

5.10.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

April, 2021

Sales through Nielsen Week Ending 5.1.2021

April 2021

*April has five weeks

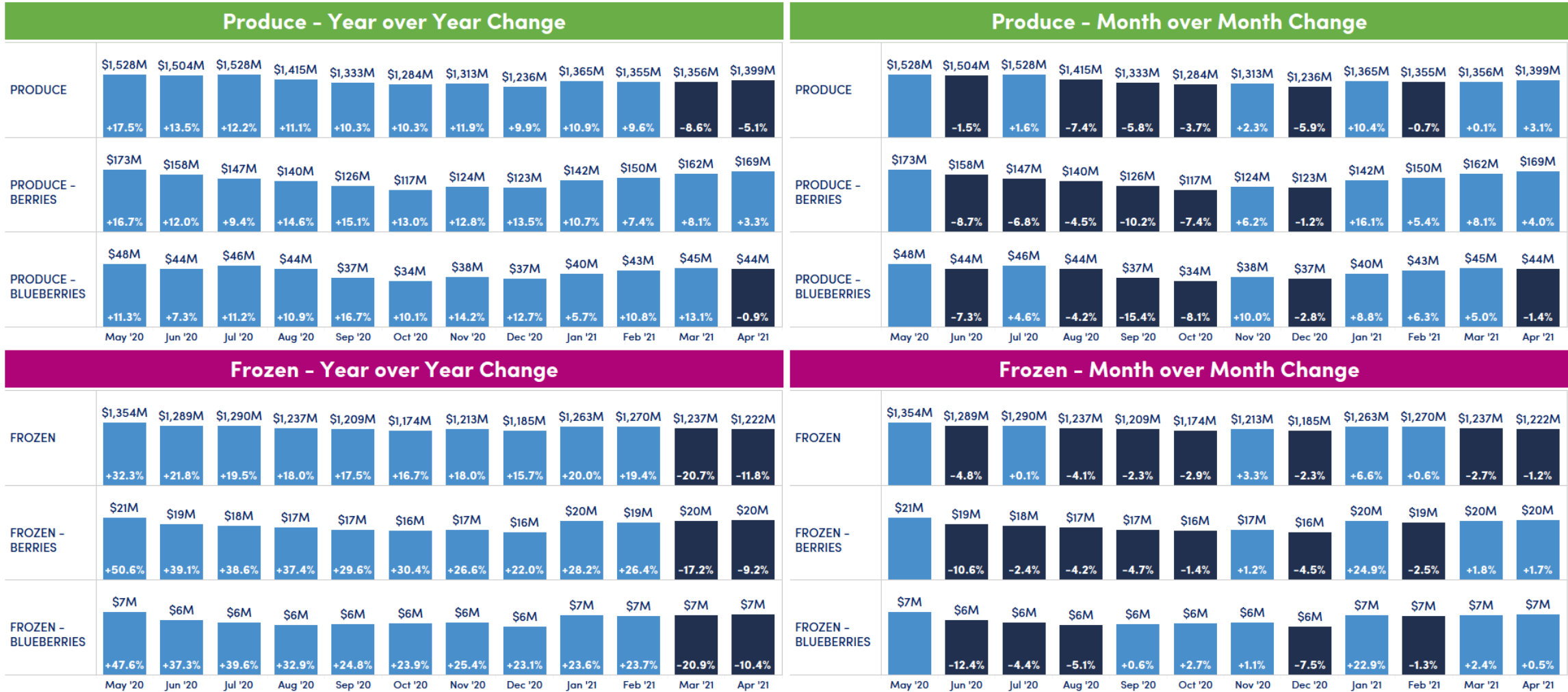
Fresh blueberries (Produce department)

- Dollars sales declined slightly at **-0.9%** year over year compared to an increase for all fresh berries of **+3.3%**
- 6oz decreased **-14.7%** while 18oz increased **+6.1%** in dollar sales
- Fresh blueberries posted positive dollar gains in 5 of 9 regions of the country
- Organic fresh blueberries gained dollars while conventional declined in dollars

Frozen blueberries (Frozen department)

