

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)

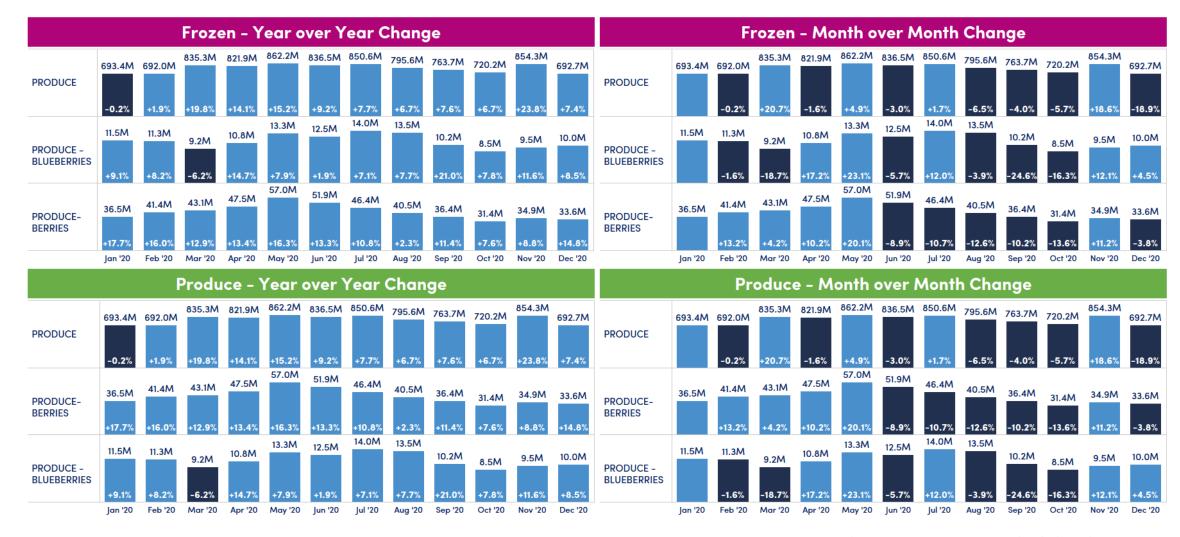
- Dollars sales increased +23.1% year over year compared to an increase for all frozen berries of +22.0%
- 48oz is still the dominant pack size and posted positive dollar gains of +34.2%
- All 9 regions increased in frozen blueberry dollar sales
- Organic frozen blueberries grew at a faster rate than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



