

6.8.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

May, 2021

Sales through Nielsen Week Ending 5.29.2021

May 2021

Fresh blueberries (Produce department)

- Dollars sales increased at **+11.9%** year over year compared to an increase for all fresh berries of **+12.9%**
- Pints increased **+11.3%** and represents 47% of total fresh blueberries sales
- Fresh blueberries posted positive dollar gains in all 9 regions of the country in May
- Organic fresh blueberries gained dollars at a greater rate than conventional

Frozen blueberries (Frozen department)

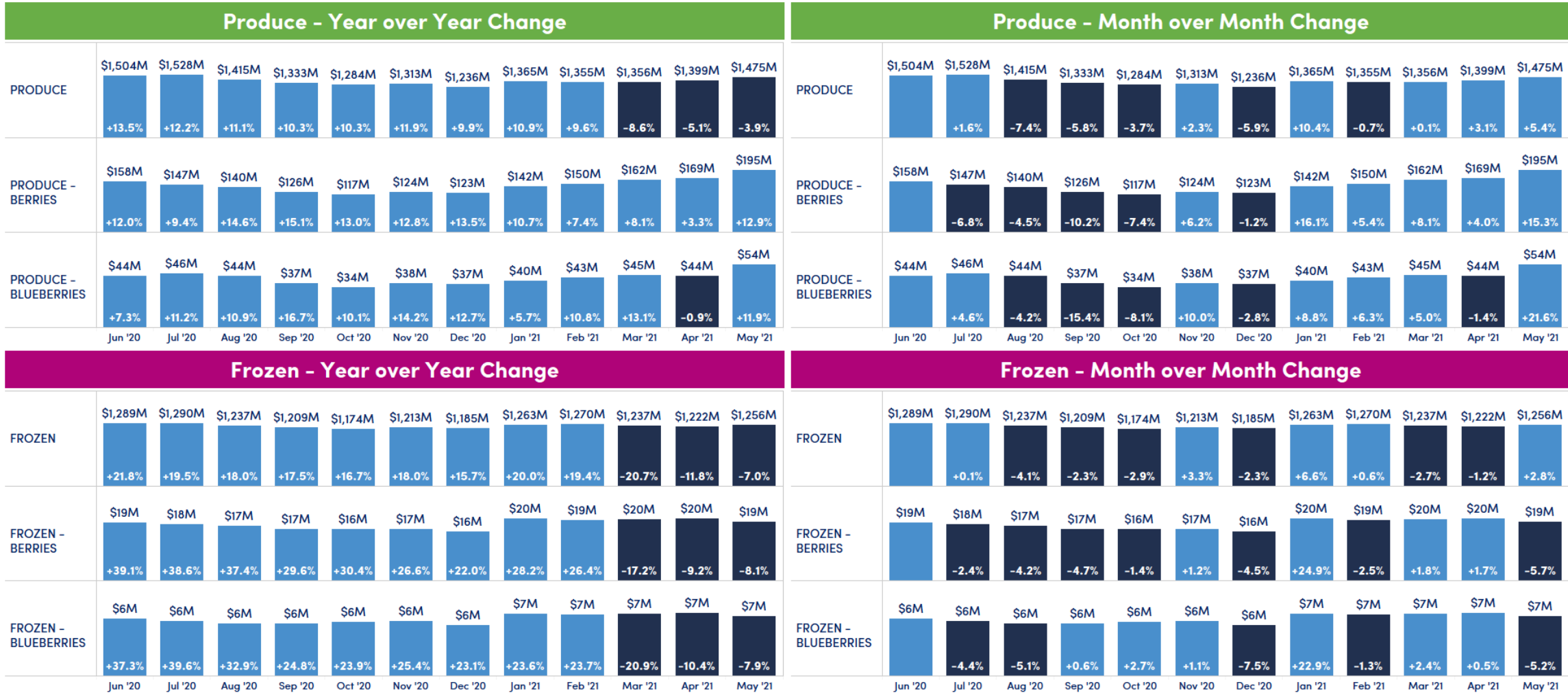
- Dollars sales decreased **-7.9%** year over year compared to a decrease for all frozen berries of **-8.1%**
- 48oz is the dominant pack size and posted negative dollar losses of **-4.3%**
- The Mountain region was the only region to post a slight positive gain
- Organic frozen blueberries declined at a faster rate than conventional frozen blueberries.

