

1.12.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

December, 2020

Sales through Nielsen Week Ending 1.2.2021

December 2020

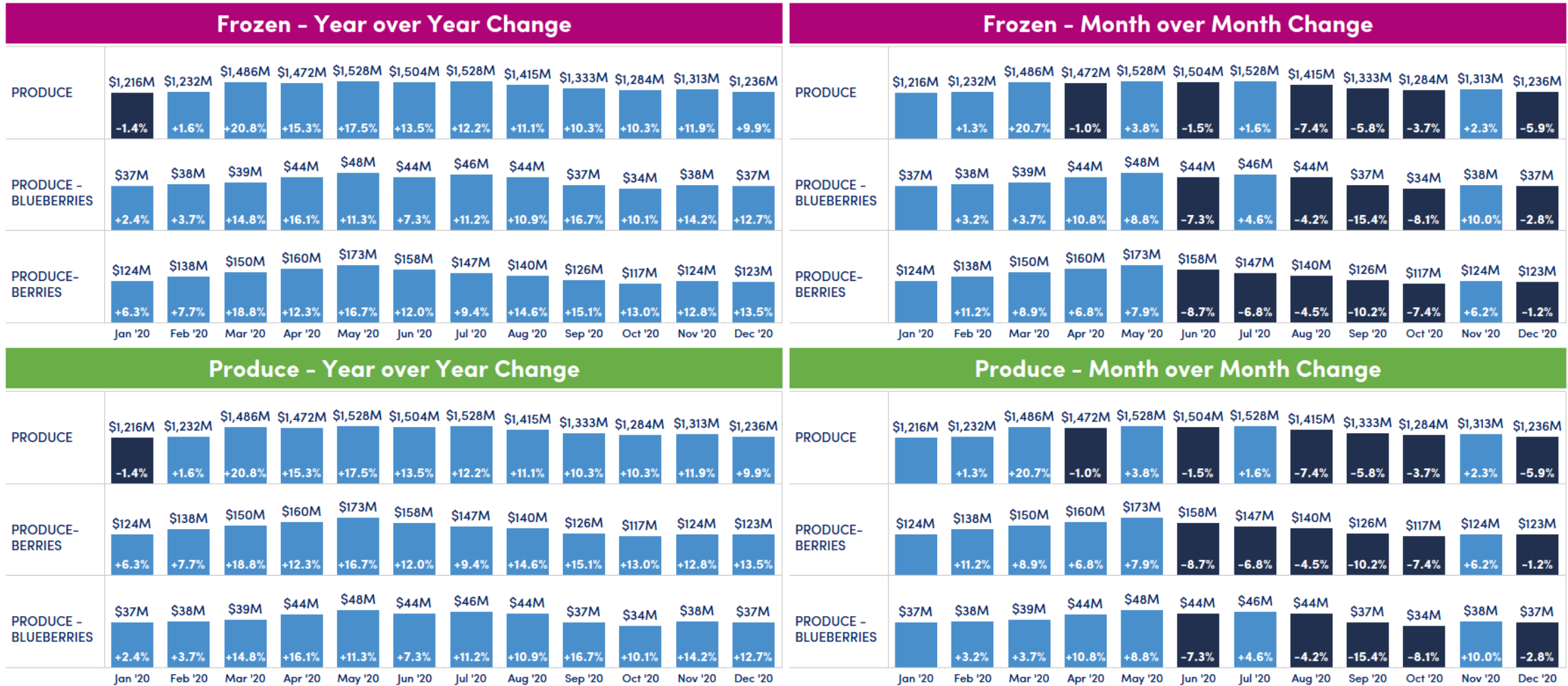
Fresh blueberries (Produce department)

- Dollars sales increased **+12.7%** year over year compared to an increase for all fresh berries of **+13.5%**
- 6oz decreased **-22.6%** while 18oz increased **+44.5%** in dollar sales
- Fresh blueberries posted positive dollar gains in all 9 regions of the country
- Conventional fresh blueberries grew at a faster rate than their organic counterpart

Frozen blueberries (Frozen department)