Monthly Detail - Dollars/Week

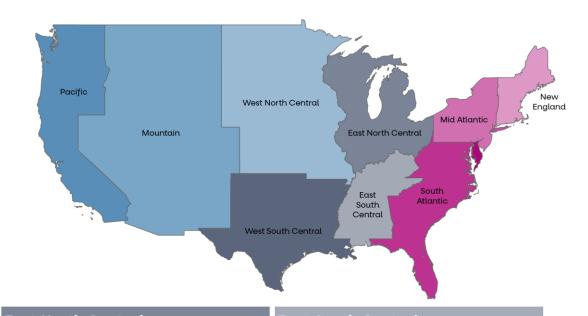
			Froze	en – Y	ear c	ver Y	ear C	hang	e						Fi	rozen	- Mo	nth o	ver M	Nonth	Char	nge			
PRODUCE	\$1,216M -1.4%	\$1,232M +1.6%	\$1,486M +20.8%	\$1,472M +15.3%	\$1,528M +17.5%	\$1,504M +13.5%	\$1,528M +12.2%	\$1,415M +11.1%	\$1,333M +10.3%	\$1,284M +10.3%	\$1,313M +11.9%	\$1,236M +9.9%	PRODUCE	\$1,216M	\$1,232M +1.3%	\$1,486M +20.7%	\$1,472M -1.0%	\$1,528M +3.8%	\$1,504M -1.5%	\$1,528M +1.6%	\$1,415M - 7.4 %	\$1,333M -5.8%	\$1,284M	\$1,313M +2.3%	\$1,236M -5.9%
PRODUCE - BLUEBERRIES	\$37M +2.4%	\$38M +3.7%	\$39M +14.8%	\$44M +16.1%	\$48M +11.3%	\$44M +7.3%	\$46M +11.2%	\$44M +10.9%	\$37M +16.7%	\$34M +10.1%	\$38M +14.2%	\$37M +12.7%	PRODUCE - BLUEBERRIES	\$37M	\$38M +3.2%	\$39M +3.7%	\$44M +10.8%	\$48M +8.8%	\$44M -7.3%	\$46M +4.6%	\$44M	\$37M -15.4%	\$34M -8.1%	\$38M +10.0%	\$37M -2.8%
PRODUCE- BERRIES	\$124M +6.3%	\$138M +7.7%	\$150M +18.8%	\$160M +12.3%	+16.7%	+12.0%	\$147M +9.4%	+14.6%	+15.1%	+13.0%	\$124M +12.8%	\$123M +13.5%	PRODUCE- BERRIES	\$124M	\$138M +11.2%	+8.9%	\$160M +6.8%	+7.9%	-8.7%	-6.8%	\$140M -4.5%	-10.2%	-7.4%	+6.2%	-1.2%
	Jan '20 Feb '20 Mar '20 Apr '20 May '20 Jun '20 Jul '20 Aug '20 Sep '20 Oct '20 Nov '20 Dec '20 Produce - Year over Year Change						Jan '20	Feb '20	Mar '20	Apr '20		Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20							
			Produ	ce -	rear (over `	rear (Chan	ge						Pr	oduc	9 - M	ontn c	over i	Monti	ո Cha	nge			
PRODUCE	\$1,216M -1.4%						\$1,528M +12.2%			\$1,284M +10.3%	\$1,313M +11.9%	\$1,236M +9.9%	PRODUCE	\$1,216M				\$1,528M +3.8%					\$1,284M -3.7%	\$1,313M +2.3%	\$1,236M -5.9%
PRODUCE- BERRIES	\$1,216M -1.4% \$124M +6.3%	\$1,232M	\$1,486M +20.8%	\$1,472M	\$1,528M +17.5%	\$1,504M +13.5%	\$1,528M	\$1,415M +11.1%	\$1,333M +10.3%	+10.3%		+9.9%	PRODUCE- PRODUCE- BERRIES	\$1,216M \$124M	\$1,232M	\$1,486M	\$1,472M	\$1,528M +3.8%	\$1,504M -1.5%	\$1,528M +1.6%	\$1,415M	\$1,333M -5.8%		+2.3%	-5.9%
PRODUCE-	-1.4% \$124M	\$1,232M +1.6%	\$1,486M +20.8% \$150M	\$1,472M +15.3% \$160M	\$1,528M +17.5% \$173M	\$1,504M +13.5% \$158M	\$1,528M +12.2%	\$1,415M +11.1%	\$1,333M +10.3% \$126M	+10.3% \$117M +13.0%	+11.9% \$124M	+9.9% \$123M	PRODUCE-		\$1,232M +1.3% \$138M	\$1,486M +20.7% \$150M	\$1,472M -1.0%	\$1,528M +3.8% \$173M	\$1,504M -1.5% \$158M	\$1,528M +1.6% \$147M	\$1,415M -7.4% \$140M	\$1,333M -5.8% \$126M	-3.7% \$117M -7.4%	+2.3%	-5.9% \$123M

Monthly Detail - Units/Week



Nielsen Divisions

Pacific			Mountain		
	\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
FROZEN	+19.0%	+12.9%	FROZEN	+14.4%	+8.9%
FROZEN-BERRIES	+33.1%	+21.1%	FROZEN-BERRIES	+23.3%	+6.7%
FROZEN - BLUEBERRIES	+40.3%	+30.6%	FROZEN - BLUEBERRIES	+25.4%	+12.7%
PRODUCE	+14.7%	+8.9%	PRODUCE	+10.1%	+8.5%
PRODUCE-BERRIES	+19.8%	+18.5%	PRODUCE-BERRIES	+17.0%	+13.2%
PRODUCE - BLUEBERRIES	+16.3%	+6.5%	PRODUCE - BLUEBERRIES	+15.9%	+8.1%