Category Segment Performance

May Blueberry Category and Segment Sales – 2021 vs 2019 and 2020

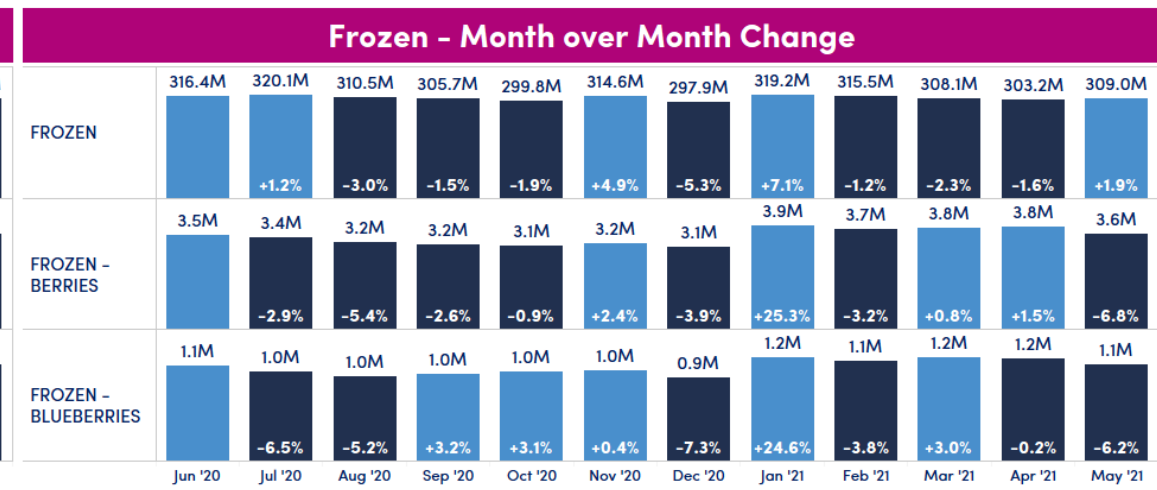
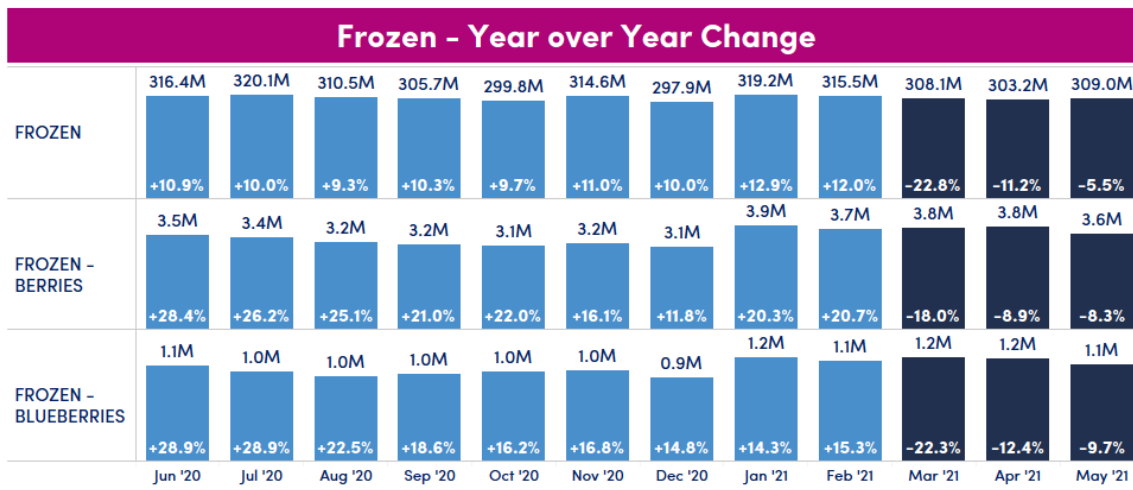
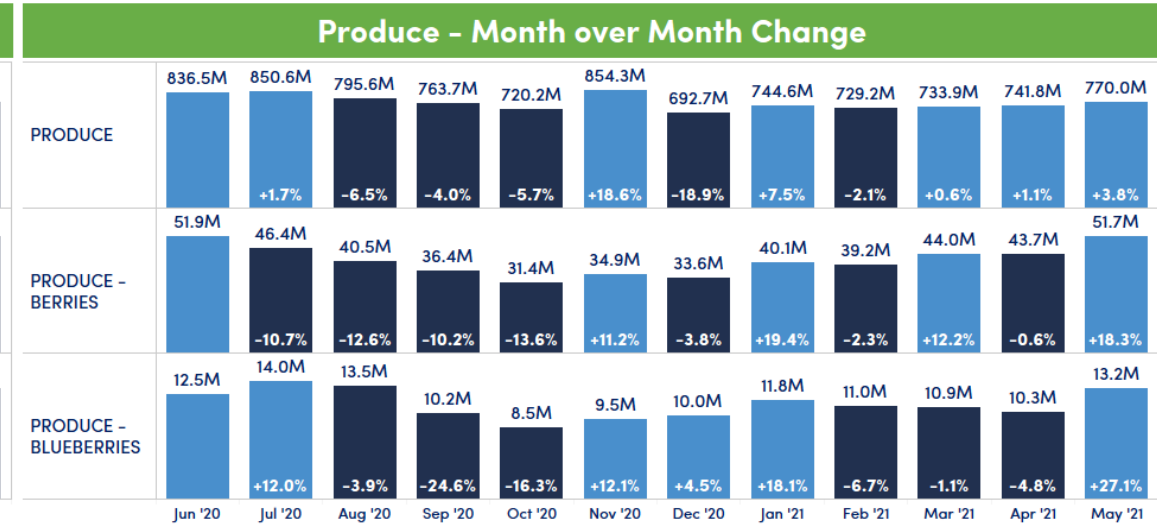
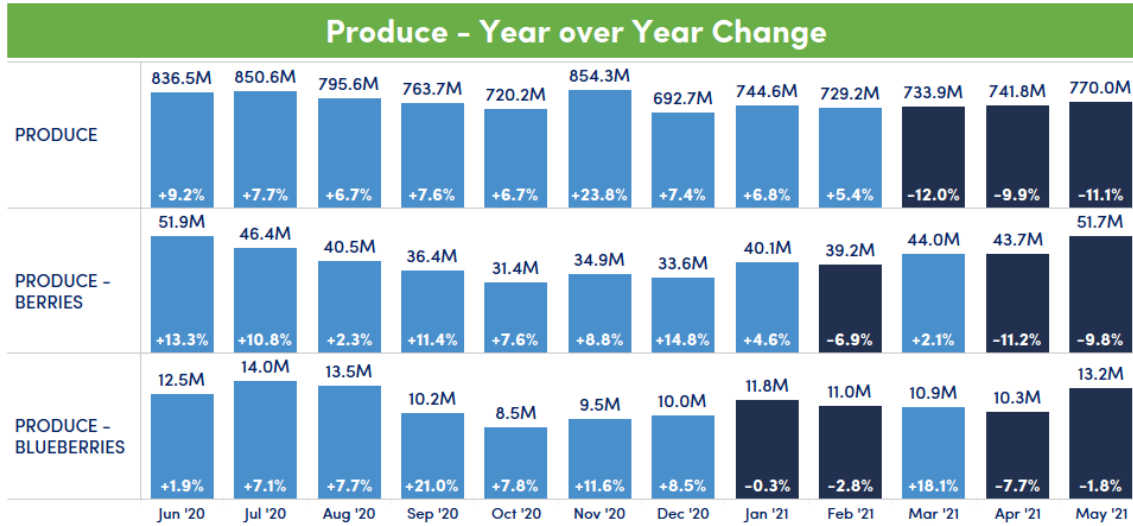
| | DOLLARS (MM) | | | | | UNITS (MM) | | | | |
|---------------------------------|--------------|-------|--------------|-------|--------------|------------|------|--------------|------|--------------|
| | 2019 | 2020 | % Chg vs. YA | 2021 | %Chg. vs. YA | 2019 | 2020 | % Chg vs. YA | 2021 | %Chg. vs. YA |
| TOTAL BLUEBERRY CATEGORY | \$192 | \$220 | 14.2 | \$240 | 9.3 | 54 | 58 | 7.9 | 57 | -2.5 |
| Fresh Blueberries | \$173 | \$191 | 10.4 | \$214 | 11.9 | 51 | 54 | 5.8 | 53 | -1.8 |
| Conventional | \$139 | \$154 | 10.8 | \$171 | 11.2 | 42 | 44 | 4.5 | 43 | -1.7 |
| Organic | \$35 | \$38 | 8.9 | \$43 | 14.6 | 8 | 10 | 12.3 | 9 | -2.4 |
| Frozen Blueberries | \$19 | \$28 | 48.2 | \$26 | -7.9 | 3 | 5 | 38.8 | 4 | -9.7 |
| Conventional | \$15 | \$22 | 46.9 | \$20 | -7.4 | 3 | 4 | 39.1 | 3 | -11.0 |
| Organic | \$4 | \$7 | 52.3 | \$6 | -9.5 | 1 | 1 | 37.6 | 1 | -5.4 |