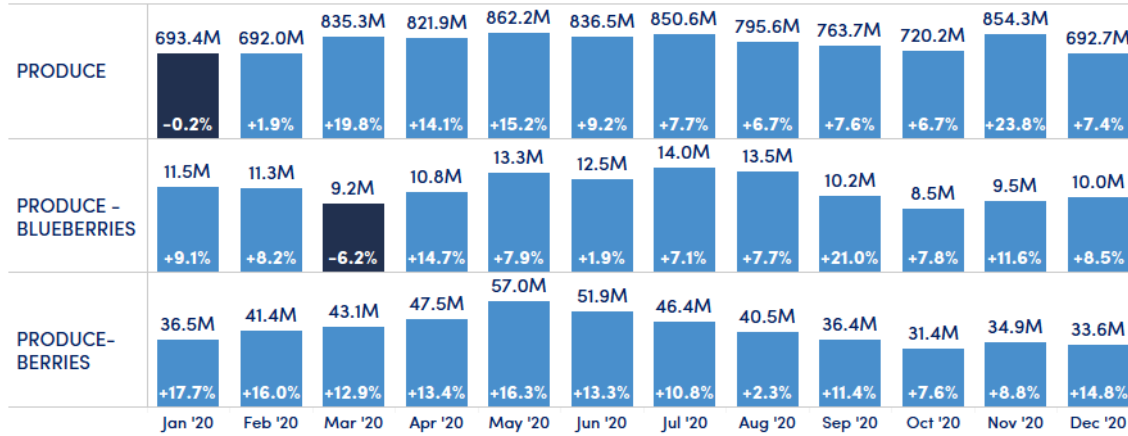
- Dollars sales increased **+23.1%** year over year compared to an increase for all frozen berries of **+22.0%**
- 48oz is still the dominant pack size and posted positive dollar gains of **+34.2%**
- All 9 regions increased in frozen blueberry dollar sales
- Organic frozen blueberries grew at a faster rate than conventional frozen blueberries.