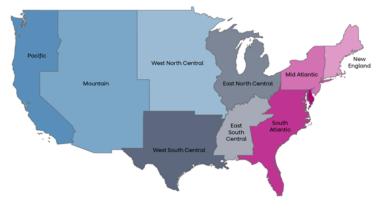


west North Cer	ntrai		west South Cen	Trai		East North Cen	Trai		East South Cen	Trai	
	\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$% Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
FROZEN	+13.3%	+7.3%	FROZEN	+14.1%	+9.0%	FROZEN	+15.9%	+9.7%	FROZEN	+15.6%	+10.2%
FROZEN-BERRIES	+16.0%	+6.9%	FROZEN-BERRIES	+10.2%	+1.4%	FROZEN-BERRIES	+23.0%	+12.9%	FROZEN-BERRIES	+14.3%	+3.5%
FROZEN - BLUEBERRIES	+17.0%	+12.5%	FROZEN - BLUEBERRIES	+15.0%	+16.0%	FROZEN - BLUEBERRIES	+19.6%	+14.5%	FROZEN - BLUEBERRIES	+14.0%	+6.8%
PRODUCE	+8.3%	+6.5%	PRODUCE	+6.6%	+7.1%	PRODUCE	+9.6%	+7.1%	PRODUCE	+9.2%	+7.2%
PRODUCE-BERRIES	+12.5%	+7.9%	PRODUCE-BERRIES	+14.2%	+15.1%	PRODUCE-BERRIES	+14.5%	+16.6%	PRODUCE-BERRIES	+15.9%	+22.8%
PRODUCE - BLUEBERRIES	+9.2%	+0.2%	PRODUCE - BLUEBERRIES	+19.3%	+11.3%	PRODUCE - BLUEBERRIES	+14.0%	+11.5%	PRODUCE - BLUEBERRIES	+21.1%	+18.0%
South Atlantic			Middle Atlantic			New England			Total US		
	\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
FROZEN	+14.8%	+9.0%	FROZEN	+17.6%	+12.0%	FROZEN	+16.9%	+12.4%	FROZEN	+15.7%	+10.0%
FROZEN-BERRIES	+18.2%	+10.7%	FROZEN-BERRIES	+26.5%	+19.9%	FROZEN-BERRIES	+27.0%	+18.1%	FROZEN-BERRIES	+22.0%	+11.8%
FROZEN - BLUEBERRIES	+18.3%	+7.8%	FROZEN - BLUEBERRIES	+22.7%	+14.1%	FROZEN - BLUEBERRIES	+27.9%	+16.4%	FROZEN - BLUEBERRIES	+23.1%	+14.8%
PRODUCE	+8.4%	+5.7%	PRODUCE	+9.6%	+7.6%	PRODUCE	+11.1%	+8.3%	PRODUCE	+9.9%	+7.4%
PRODUCE-BERRIES	+9.7%	+12.5%	PRODUCE-BERRIES	+8.6%	+13.1%	PRODUCE-BERRIES	+14.6%	+16.4%	PRODUCE-BERRIES	+13.5%	+14.8%
PRODUCE - BLUEBERRIES	+8.1%	+3.8%	PRODUCE - BLUEBERRIES	+7.7%	+10.3%	PRODUCE - BLUEBERRIES	+14.7%	+15.3%	PRODUCE - BLUEBERRIES	+12.7%	+8.5%

Blueberries - Dollars

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

FRESH BLUEBERRIE	s	FROZEN BLUEBERRIES			
South Atlantic	\$37,821,730 🛦 +8.1% 21% of total	South Atlantic	\$5,587,446 🛦 +18.3% 20% of total		
Pacific	\$30,431,097 🛦 +16.3% 17% of total	Pacific	\$4,362,329 <u>A</u> +40.3% 16% of total		
Middle Atlantic	\$27,929,665 🛦 +7.7% 15% of total	Middle Atlantic	\$3,588,419 🛦 +22.7% 13% of total		
East North Central	\$25,019,150 🛦 +14.0% 14% of total	East North Central	\$3,316,458 🛦 +19.6% 12% of total		
New England	\$16,683,918 🛦 +14.7% 9% of total	Mountain	\$2,642,828 A+25.4% 10% of total		
Mountain	\$14,280,258 🛦 +15.9% 8% of total	New England	\$2,611,965 🛦 +27.9% 10% of total		
West South Central	\$12,370,128 🛦 +19.3% 7% of total	West South Central	\$2,312,983 🛦 +15.0% 8% of total		
West North Central	\$11,809,254 🛦 +9.2% 6% of total	West North Central	\$1,926,356 🛦 +17.0% 7% of total		
East South Central	\$7,255,400 🛦 +21.1% 4% of total	East South Central	\$1,128,867 A +14.0% 4% of total		



