



Berry Category Weekly Volume and Pricing Trends at Retail, w/e 05.30.20

June 9, 2020



Berry Category at Retail – Blueberries and A/O Berries – w/e 05.30.20

Contents

- Key Observations [3](#)
- Overview of blueberry sales trends and share [5](#)
- Volume, Sales and Pricing Data for Fresh Berries
 - Fresh Conventional Blueberries and A/O Berries [10](#)
 - Fresh Organic Blueberries and A/O Berries [16](#)
- Volume Sales and Pricing Data for Frozen Berries
 - Frozen Conventional Blueberries and A/O Berries [18](#)
 - Frozen Organic Blueberries and A/O Berries [24](#)
- Appendix: Segment Volume Trends [26](#)

Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 05.30.20

Fresh conventional segment

- Consistent with last week, conventional blueberries again grew modestly YoY at retail. For week ending May 30, volume is up 1% and retail dollars are up 5%. Retail pricing continues to trend down on a weekly basis, dropping -\$0.12 this week, but pricing is up slightly (+\$0.15) vs. same period in 2019.
- Also, as was evidenced in last week's data, fresh conventional competitive berries grew at a faster pace YoY than did blueberries, up +20% in volume and +22% in dollars. In contrast to blueberries, competitive berries are up slightly in pricing, +\$0.20 (+8%) vs. the previous week and +\$0.05 (+2%) YoY.
- From a competitive benchmarking perspective, IRI shows the entire fresh fruit category retail dollar sales up +8.6% for the week ending May 31 – so blueberries lag this slightly by 3 percentage points while competitive berry retail dollar sales growth rate is running about 13% points ahead of the fresh fruit benchmark.

Fresh organic segment

- The retail price of fresh organic blueberries dropped considerably this week, falling below \$6.00/lb – at this reduced price, blueberries experienced a +51% growth in volume and are up +29% in dollars. This is the third consecutive week we have seen prices fall – down \$0.62/lb (-10%) this week. Generally since March 28 we have seen 2020 retail prices on fresh organics fall consistently below 2019 prices.
- Although up significantly YoY this week, competitive organic berries trail blueberries in volume and dollar growth – fresh a/o organic berries are up +19% in volume and +8% in dollars. Competitive fresh organic berry retail pricing fell below \$5.00/lb this week, down -\$0.39/lb (-8%) for the week and down -\$0.48 (-10%) vs. year ago.

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

Source: Nielsen Syndicated Data – Total U.S. xAOC – w/e 05.30.20

Key Observations

Berry Category at Retail – Blueberries and A/O Berries – w/e 05.30.20

Frozen conventional segment

- Although the weekly sales velocities trend slightly down from their March highs, frozen conventional blueberries continue to maintain their record-setting YoY growth at retail. Volume is up +40% and dollars are up +44% YoY.
- Competitive frozen conventional berries lag slightly behind blueberries with growth in volume of +31% and dollars up +38%
- Pricing in this segment – for both blueberries and competitive berries continues to be very stable.
- 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.

Frozen organic segment

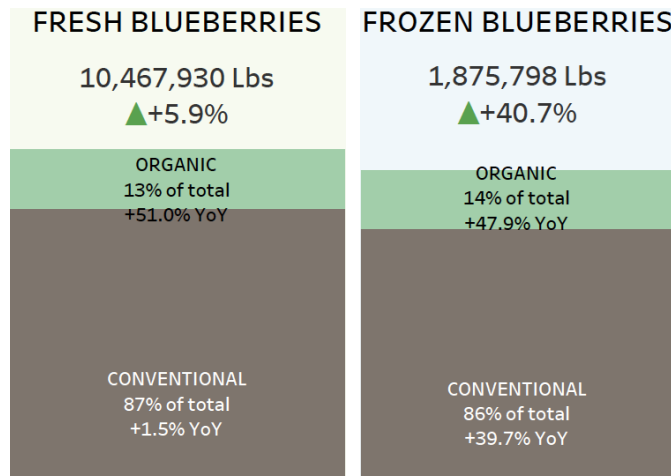
- Consumers also continue to express their passion for frozen organic berries - volume for frozen organic blueberries is up +48% and dollars are up +44% this week. As we saw last week, competitive frozen organic berries continue to outpace blueberries with growth in volume of +59% and dollars up +58%.
- Retail pricing in the frozen organic segment has also been relatively stable vs. 2019 with blueberries selling for an average of \$4.65/lb in May and a/o competitive berries offering a slightly better value at \$4.38 during the May time period (weeks ending 5/2 to 5/30).

Trends in Fresh and Frozen Blueberry Sales w/e 05/30/20

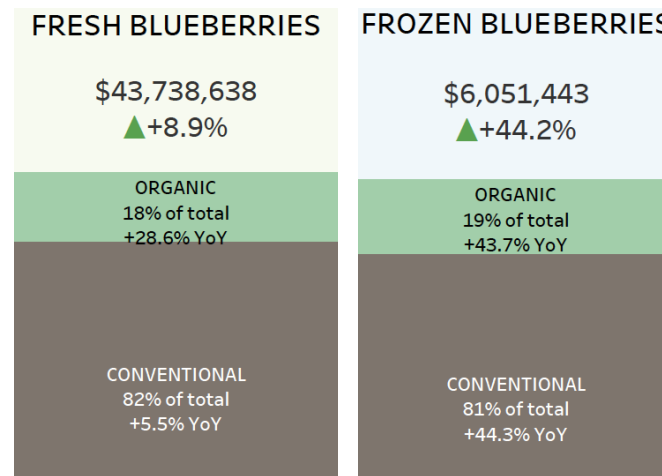
- Blueberry sales for w/e 05/30 continue to grow YoY, with total fresh and frozen blueberry volume up +10% and dollars up +12% with units trailing at a +7% growth rate as consumers migrate to larger, better value sizes
 - Trends set by consumers' response to the COVID-19 crisis continue to hold – the 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 +2% in volume and +6% in dollars while fresh organic are up +51% in volume and +29% in dollars
- Frozen conventional are up +40% in volume and +44% in dollars while frozen organic is up +48% in volume and +44% in dollars