Monthly Detail – Dollars/Week

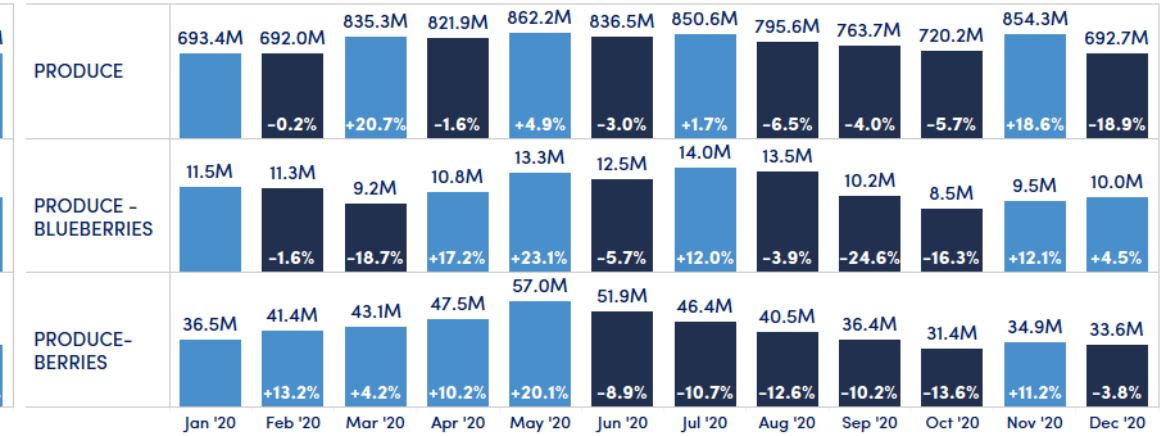


Monthly Detail – Units/Week

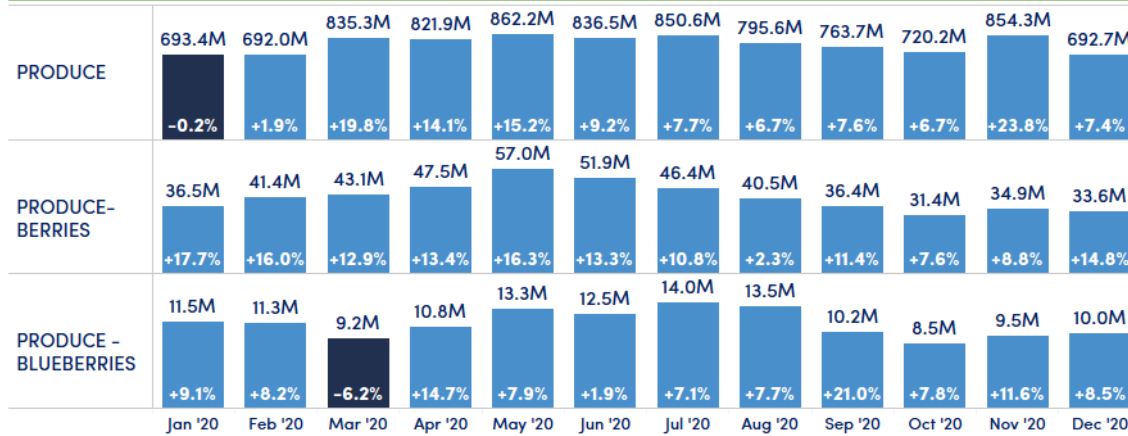
Frozen - Year over Year Change



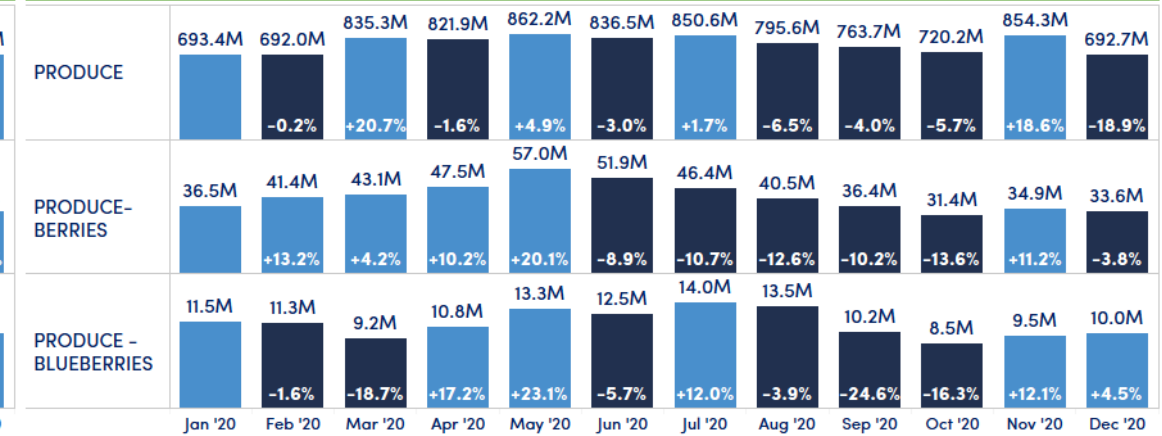
Frozen - Month over Month Change



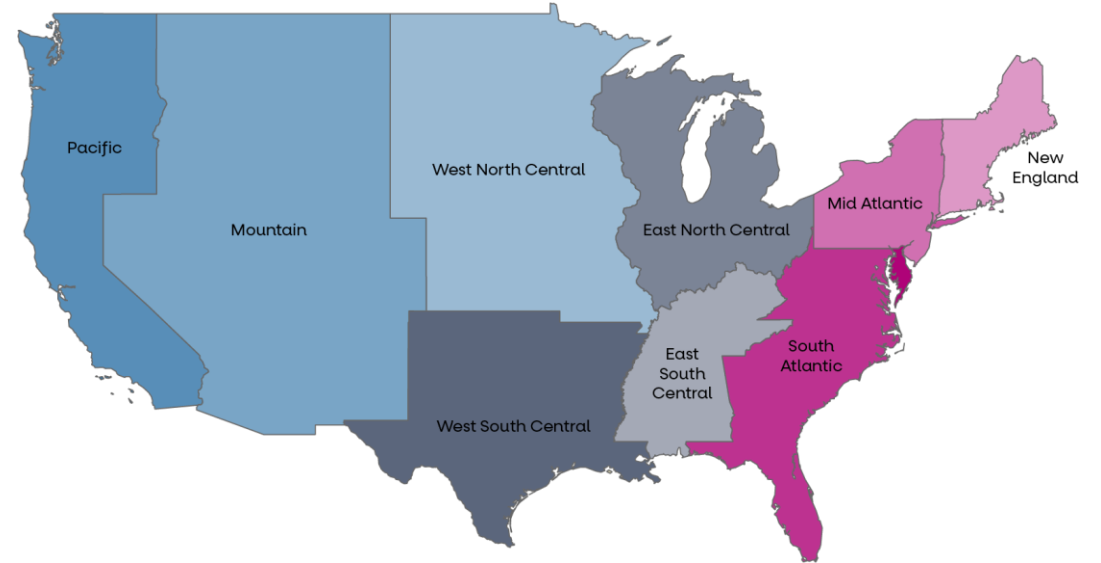
Produce - Year over Year Change



Produce - Month over Month Change



Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+19.0%	+12.9%
FROZEN-BERRIES	+33.1%	+21.1%
FROZEN - BLUEBERRIES	+40.3%	+30.6%
PRODUCE	+14.7%	+8.9%
PRODUCE-BERRIES	+19.8%	+18.5%
PRODUCE - BLUEBERRIES	+16.3%	+6.5%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+14.4%	+8.9%
FROZEN-BERRIES	+23.3%	+6.7%
FROZEN - BLUEBERRIES	+25.4%	+12.7%
PRODUCE	+10.1%	+8.5%
PRODUCE-BERRIES	+17.0%	+13.2%
PRODUCE - BLUEBERRIES	+15.9%	+8.1%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+13.3%	+7.3%
FROZEN-BERRIES	+16.0%	+6.9%
FROZEN - BLUEBERRIES	+17.0%	+12.5%
PRODUCE	+8.3%	+6.5%
PRODUCE-BERRIES	+12.5%	+7.9%
PRODUCE - BLUEBERRIES	+9.2%	+0.2%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+14.1%	+9.0%
FROZEN-BERRIES	+10.2%	+1.4%
FROZEN - BLUEBERRIES	+15.0%	+16.0%
PRODUCE	+6.6%	+7.1%
PRODUCE-BERRIES	+14.2%	+15.1%
PRODUCE - BLUEBERRIES	+19.3%	+11.3%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+15.9%	+9.7%
