



Fresh Blueberry Weekly Volume and Pricing Trends at Retail, w/e 04.04.20

April 14, 2020



The most recent sales figures for w/e April 4, 2020 indicate **increased fresh blueberry volume and dollar sales** in the retail food channel. Pricing although still elevated vs. February, represent a more reasonable level vs. year ago. Week on week pricing is also down slightly -\$0.19/lb, or 3% vs the previous week.

Weekly blueberry volume sales in March were likely negatively impacted by sharp, steady increases in price per pound in each of the 4 weeks following the COVID-19 tipping point, which also marked the beginning of unusual stock-up shopping, out-of-stocks, limits placed on number of shoppers in store, and a sharp uptick in online ordering and purchasing.

Relative to the 2-week pre-COVID time frame, March weekly fresh blueberry . . .

- Pricing was up +48%
- Volume sales were down -31%
- Retail dollar sales were up +2.3%

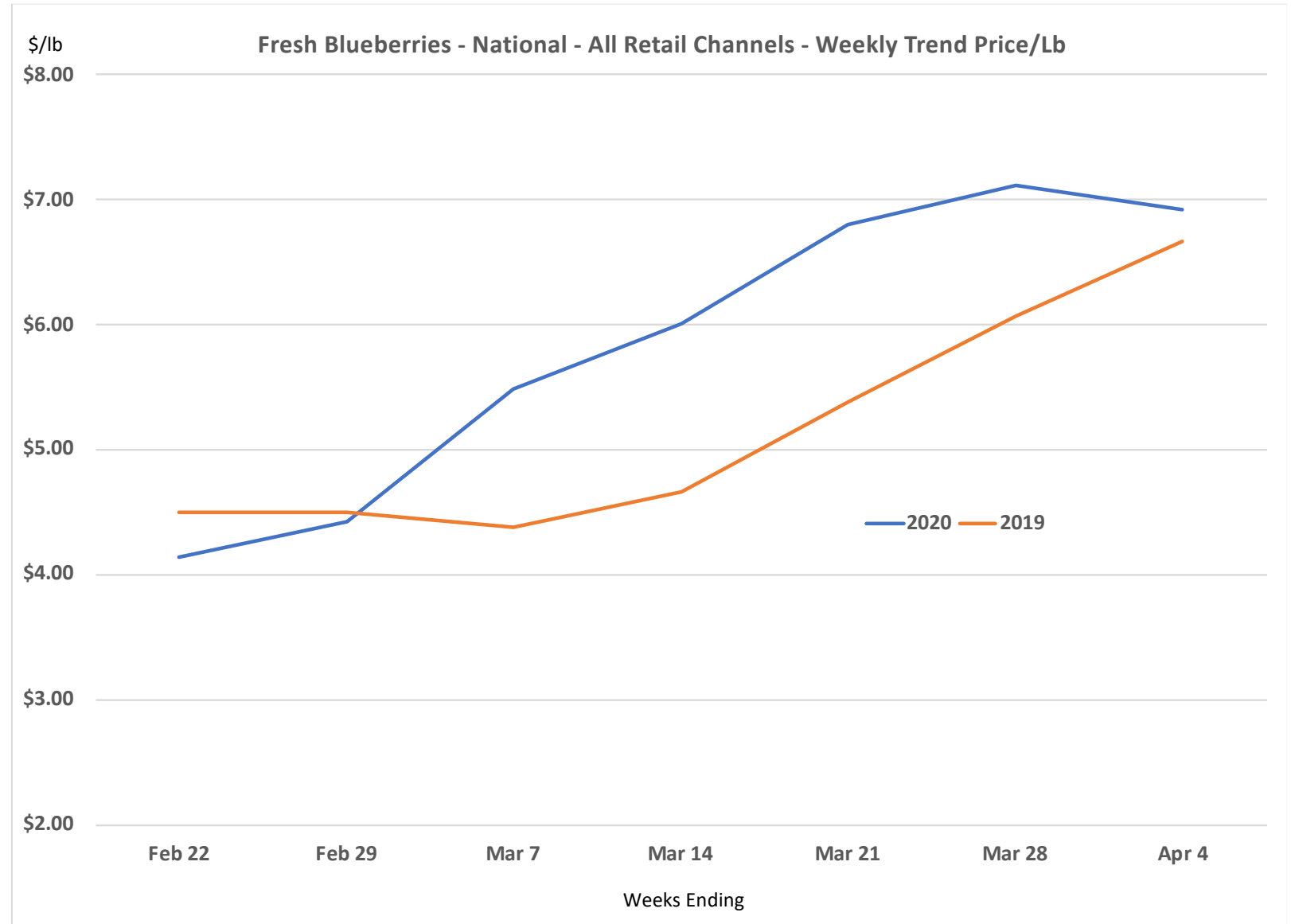
Fresh Blueberries – National – All Retail Channels

	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	8,686,499	1,018,365	13%	\$35,976,048	\$ 1,486,510	4.3%	\$4.14	NA	NA	-\$0.36	-9%
	29-Feb	7,779,120	209,733	3%	\$34,393,177	\$344,108	1.0%	\$4.42	\$0.28	7%	-\$0.08	-2%
U.S. Acts on COVID-19 →	7-Mar	6,030,393	(1,911,870)	-24%	\$33,053,103	\$ (1,768,214)	-5.1%	\$5.48	\$1.06	24%	\$1.10	20%
	14-Mar	6,126,140	(802,517)	-12%	\$36,854,275	\$ 4,578,909	14.2%	\$6.02	\$0.53	10%	\$1.36	23%
	21-Mar	5,695,517	(56,019)	-1%	\$38,716,607	\$ 7,721,372	24.9%	\$6.80	\$0.78	13%	\$1.41	21%
Most Recent Week →	28-Mar	4,975,700	(244,728)	-5%	\$35,416,514	\$ 3,692,176	11.6%	\$7.12	\$0.32	5%	\$1.04	15%
	4-Apr	5,659,675	781,901	16%	\$39,196,241	\$ 6,673,530	20.5%	\$6.93	-\$0.19	-3%	\$0.26	4%

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

The recent trend in higher pricing mirrors increases in pricing on fresh blueberries during the February to March time frame in 2019.

However, the price increases in 2020 have been particularly sharp, with March retail pricing running around 20% higher than the same periods in 2019.



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