BLUEBERRIES - 5/30/2020

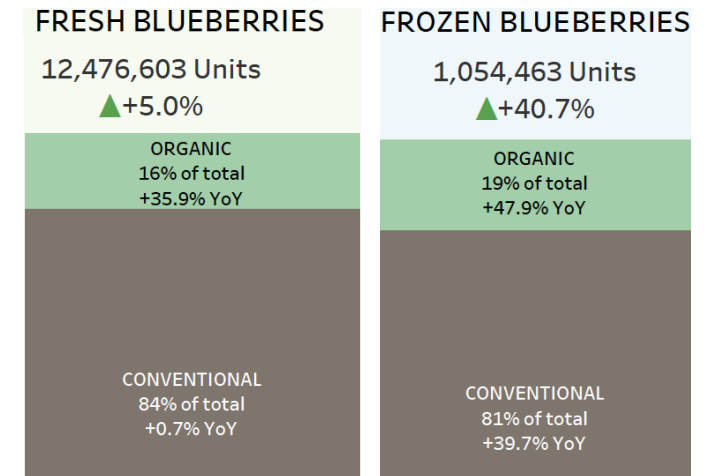
12,343,728 Lbs | ▲ +10.1% YoY



\$49,790,080 | ▲ +12.3% YoY

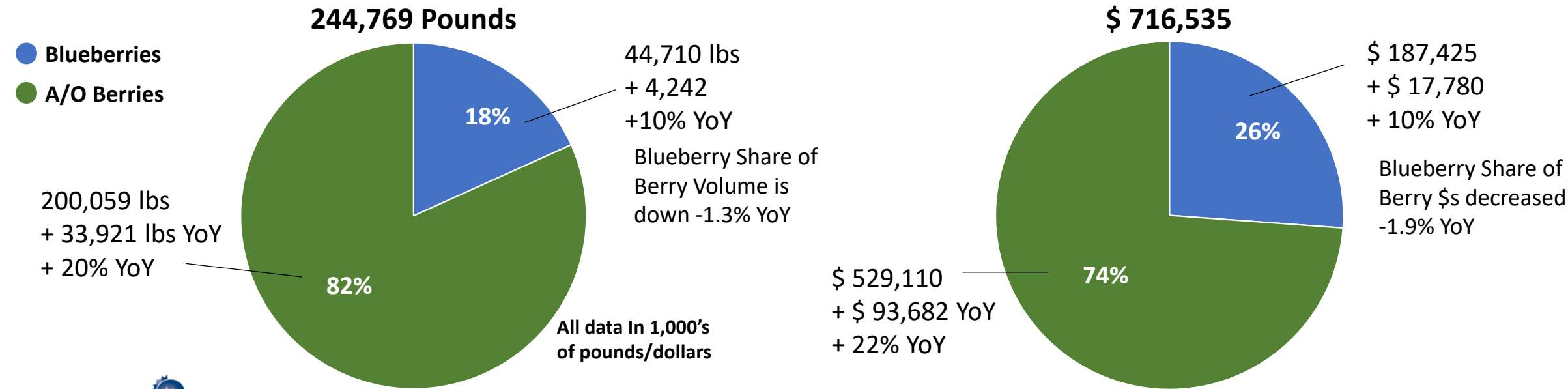


13,531,067 Units | ▲ +7.1% YoY



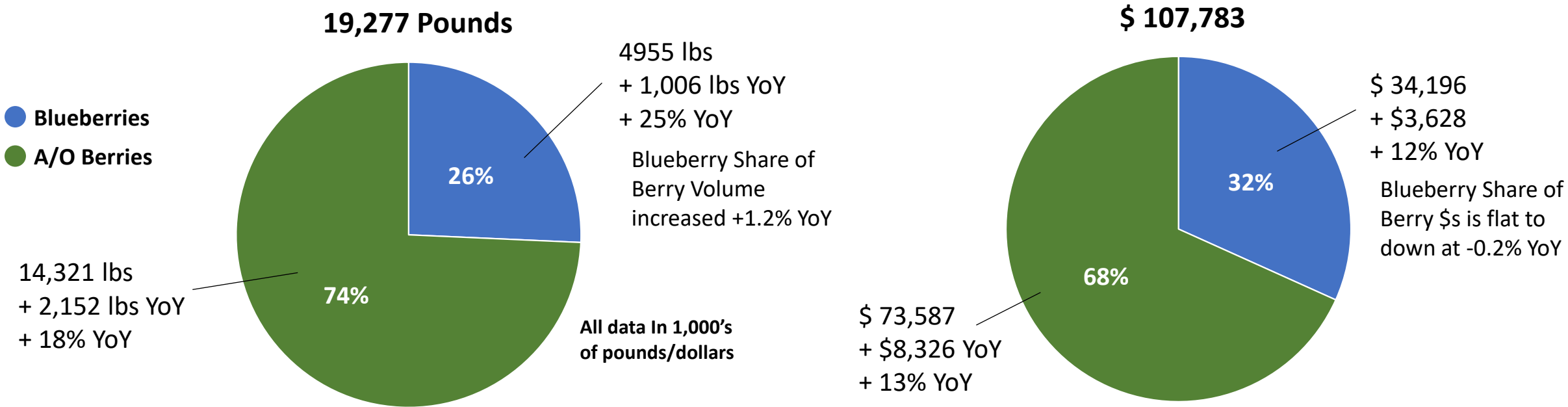
Fresh Conventional Segment – Blueberries and A/O Berries – May 2020, w/e 05.02 to w/e 05.30

- With data available for all of May, this week we take a look at the cumulative performance of fresh conventional blueberries and competitive a/o conventional berries (strawberries, raspberries and blackberries) during the five weeks ending 5/30
- For the most recent five weeks, the entire conventional berry segment has grown YoY by +18% in volume to over 244 million pounds and is also up +18% in dollars to just over \$716 million in retail sales dollars.
- Conventional blueberries are up for this cumulative period but gained only +10% in volume and +10% in retail dollars YoY. Competitive conventional a/o berries have grown at double these rates – up +20% in both pounds and +22% in dollars.
- Blueberries slower growth rates have precipitated a loss of share in the conventional fresh market, with volume share down by just over -1% point and share of dollars down nearly -2% points.



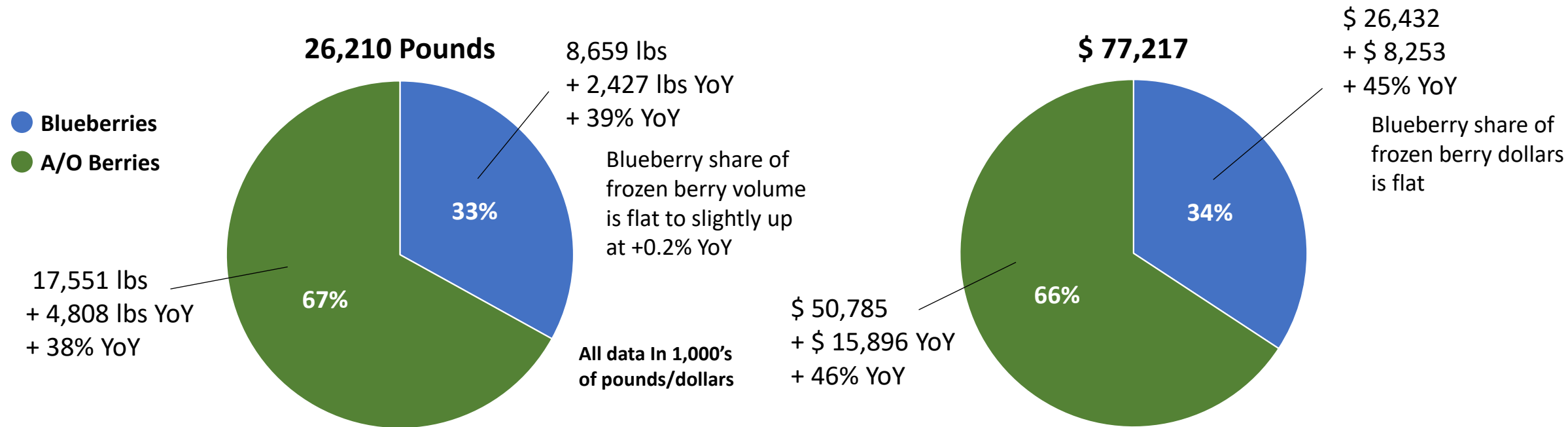
Fresh Organic Segment – Blueberries and A/O Berries – May 2020, w/e 05.02 to w/e 05.30

- For the five weeks ending 05.30, fresh organic berries have also increased – growing 20% in volume to over 19 million pounds and up +12% in dollars to over \$107 million.
- Fresh organic blueberries have faired better than conventional during this May time period – up +25% in volume and +12% in retail sales dollars vs 2019.
- A/O organic berries have also grown, though less so than blueberries – up +18% in pounds and +13% in dollars.
- Blueberries own nearly one-third of retail dollars in this segment, with share of organic berry volume up +1.2% YoY and dollar share flat to down given lower prices relative to 2019.



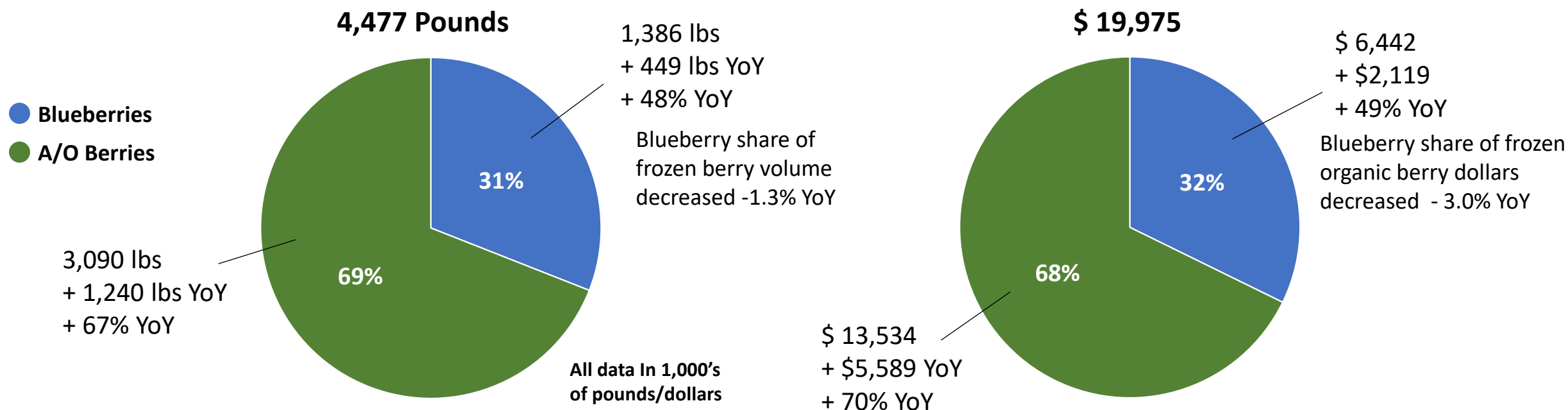
Frozen Conventional Segment – Blueberries and A/O Berries – May 2020, w/e 05.02 to w/e 05.30

- For the most recent 5 week period, still defined by shelter in place, and stock-up purchase behaviors, frozen conventional berries are up substantially YoY, +41% in volume to 26.2 million pounds and in dollars (+49%) to \$77.2 million.
- Blueberries own slightly over one-third of the volume in the frozen conventional berry segment, performing neck-and-neck with a/o berries during the 2020 May time period – blueberries gained +39% in volume vs +38% for a/o berries, and also gained +45% in retail dollar slaves vs. +46% for competitive berries.



Frozen Organic Segment – Blueberries and A/O Berries – May 2020, w/e 05.02 to w/e 05.30

- For May 2020, frozen organic berries are also up substantially YoY, +61% in volume to 4.5 million pounds and in dollars (+63%) to \$20 million.
- Although blueberries own just under one-third of volume and dollars in the frozen organic berry segment, their share has declined by just over -1% point in volume and -3% points in dollars, as competitive berries have grown at a faster rate in this segment.
- Frozen organic blueberry growth is still considerable, with increases of +48% in pounds and +49% in dollars vs. 2019
- However, frozen organic competitive berries are up +67% in pounds and +70% in dollars.



