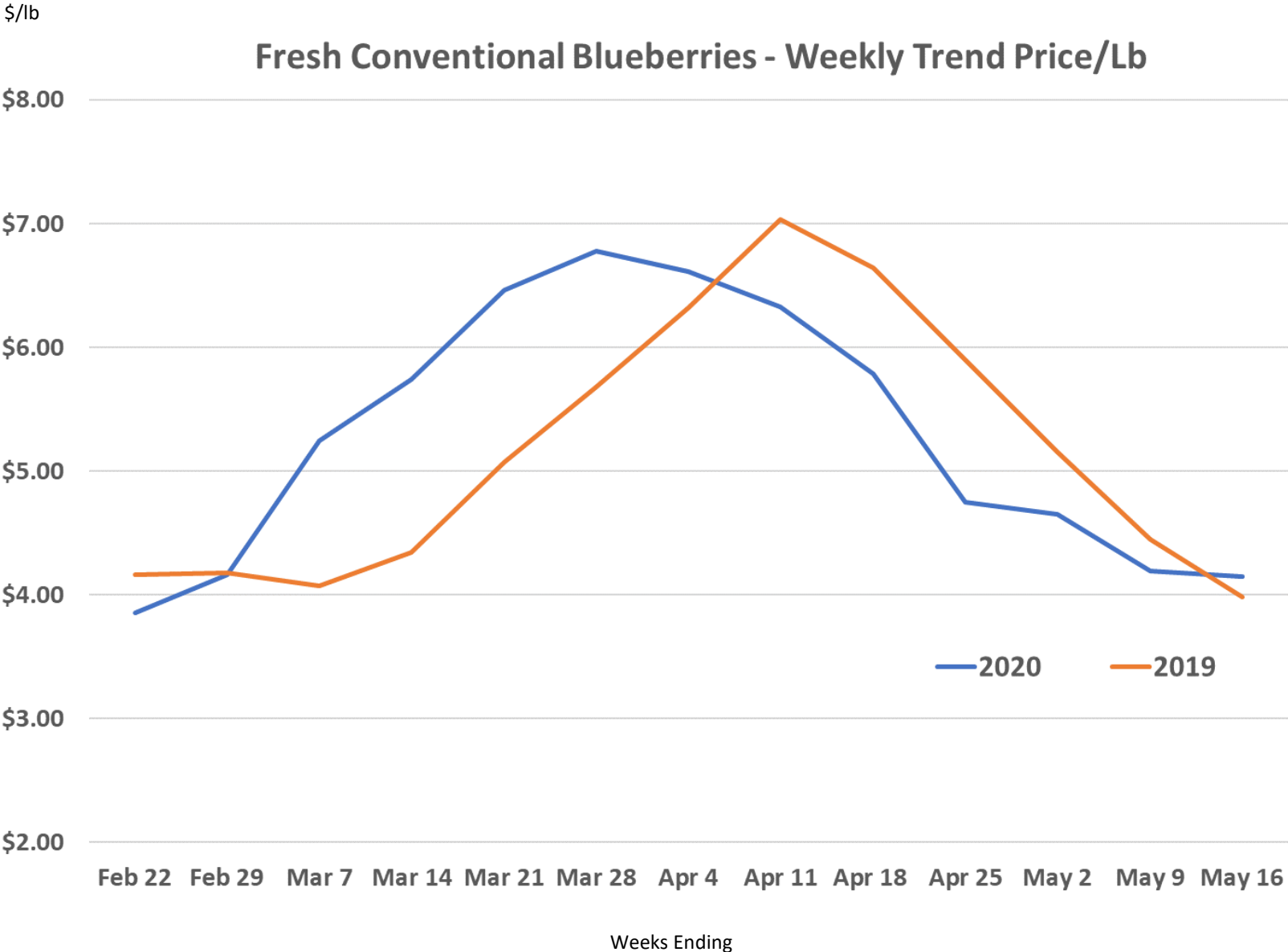
Fresh Conventional Blueberries Weekly Price Trend

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, now \$4.14/lb, \$0.16 above 2019 pricing



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

- Fresh conventional A/O berry sales are up YoY +21% in volume and up +20% in dollars for week end 05.16
- With the exception of w/e 04.18, fresh conventional A/O berry sales are up consistently YoY with decreasing WoW price per lb since the w/e 04.04

Fresh A/O Berries – Conventional – All Retail Channels

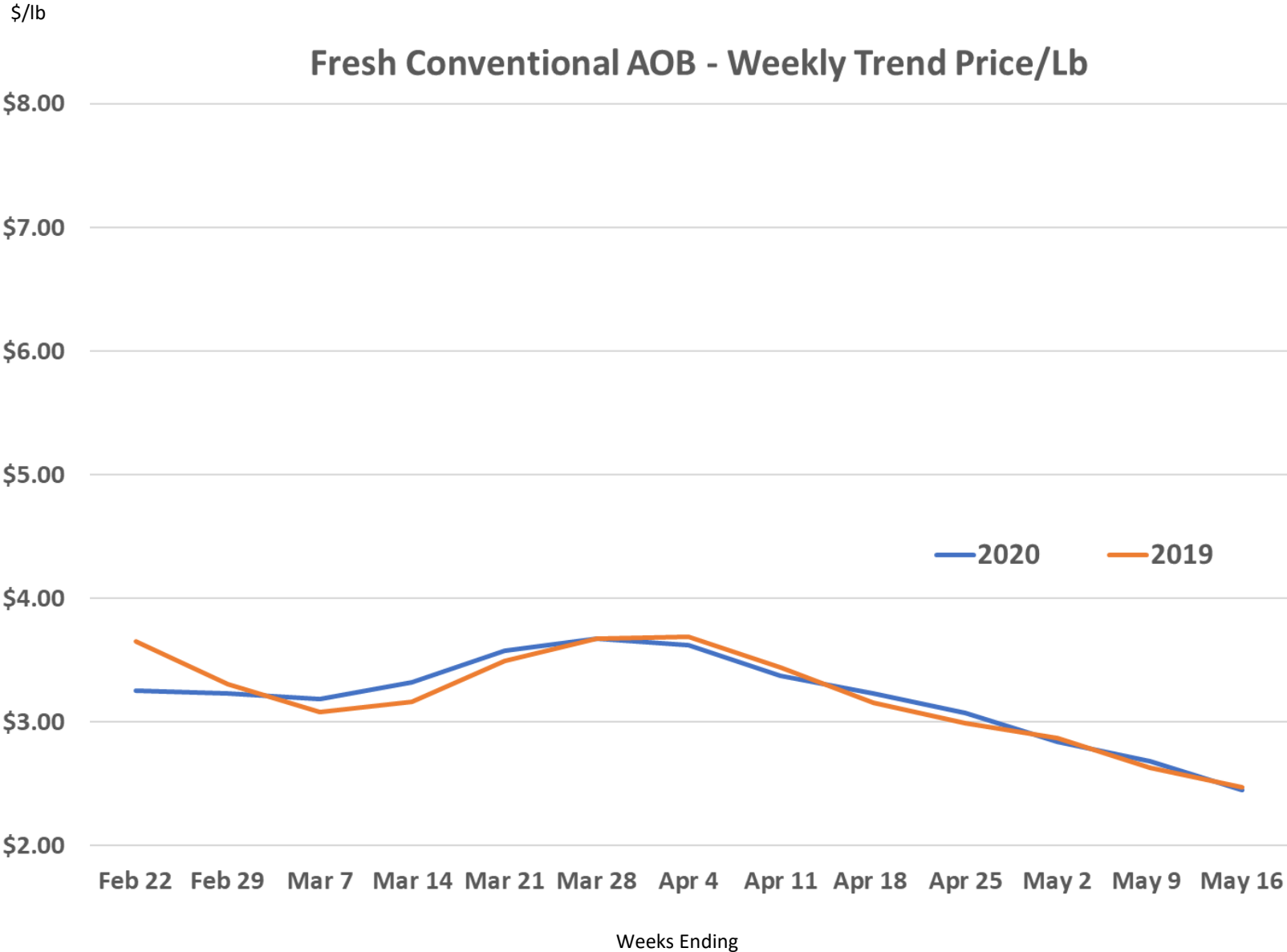
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
14-Mar	29,227,017	5,878,240	25%	\$ 97,042,034	\$ 23,266,708	32%	\$3.32	\$0.13	4%	\$0.16	5%
21-Mar	27,680,328	6,058,730	28%	\$ 98,894,324	\$ 23,341,174	31%	\$3.57	\$0.25	8%	\$0.08	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%
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%
9-May	42,468,616	7,269,382	21%	\$ 113,849,744	\$ 21,273,487	23%	\$2.68	-\$0.16	-6%	\$0.05	2%
16-May	43,550,773	7,504,302	21%	\$ 106,692,593	\$ 17,718,399	20%	\$2.45	-\$0.23	-9%	-\$0.02	-1%