FRESH BLU	JEBERRIES	FROZEN BLUEBERRIES			
	\$183,731,902 🛦 +12.7%		\$27,500,263 A +23.1%		
6 OUNCE	\$32,976,313 ▼-22.6% 18% of total \$8.36 Price / Lb \$0.28 Price Chg	48 OUNCE	\$11,474,523 A+34.2% 42% of total \$3.12 Price / Lb \$0.14 Price Chg	9100	
18 OUNCE	\$51,936,574 <u>*+44.5</u> % 28% of total \$4.44 Price / Lb (\$0.10) Price Chg	32 OUNCE	\$4,000,001 ▲ +21.8% 15% of total \$4.20 Price / Lb \$0.08 Price Chg		
12 OUNCE	\$45,087,146 ▼-0.9% 25% of total \$4.18 Price / Lb \$0.03 Price Chg	16 OUNCE	\$2,950,556 ▲+8.0% 11% of total \$2.89 Price / Lb \$0.16 Price Chg	1000	
11 OUNCE	\$33,318,844 A+47.6% 18% of total \$5.32 Price / Lb (\$0.21) Price Chg	ALL OTHER	\$6,863,126 A+13.7% 25% of total \$3.18 Price / Lb \$0.11 Price Chg	8	
ALL OTHER	\$20,413,026 A+24.0% 11% of total \$3.70 Price / Lb (\$0.54) Price Chg	10 OUNCE	\$2,212,057 A+26.9% 8% of total \$5.59 Price / Lb \$0.27 Price Chg		

PRESERVES

PROBLEM BLUEBERRIES

CONVENTIONAL

81% of total
+14.5% YoY

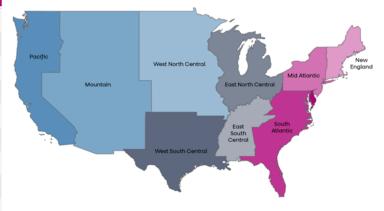
FROM BLUEBERRIES

ORGANIC
23% of total
+24.5% YoY

BU
BU
CONVENTIONAL
77% of total
+22.6% YoY

Blueberries - Pounds

FRESH BLUEBERRII	ES	FROZEN BLUEBERRIES			
South Atlantic	7,668,905 Lbs ▲+9.8% 20 % of total	South Atlantic	1,711,013 Lbs ▲ +13.9% 21% of total		
Pacific	5,042,364 Lbs ▲ +18.8% 13 % of total	Pacific	1,147,201 Lbs ▲+36.1% 14% of total		
Middle Atlantic	6,537,720 Lbs ▲ +23.8 % 17 % of total	Middle Atlantic	999,760 Lbs ▲+18.7% 12% of total		
East North Central	5,965,214 Lbs ▲ +18.8% 16 % of total	East North Central	1,027,281 Lbs ▲ +16.5% 13% of total		
New England	3,851,690 Lbs ▲+ 31.7 % 10 % of total	Mountain	817,722 Lbs ▲+17.2% 10% of total		
Mountain	2,769,339 Lbs ▲ + 20.8 % 7 % of total	New England	740,640 Lbs ▲ +23.6 % 9 % of total		
West South Central	2,567,459 Lbs ▲ + 24.7 % 7 % of total	West South Central	784,279 Lbs ▲ +13.1% 10% of total		
West North Central	2,232,513 Lbs ▲+6.9% 6% of total	West North Central	598,311 Lbs ▲ + 8.9 % 7 % of total		
East South Central	1,570,928 Lbs ▲ +25.2 % 4 % of total	East South Central	378,444 Lbs ▲+ 9.9 % 5 % of total		