Fresh Conventional Blueberries – Volume, Sales and Pricing Data

- Fresh conventional blueberries are up +1% in volume YoY and up +5% in retail dollars YoY for w/e 05.30
- Retail pricing on conventional fresh blueberries is up \$0.15/lb relative to 2019 and down -\$0.12/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%
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%
30-May	9,121,751	132,967	1%	\$36,067,667	\$ 1,879,489	5%	\$3.95	-\$0.12	-3%	\$0.15	4%

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

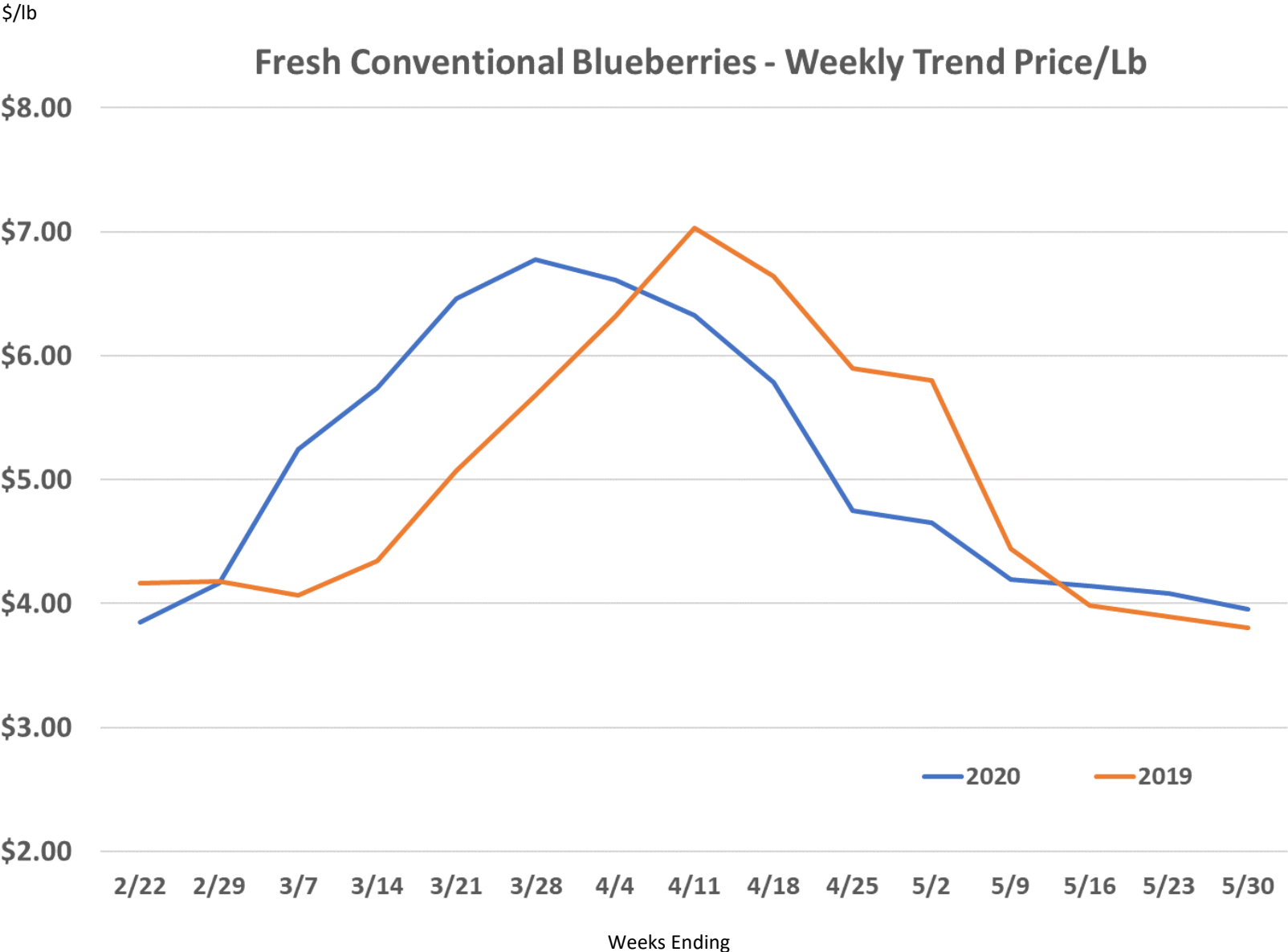
Fresh Conventional Blueberries Weekly Price Trend

Price per pound of fresh conventional blueberries increased sharply in 2020 by \$2.92/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 the pace of the decline has slowed, now \$3.95/lb, \$0.15/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 retail dollars are up YoY +20% in volume and up +22% in dollars for w/e 05.30
- 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
- At the start of May, price per lb was dropping week over week, however w/e 05.23 marked a shift, and price per lb has continued to rise into w/e 5.30, increasing by +\$0.20/lb vs previous week

Fresh A/O Berries – Conventional – All Retail Channels

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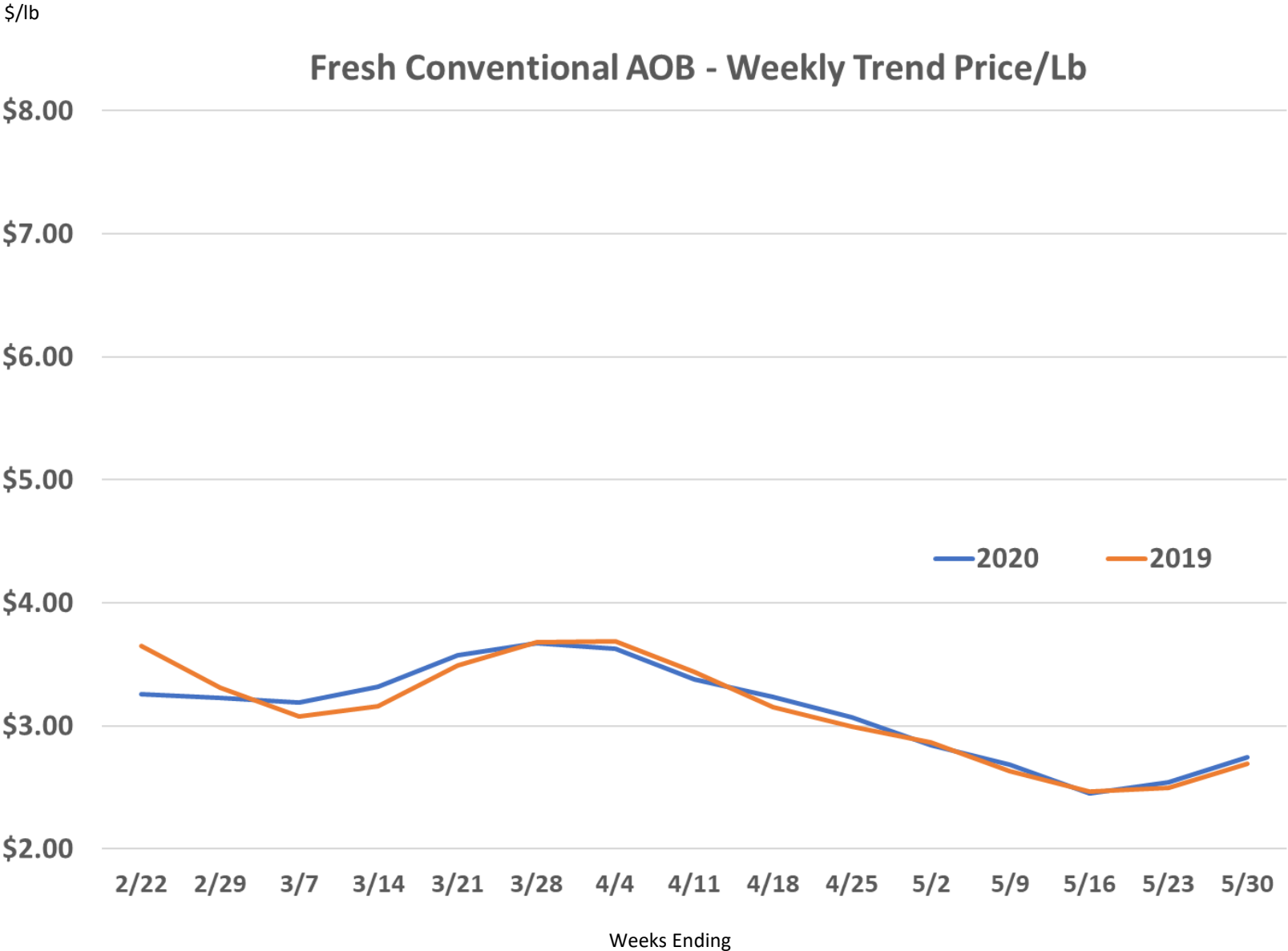
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
22-Feb	25,949,984	4,575,187	21%	\$84,475,164	\$ 6,409,206	8%	\$3.26	NA	NA	-\$0.40	-12%
29-Feb	26,374,062	2,345,586	10%	\$85,125,256	\$ 5,618,586	7%	\$3.23	-\$0.03	-1%	-\$0.08	-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%
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%
30-May	35,471,735	5,833,691	20%	\$97,355,303	\$ 17,622,814	22%	\$2.74	\$0.20	8%	\$0.05	2%