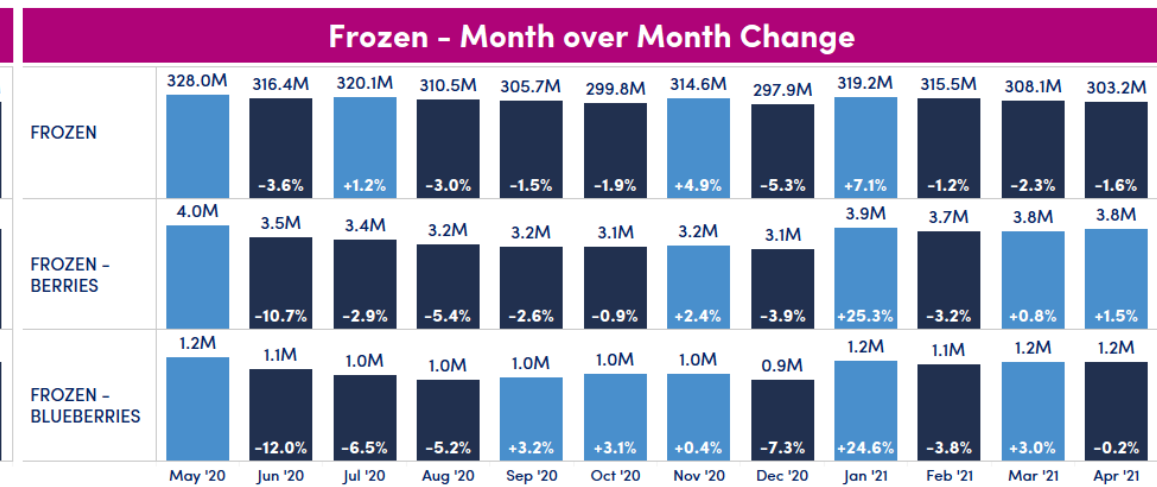
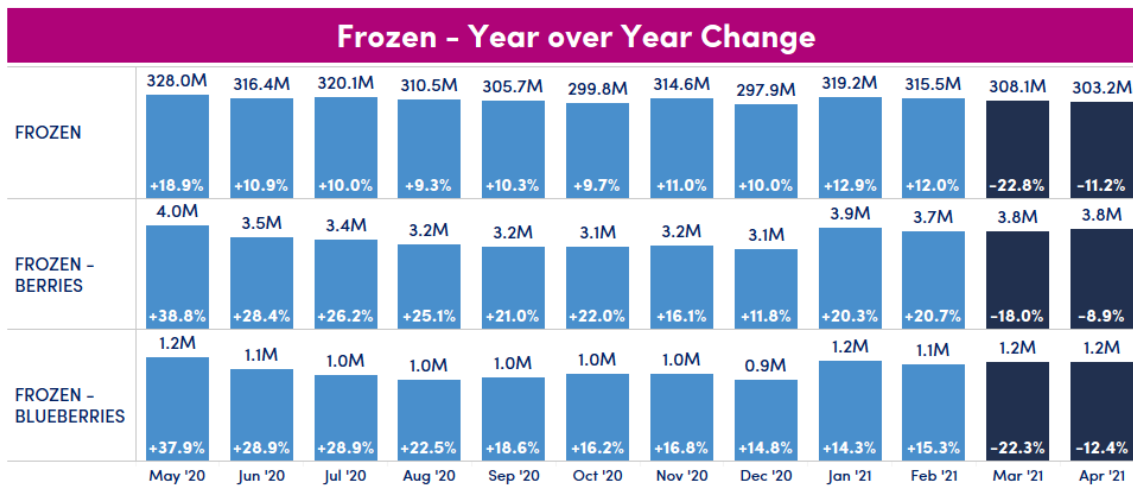
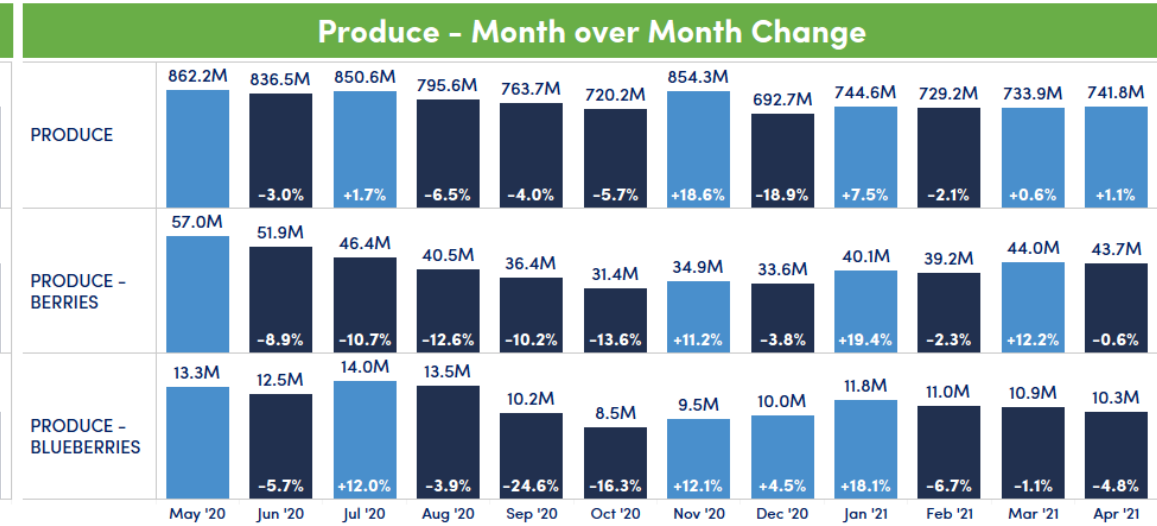
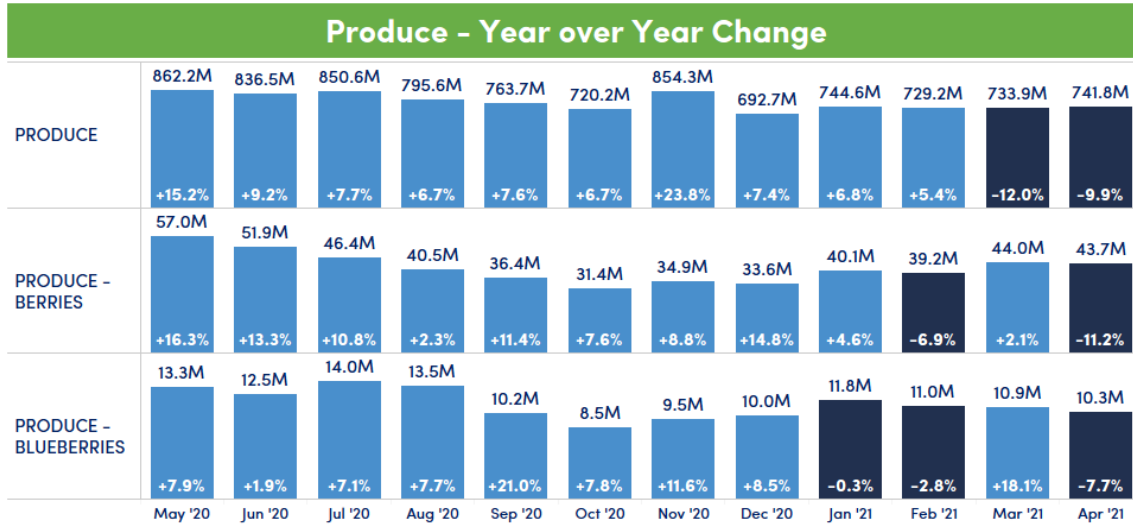
- Dollars sales decreased **-10.4%** year over year compared to a decrease for all frozen berries of **-9.2%**
- 48oz is the dominant pack size and posted negative dollar losses of **-5.2%**
- All 9 regions decreased in frozen blueberry dollar sales
- Conventional frozen blueberries declined at a faster rate than organic frozen blueberries.
- Reminder that April 2020 was significantly affect by the COVID 19 lockdowns and saw unusual gains, negative growth compared to that month is to be expected.