Monthly Detail – Dollars/Week



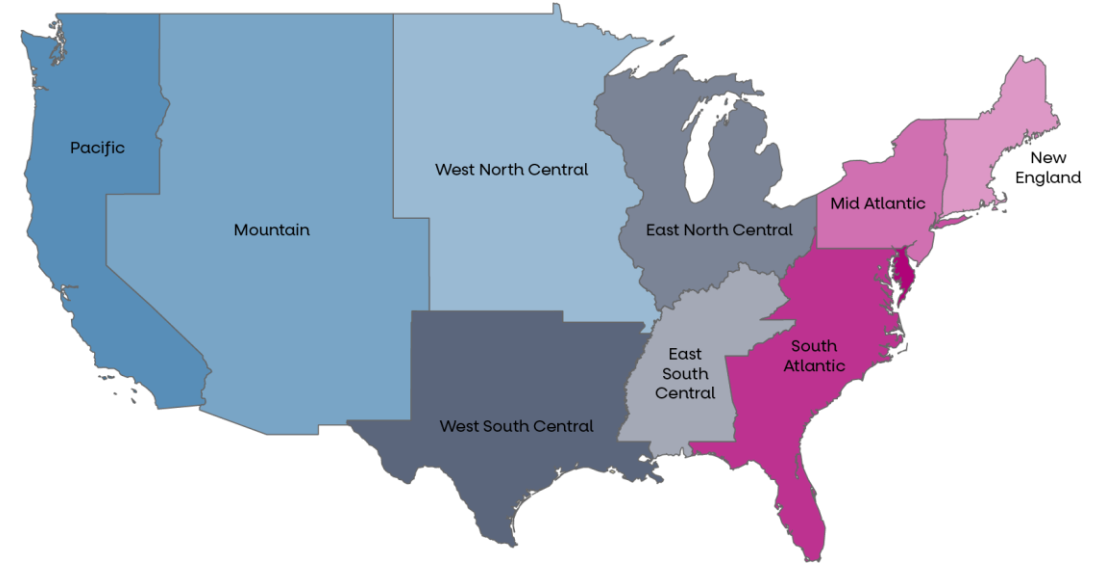
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/31/2020 to 5/29/2021

Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/31/2020 to 5/29/2021

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% |

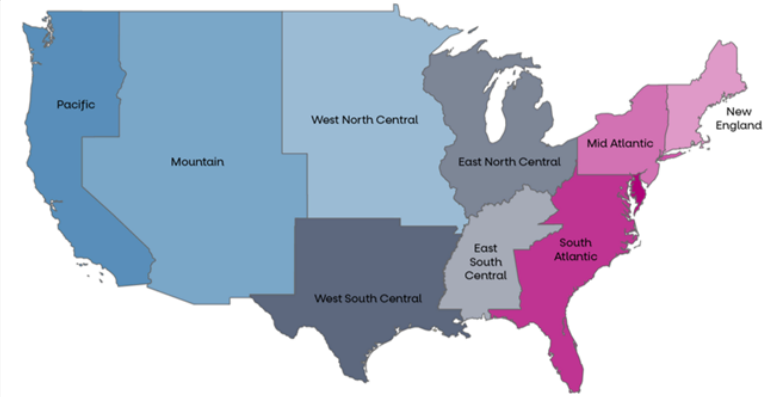
| Total US | | |
|-----------------------|--------------|-----------------|
| | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE | -4.8% | -9.5% |
| PRODUCE - BERRIES | +3.8% | -8.6% |
| PRODUCE - BLUEBERRIES | -0.3% | -4.1% |
| FROZEN | -11.5% | -11.3% |
| FROZEN - BERRIES | -8.2% | -8.2% |
| FROZEN - BLUEBERRIES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

Blueberries - Dollars

TOTAL BLUEBERRIES
\$240,101,730 | ▲ +9.3% YoY

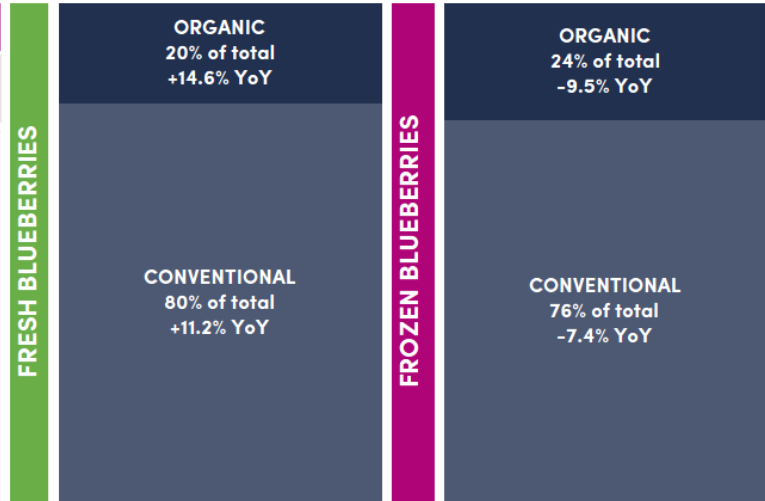
| FRESH BLUEBERRIES | |
|--------------------|---------------------------------------|
| South Atlantic | \$45,704,180 ▲+13.6% 21% of total |
| Middle Atlantic | \$33,839,870 ▲+12.7% 16% of total |
| Pacific | \$31,514,307 ▲+3.5% 15% of total |
| East North Central | \$31,230,659 ▲+19.0% 15% of total |
| New England | \$19,241,396 ▲+10.1% 9% of total |
| Mountain | \$15,426,607 ▲+4.5% 7% of total |
| West South Central | \$14,320,142 ▲+15.4% 7% of total |
| West North Central | \$13,766,714 ▲+13.3% 6% of total |
| East South Central | \$8,777,938 ▲+17.4% 4% of total |

| FROZEN BLUEBERRIES | |
|--------------------|--------------------------------------|
| South Atlantic | \$5,363,813 ▼-5.4% 21% of total |
| Pacific | \$3,991,509 ▼-9.6% 15% of total |
| Middle Atlantic | \$3,472,380 ▼-11.5% 13% of total |
| East North Central | \$3,203,027 ▼-10.7% 12% of total |
| New England | \$2,495,084 ▼-9.9% 10% of total |
| Mountain | \$2,469,391 ▲+0.2% 9% of total |
| West South Central | \$2,176,042 ▼-9.3% 8% of total |
| West North Central | \$1,784,690 ▼-4.7% 7% of total |
| East South Central | \$1,086,869 ▼-7.3% 4% of total |