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

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 beginning w/e 5/23, price per lb has increased and continues to rise, now \$2.74/lb, \$0.05/lb above 2019 pricing



Fresh Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.30, fresh organic blueberries are up +51% in volume YoY and up 29% in retail dollars YoY, the most significant increases seen during the 15 week period presented below
- Apart from w/e 05.09, change in dollar sales YoY of fresh organic blueberries show consistent increases during the month of May
- The most recent week's pricing is down -\$2.17/lb since the w/e 05.02 and fresh organic blueberry prices have declined WoW since the w/e 05.16, facilitating increased consumption

Fresh Blueberries – Organic – All Retail Channels

Most
Recent
Week →

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%
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%
30-May	1,346,179	454,815	51%	\$7,670,975	\$ 1,705,850	29%	\$5.70	-\$0.62	-10%	-\$0.99	-17%

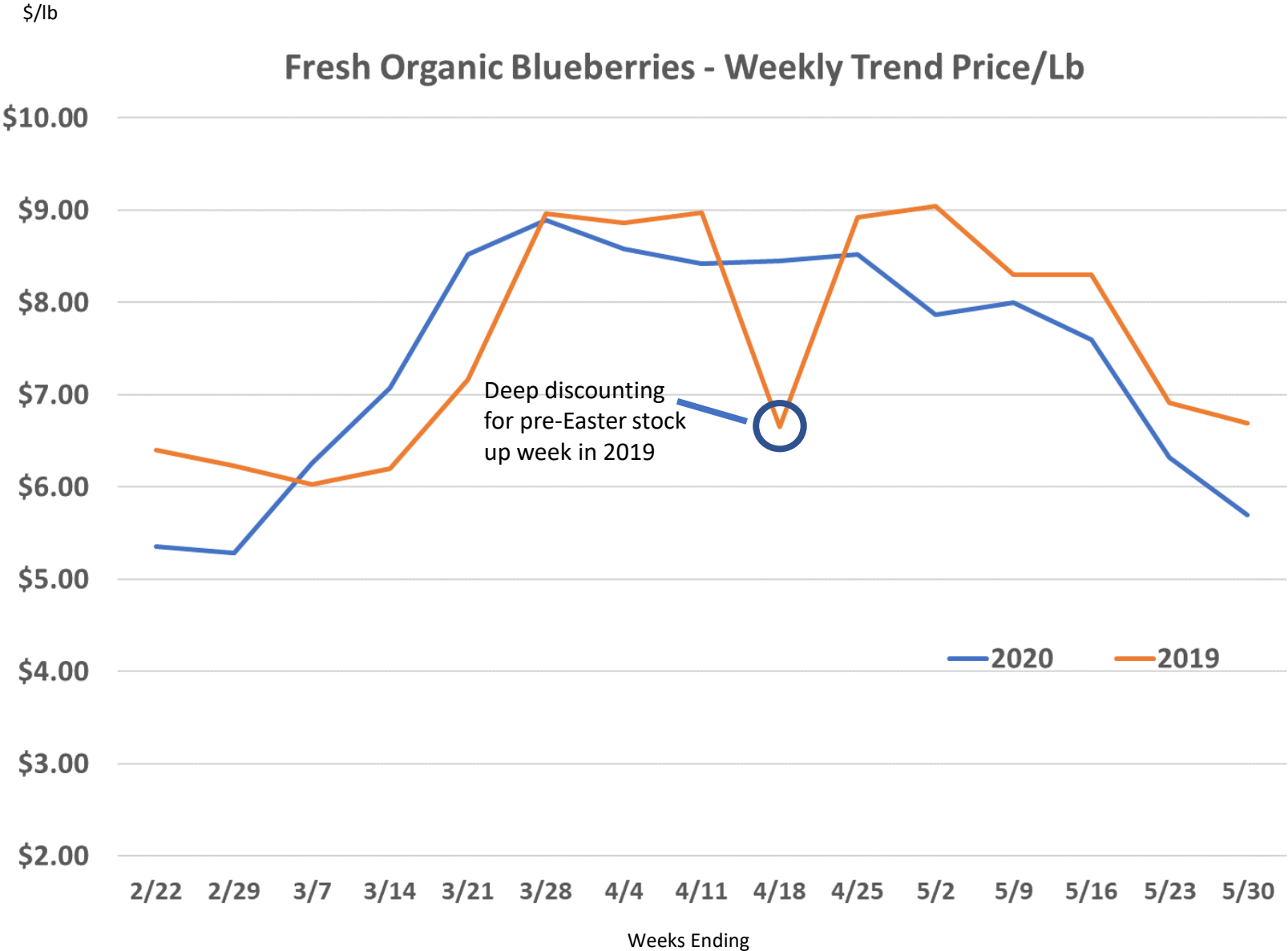
Source: Nielsen Syndicated Data – Total U.S. xAOC

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 \$5.70/lb is -\$0.99/lb below 2019 pricing



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

- Fresh organic A/O berries are up +19% in volume YoY and up +8% in dollars YoY for the w/e 05.30
- Apart from w/e 05.23, fresh organic A/O berries have experienced steady YoY growth in volume and dollar sales over the 15 week period tracked below
- 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%
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%
30-May	3,319,563	524,692	19%	\$15,435,807	\$ 1,103,865	8%	\$4.65	-\$0.39	-8%	-\$0.48	-10%

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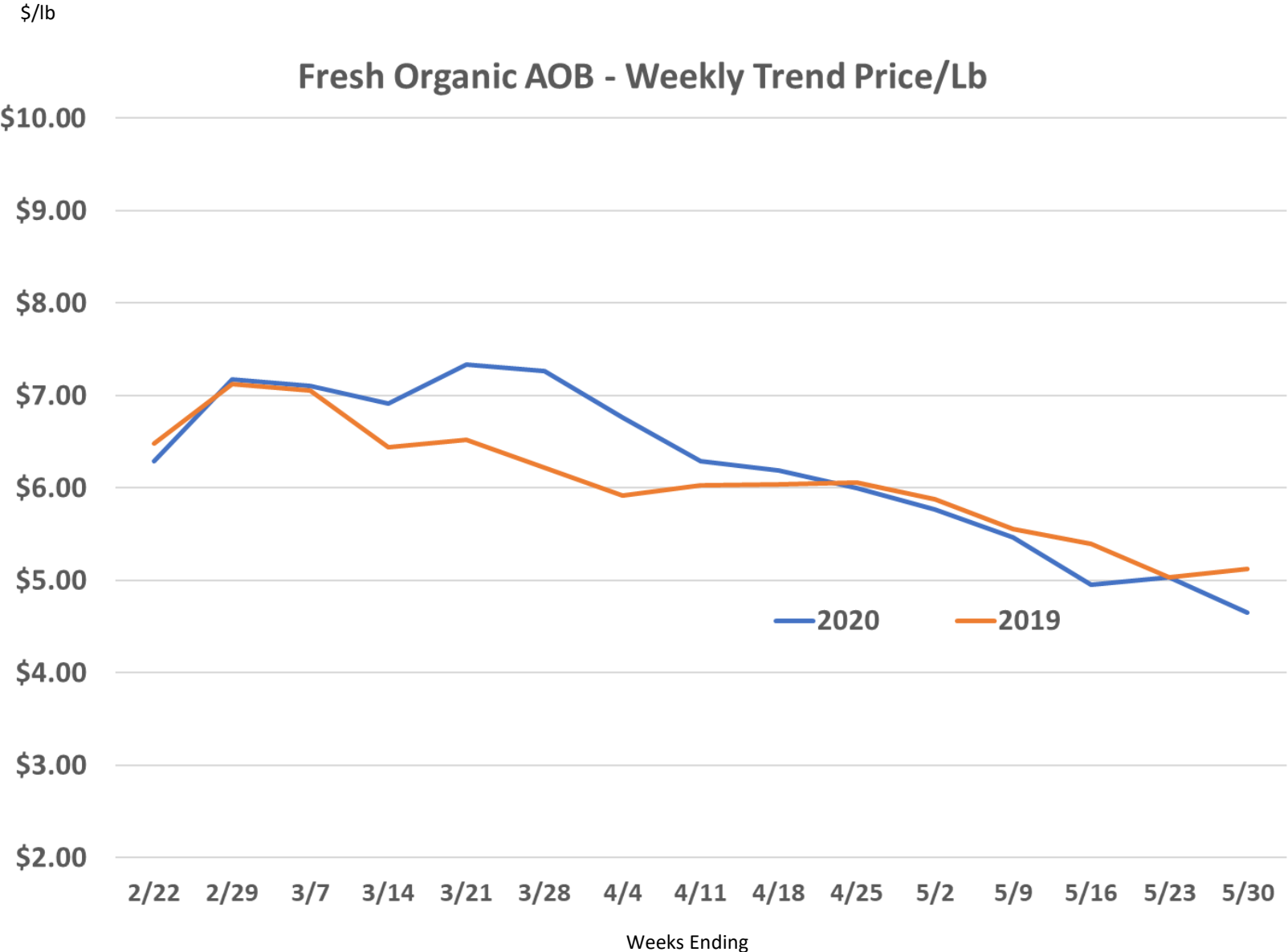
Source: Nielsen Syndicated Data – Total U.S. xAOC

