



Berry Category Weekly Volume and Pricing Trends at Retail, w/e 05.23.20

June 2, 2020



Berry Category at Retail – Blueberries and A/O Berries – w/e 05.23.20

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Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 05.23.20

Fresh conventional segment

- Conventional blueberries continue to grow YoY at retail, though more modestly than in previous weeks, volume is up 3% and retail dollars are up 8%. Competitive conventional all other (A/O) berries grew at a faster pace YoY, up 14% in volume and 15% in dollars, although their pace of growth has also cooled somewhat from the levels seen in late April and early May.
- Pricing for blueberries continue to trend down on a week-to-week basis, now at \$4.08/lb, which is slightly higher (+4%) than year ago, helping to drive dollar growth vs. 2019. Pricing on conventional a/o berries increased slightly this week to \$2.54/lb, after several weeks of steady decline. However, these prices are very much in line with those of 2019, varying only by a percentage point or two.
- From a competitive benchmarking perspective, IRI shows the entire fresh fruit category retail dollar sales up +9.5% for the week ending May 24 – this growth rate is down a few percentage points from the previous weeks in May, but consistent with the +8.7% growth in retail dollars experienced during the month of April 2020.

Fresh organic segment

- Fresh organic blueberries are up considerably vs. year ago, moving over 1M pounds this week. Volume is up +24% and dollars have increased +14% vs the same period in 2019. In contrast, competitive fresh organic berries only grew by +2% in both volume and dollars.
- Fresh organic blueberries saw a considerable decline of \$1.28/lb in price vs the previous week, settling at a retail price of \$6.32/lb. This price is down 17% vs the previous week and 9% vs same period in 2019. After falling steadily for the last 8 weeks, pricing for competitive berries seems to be bottoming out at around \$5.04/lb, up slightly (+2%) vs the previous week.

Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 05.23.20

Frozen conventional segment

- Conventional frozen berries continue to maintain their record-setting YoY growth at retail. Volume for frozen conventional blueberries is up +40% and dollars are up +46% YoY. Competitive frozen conventional berries lag slightly behind blueberries with growth in volume of +36% and dollars up +42%
- However the weekly sales levels for both blueberries and a/o berries in the frozen conventional segment are trending flat to down from their March, 2020 peaks suggesting that consumers' appetites for this convenient form may be waning slightly.
- Pricing in this conventional frozen segment continue to be relatively stable with blueberries hovering a few cents over \$3.00/lb and competitive berries priced about 10 cents under the \$3.00/lb mark.

Frozen organic segment

- Organic frozen berries also continue to maintain their record-setting YoY growth at retail. Volume for frozen organic blueberries is up +55% and dollars are up +52% this week. Competitive frozen organic berries continue to outpace blueberries with growth in volume of +71% and dollars up +72%.
- Pricing in the frozen organic segment has also been relatively stable vs. 2019 with both blueberries and a/o competitive berries down about -\$0.10 relative to the previous week.

Trends in Fresh and Frozen Blueberry Sales w/e 05/23/20

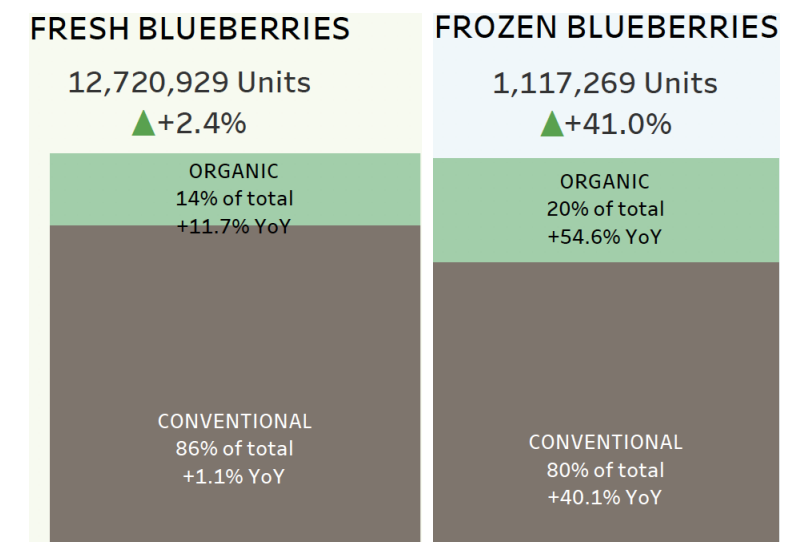
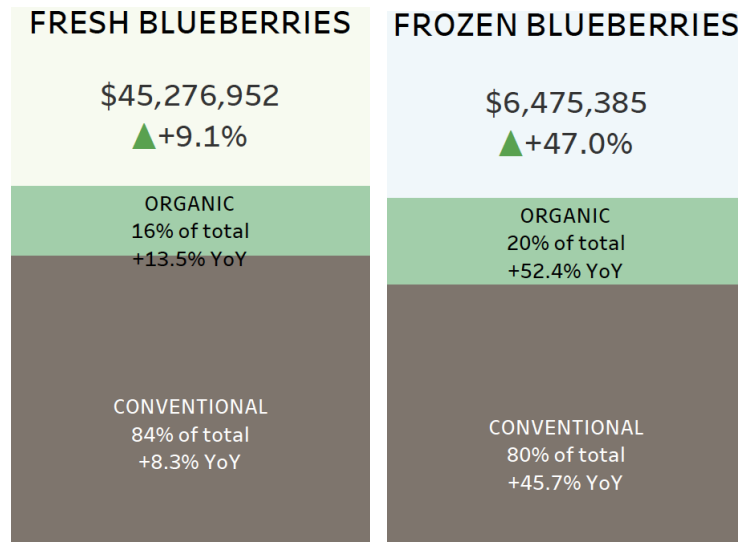
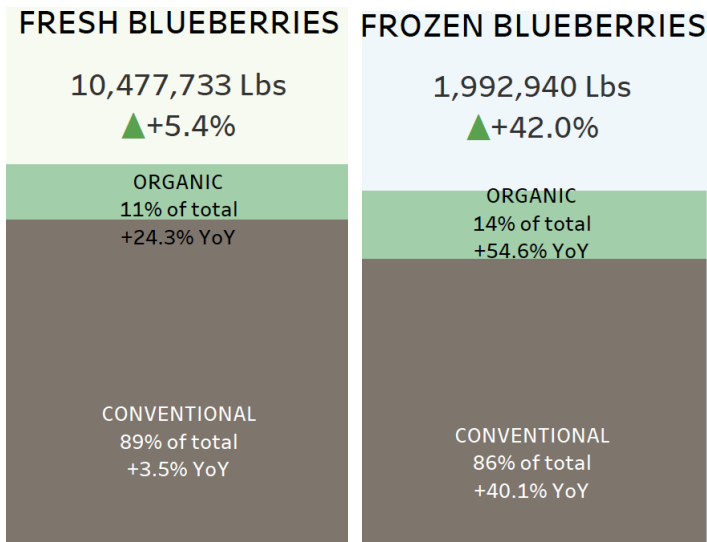
- Blueberry sales for w/e 05/23 continue to grow YoY, with total fresh and frozen blueberry volume up +10% and dollars up +13%
 - Trends set by consumers' response to the COVID-19 crisis continue to hold – the big growth drivers are all frozen, and fresh organic blueberries which continue to trend ahead of conventional in volume and dollar growth.
- Fresh conventional are up 4% in volume and 8% in dollars while fresh organic are up +24% in volume and +14% in dollars
- Frozen conventional are up 40% in volume and 46% in dollars and while frozen organic is up 55% in volume and 52% in dollars
- Fresh conventional and organic unit growth rates trail volume growth as consumers migrate to larger, better value sizes