FROZEN-BERRIES	+23.0%	+12.9%
FROZEN - BLUEBERRIES	+19.6%	+14.5%
PRODUCE	+9.6%	+7.1%
PRODUCE-BERRIES	+14.5%	+16.6%
PRODUCE - BLUEBERRIES	+14.0%	+11.5%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+15.6%	+10.2%
FROZEN-BERRIES	+14.3%	+3.5%
FROZEN - BLUEBERRIES	+14.0%	+6.8%
PRODUCE	+9.2%	+7.2%
PRODUCE-BERRIES	+15.9%	+22.8%
PRODUCE - BLUEBERRIES	+21.1%	+18.0%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+14.8%	+9.0%
FROZEN-BERRIES	+18.2%	+10.7%
FROZEN - BLUEBERRIES	+18.3%	+7.8%
PRODUCE	+8.4%	+5.7%
PRODUCE-BERRIES	+9.7%	+12.5%
PRODUCE - BLUEBERRIES	+8.1%	+3.8%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+17.6%	+12.0%
FROZEN-BERRIES	+26.5%	+19.9%
FROZEN - BLUEBERRIES	+22.7%	+14.1%
PRODUCE	+9.6%	+7.6%
PRODUCE-BERRIES	+8.6%	+13.1%
PRODUCE - BLUEBERRIES	+7.7%	+10.3%

New England		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+16.9%	+12.4%
FROZEN-BERRIES	+27.0%	+18.1%
FROZEN - BLUEBERRIES	+27.9%	+16.4%
PRODUCE	+11.1%	+8.3%
PRODUCE-BERRIES	+14.6%	+16.4%
PRODUCE - BLUEBERRIES	+14.7%	+15.3%

Total US		
	\$ % Chg YoY	Units % Chg YoY
FROZEN	+15.7%	+10.0%
FROZEN-BERRIES	+22.0%	+11.8%
FROZEN - BLUEBERRIES	+23.1%	+14.8%
PRODUCE	+9.9%	+7.4%
PRODUCE-BERRIES	+13.5%	+14.8%
PRODUCE - BLUEBERRIES	+12.7%	+8.5%