Fresh Organic A/O Berries Weekly Price Trend

Steady decreases in price per lb (aside from w/e 5.23) have continued over the past 10 weeks (beginning w/e 03.28)

Price per lb of fresh organic A/O berries decreased by $-\$0.39/\text{lb}$ relative to the previous week

The current $\$4.65/\text{lb}$ is $-\$0.48$ below 2019 pricing



Frozen Conventional Blueberries – Volume, Sales and Pricing Data

- Frozen conventional blueberries are up substantially again YoY (+40%) in volume and in dollars (+44%) for w/e 05.30
- Retail pricing on frozen conventional blueberries is up \$0.10/lb relative to 2019 and down -\$0.02/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, apart from w/e 05.23, volume and dollar sales for frozen conventional blueberries are trending slightly downward during the month of May
 - 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

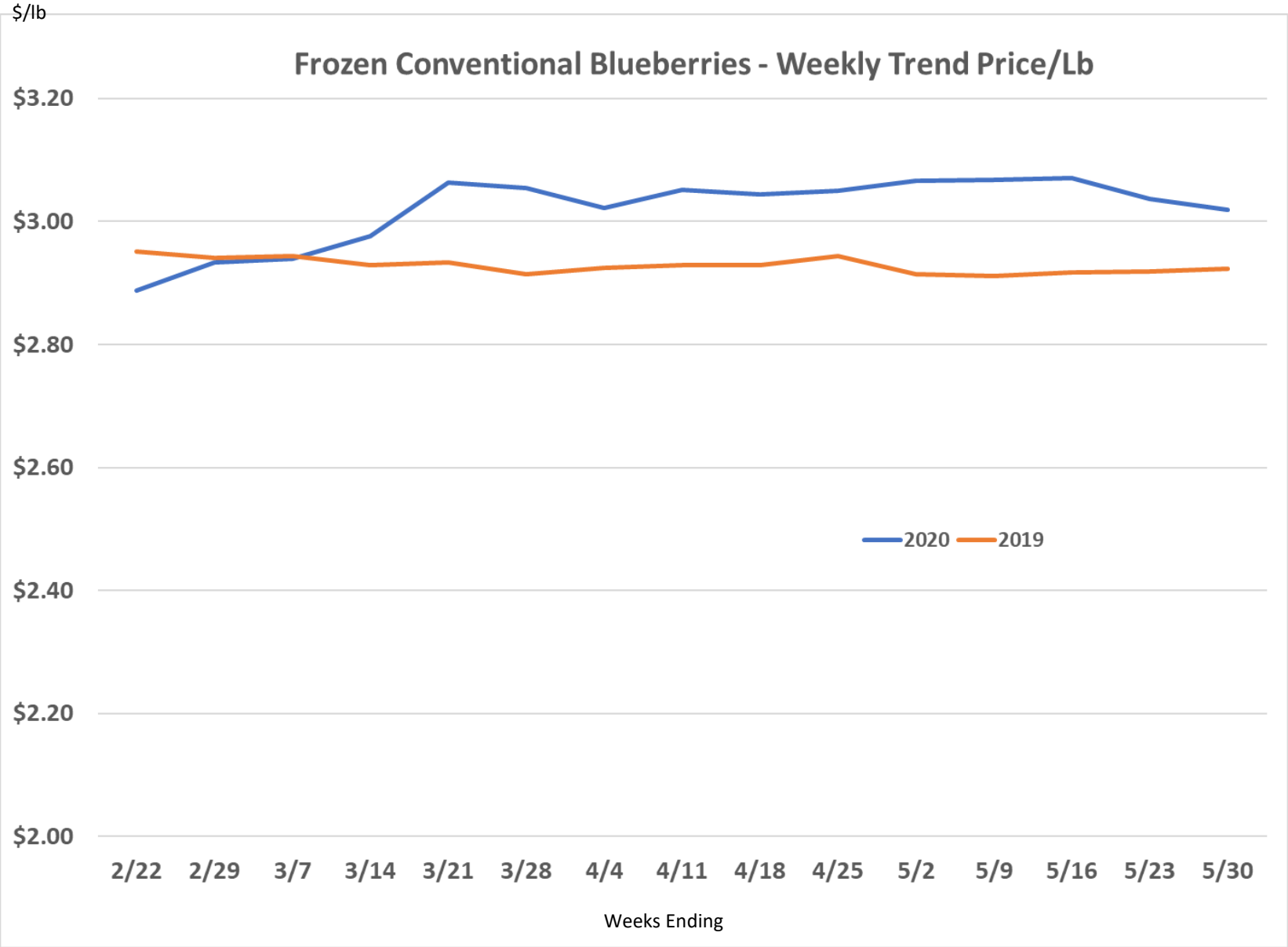
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
22-Feb	1,363,002	102,178	8%	\$3,936,513	\$ 215,608	6%	\$2.89	NA	NA	-\$0.06	-2%
29-Feb	1,430,242	122,952	9%	\$4,194,736	\$ 351,224	9%	\$2.93	\$0.04	2%	-\$0.01	0%
March (NET)	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%
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%
30-May	1,621,169	460,639	40%	\$4,894,495	\$ 1,502,165	44%	\$3.02	-\$0.02	-1%	\$0.10	3%

Most
Recent
Week →

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 May

Price is now \$3.02/lb, \$0.10/lb above 2019 pricing



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

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

- Frozen conventional A/O berry sales are up substantially YoY (+31%) in volume and (+38%) in dollars for w/e 05.30
- Consistent with the frozen conventional blueberry segment, while total volume and dollar sales of frozen conventional A/O berries for the month of May is the highest of all months tracked below, apart from the w/e 05.09, volume and dollar sales for frozen conventional A/O berries are trending downward during May
 - 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
- Pricing for frozen conventional A/O berries have remained relatively steady WoW during the month of May and are an average of 5% higher than 2019 pricing during this time

Frozen A/O Berries – Conventional – All Retail Channels

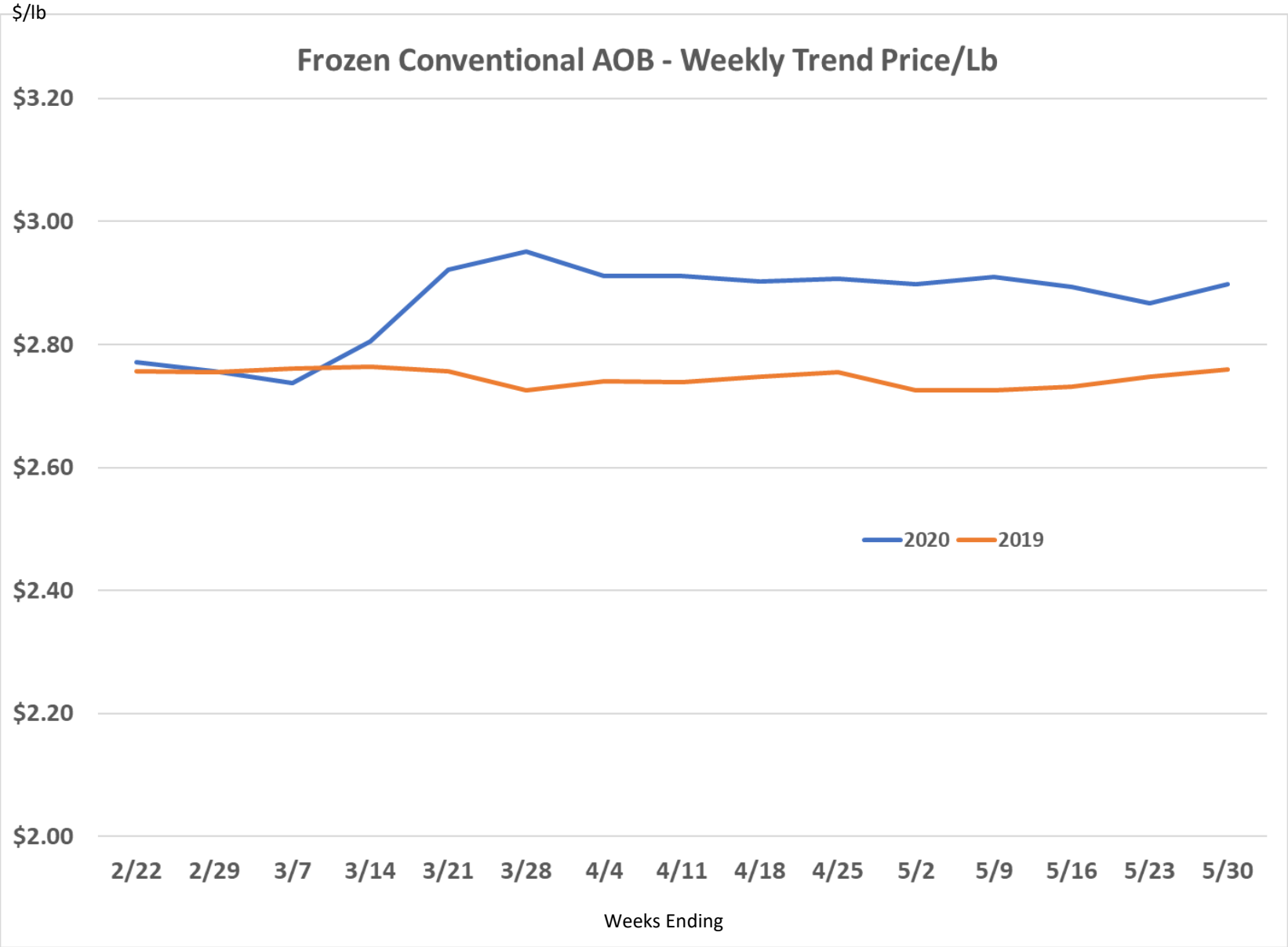
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
22-Feb	2,678,024	110,719	4%	\$7,421,019	\$ 343,787	5%	\$2.77	NA	NA	\$0.01	1%
29-Feb	2,758,227	176,133	7%	\$7,601,414	\$ 487,099	7%	\$2.76	-\$0.02	-1%	\$0.00	0%
March (NET)	15,595,488	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%
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%
30-May	3,267,989	778,329	31%	\$9,468,188	\$ 2,598,083	38%	\$2.90	\$0.03	1%	\$0.14	5%