BLUEBERRIES - 5/23/2020

12,470,673 Lbs | ▲ +9.9% YoY

\$51,752,337 | ▲ +12.8% YoY

13,838,199 Units | ▲ +4.8% YoY



Fresh Conventional Blueberries – Volume, Sales and Pricing Data

- Fresh conventional blueberries are up +3% in volume and up +8% in retail dollars for w/e 05.23
- Fresh conventional blueberries total volume reached its highest level w/e 5.23 in the 14 weeks tracked (data for the most recent 10 week period is shown below)
- Retail pricing on conventional fresh blueberries is up \$0.18/lb relative to 2019 and down -\$0.06/lb vs. previous week

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
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%
23-May	9,343,589	313,141	3%	\$38,111,621	\$ 2,934,116	8%	\$4.08	-\$0.06	-2%	\$0.18	4%

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

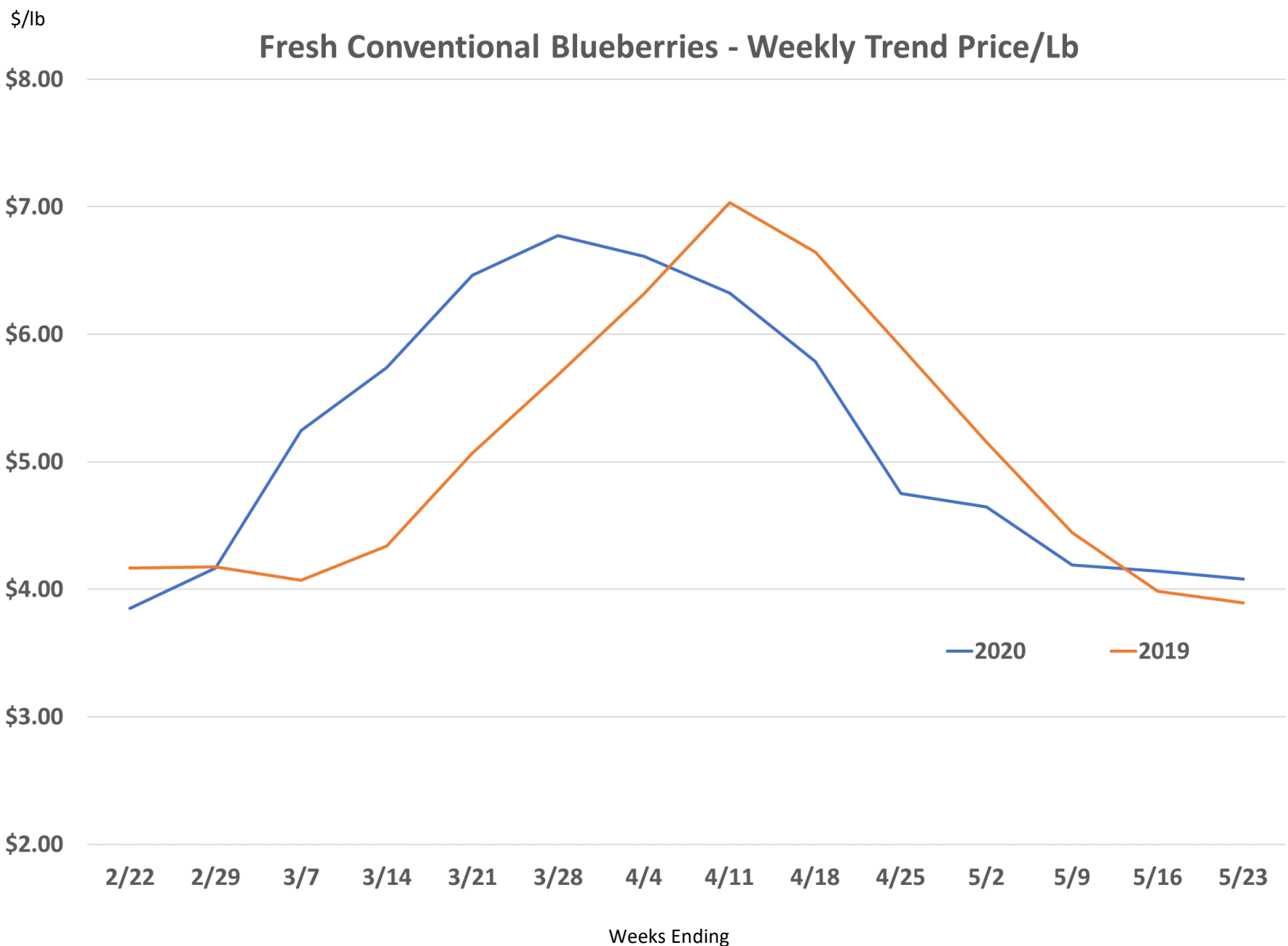
Fresh Conventional Blueberries Weekly Price Trend

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

Price continues to fall, but has stabilized, now \$4.08/lb, \$0.18/lb above 2019 pricing



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

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

- Fresh conventional A/O berry sales are up YoY +14% in volume and up +15% in dollars for w/e 05.23
- After a seven week stretch with decreasing WoW price per lb beginning w/e 04.04, the most recent week (w/e 05.23) marks a shift, with price per lb increasing by +\$0.09/lb vs previous week

Fresh 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
Most Recent Week ➡	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%
	23-May	39,887,655	4,745,919	14%	\$ 101,309,494	\$ 13,546,772	15%	\$2.54	\$0.09	4%	\$0.04	2%

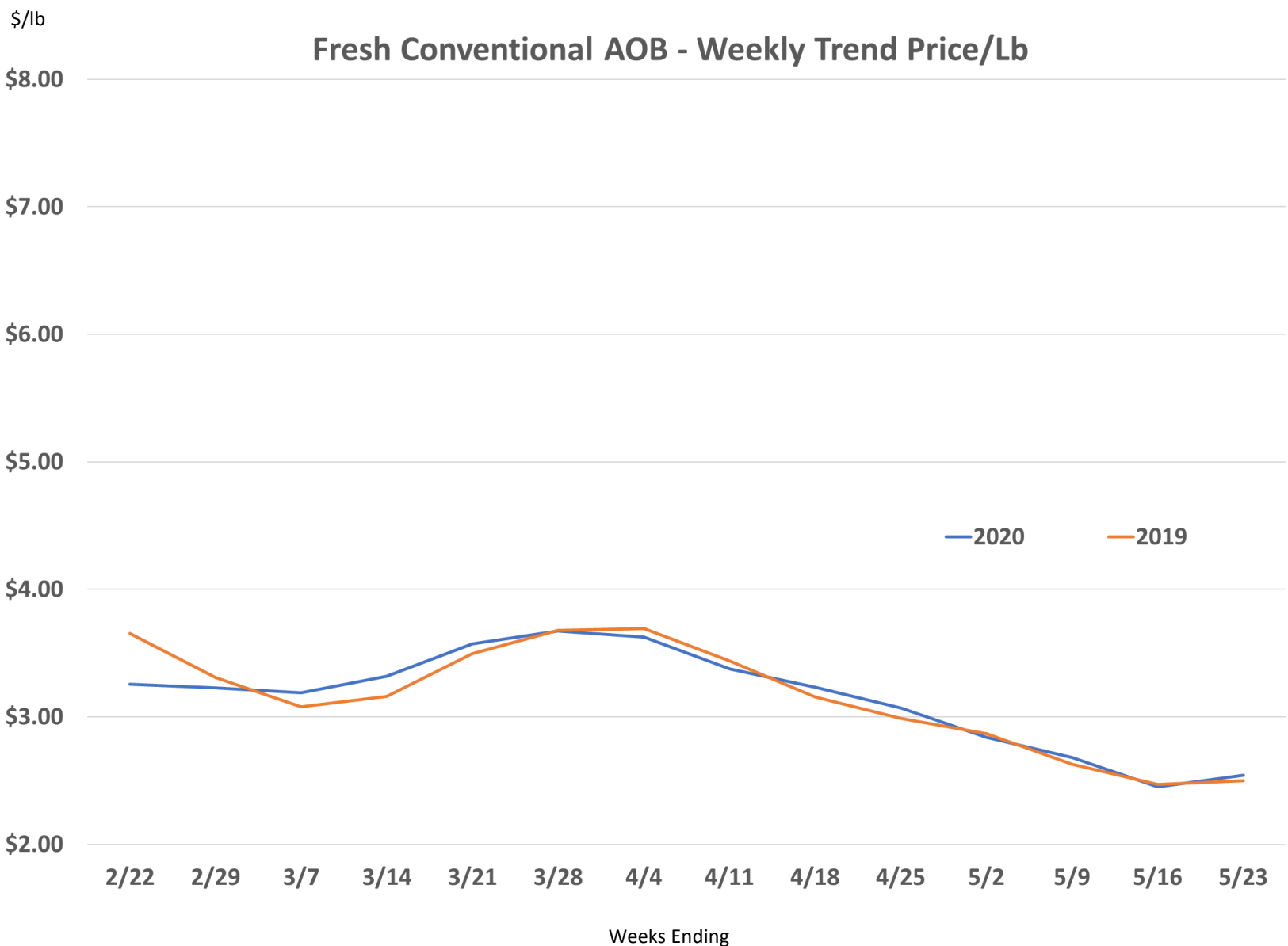
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Fresh Conventional A/O Berries Weekly Price Trend