Monthly Detail – Dollars/Week



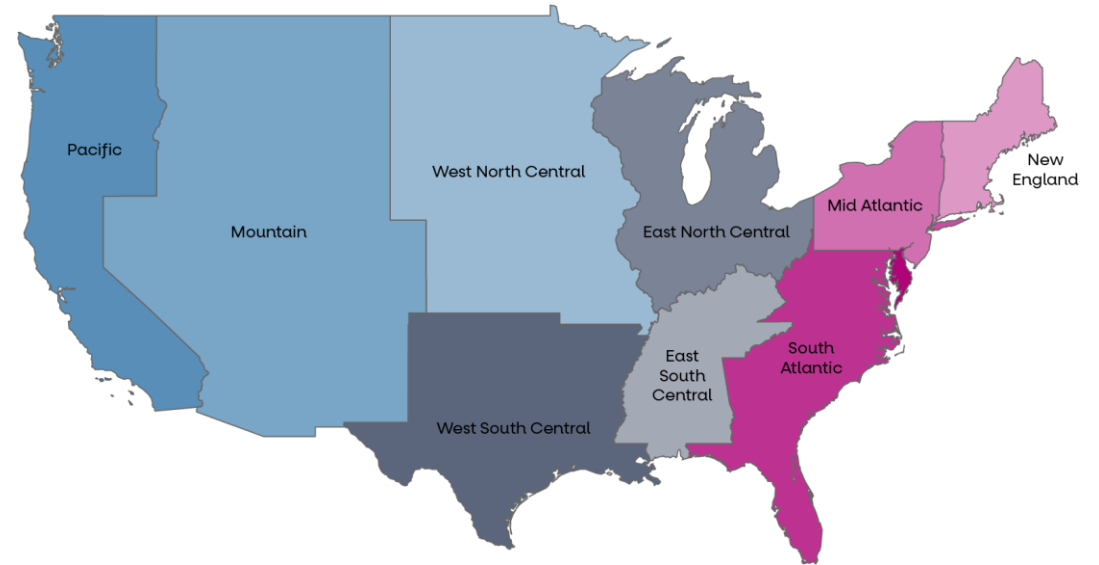
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 4/26/2020 to 5/1/2021

Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 4/26/2020 to 5/1/2021

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-6.7%	-10.2%
PRODUCE - BERRIES	+6.5%	-5.1%
PRODUCE - BLUEBERRIES	-9.3%	-10.1%
FROZEN	-11.9%	-11.5%
FROZEN - BERRIES	-8.7%	-9.0%
FROZEN - BLUEBERRIES	-12.7%	-14.7%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+0.2%	-5.1%
PRODUCE - BERRIES	+6.2%	-5.7%
PRODUCE - BLUEBERRIES	+3.0%	+10.0%
FROZEN	-6.4%	-6.4%
FROZEN - BERRIES	-4.6%	-5.7%
FROZEN - BLUEBERRIES	-5.6%	-8.1%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-5.1%	-9.1%
PRODUCE - BERRIES	+0.6%	-13.2%
PRODUCE - BLUEBERRIES	+8.5%	-1.0%
FROZEN	-12.1%	-11.9%
FROZEN - BERRIES	-11.7%	-14.0%
FROZEN - BLUEBERRIES	-9.5%	-13.8%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-7.1%	-12.3%
PRODUCE - BERRIES	+2.0%	-6.3%
PRODUCE - BLUEBERRIES	+8.4%	+3.4%
FROZEN	-10.3%	-9.9%
FROZEN - BERRIES	-10.6%	-10.4%
FROZEN - BLUEBERRIES	-10.0%	-9.7%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-3.9%	-9.2%
PRODUCE - BERRIES	-3.0%	-19.8%
PRODUCE - BLUEBERRIES	-1.7%	-12.4%
FROZEN	-10.6%	-10.9%
FROZEN - BERRIES	-10.7%	-9.2%
FROZEN - BLUEBERRIES	-16.0%	-14.9%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-1.0%	-6.8%
PRODUCE - BERRIES	+9.2%	-5.7%
PRODUCE - BLUEBERRIES	+15.9%	+4.5%
FROZEN	-8.3%	-8.3%
FROZEN - BERRIES	-4.7%	-6.9%
FROZEN - BLUEBERRIES	-4.9%	-8.8%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-4.3%	-10.0%
PRODUCE - BERRIES	+6.3%	-6.8%
PRODUCE - BLUEBERRIES	+2.3%	-5.8%
FROZEN	-11.3%	-11.7%
FROZEN - BERRIES	-6.9%	-6.1%
FROZEN - BLUEBERRIES	-8.0%	-13.3%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-8.0%	-11.6%
PRODUCE - BERRIES	+3.9%	-5.3%
PRODUCE - BLUEBERRIES	-1.9%	+1.1%
FROZEN	-18.4%	-16.9%
FROZEN - BERRIES	-9.4%	-8.6%
FROZEN - BLUEBERRIES	-11.8%	-15.1%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-2.8%	-5.4%
PRODUCE - BERRIES	+2.6%	-4.7%
PRODUCE - BLUEBERRIES	-8.5%	-7.1%
FROZEN	-11.4%	-11.4%
FROZEN - BERRIES	-3.5%	-4.0%
FROZEN - BLUEBERRIES	-5.3%	-9.3%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-4.8%	-9.5%
PRODUCE - BERRIES	+3.8%	-8.6%
PRODUCE - BLUEBERRIES	-0.3%	-4.1%
FROZEN	-11.5%	-11.3%
FROZEN - BERRIES	-8.2%	-8.2%
FROZEN - BLUEBERRIES	-10.1%	-12.6%

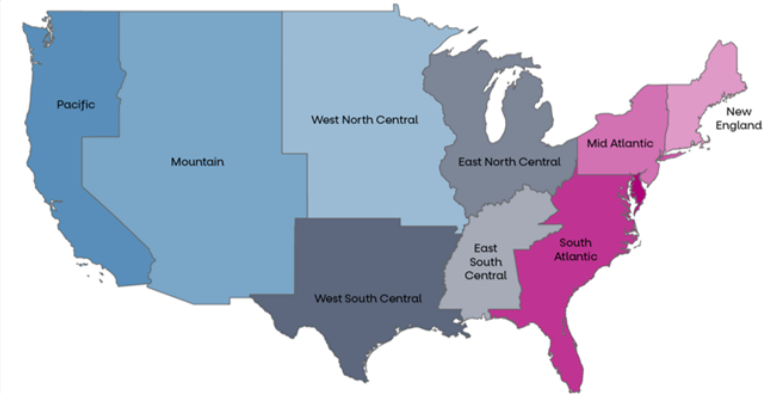
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 4/26/2020 to 5/1/2021