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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 continues to trend down, now \$2.45/lb, \$0.02 below 2019 per pound pricing and a reduction of -\$0.23/lb relative to the previous weeks



Fresh Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.16, fresh organic blueberries are up +15% in volume and up 5% in dollars
 - Costco (which is not part of this dataset) ran a deep discounted promotion on organic blueberries during the weekend of May 9 and into the following week, which may have limited the volumes of organic blueberries for sale in the broader grocery retail channel.
- 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 show increases, fresh organic blueberry volumes for the 9 weeks spanning w/e March 21 to May 16 are moving well below w/e March 14.

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
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%
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%
9-May	793,683	11,925	2%	\$6,346,637	\$ (139,092)	-2%	\$8.00	\$0.13	2%	-\$0.30	-4%
16-May	808,582	105,553	15%	\$6,144,490	\$ 306,446	5%	\$7.60	-\$0.40	-5%	-\$0.71	-9%

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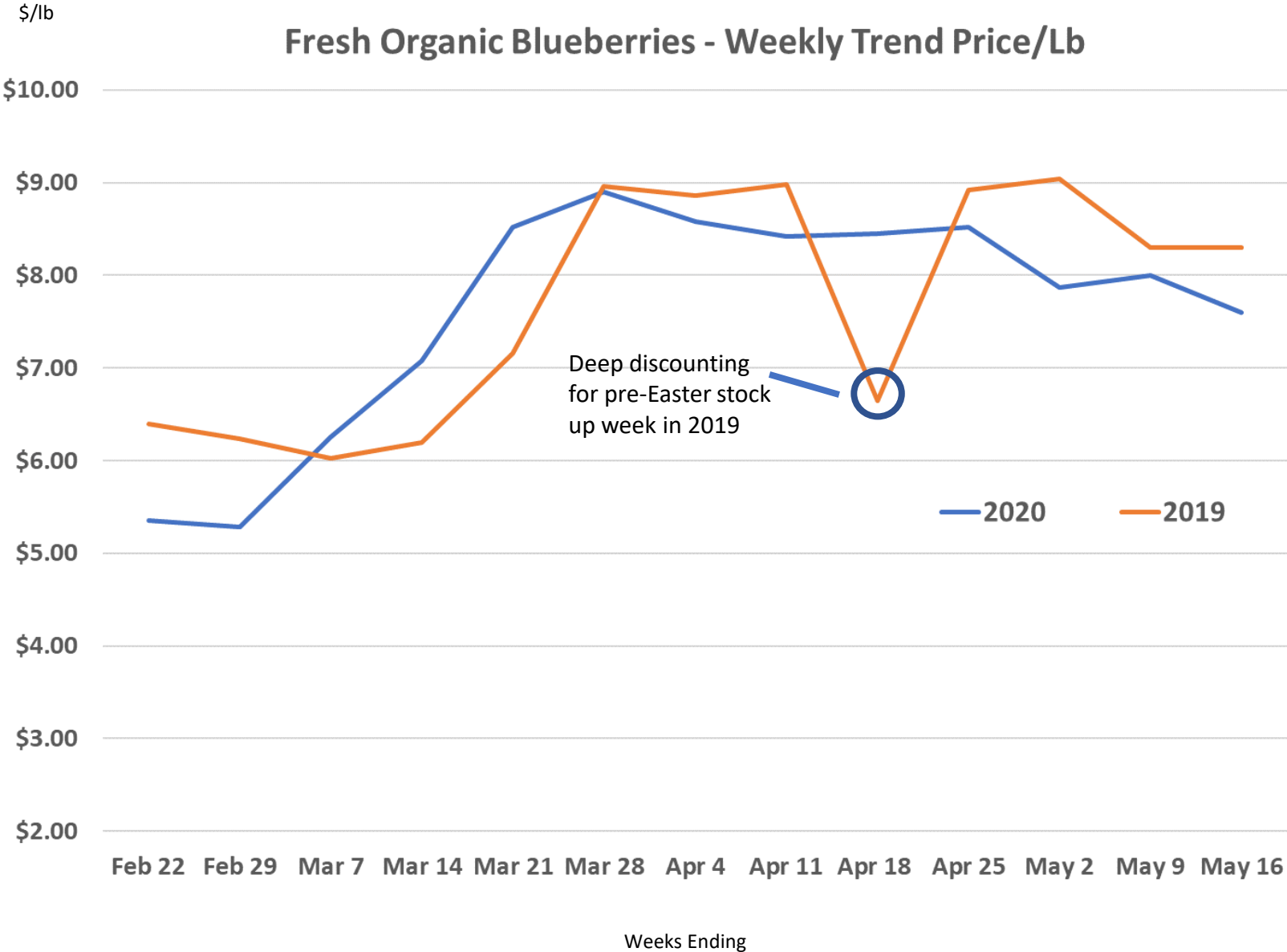