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

After a 7 week period with steady decreases in price per lb, w/e 05.23 marks a shift, now \$2.54/lb, \$0.04/lb above 2019 pricing



Fresh Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.23, fresh organic blueberries are up +24% in volume and up 14% in dollars
- Fresh organic blueberries total volume reached its highest level during w/e 5.23, well above the nine weeks spanning w/e March 21 to May 16
- 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
- Apart from w/e 04.18, change in volume YoY of fresh organic blueberries show consistent increases

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
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%
23-May	1,134,145	221,674	24%	\$7,165,340	\$ 854,433	14%	\$6.32	-\$1.28	-17%	-\$0.60	-9%

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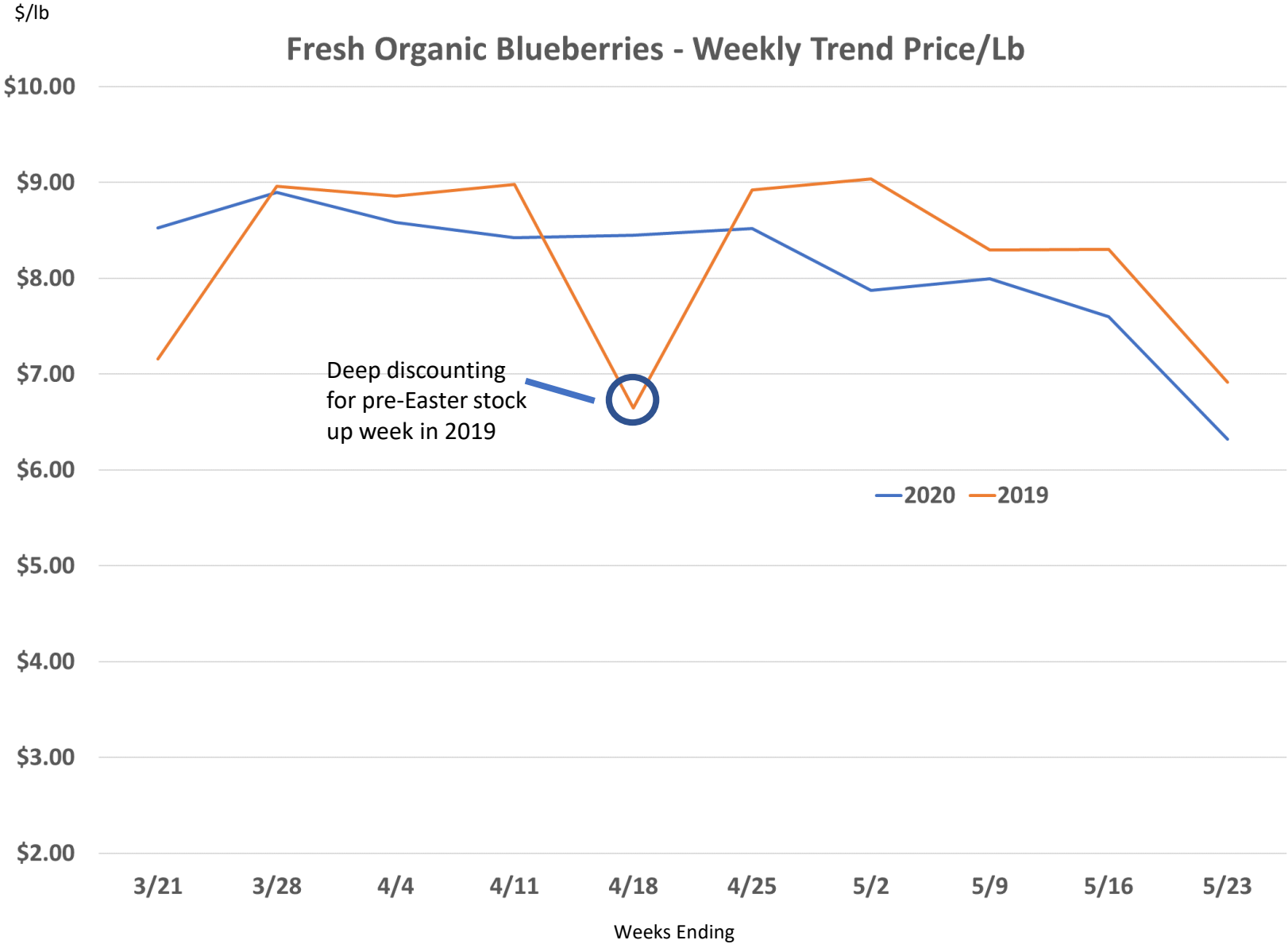


Fresh Organic Blueberries Weekly Price Trend

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/lb

The current \$6.32/lb is \$0.60/lb below 2019 pricing



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

- Fresh organic A/O berries are up +2% in volume and up +2% in dollars for the w/e 05.23
- With the exception of weeks ending 03.28 and 04.04, fresh organic A/O berries have experienced steady YoY growth in volume
 - For the most recent reported week relative to w/e 03.21, weekly volume sales for fresh organic A/O berries are up +820,774 lbs (+41%) and down in dollar sales by ~\$0.5M (-3%)

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
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%
23-May	2,813,812	55,604	2%	\$14,168,259	\$ 281,344	2%	\$5.04	\$0.08	2%	\$0.00	0%