Blueberries - Dollars

TOTAL BLUEBERRIES
\$254,392,539 | ▼ -2.3% YoY

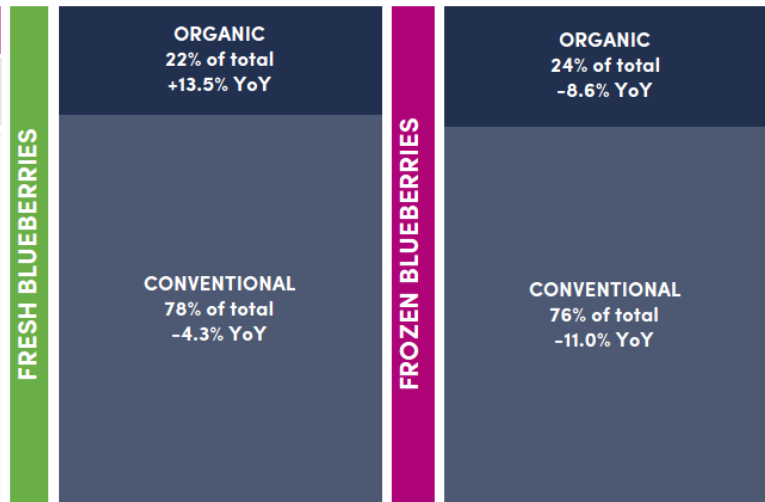
FRESH BLUEBERRIES		
South Atlantic	\$49,041,535 ▲+1.5% 22% of total	
Pacific	\$32,555,679 ▼-9.6% 15% of total	
Middle Atlantic	\$32,343,336 ▼-1.8% 15% of total	
East North Central	\$29,901,421 ▼-1.8% 14% of total	
New England	\$17,867,981 ▼-7.9% 8% of total	
Mountain	\$16,665,928 ▲+0.6% 8% of total	
West South Central	\$16,491,681 ▲+6.7% 8% of total	
West North Central	\$14,819,598 ▲+6.4% 7% of total	
East South Central	\$10,166,619 ▲+15.0% 5% of total	

FROZEN BLUEBERRIES		
South Atlantic	\$7,105,677 ▼-8.9% 21% of total	
Pacific	\$5,310,125 ▼-13.6% 15% of total	
Middle Atlantic	\$4,499,627 ▼-11.9% 13% of total	
East North Central	\$4,277,305 ▼-15.7% 12% of total	
Mountain	\$3,260,841 ▼-6.0% 9% of total	
New England	\$3,206,020 ▼-6.8% 9% of total	
West South Central	\$2,859,625 ▼-7.6% 8% of total	
West North Central	\$2,360,351 ▼-9.7% 7% of total	
East South Central	\$1,448,594 ▼-7.1% 4% of total	



FRESH BLUEBERRIES		
\$220,040,119 ▼-0.9%		
6 OUNCE	\$63,420,076 ▼-14.7% 29% of total \$9.69 Price / Lb \$0.19 Price Chg	
18 OUNCE	\$55,900,127 ▲+6.1% 25% of total \$5.10 Price / Lb (\$0.14) Price Chg	
12 OUNCE	\$50,130,532 ▲+7.3% 23% of total \$5.28 Price / Lb \$0.69 Price Chg	
11 OUNCE	\$27,892,597 ▲+14.1% 13% of total \$5.96 Price / Lb \$1.05 Price Chg	
ALL OTHER	\$22,696,787 ▼-5.0% 10% of total \$5.11 Price / Lb (\$0.24) Price Chg	

FROZEN BLUEBERRIES		
\$34,352,420 ▼-10.4%		
48 OUNCE	\$14,288,930 ▼-5.2% 42% of total \$3.13 Price / Lb \$0.08 Price Chg	
32 OUNCE	\$5,082,918 ▼-13.2% 15% of total \$4.16 Price / Lb (\$0.13) Price Chg	
16 OUNCE	\$3,416,402 ▼-17.7% 10% of total \$2.87 Price / Lb \$0.00 Price Chg	
ALL OTHER	\$8,806,394 ▼-14.5% 26% of total \$3.19 Price / Lb (\$0.04) Price Chg	
10 OUNCE	\$2,757,776 ▼-6.9% 8% of total \$5.41 Price / Lb (\$0.62) Price Chg	