Fresh Organic Blueberries Weekly Price Trend

Changes in price per pound of fresh organic blueberries are fairly 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 \$7.60/lb is \$0.71 below the 2019 pricing



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

- Fresh organic A/O berries are up +26% in volume and up +16% in dollars for the w/e 05.16
- With the exception of weeks ending 03.28 and 04.04, fresh organic A/O berries have experienced steady week-on-week growth in volume
 - For the most recent reported week relative to w/e 03.14, weekly volume sales for fresh organic A/O berries are up +982,378 lbs (+50%) and dollar sales are up ~\$1M (+7%)

Fresh A/O Berries – Organic – All Retail Channels

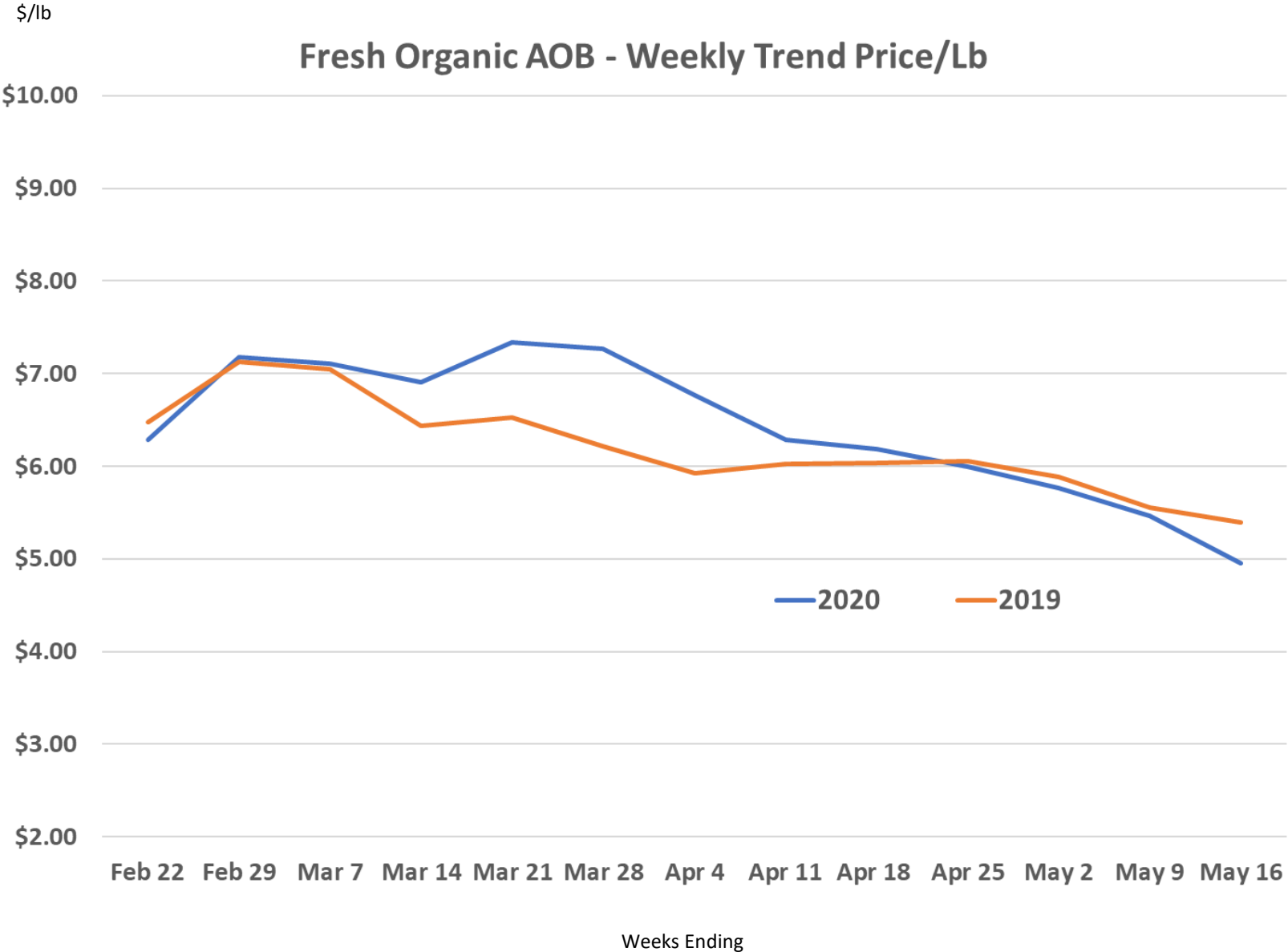
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
14-Mar	1,977,938	257,907	15%	\$13,671,128	\$ 2,596,791	23%	\$6.91	-\$0.19	-3%	\$0.47	7%
21-Mar	1,993,038	166,057	9%	\$14,618,905	\$ 2,698,550	23%	\$7.33	\$0.42	6%	\$0.81	11%
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%
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%
9-May	2,702,600	416,936	18%	\$14,756,957	\$ 2,050,160	16%	\$5.46	-\$0.30	-5%	-\$0.10	-2%
16-May	2,960,316	619,319	26%	\$14,671,732	\$ 2,041,658	16%	\$4.96	-\$0.50	-9%	-\$0.44	-9%

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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 \$4.96/lb, \$0.44 below 2019 pricing



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

Frozen Conventional Blueberries – Volume, Sales and Pricing Data

- Frozen conventional blueberries are again up YoY (+36%) in volume and in dollars (+43%) for w/e 05.16
- The most recent week's pricing is up only \$0.09/lb since the w/e 03.14, and frozen conventional blueberry prices have been relatively stable through early May, facilitating increased consumption
- Volume and dollar sales for frozen conventional blueberries peaked during weeks ending 03.14 and 03.21, and weekly volume and dollar sales have decreased relative to weekly sales velocities seen in the second week of March
 - For the most recent reported week relative to w/e 03.14, weekly volume sales for frozen conventional blueberries are down -554,079 lbs (-25%) and dollar sales are down -\$1,490,017 (-22%)

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
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%
9-May	1,792,560	498,970	39%	\$ 5,499,987	\$ 1,733,216	46%	\$3.07	\$0.00	0%	\$0.16	5%
16-May	1,679,769	440,373	36%	\$ 5,156,966	\$ 1,540,696	43%	\$3.07	\$0.00	0%	\$0.15	5%