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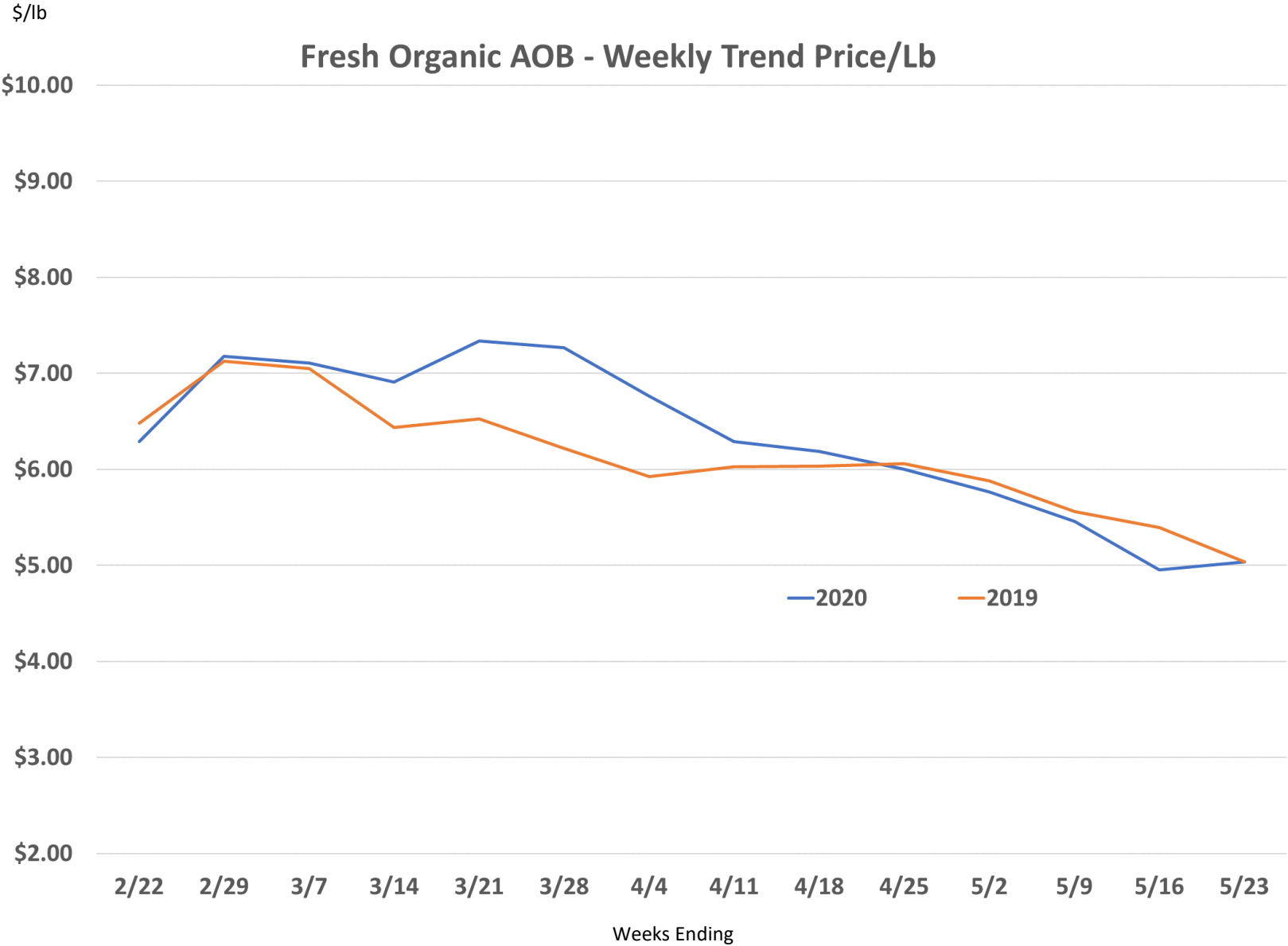


Fresh Organic A/O Berries Weekly Price Trend

After an 8 week period (beginning w/e 03.28) with steady decreases in price per lb WoW, w/e 5.23 marks a positive shift in price

Price per lb of fresh organic A/O berries has increased by +\$0.08/lb relative to the previous week

The current \$5.04/lb is equal to 2019 pricing



Frozen Conventional Blueberries – Volume, Sales and Pricing Data

- Frozen conventional blueberries are again up substantially YoY (+40%) in volume and in dollars (+46%) for w/e 05.23
- The most recent week's pricing is down -\$0.03/lb since the w/e 03.21, and frozen conventional blueberry prices have been relatively stable through May, facilitating increased consumption
- Volume and dollar sales for frozen conventional blueberries peaked during the week ending 03.21, and weekly volume and dollar sales have decreased relative to weekly sales velocities seen in the third week of March
 - For the most recent reported week relative to w/e 03.21, weekly volume sales for frozen conventional blueberries are down -889,499 lbs (-34%) and dollar sales are down -\$2,771,644 (-35%)

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
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%
23-May	1,710,162	489,290	40%	\$ 5,192,509	\$ 1,628,412	46%	\$3.04	-\$0.03	-1%	\$0.12	4%

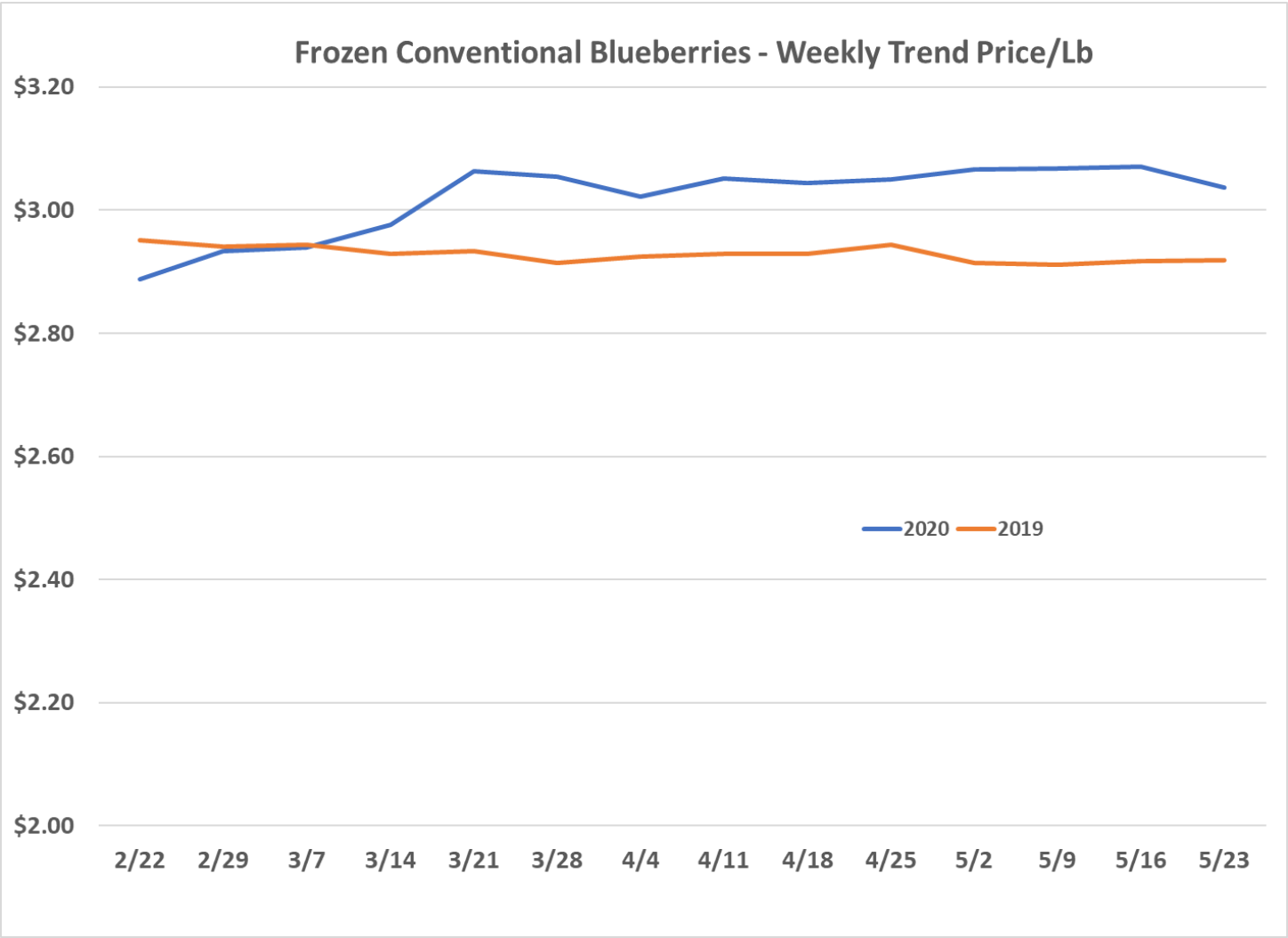
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Frozen Conventional Blueberries Weekly Price Trend