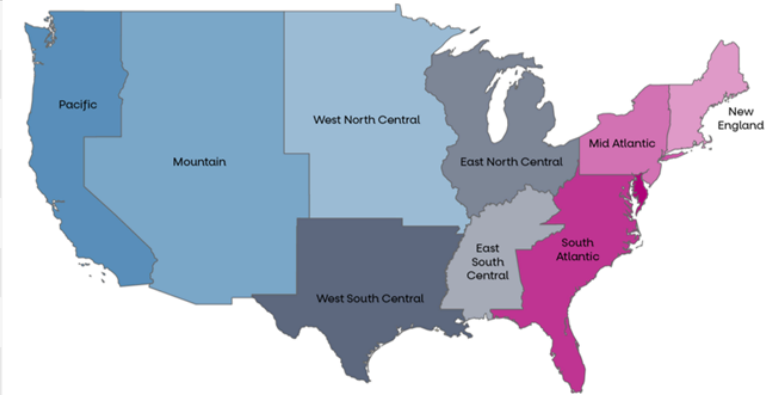


Blueberries - Pounds

TOTAL BLUEBERRIES
 46,363,962 Lbs | ▼ -5.3% YoY

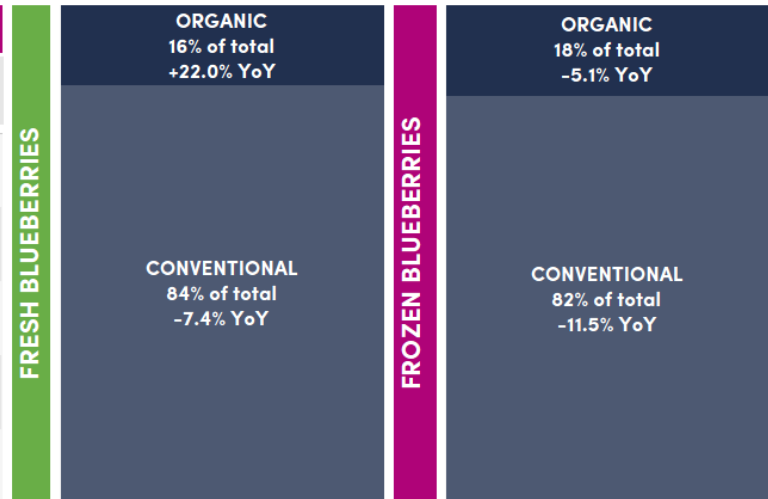
FRESH BLUEBERRIES	
South Atlantic	7,929,846 Lbs ▼ -4.2% 22% of total
Pacific	4,460,582 Lbs ▼ -12.5% 12% of total
Middle Atlantic	5,919,274 Lbs ▲ +6.3% 16% of total
East North Central	5,332,695 Lbs ▼ -14.4% 15% of total
New England	2,937,873 Lbs ▼ -5.3% 8% of total
Mountain	2,617,707 Lbs ▲ +2.2% 7% of total
West South Central	2,865,811 Lbs ▲ +5.6% 8% of total
West North Central	2,271,637 Lbs ▼ -1.8% 6% of total
East South Central	1,765,327 Lbs ▲ +8.3% 5% of total

FROZEN BLUEBERRIES	
South Atlantic	2,130,125 Lbs ▼ -11.4% 21% of total
Pacific	1,409,713 Lbs ▼ -9.8% 14% of total
Middle Atlantic	1,250,624 Lbs ▼ -12.1% 12% of total
East North Central	1,336,018 Lbs ▼ -11.9% 13% of total
Mountain	1,022,019 Lbs ▼ -7.4% 10% of total
New England	901,501 Lbs ▼ -9.8% 9% of total
West South Central	963,738 Lbs ▼ -8.5% 9% of total
West North Central	748,737 Lbs ▼ -11.1% 7% of total
East South Central	477,778 Lbs ▼ -8.2% 5% of total



FRESH BLUEBERRIES	
36,119,579 Lbs ▼ -3.7%	
6 OUNCE	6,543,867 Lbs ▼ -16.4% 18% of total \$9.69 Price / Lb \$0.19 Price Chg
18 OUNCE	10,959,896 Lbs ▲ +9.1% 30% of total \$5.10 Price / Lb (\$0.14) Price Chg
12 OUNCE	9,496,861 Lbs ▼ -6.8% 26% of total \$5.28 Price / Lb \$0.69 Price Chg
11 OUNCE	4,676,723 Lbs ▼ -6.0% 13% of total \$5.96 Price / Lb \$1.05 Price Chg
ALL OTHER	4,442,232 Lbs ▼ -0.5% 12% of total \$5.11 Price / Lb (\$0.24) Price Chg

FROZEN BLUEBERRIES	
10,244,383 Lbs ▼ -10.4%	
48 OUNCE	4,564,287 Lbs ▼ -7.7% 45% of total \$3.13 Price / Lb \$0.08 Price Chg
32 OUNCE	1,222,091 Lbs ▼ -10.5% 12% of total \$4.16 Price / Lb (\$0.13) Price Chg
16 OUNCE	1,188,409 Lbs ▼ -17.8% 12% of total \$2.87 Price / Lb \$0.00 Price Chg
ALL OTHER	2,759,593 Lbs ▼ -13.4% 27% of total \$3.19 Price / Lb (\$0.04) Price Chg
10 OUNCE	510,003 Lbs ▲ +3.7% 5% of total \$5.41 Price / Lb (\$0.62) Price Chg



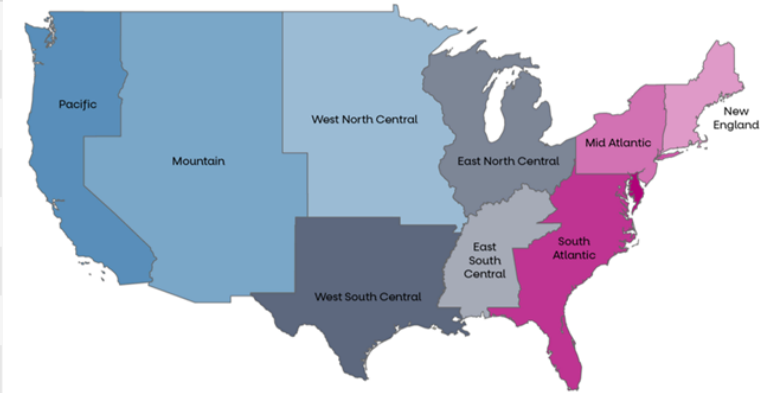
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 3/28/2021 to 5/1/2021

Blueberries - Units

TOTAL BLUEBERRIES
 57,540,941 Units | ▼ -8.2% YoY

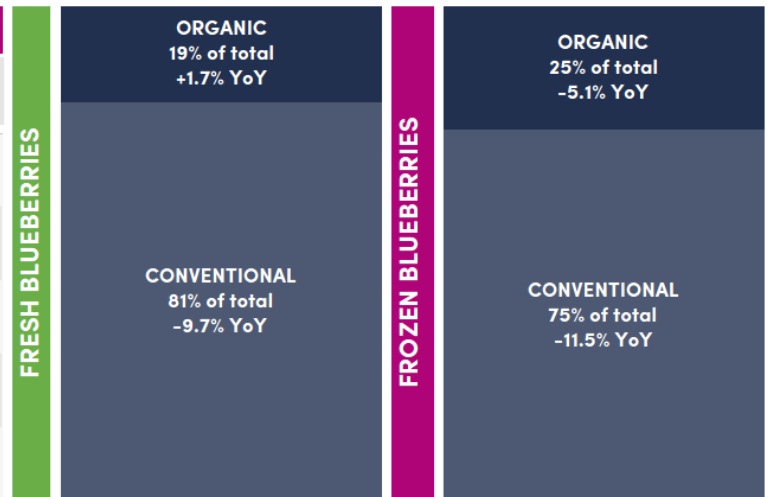
FRESH BLUEBERRIES	
South Atlantic	11,724,259 Units ▼ -8.3% 23% of total
Pacific	7,277,216 Units ▼ -14.3% 14% of total
Middle Atlantic	7,450,347 Units ▼ -3.5% 14% of total
East North Central	7,421,531 Units ▼ -15.8% 14% of total
New England	4,071,392 Units ▼ -8.0% 8% of total
Mountain	4,403,615 Units ▲ +3.7% 9% of total
West South Central	3,839,277 Units ▼ -0.2% 7% of total
West North Central	3,168,752 Units ▼ -7.4% 6% of total
East South Central	2,349,920 Units ▲ +1.8% 5% of total