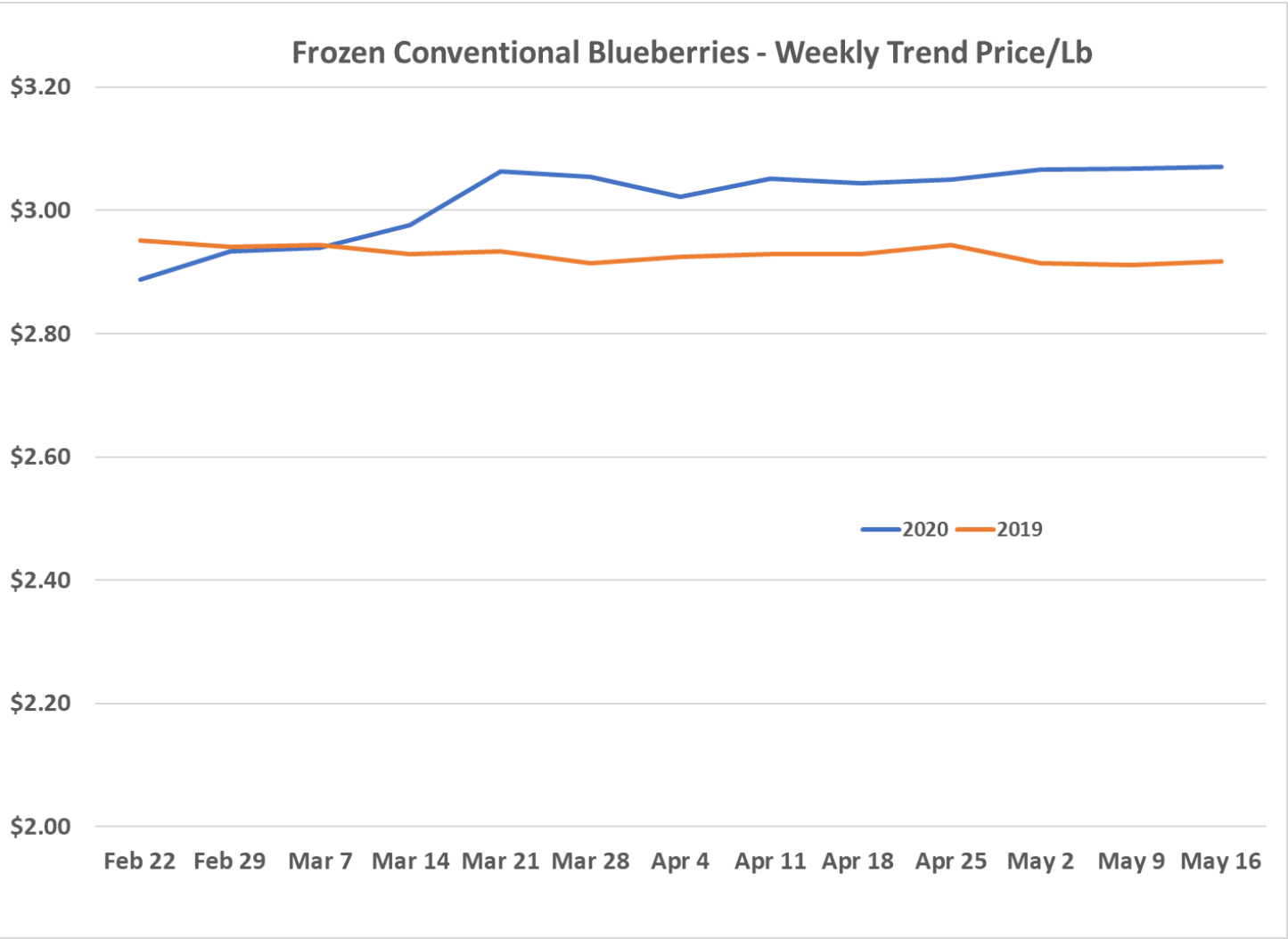
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Frozen Conventional Blueberries Weekly Price Trend

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

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

\$/lb



Weeks Ending

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

- Frozen conventional A/O berry sales are also up substantially YoY (+36%) in volume and (+44%) in dollars for week end 05.16
- Consistent with the frozen conventional blueberry segment, frozen conventional A/O berry sales peaked during weeks ending 03.14 and 03.21, and volume and dollar sales for w/e 05.16 have decreased relative to the second week of March
 - For the most recent reported week relative to w/e 03.14, weekly volume sales for frozen conventional A/O berries are down -824,938 lbs (-19%) and dollar sales are down ~-\$2M (-17%)
- Pricing for frozen conventional A/O berries have increased slightly during this ten-week period and are an average of 5% 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	
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%
9-May	3,749,587	1,079,659	40%	\$	10,912,646	\$	3,635,651	50%	\$2.91	\$0.01	0%	\$0.18	6%
16-May	3,428,084	915,842	36%	\$	9,917,323	\$	3,053,779	44%	\$2.89	-\$0.02	-1%	\$0.16	6%

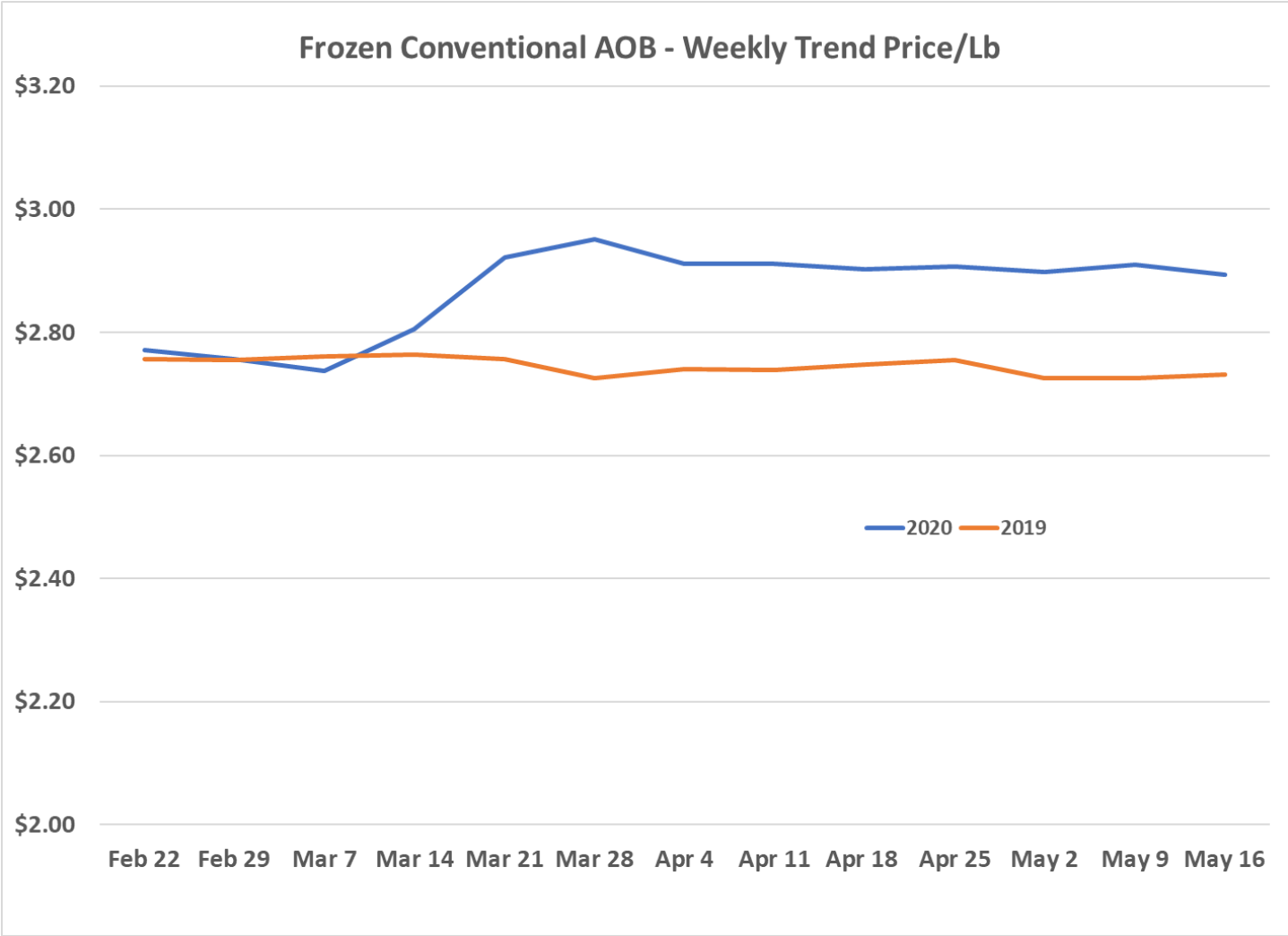
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Frozen Conventional A/O Berries Weekly Price trend