Beginning w/e 03.21, price per pound of frozen conventional blueberries has been consistently higher than 2019 pricing by an average of \$0.13; this trend has continued through April and into May

Price is now \$3.04/lb, \$0.12/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 (+42%) in dollars for w/e 05.23
- Consistent with the frozen conventional blueberry segment, frozen conventional A/O berry sales peaked during the w/e 03.21, and volume and dollar sales for w/e 05.23 have decreased relative to the third week of March
 - For the most recent reported week relative to w/e 03.21, weekly volume sales for frozen conventional A/O berries are down -1,475,921 lbs (-30%) and dollar sales are down ~\$-4.5M (-32%)
- Pricing for frozen conventional A/O berries have increased slightly during this ten-week period and are an average of 6% 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
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%
23-May	3,402,183	908,101	36%	\$ 9,755,102	\$ 2,901,854	42%	\$2.87	-\$0.03	-1%	\$0.12	4%

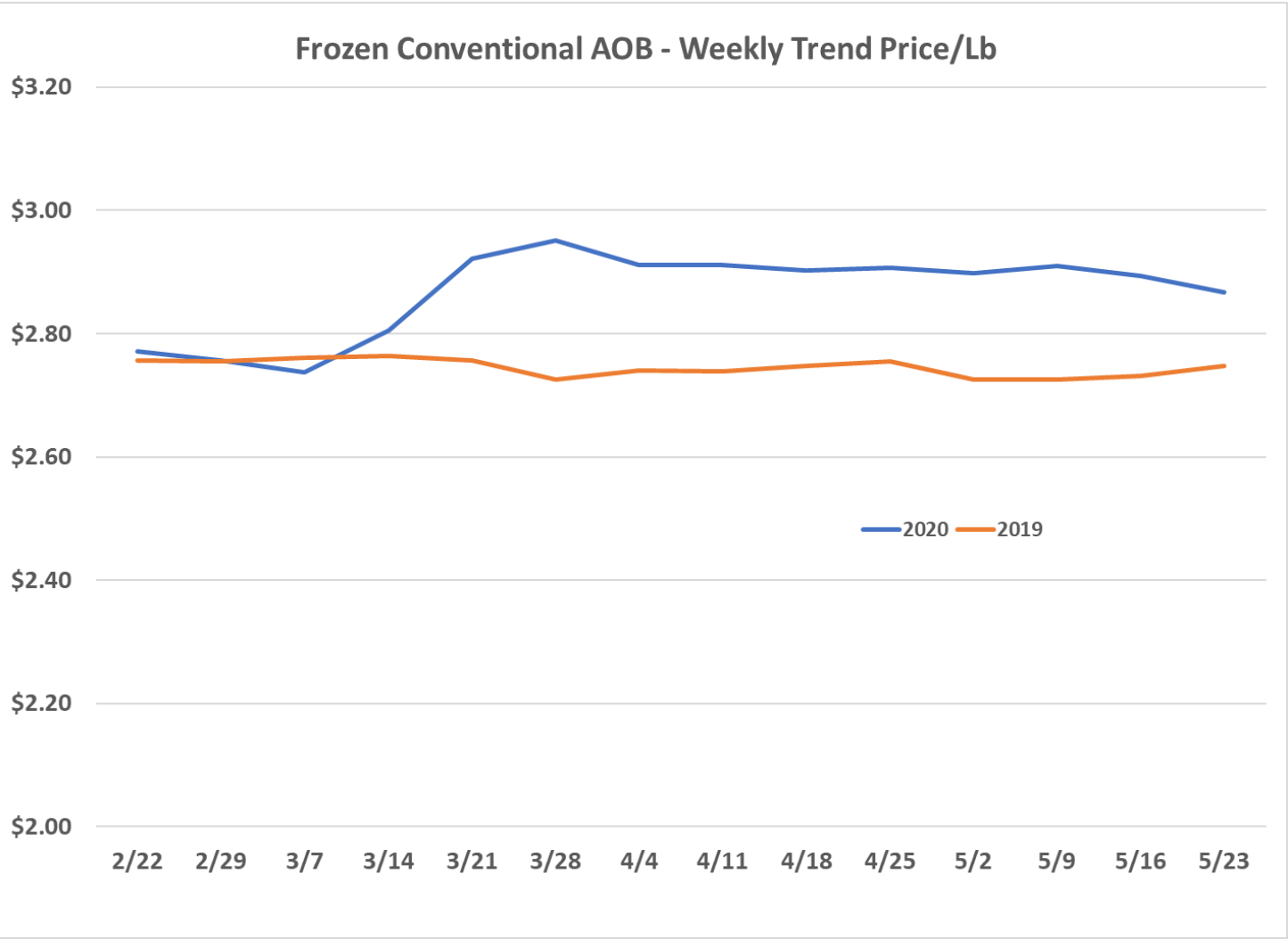
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Frozen Conventional A/O Berries Weekly Price trend

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 8 week period beginning w/e 04.04, with slight decreases w/e 05.16 and w/e 05.23

Price is now \$2.87/lb, \$0.12/lb above 2019 pricing

\$/lb



Weeks Ending

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

Frozen Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.23, frozen organic blueberries are up substantially YoY (+55%) in volume and (+52%) 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 -\$0.12/lb since the w/e 03.21 and frozen organic blueberry prices have declined WoW since the w/e 05.09, facilitating increased consumption
- Frozen organic blueberry sales peaked the week ending 03.21, and weekly volumes have decreased from the sales velocities seen in the third week of March
 - For the most recent reported week relative to w/e 03.21, weekly volume sales for frozen organic blueberries are down -175,819 lbs (-38%) and dollar sales are down -\$850,725 (-40%)

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
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%
23-May	282,778	99,860	55%	\$ 1,282,876	\$ 440,883	52%	\$4.54	-\$0.10	-2%	-\$0.07	-1%