| FRESH BLUEBERRIES | |
|--------------------------------|---|
| \$214,041,753 ▲+11.9% | |
| PINT | \$96,528,399 ▲+11.3% 45% of total \$4.98 Price / Lb \$0.62 Price Chg |
| 18 OUNCE | \$51,443,672 ▲+14.7% 24% of total \$4.72 Price / Lb \$0.89 Price Chg |
| 6 OUNCE | \$36,705,634 ▲+29.4% 17% of total \$9.58 Price / Lb \$0.90 Price Chg |
| 24 OUNCE | \$10,725,813 ▲+19.3% 5% of total \$3.68 Price / Lb \$0.14 Price Chg |
| ALL OTHER | \$18,638,234 ▼-16.9% 9% of total \$4.94 Price / Lb \$0.89 Price Chg |

| FROZEN BLUEBERRIES | |
|------------------------------|--|
| \$26,059,977 ▼-7.9% | |
| 48 OUNCE | \$10,833,455 ▼-4.3% 42% of total \$3.12 Price / Lb \$0.05 Price Chg |
| 32 OUNCE | \$3,767,282 ▼-18.2% 14% of total \$4.18 Price / Lb (\$0.06) Price Chg |
| 16 OUNCE | \$2,565,537 ▼-17.0% 10% of total \$2.87 Price / Lb \$0.00 Price Chg |
| 12 OUNCE | \$2,051,827 ▼-16.7% 8% of total \$4.50 Price / Lb \$0.04 Price Chg |
| ALL OTHER | \$6,841,876 ▲+0.2% 26% of total \$3.31 Price / Lb (\$0.03) Price Chg |



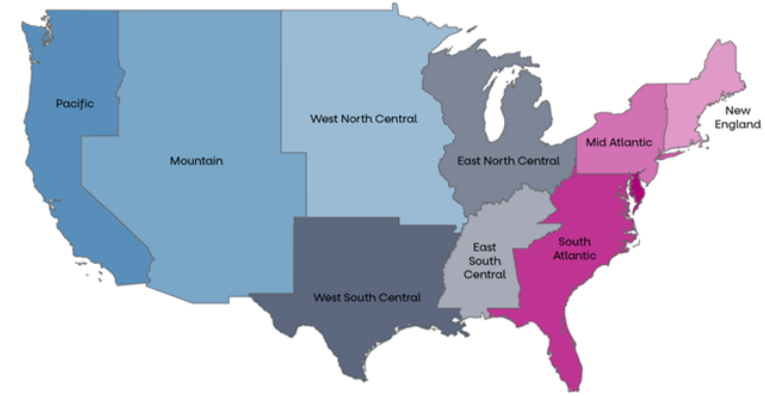
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 5/29/2021

Blueberries - Pounds

TOTAL BLUEBERRIES
 48,612,712 Lbs | ▼ -5.5% YoY

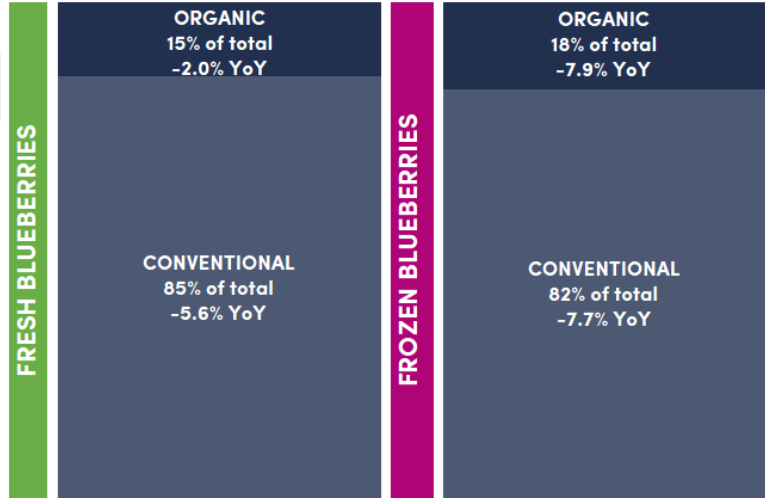
| FRESH BLUEBERRIES | |
|--------------------|---|
| South Atlantic | 8,629,006 Lbs ▼ -8.3% 21% of total |
| Middle Atlantic | 6,519,689 Lbs ▼ -4.9% 16% of total |
| Pacific | 5,012,756 Lbs ▼ -11.8% 12% of total |
| East North Central | 7,052,827 Lbs ▲ +5.2% 17% of total |
| New England | 3,531,743 Lbs ▼ -3.5% 9% of total |
| Mountain | 2,752,232 Lbs ▼ -16.2% 7% of total |
| West South Central | 2,886,508 Lbs ▲ +0.9% 7% of total |
| West North Central | 2,559,247 Lbs ▼ -5.5% 6% of total |
| East South Central | 1,850,295 Lbs ▲ +2.0% 5% of total |