Blueberries - Dollars

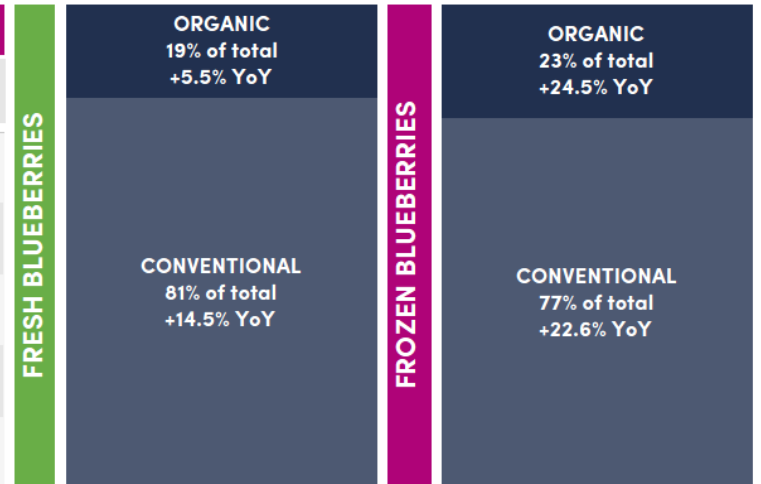
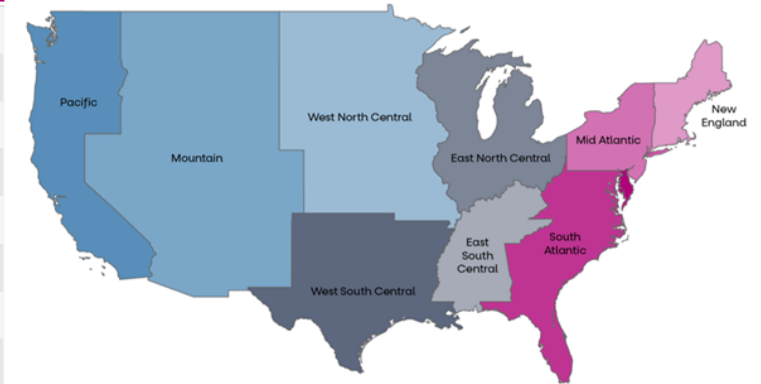
FRESH BLUEBERRIES		
South Atlantic	\$37,821,730	▲+8.1% 21% of total
Pacific	\$30,431,097	▲+16.3% 17% of total
Middle Atlantic	\$27,929,665	▲+7.7% 15% of total
East North Central	\$25,019,150	▲+14.0% 14% of total
New England	\$16,683,918	▲+14.7% 9% of total
Mountain	\$14,280,258	▲+15.9% 8% of total
West South Central	\$12,370,128	▲+19.3% 7% of total
West North Central	\$11,809,254	▲+9.2% 6% of total
East South Central	\$7,255,400	▲+21.1% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$5,587,446	▲+18.3% 20% of total
Pacific	\$4,362,329	▲+40.3% 16% of total
Middle Atlantic	\$3,588,419	▲+22.7% 13% of total
East North Central	\$3,316,458	▲+19.6% 12% of total
Mountain	\$2,642,828	▲+25.4% 10% of total
New England	\$2,611,965	▲+27.9% 10% of total
West South Central	\$2,312,983	▲+15.0% 8% of total
West North Central	\$1,926,356	▲+17.0% 7% of total
East South Central	\$1,128,867	▲+14.0% 4% of total

FRESH BLUEBERRIES		
\$183,731,902 ▲+12.7%		
6 OUNCE	\$32,976,313	▼-22.6% 18% of total \$8.36 Price / Lb \$0.28 Price Chg
18 OUNCE	\$51,936,574	▲+44.5% 28% of total \$4.44 Price / Lb (\$0.10) Price Chg
12 OUNCE	\$45,087,146	▼-0.9% 25% of total \$4.18 Price / Lb \$0.03 Price Chg
11 OUNCE	\$33,318,844	▲+47.6% 18% of total \$5.32 Price / Lb (\$0.21) Price Chg
ALL OTHER	\$20,413,026	▲+24.0% 11% of total \$3.70 Price / Lb (\$0.54) Price Chg