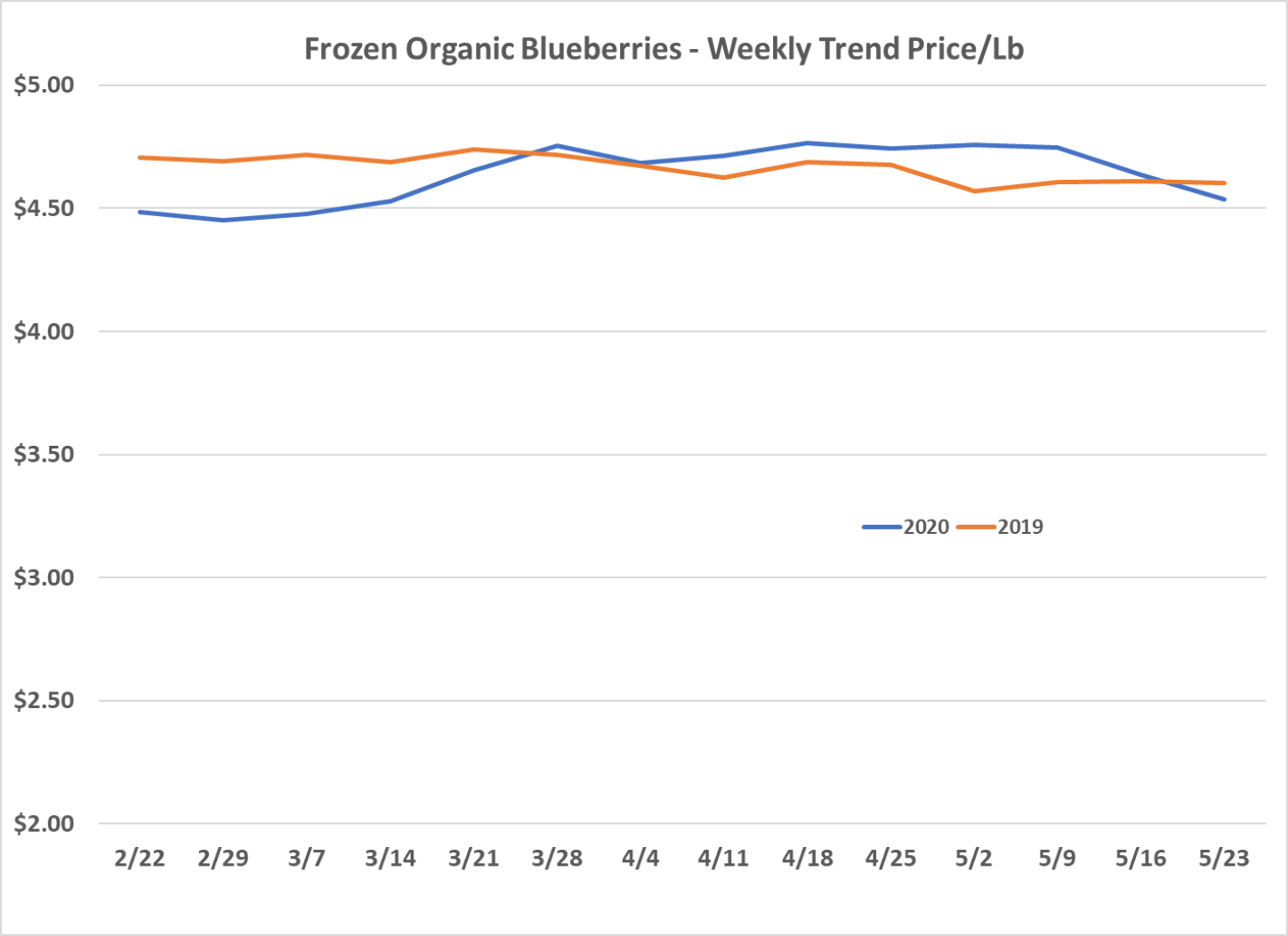
Most Recent
Week

Frozen Organic Blueberries Weekly Price Trend

While price per pound for frozen organic blueberries increased since the U.S. acted on COVID-19, it has declined since w/e 05.09 and is now lower than 2019 prices

Price is now \$4.54/lb, (\$0.07)/lb below 2019 pricing

\$/lb



Weeks Ending

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

- Frozen organic A/O berries are up significantly YoY (+71%) in volume and (+72%) in dollars for the w/e 05.23
- The most recent week's pricing is down -\$0.20/lb since the w/e 03.21 and frozen organic A/O berry prices have declined WoW since the w/e 05.16, facilitating increased consumption
- Frozen organic A/O berry sales peaked during the week ending 03.21, and weekly volume and dollar sales have decreased relative to the third week of March
 - For the most recent reported week relative to w/e 03.21, weekly volume sales for frozen organic A/O berries are down -280,934 lbs (-31%) and dollar sales are down -\$1,399,212 (-35%)

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
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%
23-May	613,693	254,261	71%	\$ 2,656,380	\$ 1,108,497	72%	\$4.33	-\$0.10	-2%	\$0.02	1%

Most Recent
Week

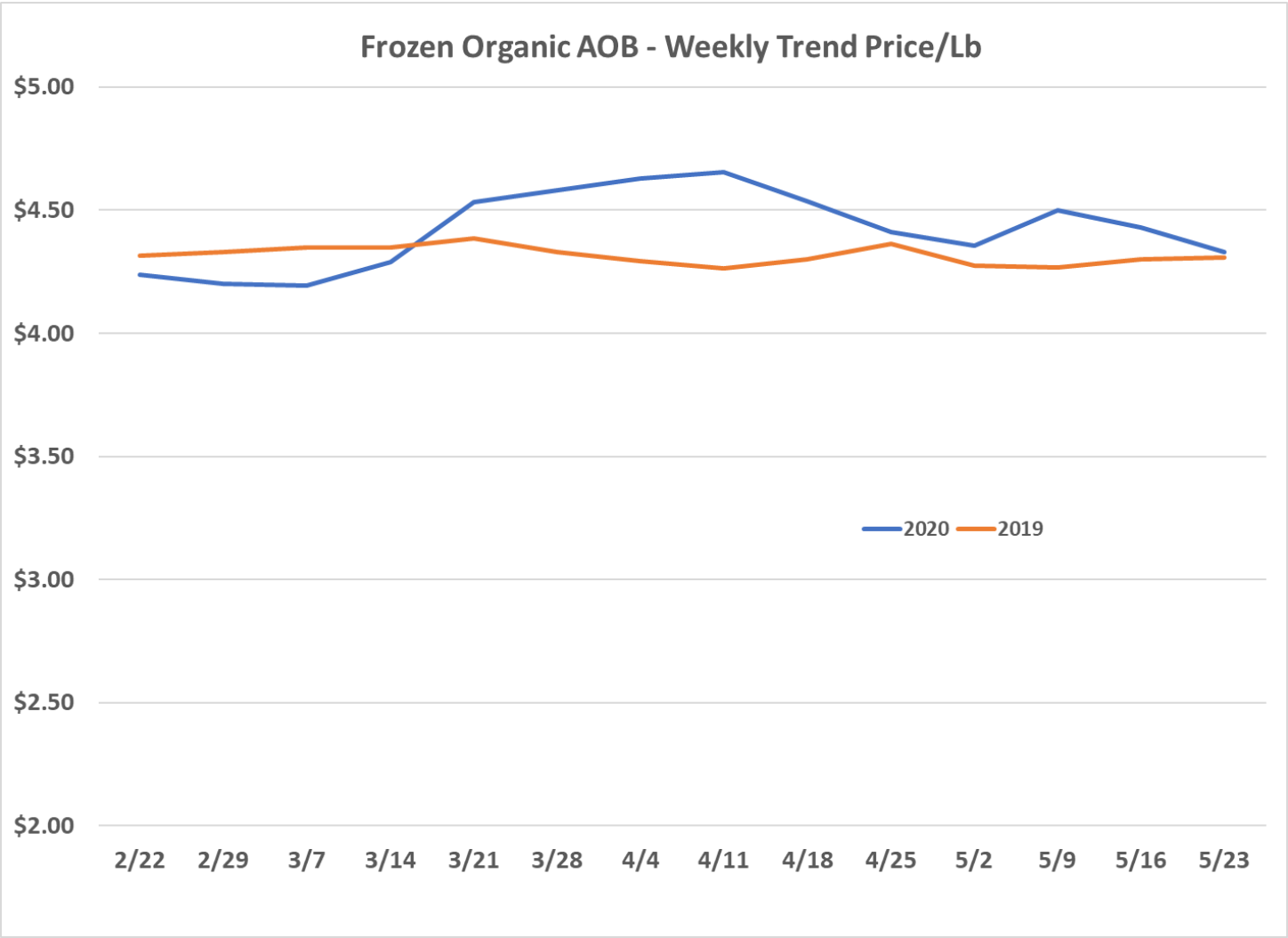


Frozen Organic A/O Berries Weekly Price Trend

While price per pound for frozen organic A/O berries increased since the U.S. acted on COVID-19, it has declined since w/e 05.16 and is now approaching 2019 prices