| FROZEN BLUEBERRIES | |
|--------------------|--|
| South Atlantic | 1,620,154 Lbs ▼ -6.1% 21% of total |
| Pacific | 1,059,766 Lbs ▼ -9.7% 14% of total |
| Middle Atlantic | 964,423 Lbs ▼ -9.9% 12% of total |
| East North Central | 993,919 Lbs ▼ -8.4% 13% of total |
| New England | 706,959 Lbs ▼ -9.2% 9% of total |
| Mountain | 779,347 Lbs ▼ -1.9% 10% of total |
| West South Central | 737,926 Lbs ▼ -9.6% 9% of total |
| West North Central | 569,118 Lbs ▼ -5.8% 7% of total |
| East South Central | 356,152 Lbs ▼ -8.7% 5% of total |



| FRESH BLUEBERRIES | |
|---------------------------------|---|
| 40,822,269 Lbs ▼ -5.1% | |
| PINT | 19,398,955 Lbs ▼ -2.7% 48% of total \$4.98 Price / Lb \$0.62 Price Chg |
| 18 OUNCE | 10,899,970 Lbs ▼ -7.0% 27% of total \$4.72 Price / Lb \$0.89 Price Chg |
| 6 OUNCE | 3,829,751 Lbs ▲ +17.2% 9% of total \$9.58 Price / Lb \$0.90 Price Chg |
| 24 OUNCE | 2,917,833 Lbs ▲ +14.6% 7% of total \$3.68 Price / Lb \$0.14 Price Chg |
| ALL OTHER | 3,775,760 Lbs ▼ -31.8% 9% of total \$4.94 Price / Lb \$0.89 Price Chg |

| FROZEN BLUEBERRIES | |
|--------------------------------|--|
| 7,790,443 Lbs ▼ -7.7% | |
| 48 OUNCE | 3,470,070 Lbs ▼ -5.7% 45% of total \$3.12 Price / Lb \$0.05 Price Chg |
| 32 OUNCE | 901,391 Lbs ▼ -17.1% 12% of total \$4.18 Price / Lb (\$0.06) Price Chg |
| 16 OUNCE | 893,063 Lbs ▼ -17.1% 11% of total \$2.87 Price / Lb \$0.00 Price Chg |
| 12 OUNCE | 456,455 Lbs ▼ -17.4% 6% of total \$4.50 Price / Lb \$0.04 Price Chg |
| ALL OTHER | 2,069,464 Lbs ▲ +1.2% 27% of total \$3.31 Price / Lb (\$0.03) Price Chg |