FROZEN BLUEBERRIES	
South Atlantic	1,141,807 Units ▼ -13.5% 20% of total
Pacific	828,325 Units ▼ -15.6% 14% of total
Middle Atlantic	719,371 Units ▼ -14.6% 12% of total
East North Central	783,327 Units ▼ -13.7% 14% of total
Mountain	541,152 Units ▼ -8.0% 9% of total
New England	529,697 Units ▼ -10.4% 9% of total
West South Central	564,503 Units ▼ -6.9% 10% of total
West North Central	417,604 Units ▼ -13.6% 7% of total
East South Central	268,802 Units ▼ -10.2% 5% of total



FRESH BLUEBERRIES	
51,741,946 Units ▼ -7.7%	
6 OUNCE	17,450,312 Units ▼ -16.4% 34% of total \$3.63 Price / Unit \$0.07 Price Chg
18 OUNCE	9,742,130 Units ▲ +9.1% 19% of total \$5.74 Price / Unit (\$0.16) Price Chg
12 OUNCE	12,662,481 Units ▼ -6.8% 24% of total \$3.96 Price / Unit \$0.52 Price Chg
11 OUNCE	6,802,507 Units ▼ -6.0% 13% of total \$4.10 Price / Unit \$0.72 Price Chg
ALL OTHER	5,084,516 Units ▼ -0.5% 10% of total \$4.46 Price / Unit \$0.09 Price Chg

FROZEN BLUEBERRIES	
5,798,995 Units ▼ -12.4%	
48 OUNCE	1,521,429 Units ▼ -7.7% 26% of total \$9.39 Price / Unit \$0.24 Price Chg
32 OUNCE	611,046 Units ▼ -10.5% 11% of total \$8.32 Price / Unit (\$0.26) Price Chg
16 OUNCE	1,175,521 Units ▼ -17.8% 20% of total \$2.91 Price / Unit \$0.00 Price Chg
ALL OTHER	1,674,995 Units ▼ -19.3% 29% of total \$5.26 Price / Unit \$0.29 Price Chg
10 OUNCE	816,004 Units ▲ +3.7% 14% of total \$3.38 Price / Unit (\$0.39) Price Chg

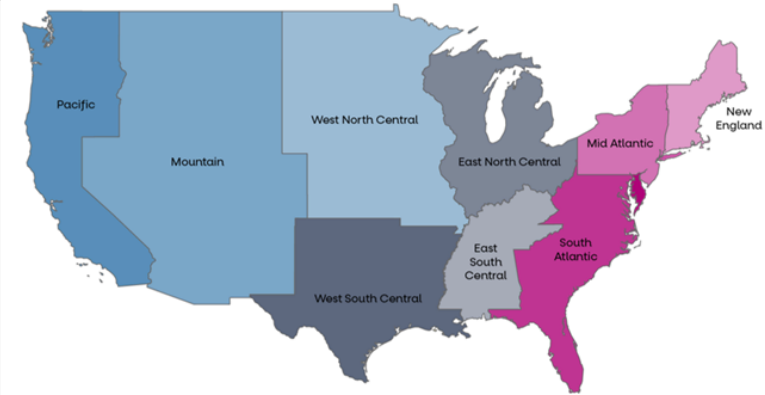


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,482,500,728 | ▲ +10.7% YoY

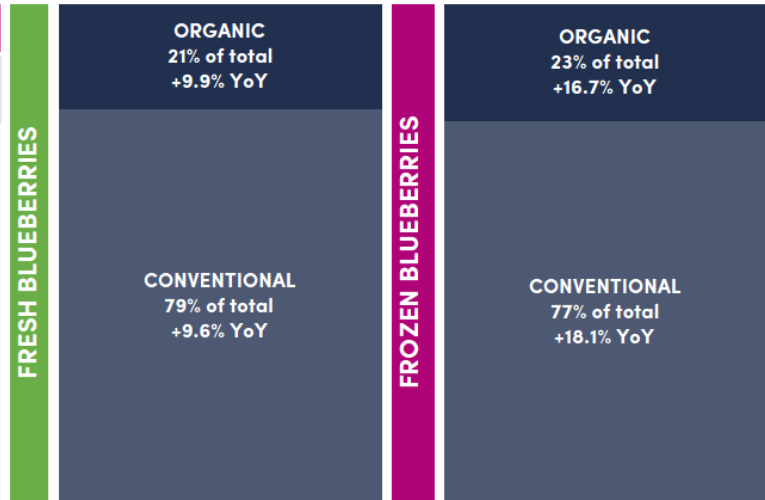
FRESH BLUEBERRIES	
South Atlantic	\$453,578,691 ▲+10.5% 21% of total
Middle Atlantic	\$337,738,849 ▲+6.3% 16% of total
Pacific	\$335,462,087 ▲+9.2% 16% of total
East North Central	\$293,720,210 ▲+8.0% 14% of total
New England	\$199,189,963 ▲+9.3% 9% of total
Mountain	\$169,124,088 ▲+13.0% 8% of total
West South Central	\$146,036,372 ▲+15.7% 7% of total
West North Central	\$135,231,027 ▲+8.5% 6% of total
East South Central	\$85,960,808 ▲+13.6% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$67,376,006 ▲+15.6% 21% of total
Pacific	\$50,393,862 ▲+24.7% 16% of total
Middle Atlantic	\$42,299,607 ▲+17.3% 13% of total
East North Central	\$39,282,139 ▲+14.6% 12% of total
Mountain	\$30,663,037 ▲+20.0% 9% of total
New England	\$30,383,258 ▲+21.3% 9% of total
West South Central	\$27,635,239 ▲+14.8% 9% of total
West North Central	\$22,587,765 ▲+13.9% 7% of total
East South Central	\$13,793,585 ▲+14.5% 4% of total