Price is now \$4.33/lb, \$0.02/lb above 2019 pricing

\$/lb

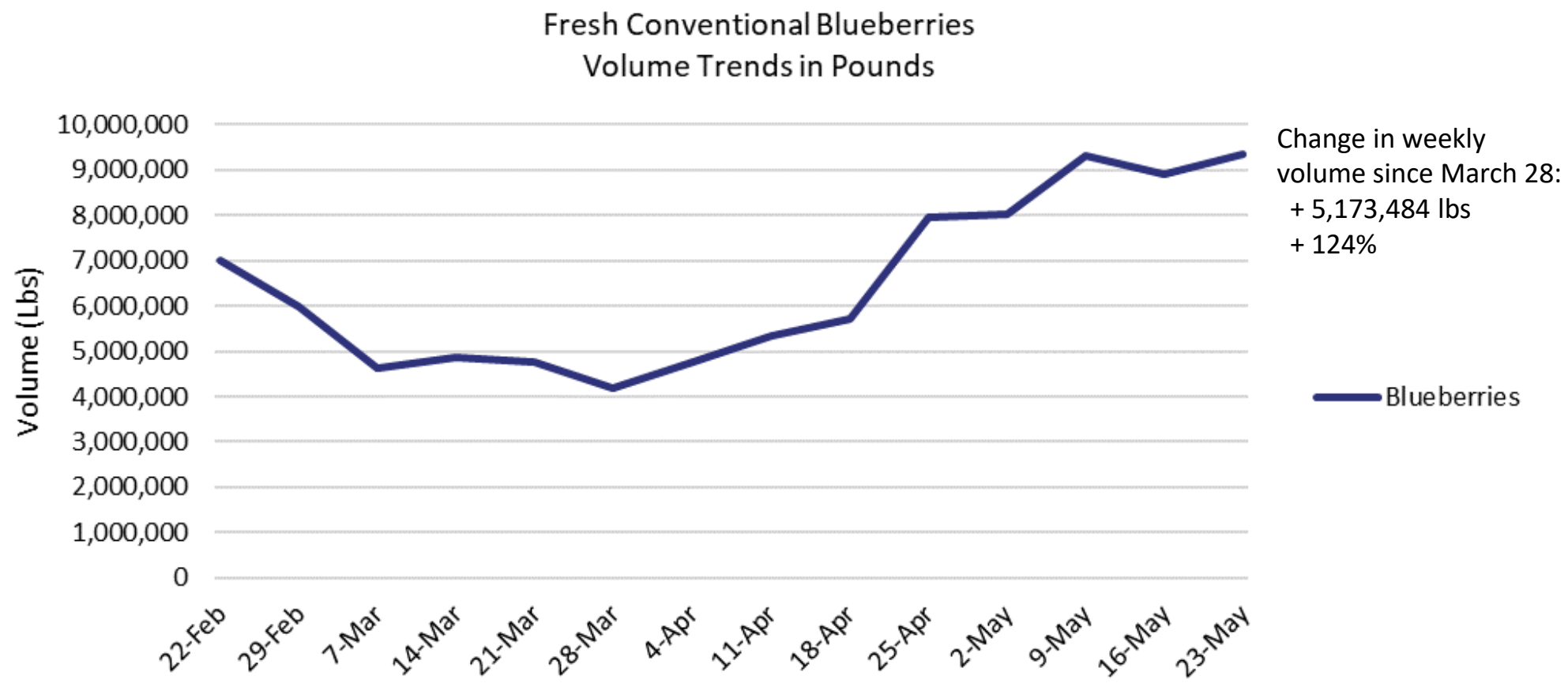


Weeks Ending

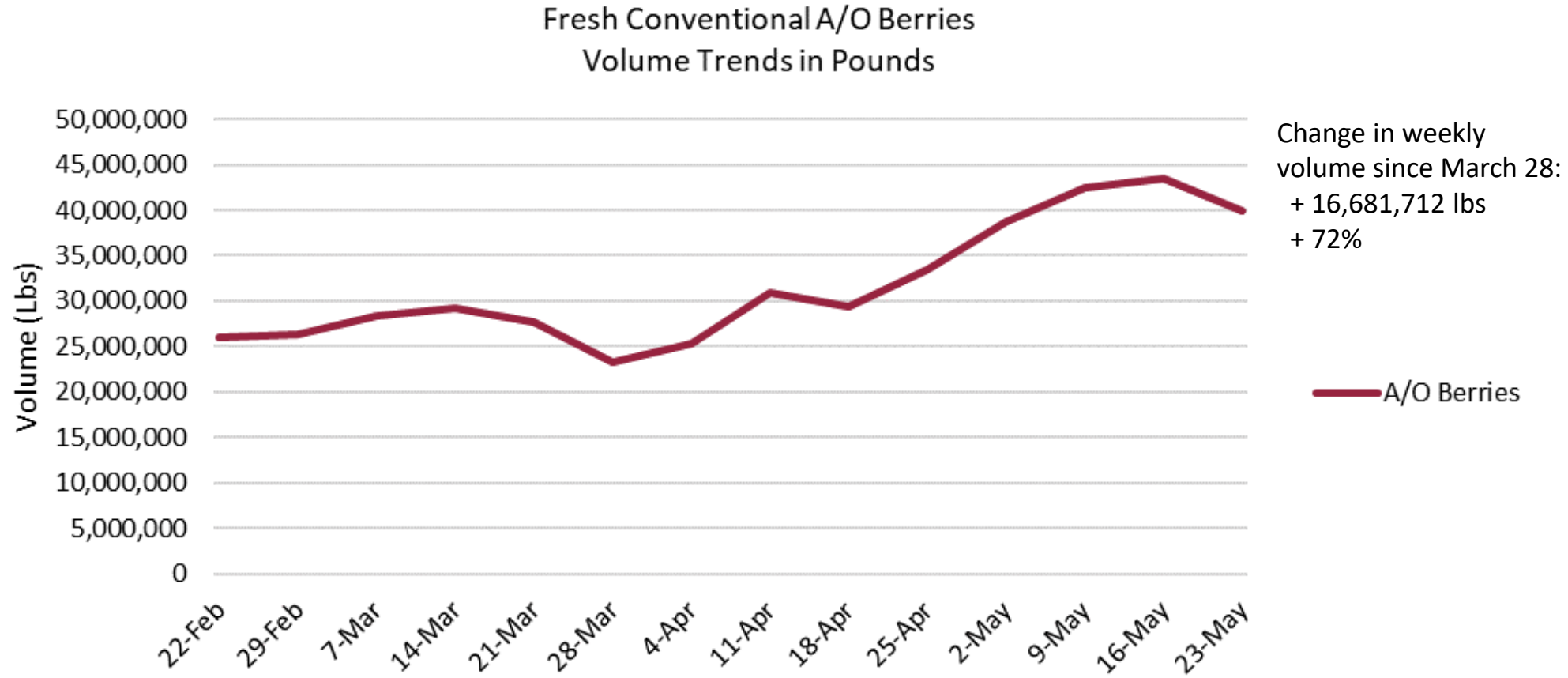
Source: Nielsen Syndicated Data – Total U.S. xAOC