FROZEN BLUEBERRIES		
\$27,500,263 ▲+23.1%		
48 OUNCE	\$11,474,523	▲+34.2% 42% of total \$3.12 Price / Lb \$0.14 Price Chg
32 OUNCE	\$4,000,001	▲+21.8% 15% of total \$4.20 Price / Lb \$0.08 Price Chg
16 OUNCE	\$2,950,556	▲+8.0% 11% of total \$2.89 Price / Lb \$0.16 Price Chg
ALL OTHER	\$6,863,126	▲+13.7% 25% of total \$3.18 Price / Lb \$0.11 Price Chg
10 OUNCE	\$2,212,057	▲+26.9% 8% of total \$5.59 Price / Lb \$0.27 Price Chg

TOTAL BLUEBERRIES
\$211,232,164 | ▲ +13.9% YoY



Blueberries - Pounds

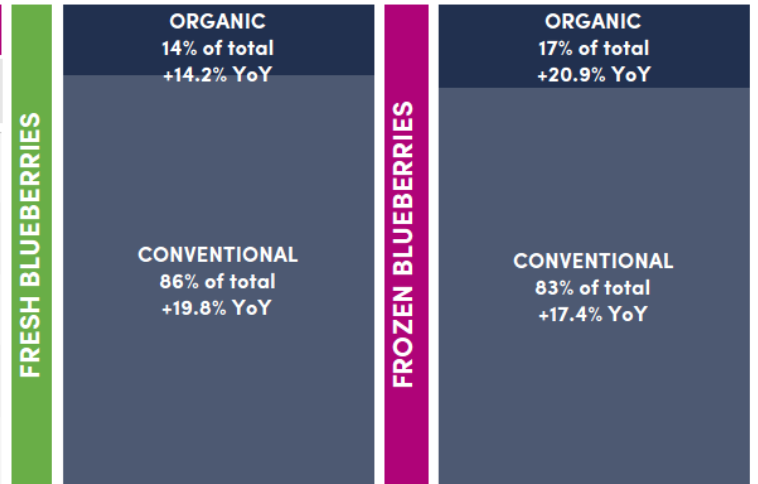
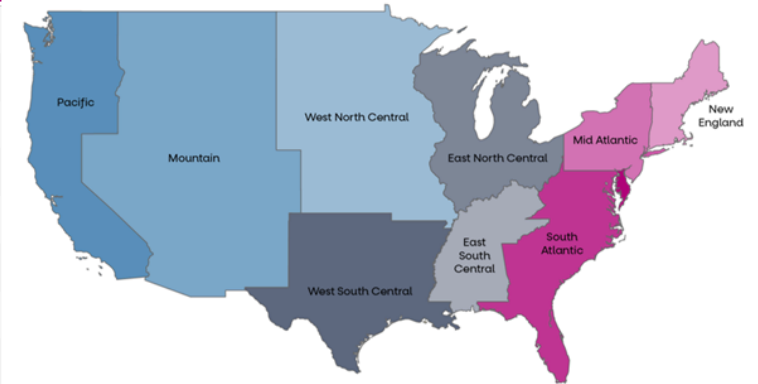
FRESH BLUEBERRIES	
South Atlantic	7,668,905 Lbs ▲+9.8% 20% of total
Pacific	5,042,364 Lbs ▲+18.8% 13% of total
Middle Atlantic	6,537,720 Lbs ▲+23.8% 17% of total
East North Central	5,965,214 Lbs ▲+18.8% 16% of total
New England	3,851,690 Lbs ▲+31.7% 10% of total
Mountain	2,769,339 Lbs ▲+20.8% 7% of total
West South Central	2,567,459 Lbs ▲+24.7% 7% of total
West North Central	2,232,513 Lbs ▲+6.9% 6% of total
East South Central	1,570,928 Lbs ▲+25.2% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,711,013 Lbs ▲+13.9% 21% of total
Pacific	1,147,201 Lbs ▲+36.1% 14% of total
Middle Atlantic	999,760 Lbs ▲+18.7% 12% of total
East North Central	1,027,281 Lbs ▲+16.5% 13% of total
Mountain	817,722 Lbs ▲+17.2% 10% of total
New England	740,640 Lbs ▲+23.6% 9% of total
West South Central	784,279 Lbs ▲+13.1% 10% of total
West North Central	598,311 Lbs ▲+8.9% 7% of total
East South Central	378,444 Lbs ▲+9.9% 5% of total