Price per pound for frozen conventional A/O berries has increased since the U.S. acted on COVID-19, but has remained relatively stable WoW during the six weeks ending 04.11 through 05.16, with a slight decrease during w/e 05.16

Price is now \$2.89/lb, \$0.16 above 2019 pricing

\$/lb



Weeks Ending

Frozen Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.16, frozen organic blueberries are up substantially YoY (+48%) 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 \$0.10/lb since the w/e 03.14, frozen organic blueberry prices have been relatively stable from early April through mid May, facilitating increased consumption
- Frozen organic blueberry sales peaked the weeks ending 03.14 and 03.21, and weekly volumes have decreased from the sales velocities seen in the second week of March
 - For the most recent reported week relative to w/e 03.14, weekly volume sales for frozen organic blueberries are down -118,263 lbs (-30%) and dollar sales are down -\$506,808 (-29%)

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
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%
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%
9-May	286,916	90,793	46%	\$ 1,361,426	\$ 457,889	51%	\$4.75	-\$0.01	0%	\$0.14	3%
16-May	270,184	88,222	48%	\$ 1,252,123	\$ 413,346	49%	\$4.63	-\$0.11	-2%	\$0.02	1%

Most Recent
Week

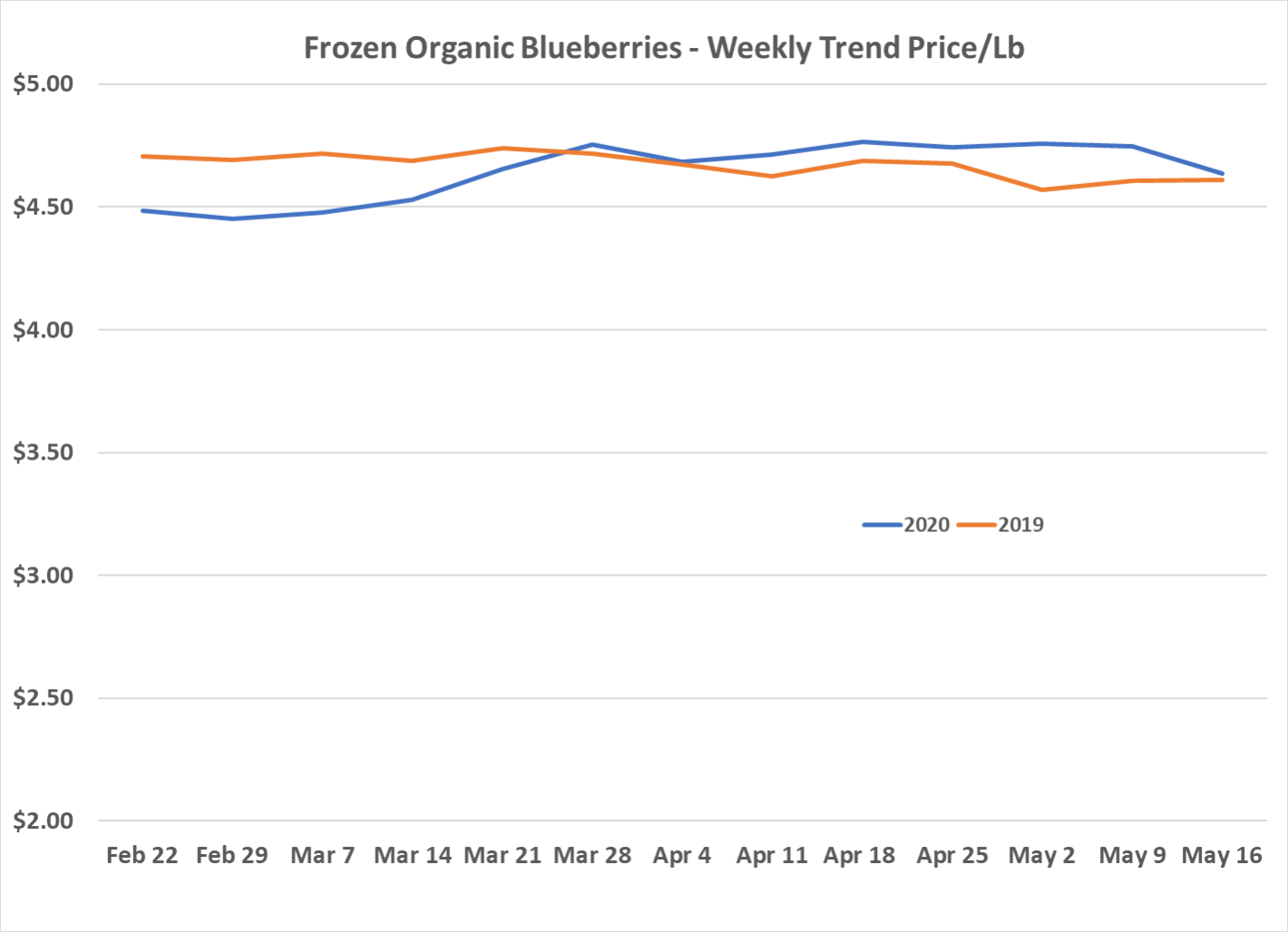


Frozen Organic Blueberries Weekly Price Trend

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 \$4.63/lb, \$0.02 above 2019 pricing