Most
Recent
Week →

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 04.11

Price is now \$2.90/lb, \$0.14/lb above 2019 pricing



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

Frozen Organic Blueberries – Volume, Sales and Pricing Data

- For the w/e 05.30, frozen organic blueberries are up substantially YoY (+48%) in volume and (+44%) 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 -\$0.21/lb since the w/e 05.02 and frozen organic blueberry prices have declined WoW since w/e 05.09 with the exception of w/e 05.30, facilitating continued strong consumption
- 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

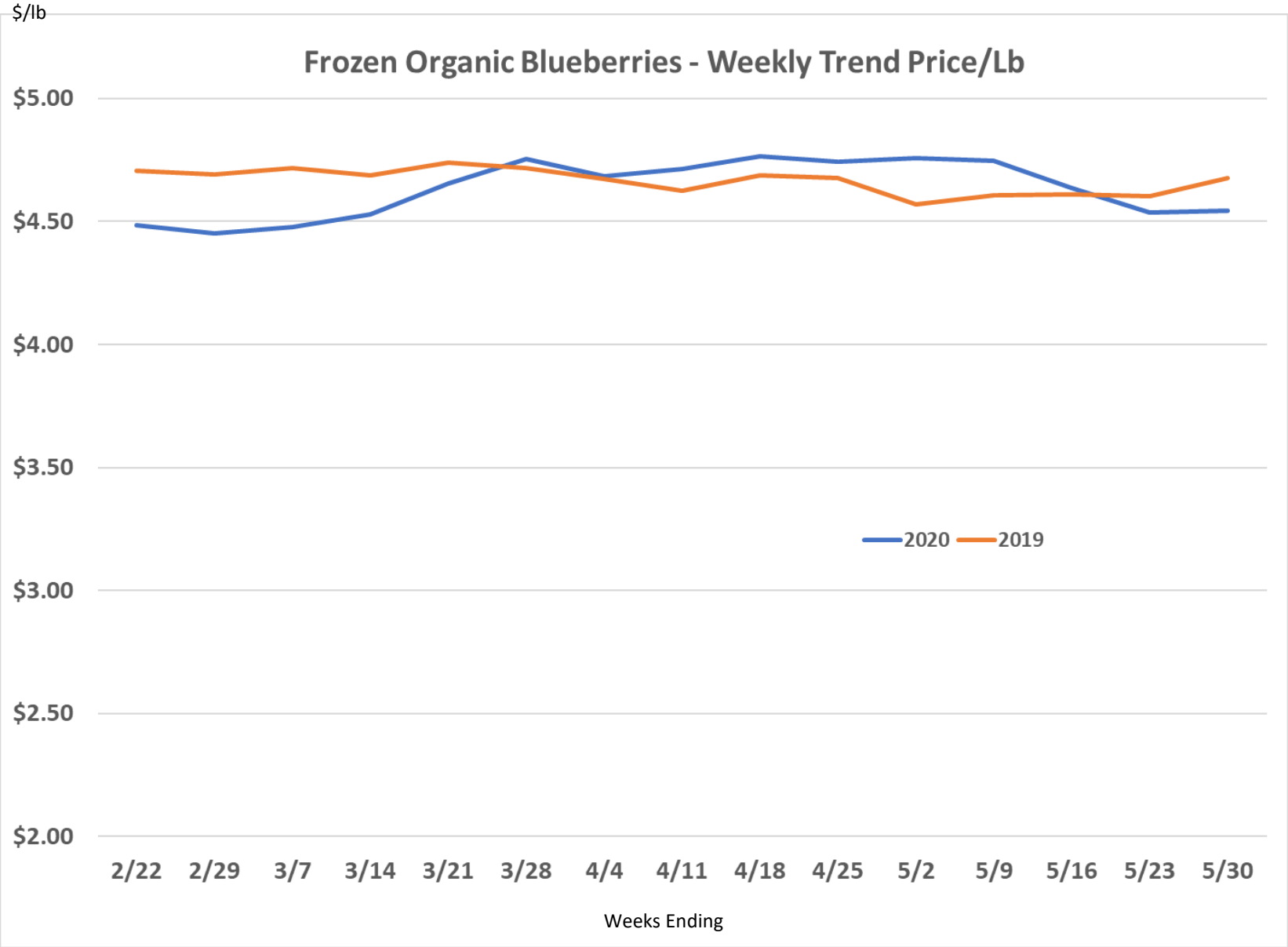
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
22-Feb	203,949	18,996	10%	\$914,701	\$ 44,460	5%	\$4.48	NA	NA	-\$0.22	-5%
29-Feb	230,372	42,012	22%	\$1,025,672	\$ 142,026	16%	\$4.45	-\$0.03	-1%	-\$0.24	-5%
March (NET)	1,400,801	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%
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%
30-May	254,629	82,422	48%	\$1,156,947	\$ 351,780	44%	\$4.54	\$0.01	0%	-\$0.13	-3%

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 recently declined and has been below 2019 prices since w/e 05.23

Price is now \$4.54/lb, -\$0.13/lb below 2019 pricing



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

- Frozen organic A/O berries are up substantially YoY (+59%) in volume and (+58%) in dollars for the w/e 05.30
- The most recent week's pricing is down -\$0.07/lb since the w/e 05.02 and frozen organic A/O berry prices have declined WoW since the w/e 05.16, facilitating increased consumption
- While frozen organic A/O berry sales peaked in YoY percent change in volume and sales growth during the month of March, growth remains strong through May and total volume and dollar sales of frozen organic A/O berries for the month of May is the highest of all months tracked below
 - 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