FRESH BLU	JEBERRIES	FROZEN BLUEBERRIES			
	38,223,903 Lbs ▲+18.9%		8,208,546 Lbs ▲+18.0%	u u	
6 OUNCE	3,946,222 Lbs ▼-25.2% 10 % of total \$8.36 Price / Lb \$0.28 Price Chg	48 OUNCE	3,680,278 Lbs ▲+28.3% 45% of total \$3.12 Price / Lb \$0.14 Price Chg	PEDES	
18 OUNCE	11,705,164 Lbs ▲+47.7% 31% of total \$4.44 Price / Lb (\$0.10) Price Chg	32 OUNCE	951,670 Lbs ▲+19.6% 12% of total \$4.20 Price / Lb \$0.08 Price Chg	1	
12 OUNCE	10,792,750 Lbs ▼ -1.6% 28% of total \$4.18 Price / Lb \$0.03 Price Chg	16 OUNCE	1,020,540 Lbs ▲ +2.0% 12% of total \$2.89 Price / Lb \$0.16 Price Chg	DECH B	
11 OUNCE	6,258,838 Lbs ▲+53.3% 16% of total \$5.32 Price / Lb (\$0.21) Price Chg	ALL OTHER	2,160,350 Lbs ▲+9.9% 26% of total \$3.18 Price / Lb \$0.11 Price Chg	8	
ALL OTHER	5,520,928 Lbs ▲+ 42.0 % 14 % of total \$3.70 Price / Lb (\$0.54) Price Chg	10 OUNCE	395,708 Lbs ▲ +20.8 % 5 % of total \$5.59 Price / Lb \$0.27 Price Chg		

ORGANIC
14% of total
+14.2% YoY

CONVENTIONAL
86% of total
+19.8% YoY

CONVENTIONAL

83% of total
+17.4% YoY

Blueberries - Units

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

FRESH BLUEBERRIE	ES	FROZEN BLUEBERRIES			
South Atlantic	9,880,412 Units ▲+3.8% 20% of total	South Atlantic	900,004 Units 🛦 +7.8% 19% of total		
Pacific	7,295,216 Units ▲ +6.5% 15 % of total	Pacific	691,001 Units ▲+ 30.6 % 15 % of total		
Middle Atlantic	7,486,219 Units ▲ +10.3% 15% of total	Middle Atlantic	594,839 Units ▲ +1 4.1 % 1 3 % of total		
East North Central	7,800,985 Units ▲ +11.5 % 16 % of total	East North Central	613,812 Units ▲ +14.5% 13% of total		
New England	4,546,613 Units ▲ +15.3 % 9 % of total	Mountain	430,884 Units ▲ +12.7 % 9 % of total		
Mountain	4,575,729 Units ▲+ 8.1 % 9 % of total	New England	430,506 Units ▲ +16.4% 9% of total		
West South Central	3,231,417 Units ▲ +11.3% 6% of total	West South Central	469,123 Units ▲ +16.0% 10% of total		
West North Central	3,100,670 Units ▲ +0.2% 6% of total	West North Central	356,888 Units ▲+12.5% 8% of total		
East South Central	1,953,870 Units ▲ +18.0% 4% of total	East South Central	214,495 Units ▲+6.8% 5% of total		



FRESH BLU	JEBERRIES	FROZEN BLUEBERRIES			
	49,886,601 Units ▲ +8.5%		4,704,822 Units ▲ +14.8%		
6 OUNCE	10,523,258 Units ▼-25.2% 21% of total \$3.13 Price / Unit \$0.11 Price Chg	48 OUNCE	1,226,759 Units ▲+28.3% 26 % of total \$9.35 Price / Unit \$0.41 Price Chg		
18 OUNCE	10,404,591 Units ▲+47.7% 21% of total \$4.99 Price / Unit (\$0.11) Price Chg	32 OUNCE	475,835 Units ▲ +19.6 % 10 % of total \$8.41 Price / Unit \$0.15 Price Chg		
12 OUNCE	14,390,333 Units ▼ -1.6 % 29 % of total \$ 3.13 Price / Unit \$0.02 Price Chg	16 OUNCE	1,008,490 Units ▲ +2.1% 21% of total \$2.93 Price / Unit \$0.16 Price Chg		
11 OUNCE	9,103,765 Units ▲+53.3% 18% of total \$3.66 Price / Unit (\$0.14) Price Chg	ALL OTHER	1,360,605 Units ▲ +10.5% 29% of total \$5.04 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	10 OUNCE	633,133 Units ▲+20.8% 13% of total \$3.49 Price / Unit \$0.17 Price Chg		

ORGANIC
16% of total
-8.3% YoY

SHEAR
CONVENTIONAL
84% of total
+12.5% YoY

CONVENTIONAL
77% of total
+17.4% YoY