



# Fresh Blueberry Weekly Volume and Pricing Trends at Retail, w/e 04.11.20 (Pre-Easter)

April 20, 2020



The most recent sales figures for w/e April 11, 2020 indicate **increased fresh blueberry volume and dollar sales** in the retail food channel – volume is up +34% and dollars are up +21% vs YA.

However, it is important to keep in mind that these numbers represent the customarily heavier shopping week prior to Easter (which fell on April 12, 2020). These most recent numbers will be inflated, relative to 2019’s “regular” shopping week.

In 2019, Easter fell on April 21, so the next period trend report for w/e April 18 will likely be soft relative to last year’s pre-Easter stock-up shopping week.

Pricing per pound is down both vs YA (-\$0.71) and relative to the previous week (-\$0.31)

### 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%	\$4.14	NA	NA	-\$0.36	-9%
U.S. Acts on COVID-19	29-Feb	7,779,120	209,733	3%	\$34,393,177	\$344,108	1%	\$4.42	\$0.28	7%	-\$0.08	-2%
	7-Mar	6,030,393	(1,911,870)	-24%	\$33,053,103	\$(1,768,214)	-5%	\$5.48	\$1.06	24%	\$1.10	20%
	14-Mar	6,126,140	(802,517)	-12%	\$36,854,275	\$ 4,578,909	14%	\$6.02	\$0.53	10%	\$1.36	23%
	21-Mar	5,695,517	(56,019)	-1%	\$38,716,607	\$ 7,721,372	25%	\$6.80	\$0.78	13%	\$1.41	21%
	28-Mar	4,975,700	(244,728)	-5%	\$35,416,514	\$ 3,692,176	12%	\$7.12	\$0.32	5%	\$1.04	15%
Most Recent Week	4-Apr	5,659,675	781,901	16%	\$39,196,241	\$ 6,673,530	21%	\$6.93	-\$0.19	-3%	\$0.26	4%
	11-Apr	6,208,384	1,560,862	34%	\$41,056,241	\$ 7,039,778	21%	\$6.61	-\$0.31	-5%	-\$0.71	-11%

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

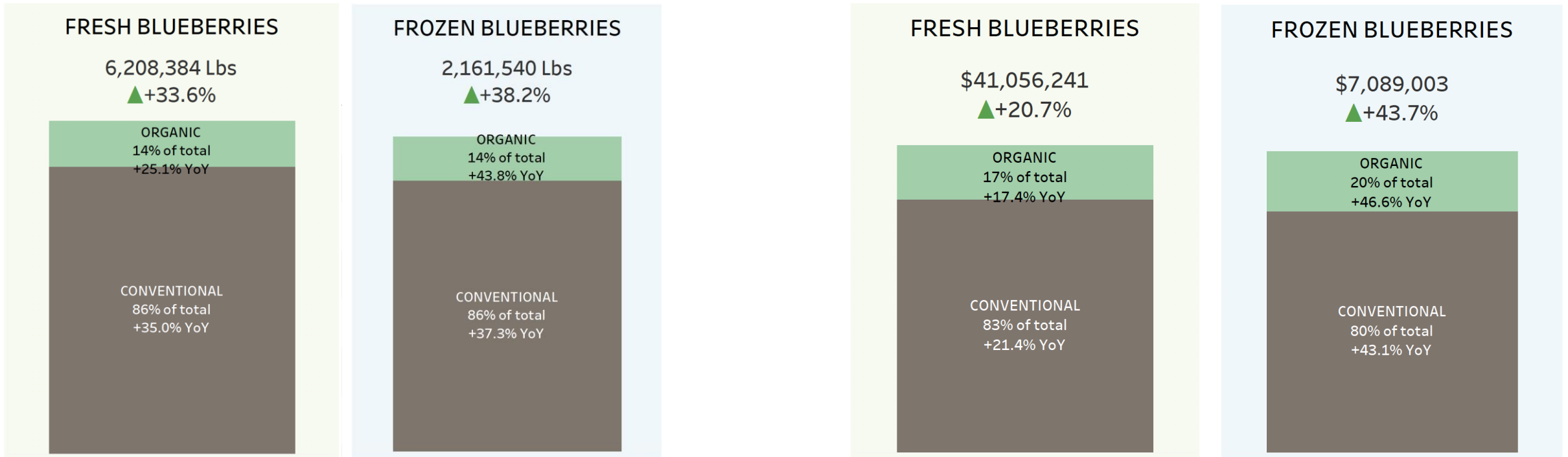
Looking more broadly at w/e April 11 shows double digit increases for fresh, frozen, organic and conventional blueberries

Organic frozen blueberry sales increased considerably, up over 40% in both volume and dollar sales; frozen organic blueberries now account for 20% of the dollars in frozen blueberries.