FRESH BLUEBERRIES	
\$2,157,832,632 ▲+9.7%	
6 OUNCE	\$382,955,929 ▼-17.7% 18% of total \$8.83 Price / Lb \$0.17 Price Chg
18 OUNCE	\$559,380,458 ▲+27.0% 26% of total \$4.24 Price / Lb (\$0.05) Price Chg
12 OUNCE	\$608,243,004 ▲+8.7% 28% of total \$4.27 Price / Lb \$0.16 Price Chg
11 OUNCE	\$285,869,634 ▲+23.3% 13% of total \$4.90 Price / Lb \$0.22 Price Chg
ALL OTHER	\$321,383,607 ▲+19.0% 15% of total \$3.73 Price / Lb \$0.08 Price Chg

FROZEN BLUEBERRIES	
\$324,668,096 ▲+17.7%	
48 OUNCE	\$134,576,347 ▲+26.8% 41% of total \$3.08 Price / Lb \$0.09 Price Chg
32 OUNCE	\$47,552,005 ▲+18.8% 15% of total \$4.18 Price / Lb \$0.03 Price Chg
16 OUNCE	\$33,167,147 ▲+6.5% 10% of total \$2.89 Price / Lb \$0.08 Price Chg
12 OUNCE	\$26,477,831 ▲+8.1% 8% of total \$4.42 Price / Lb \$0.20 Price Chg
ALL OTHER	\$82,894,766 ▲+12.1% 26% of total \$3.29 Price / Lb \$0.09 Price Chg



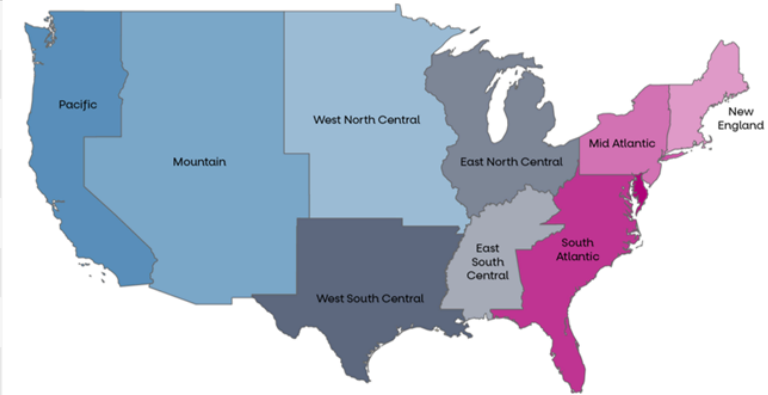
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/3/2020 to 5/1/2021

Blueberries - Pounds

TOTAL BLUEBERRIES
 560,009,804 Lbs | ▲ +11.7% YoY

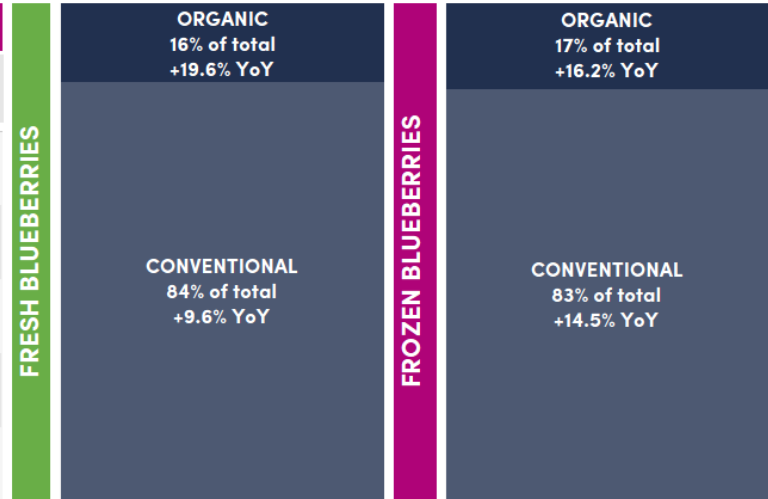
FRESH BLUEBERRIES	
South Atlantic	96,238,699 Lbs ▲+12.2% 21% of total
Middle Atlantic	77,019,259 Lbs ▲+14.3% 17% of total
Pacific	60,114,473 Lbs ▲+10.6% 13% of total
East North Central	72,489,871 Lbs ▲+4.9% 16% of total
New England	42,209,732 Lbs ▲+11.7% 9% of total
Mountain	34,584,162 Lbs ▲+13.5% 7% of total
West South Central	32,253,430 Lbs ▲+17.1% 7% of total
West North Central	27,942,302 Lbs ▲+6.7% 6% of total
East South Central	19,220,518 Lbs ▲+10.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	20,728,550 Lbs ▲+12.1% 21% of total
Pacific	13,373,744 Lbs ▲+24.8% 14% of total
Middle Atlantic	11,710,492 Lbs ▲+13.5% 12% of total
East North Central	12,300,214 Lbs ▲+14.5% 13% of total
Mountain	9,692,403 Lbs ▲+16.0% 10% of total
New England	8,660,147 Lbs ▲+16.1% 9% of total
West South Central	9,400,437 Lbs ▲+12.3% 10% of total
West North Central	7,218,924 Lbs ▲+10.1% 7% of total
East South Central	4,612,404 Lbs ▲+12.0% 5% of total



FRESH BLUEBERRIES	
462,269,402 Lbs ▲ +11.1%	
6 OUNCE	43,355,446 Lbs ▼ -19.3% 9% of total \$8.83 Price / Lb \$0.17 Price Chg
18 OUNCE	131,945,546 Lbs ▲+28.6% 29% of total \$4.24 Price / Lb (\$0.05) Price Chg
12 OUNCE	142,528,920 Lbs ▲+4.7% 31% of total \$4.27 Price / Lb \$0.16 Price Chg
11 OUNCE	58,392,799 Lbs ▲+17.7% 13% of total \$4.90 Price / Lb \$0.22 Price Chg
ALL OTHER	86,046,692 Lbs ▲+16.3% 19% of total \$3.73 Price / Lb \$0.08 Price Chg