\$/lb



Weeks Ending

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

- Frozen organic A/O berries are up significantly YoY (+66%) in volume and (+71%) in dollars for the w/e 05.16
- While frozen organic A/O berry price per lb for the w/e 05.16 is down \$0.07 from the previous week, pricing for frozen organic A/O berries have increased slightly during this ten-week period by \$0.14/lb since the w/e 03.14
- Frozen organic A/O berry sales peaked during weeks ending 03.14 and 03.21, and weekly volume and dollar sales have decreased relative to the second week of March
 - For the most recent reported week relative to w/e 03.14, weekly volume sales for frozen organic A/O berries are down -123,367 lbs (-17%) and dollar sales are down -\$445,710 (-14%)

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
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%
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%
9-May	637,459	248,049	64%	\$ 2,868,975	\$ 1,208,007	73%	\$4.50	\$0.15	3%	\$0.24	5%
16-May	594,754	237,224	66%	\$ 2,633,535	\$ 1,095,530	71%	\$4.43	-\$0.07	-2%	\$0.13	3%

Most Recent
Week

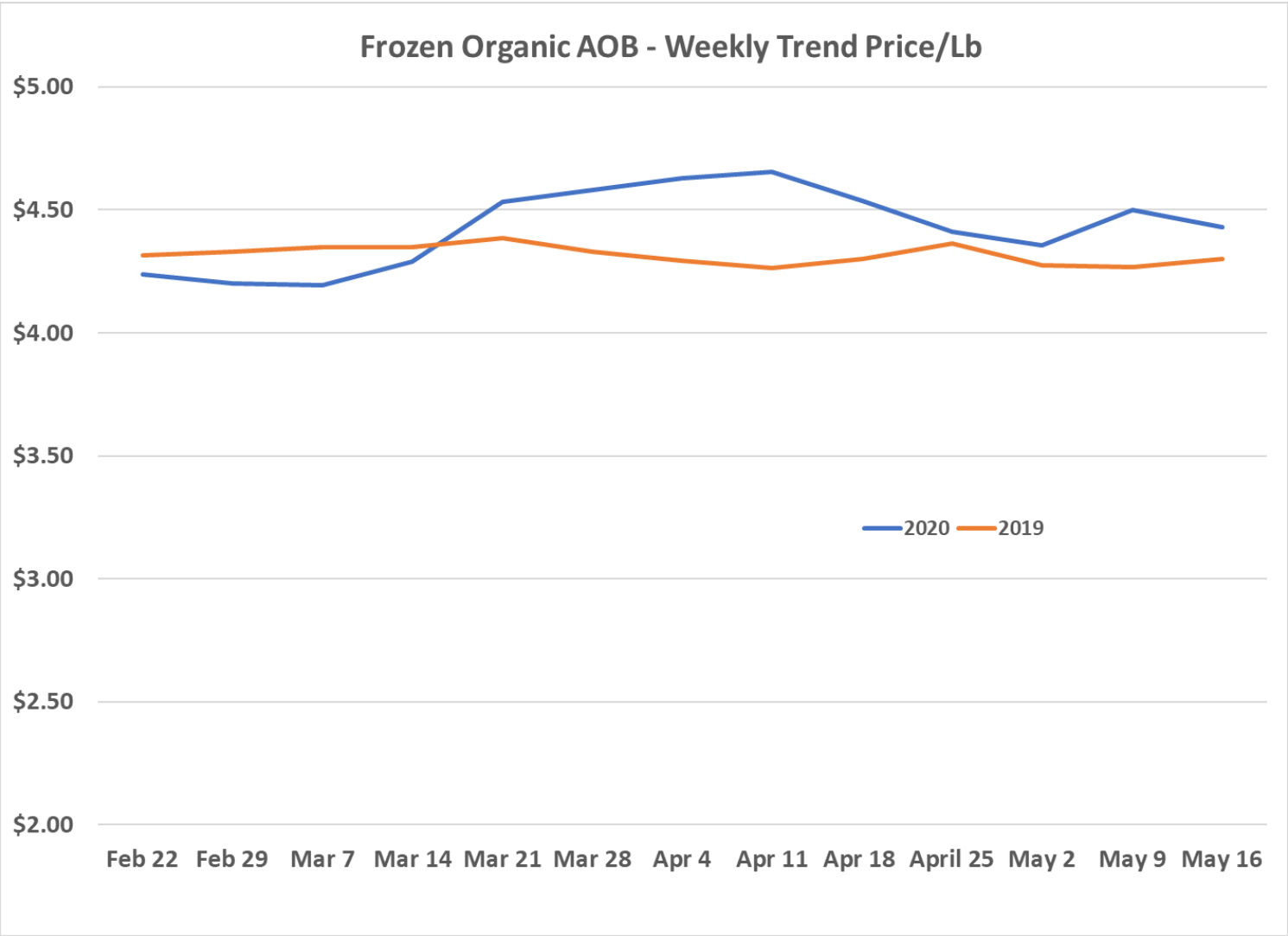


Frozen Organic A/O Berries Weekly Price Trend

Price per pound for frozen organic A/O berries increased since the U.S. acted on COVID-19 but are currently only slightly higher than 2019 prices