## BLUEBERRIES - 4/11/2020

8,369,924 Lbs | ▲ +34.7% YoY

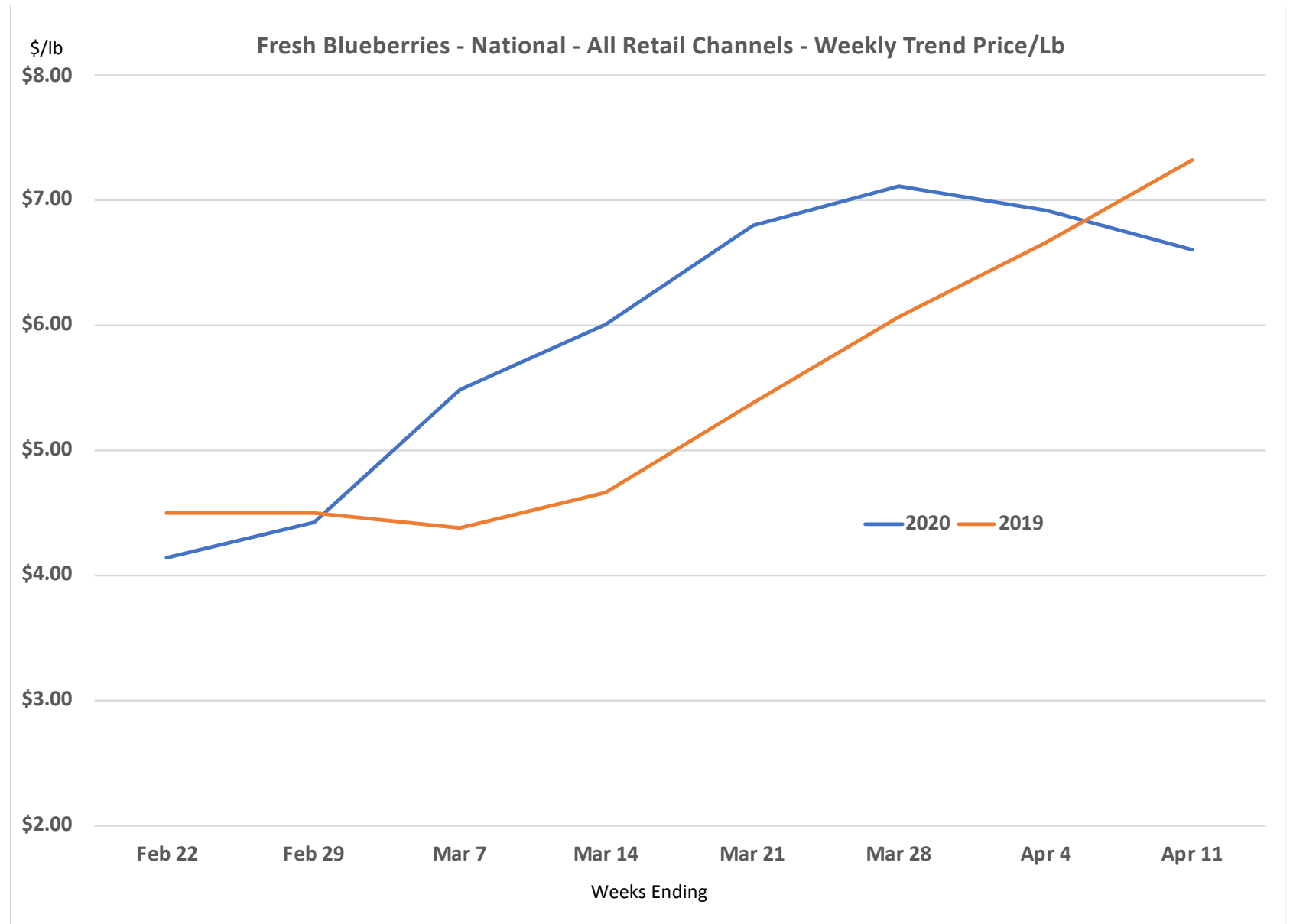
\$48,145,244 | ▲ +23.6% YoY



Price per pound continues to trend down from it's peak during w/e March 28 of over \$7.00/pound

Price is now is now \$6.61/lb, \$0.71 below 2019 pricing.

However some of this price decrease vs. YA is likely driven by temporary price reduction promotions during the pre-Easter 2020 shopping week.



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

# Weekly fresh and frozen blueberry consumption vs. production

- Weekly production of blueberries lagged behind consumption of all blueberries, both fresh and frozen, throughout March 2020
- With additional domestic harvests coming on line, overall production in April is at surplus relative to total retail consumption

## Fresh and Frozen Retail Consumption vs. Production (Pounds)

	Conventional		Organic		Total		Total Production
	Retail	Prod.	Retail	Prod.	Retail	Prod.	Surplus/ Deficit
7-Mar	6,208,970	2,465,737	1,681,629	339,155	7,890,599	2,804,892	-5,085,707
14-Mar	7,087,772	4,336,637	1,660,664	502,241	8,748,436	4,838,878	-3,909,558
21-Mar	7,369,181	5,182,744	1,384,594	450,258	8,753,775	5,633,002	-3,120,773
28-Mar	6,025,993	6,177,157	1,092,331	466,777	7,118,324	6,643,934	-474,390
4-Apr	6,635,478	8,213,717	1,200,392	671,079	7,835,871	8,884,796	1,048,925
11-Apr	7,221,352	8,104,005	1,148,572	1,023,599	8,369,924	9,127,604	757,680

# Weekly fresh blueberry consumption vs. production

- Weekly production of blueberries lagged fresh consumption only during the first three weeks of March; now running at surplus of around 3 million pounds per week in April

## Fresh Retail Consumption vs. Production

	Conventional		Organic		Total		Total Production
	Retail	Prod.	Retail	Prod.	Retail	Prod.	Surplus/ Deficit
7-Mar	4,615,784	2,465,737	1,414,609	339,155	6,030,393	2,804,892	-3,225,501
14-Mar	4,853,924	4,336,637	1,272,216	502,241	6,126,140	4,838,878	-1,287,262
21-Mar	4,769,519	5,182,744	925,998	450,258	5,695,517	5,633,002	-62,515
28-Mar	4,170,105	6,177,157	805,594	466,777	4,975,700	6,643,934	1,668,234
4-Apr	4,754,594	8,213,717	905,081	671,079	5,659,675	8,884,796	3,225,121
11-Apr	5,356,903	8,104,005	851,480	1,023,599	6,208,384	9,127,604	2,919,220

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

Production Source: USDA, Agricultural Marketing Service, Specialty Crops Market News