FROZEN BLUEBERRIES	
97,740,402 Lbs ▲ +14.8%	
48 OUNCE	43,730,144 Lbs ▲+23.1% 45% of total \$3.08 Price / Lb \$0.09 Price Chg
32 OUNCE	11,365,769 Lbs ▲+17.9% 12% of total \$4.18 Price / Lb \$0.03 Price Chg
16 OUNCE	11,484,186 Lbs ▲+3.4% 12% of total \$2.89 Price / Lb \$0.08 Price Chg
12 OUNCE	5,994,379 Lbs ▲+3.3% 6% of total \$4.42 Price / Lb \$0.20 Price Chg
ALL OTHER	25,165,924 Lbs ▲+9.1% 26% of total \$3.29 Price / Lb \$0.09 Price Chg



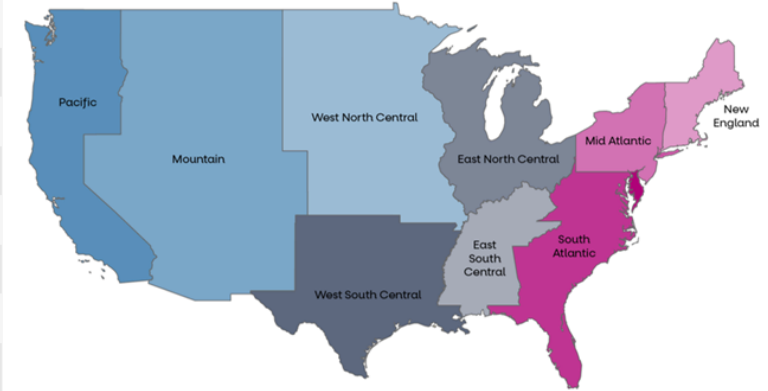
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/3/2020 to 5/1/2021

Blueberries - Units

TOTAL BLUEBERRIES
639,895,797 Units | ▲ +6.1% YoY

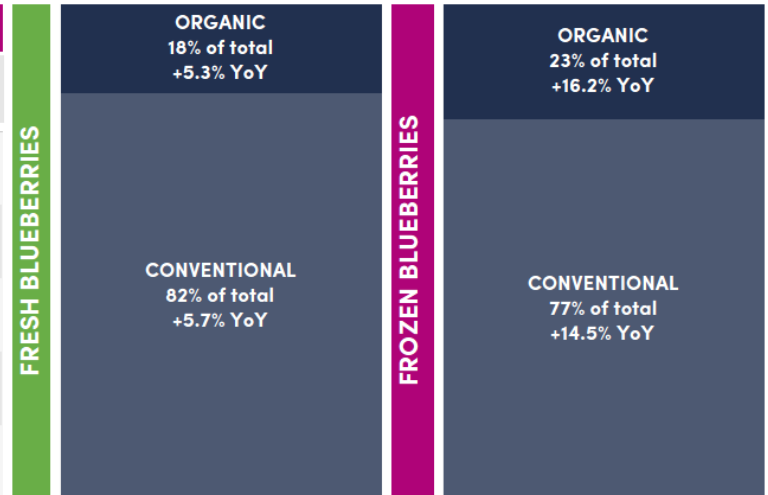
FRESH BLUEBERRIES	
South Atlantic	123,645,487 Units ▲+7.2% 21% of total
Middle Atlantic	89,176,657 Units ▲+7.6% 15% of total
Pacific	81,870,123 Units ▲+4.7% 14% of total
East North Central	88,875,998 Units ▲+1.7% 15% of total
New England	51,456,173 Units ▲+4.7% 9% of total
Mountain	49,411,661 Units ▲+6.7% 8% of total
West South Central	39,788,094 Units ▲+8.8% 7% of total
West North Central	36,473,749 Units ▲+2.3% 6% of total
East South Central	23,710,709 Units ▲+8.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,965,547 Units ▲+6.9% 20% of total
Pacific	7,954,509 Units ▲+18.7% 14% of total
Middle Atlantic	6,885,093 Units ▲+9.9% 12% of total
East North Central	7,148,433 Units ▲+11.4% 13% of total
Mountain	5,071,074 Units ▲+12.4% 9% of total
New England	5,082,339 Units ▲+12.2% 9% of total
West South Central	5,423,195 Units ▲+13.3% 10% of total
West North Central	4,105,296 Units ▲+7.8% 7% of total
East South Central	2,555,294 Units ▲+8.3% 5% of total



FRESH BLUEBERRIES	
584,673,736 Units ▲+5.6%	
6 OUNCE	115,614,524 Units ▼-19.3% 20% of total \$3.31 Price / Unit \$0.06 Price Chg
18 OUNCE	117,284,930 Units ▲+28.6% 20% of total \$4.77 Price / Unit (\$0.06) Price Chg
12 OUNCE	190,038,559 Units ▲+4.7% 33% of total \$3.20 Price / Unit \$0.12 Price Chg
11 OUNCE	84,934,980 Units ▲+17.7% 15% of total \$3.37 Price / Unit \$0.15 Price Chg
ALL OTHER	76,800,743 Units ▲+16.3% 13% of total \$4.18 Price / Unit \$0.05 Price Chg

FROZEN BLUEBERRIES	
55,222,061 Units ▲+11.2%	
48 OUNCE	14,576,715 Units ▲+22.9% 26% of total \$9.23 Price / Unit \$0.28 Price Chg
32 OUNCE	5,682,885 Units ▲+17.9% 10% of total \$8.37 Price / Unit \$0.06 Price Chg
16 OUNCE	11,353,798 Units ▲+3.7% 21% of total \$2.92 Price / Unit \$0.08 Price Chg
12 OUNCE	7,992,505 Units ▲+3.3% 14% of total \$3.31 Price / Unit \$0.15 Price Chg
ALL OTHER	15,616,158 Units ▲+9.4% 28% of total \$5.31 Price / Unit \$0.13 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/3/2020 to 5/1/2021