Price is now \$4.43/lb, \$0.13 above 2019 pricing

\$/lb

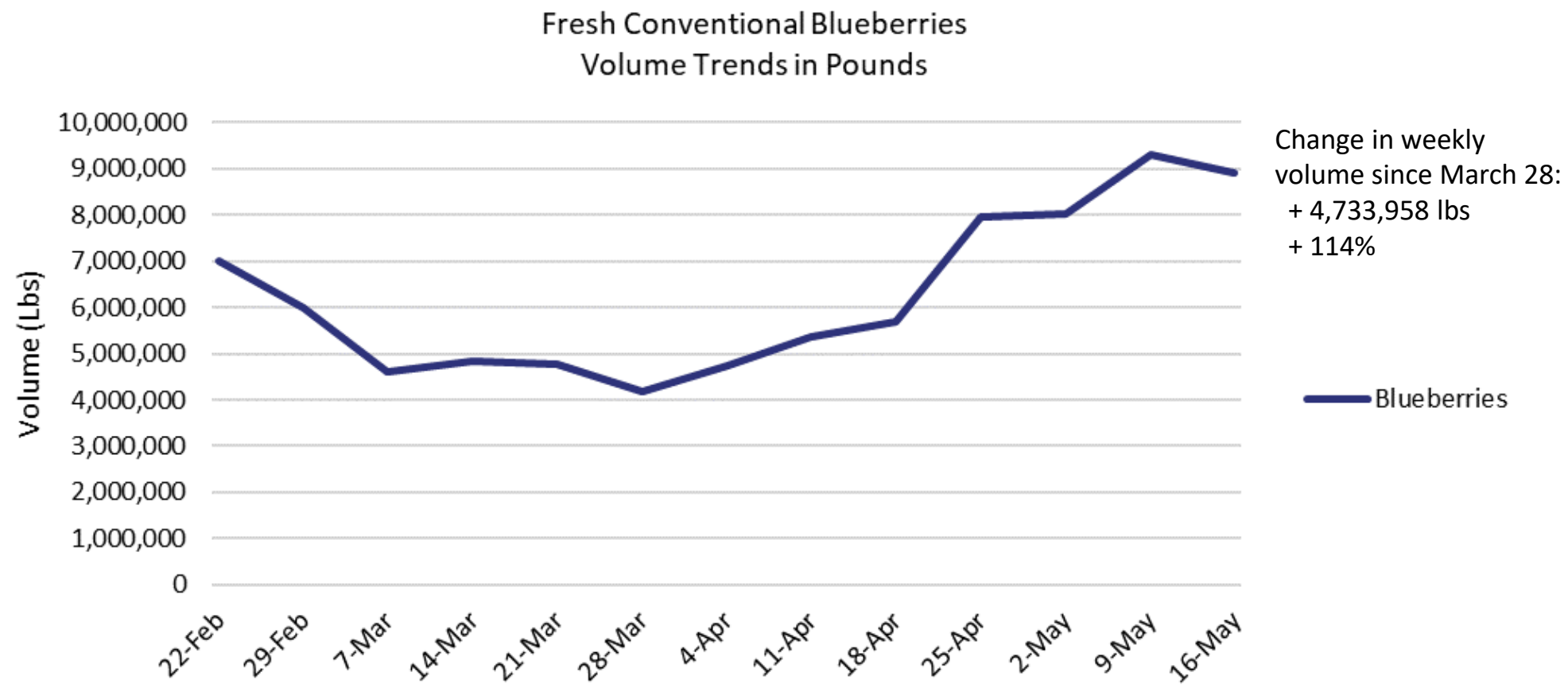


Weeks Ending

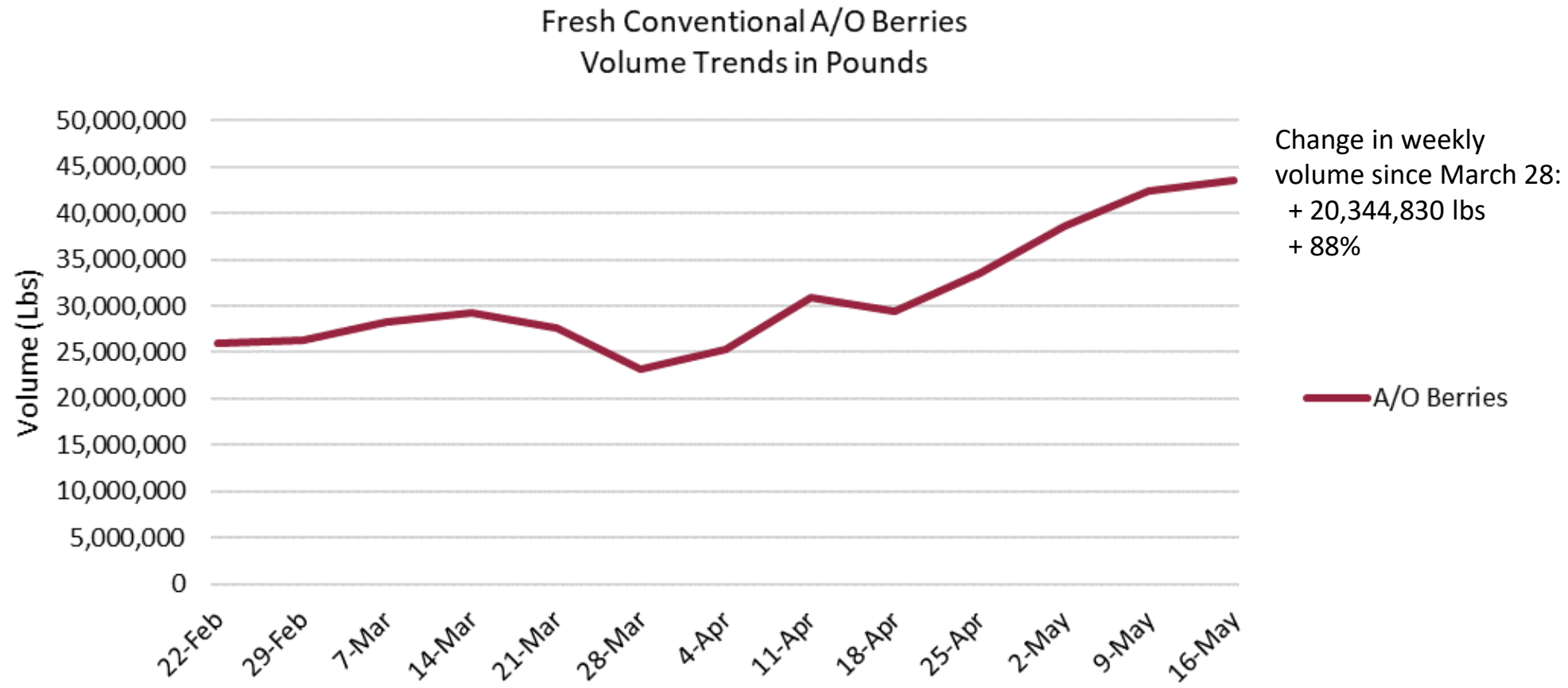
Source: Nielsen Syndicated Data – Total U.S. xAOC