FRESH BLUEBERRIES	
38,223,903 Lbs ▲+18.9%	
6 OUNCE	3,946,222 Lbs ▼-25.2% 10% of total \$8.36 Price / Lb \$0.28 Price Chg
18 OUNCE	11,705,164 Lbs ▲+47.7% 31% of total \$4.44 Price / Lb (\$0.10) Price Chg
12 OUNCE	10,792,750 Lbs ▼-1.6% 28% of total \$4.18 Price / Lb \$0.03 Price Chg
11 OUNCE	6,258,838 Lbs ▲+53.3% 16% of total \$5.32 Price / Lb (\$0.21) Price Chg
ALL OTHER	5,520,928 Lbs ▲+42.0% 14% of total \$3.70 Price / Lb (\$0.54) Price Chg

FROZEN BLUEBERRIES	
8,208,546 Lbs ▲+18.0%	
48 OUNCE	3,680,278 Lbs ▲+28.3% 45% of total \$3.12 Price / Lb \$0.14 Price Chg
32 OUNCE	951,670 Lbs ▲+19.6% 12% of total \$4.20 Price / Lb \$0.08 Price Chg
16 OUNCE	1,020,540 Lbs ▲+2.0% 12% of total \$2.89 Price / Lb \$0.16 Price Chg
ALL OTHER	2,160,350 Lbs ▲+9.9% 26% of total \$3.18 Price / Lb \$0.11 Price Chg
10 OUNCE	395,708 Lbs ▲+20.8% 5% of total \$5.59 Price / Lb \$0.27 Price Chg

TOTAL BLUEBERRIES
46,432,449 Lbs | ▲+18.7% YoY



Blueberries - Units

FRESH BLUEBERRIES	
South Atlantic	9,880,412 Units ▲+3.8% 20% of total
Pacific	7,295,216 Units ▲+6.5% 15% of total
Middle Atlantic	7,486,219 Units ▲+10.3% 15% of total
East North Central	7,800,985 Units ▲+11.5% 16% of total
New England	4,546,613 Units ▲+15.3% 9% of total
Mountain	4,575,729 Units ▲+8.1% 9% of total
West South Central	3,231,417 Units ▲+11.3% 6% of total
West North Central	3,100,670 Units ▲+0.2% 6% of total
East South Central	1,953,870 Units ▲+18.0% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	900,004 Units ▲+7.8% 19% of total
Pacific	691,001 Units ▲+30.6% 15% of total
Middle Atlantic	594,839 Units ▲+14.1% 13% of total
East North Central	613,812 Units ▲+14.5% 13% of total
Mountain	430,884 Units ▲+12.7% 9% of total
New England	430,506 Units ▲+16.4% 9% of total
West South Central	469,123 Units ▲+16.0% 10% of total
West North Central	356,888 Units ▲+12.5% 8% of total
East South Central	214,495 Units ▲+6.8% 5% of total

FRESH BLUEBERRIES	
49,886,601 Units ▲+8.5%	
6 OUNCE	10,523,258 Units ▼-25.2% 21% of total \$3.13 Price / Unit \$0.11 Price Chg
18 OUNCE	10,404,591 Units ▲+47.7% 21% of total \$4.99 Price / Unit (\$0.11) Price Chg
12 OUNCE	14,390,333 Units ▼-1.6% 29% of total \$3.13 Price / Unit \$0.02 Price Chg
11 OUNCE	9,103,765 Units ▲+53.3% 18% of total \$3.66 Price / Unit (\$0.14) Price Chg
ALL OTHER	5,464,654 Units ▲+42.0% 11% of total \$3.74 Price / Unit (\$0.10) Price Chg

FROZEN BLUEBERRIES	
4,704,822 Units ▲+14.8%	
48 OUNCE	1,226,759 Units ▲+28.3% 26% of total \$9.35 Price / Unit \$0.41 Price Chg
32 OUNCE	475,835 Units ▲+19.6% 10% of total \$8.41 Price / Unit \$0.15 Price Chg
16 OUNCE	1,008,490 Units ▲+2.1% 21% of total \$2.93 Price / Unit \$0.16 Price Chg
ALL OTHER	1,360,605 Units ▲+10.5% 29% of total \$5.04 Price / Unit \$0.14 Price Chg
10 OUNCE	633,133 Units ▲+20.8% 13% of total \$3.49 Price / Unit \$0.17 Price Chg

TOTAL BLUEBERRIES
54,591,423 Units | ▲ +9.0% YoY