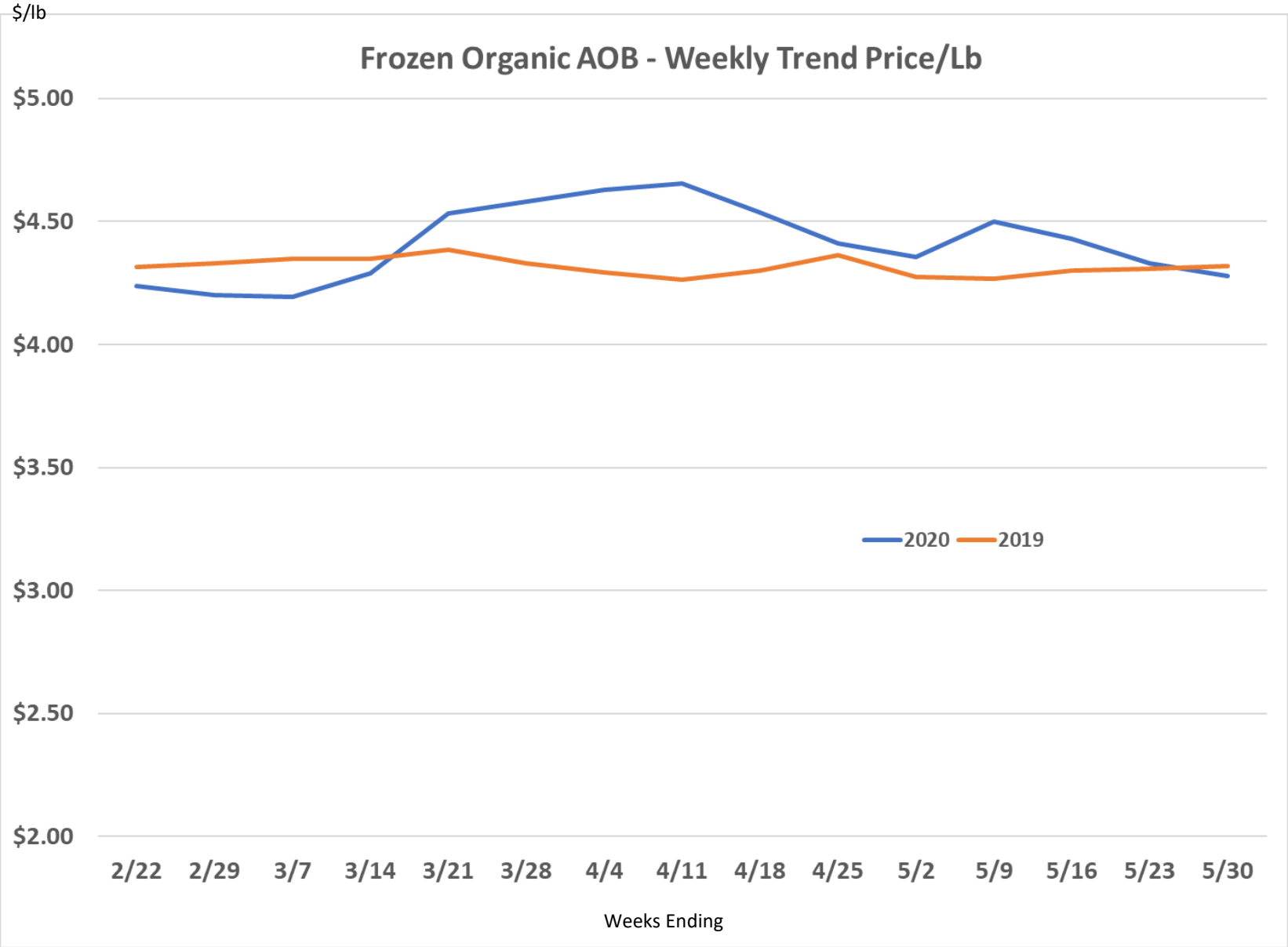
Week Ending	Volume			Dollars			Price				
	Lbs	Chg YoY	% Chg YoY	\$	Chg YoY	% Chg YoY	per Lb	Chg WoW	% Chg WoW	Chg YoY	% Chg YoY
22-Feb	394,678	10,117	3%	\$1,672,662	\$ 13,867	1%	\$4.24	NA	NA	-\$0.08	-2%
29-Feb	443,201	59,568	16%	\$1,861,687	\$ 200,759	12%	\$4.20	-\$0.04	-1%	-\$0.13	-3%
March (NET)	2,666,294	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%
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%
30-May	570,330	212,652	59%	\$2,440,224	\$ 894,877	58%	\$4.28	-\$0.05	-1%	-\$0.04	-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 below 2019 prices

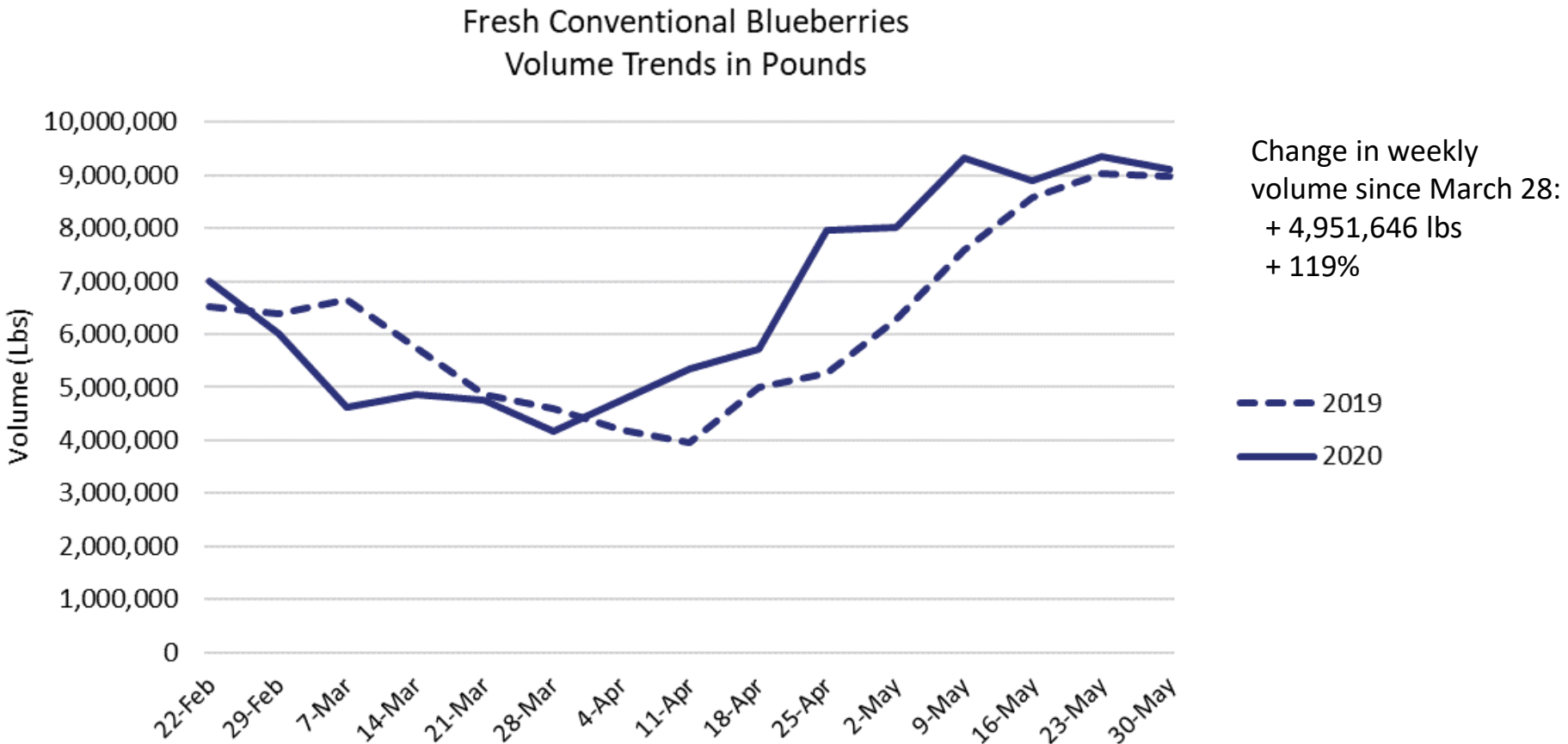
Price is now \$4.28/lb, -\$0.04 below 2019 pricing



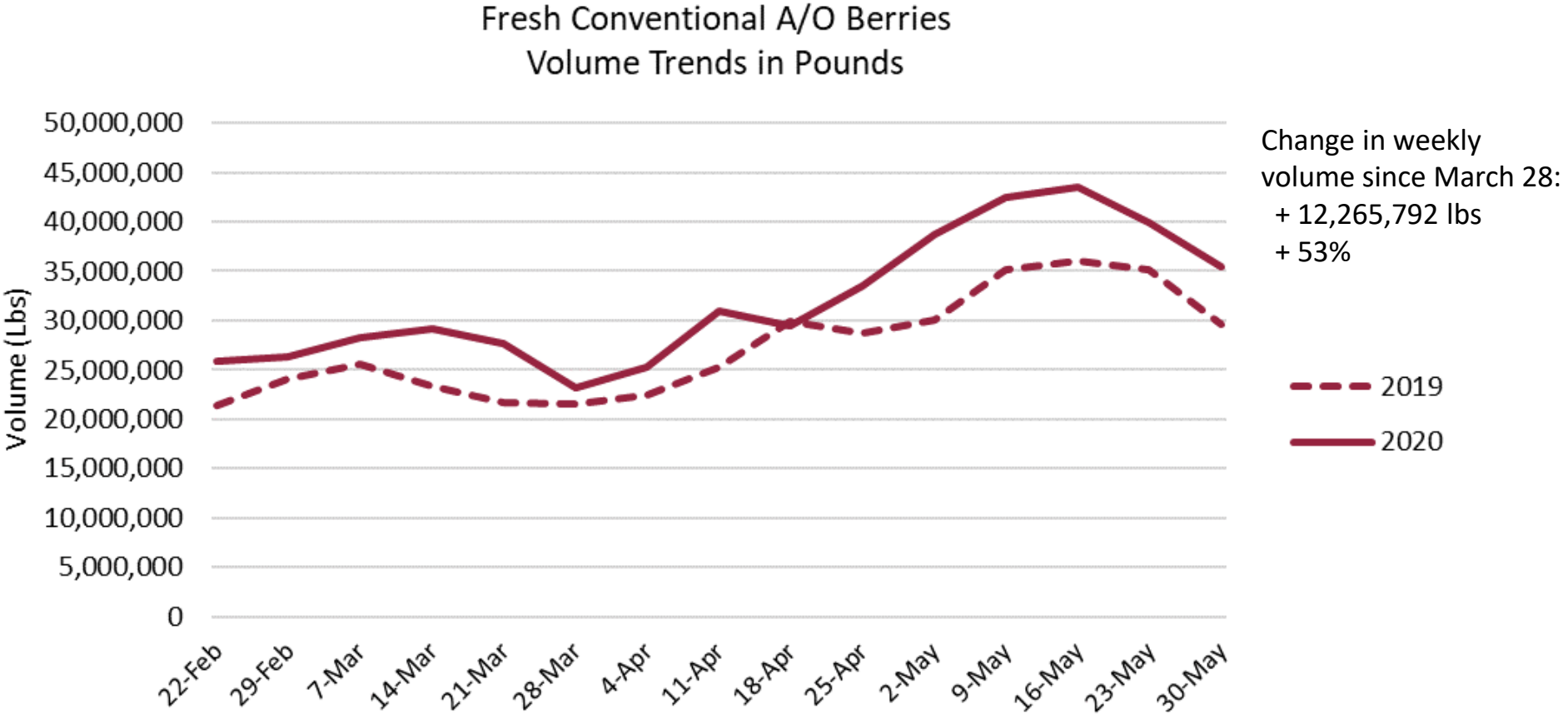
Source: Nielsen Syndicated Data – Total U.S. xAOC