Appendix: Segment Volume Trends

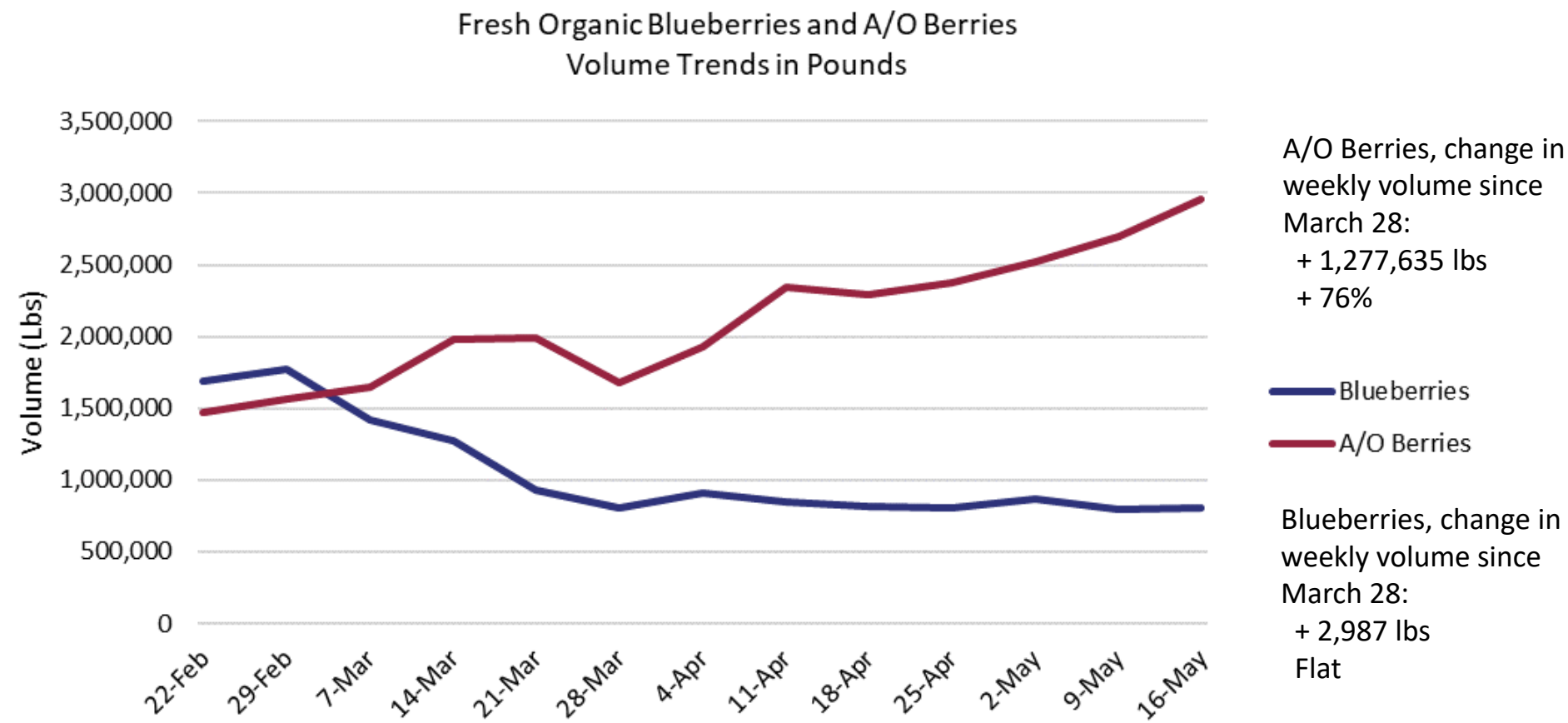
Retail Sales in Lbs of Fresh Conventional Blueberries



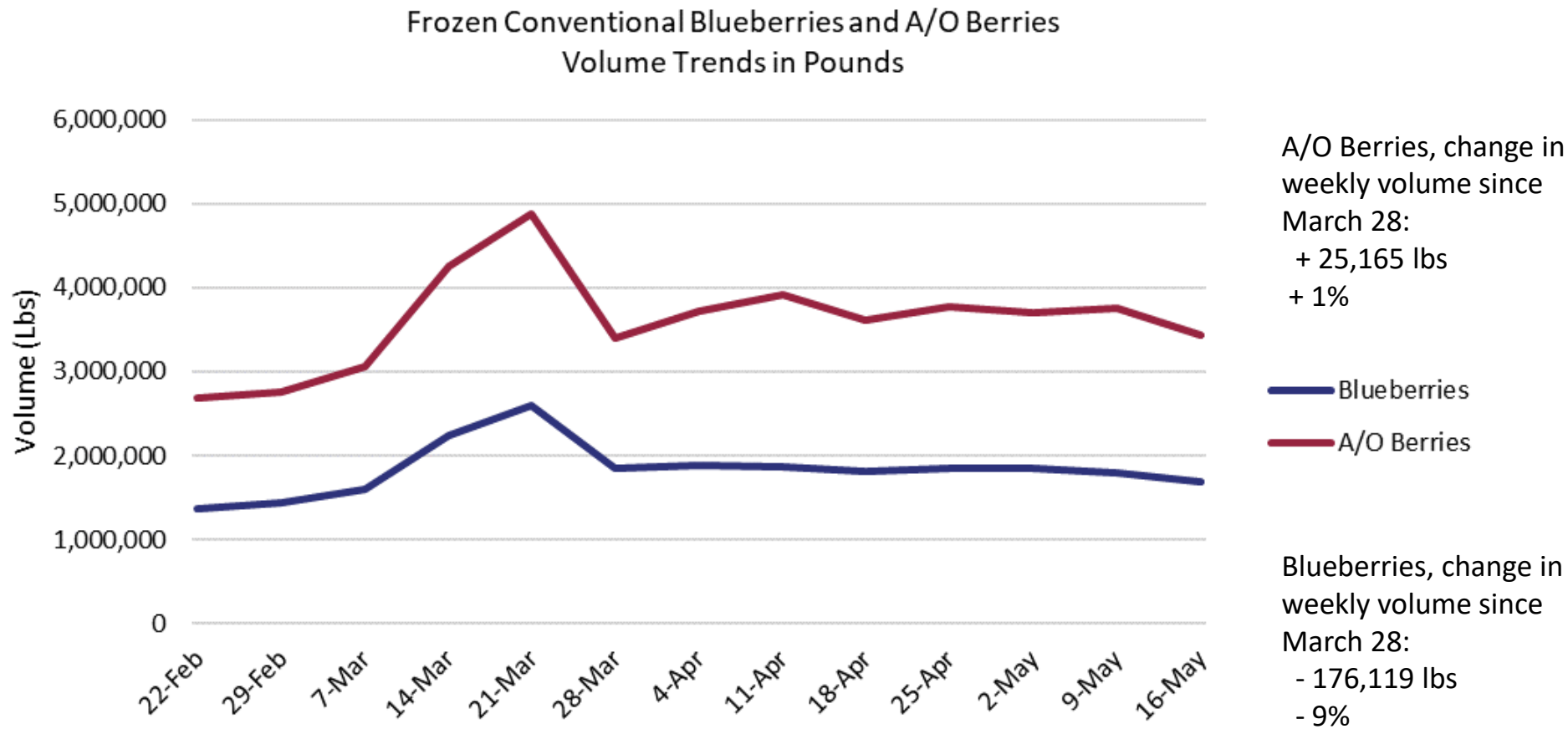
Retail Sales in Lbs of Fresh Conventional A/O Berries



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



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



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