Appendix: Segment Volume Trends

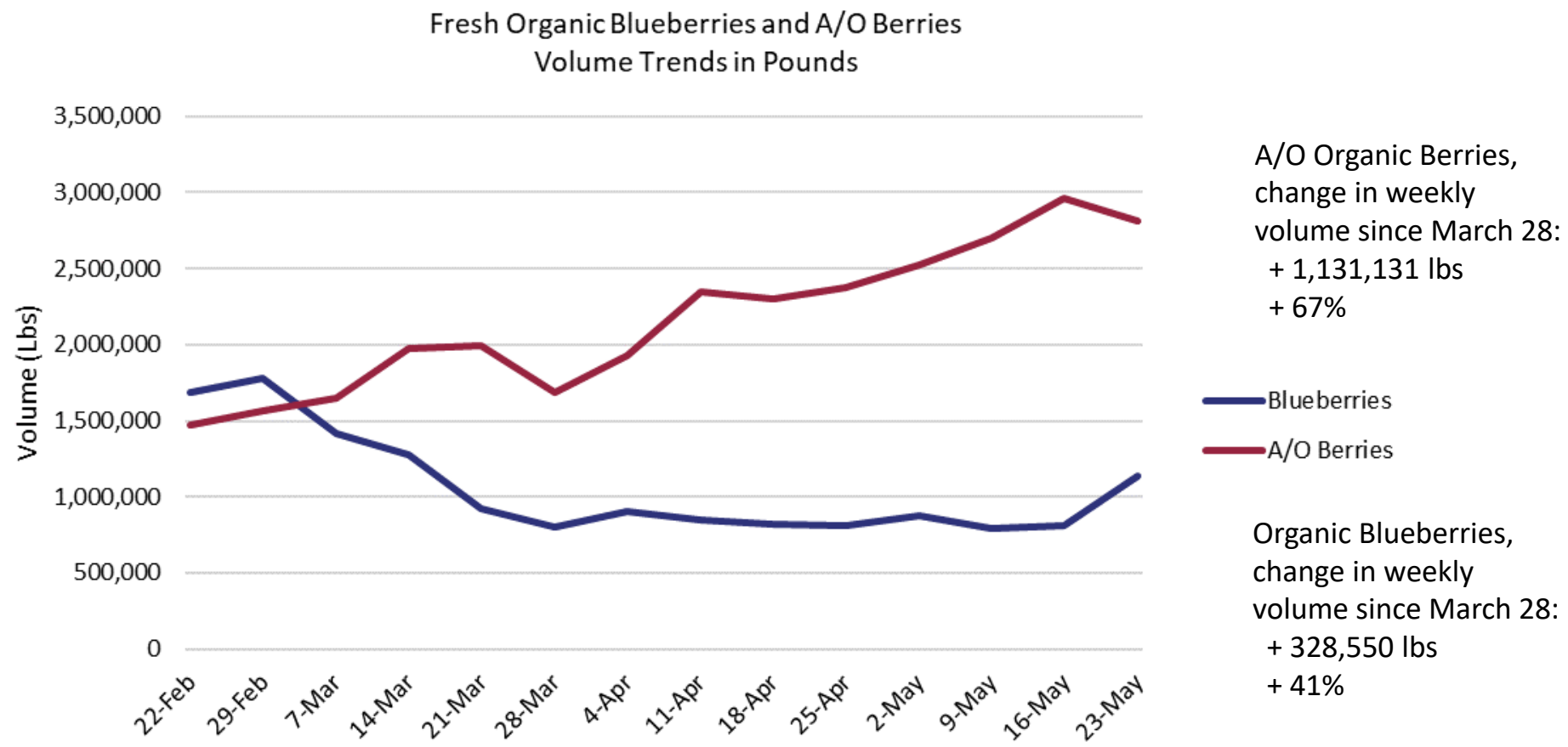
Retail Sales in Lbs of Fresh Conventional Blueberries



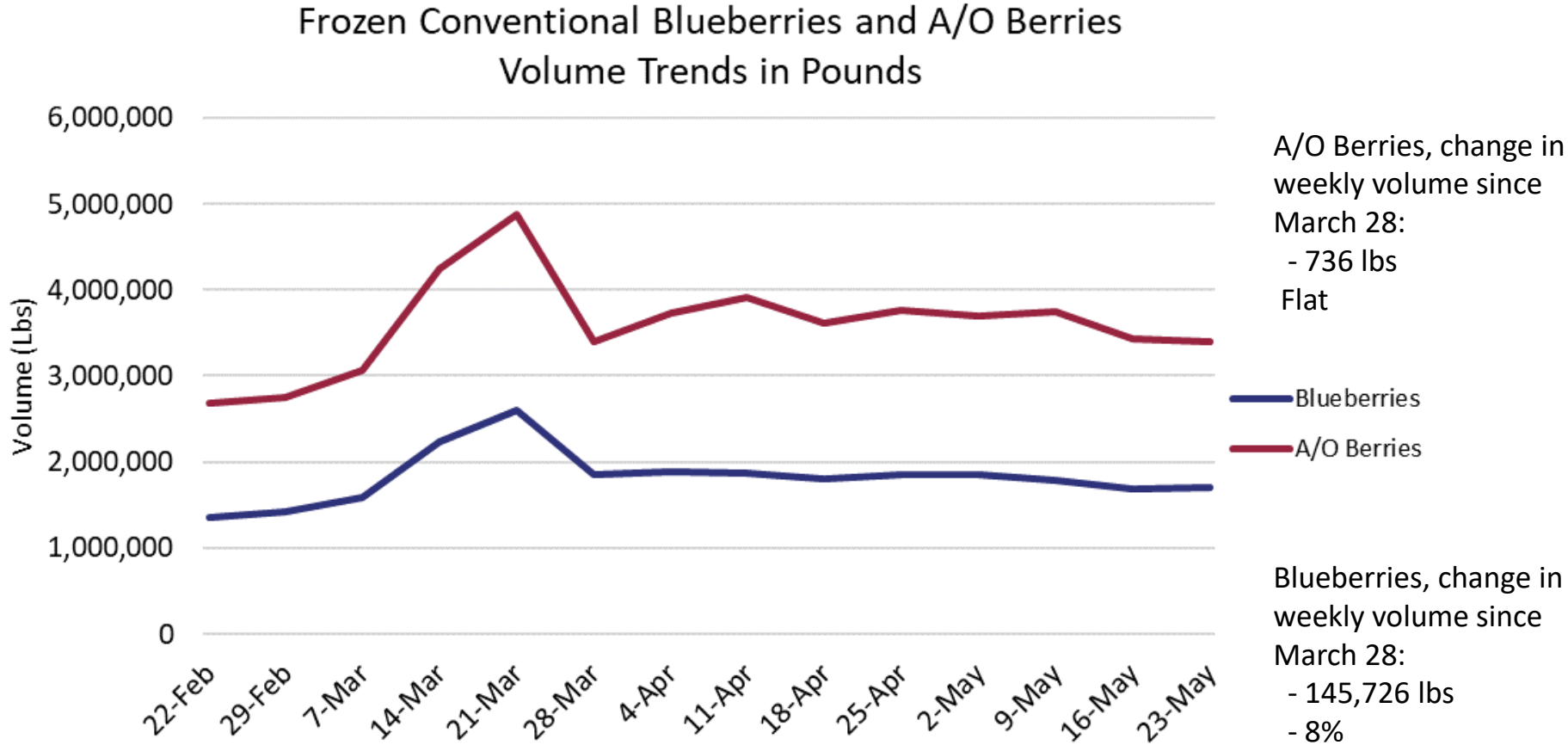
Retail Sales in Lbs of Fresh Conventional A/O Berries



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