Appendix: Segment Volume Trends

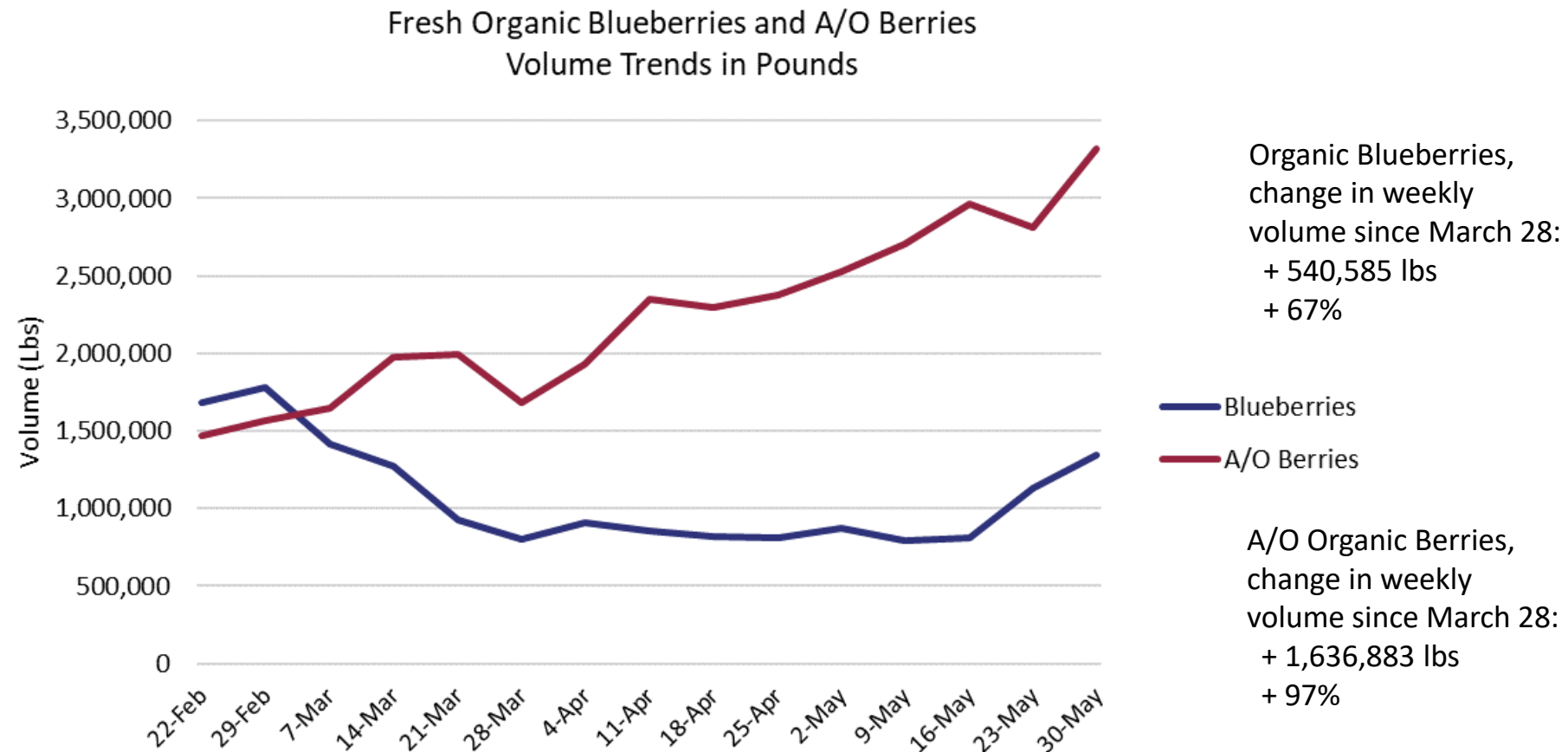
Retail Sales in Lbs of Fresh Conventional Blueberries



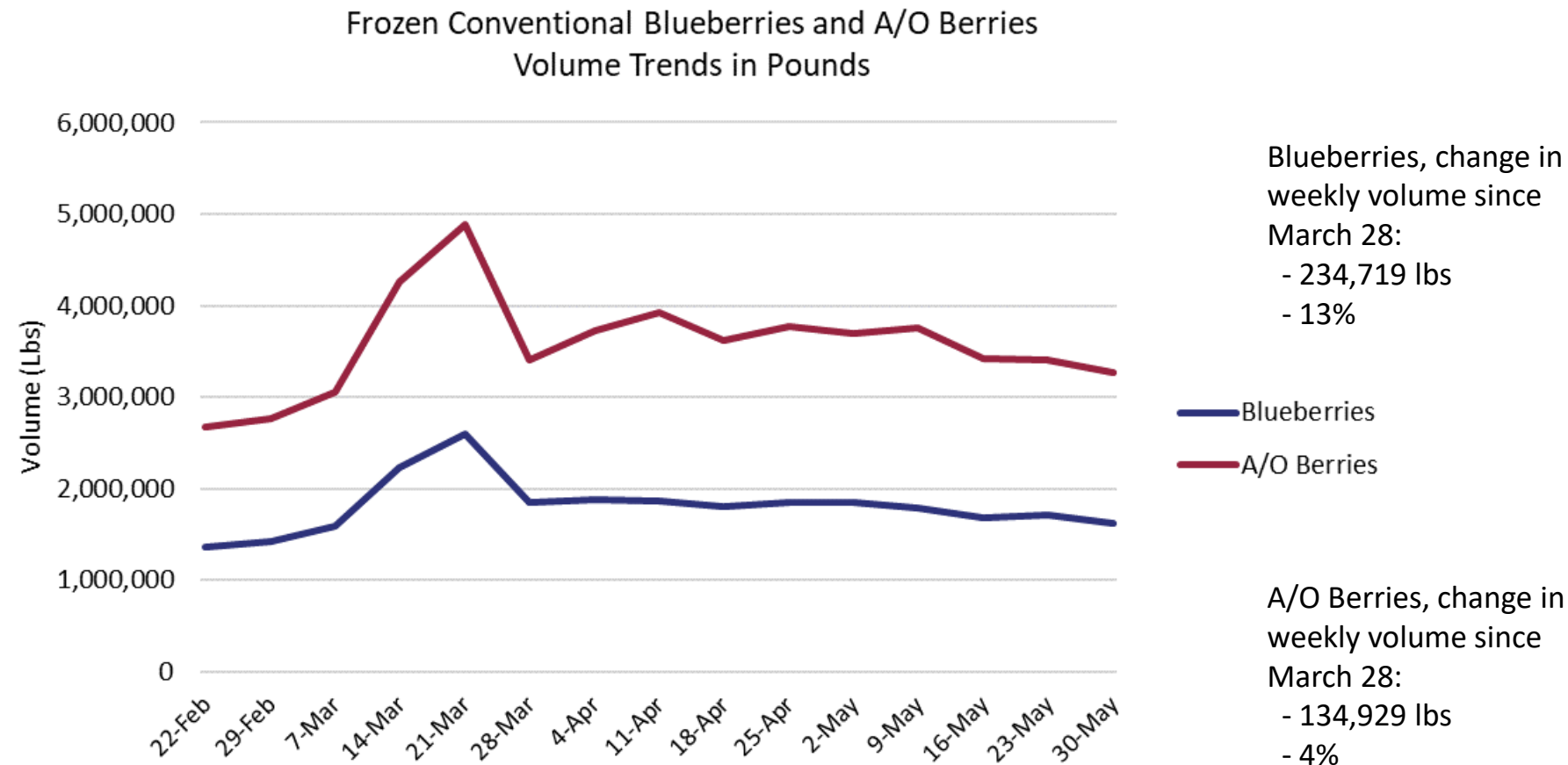
Retail Sales in Lbs of Fresh Conventional A/O Berries



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