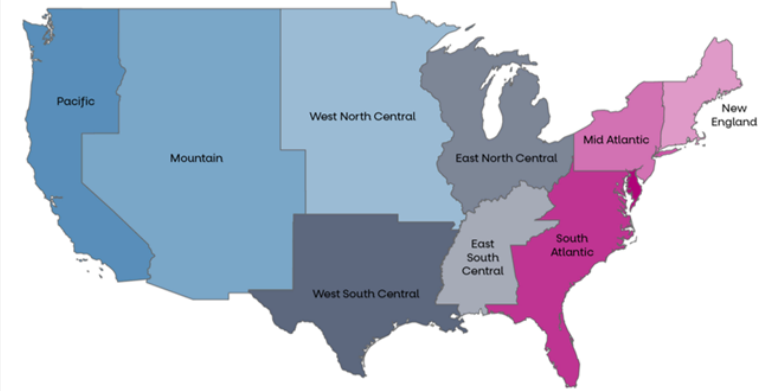


Blueberries - Units

TOTAL BLUEBERRIES
 56,982,673 Units | ▼ -2.5% YoY

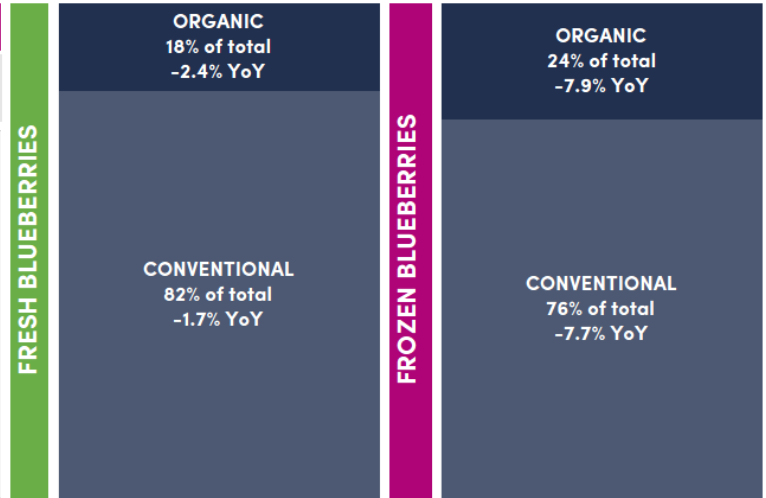
| FRESH BLUEBERRIES | |
|--------------------|--|
| South Atlantic | 11,194,369 Units ▼-5.8% 21% of total |
| Middle Atlantic | 7,875,522 Units ▼-1.0% 15% of total |
| Pacific | 6,918,714 Units ▼-10.0% 13% of total |
| East North Central | 8,833,579 Units ▲+8.2% 17% of total |
| New England | 4,635,614 Units ▲+5.3% 9% of total |
| Mountain | 4,144,576 Units ▼-5.7% 8% of total |
| West South Central | 3,496,185 Units ▲+1.4% 7% of total |
| West North Central | 3,251,312 Units ▼-6.5% 6% of total |
| East South Central | 2,233,768 Units ▲+2.9% 4% of total |

| FROZEN BLUEBERRIES | |
|--------------------|--|
| South Atlantic | 856,766 Units ▼-8.7% 20% of total |
| Pacific | 608,425 Units ▼-12.9% 14% of total |
| Middle Atlantic | 545,781 Units ▼-14.0% 13% of total |
| East North Central | 568,915 Units ▼-8.9% 13% of total |
| New England | 410,880 Units ▼-11.7% 9% of total |
| Mountain | 408,300 Units ▼-1.3% 9% of total |
| West South Central | 427,077 Units ▼-9.7% 10% of total |
| West North Central | 325,548 Units ▼-7.8% 7% of total |
| East South Central | 199,063 Units ▼-9.8% 5% of total |



| FRESH BLUEBERRIES | |
|----------------------------------|---|
| 52,629,239 Units ▼-1.8% | |
| PINT | 26,714,871 Units ▼-2.7% 51% of total \$3.61 Price / Unit \$0.45 Price Chg |
| 6 OUNCE | 10,212,668 Units ▲+17.2% 19% of total \$3.59 Price / Unit \$0.34 Price Chg |
| 18 OUNCE | 9,688,863 Units ▼-7.0% 18% of total \$5.31 Price / Unit \$1.00 Price Chg |
| 24 OUNCE | 1,945,222 Units ▲+14.6% 4% of total \$5.51 Price / Unit \$0.22 Price Chg |
| ALL OTHER | 4,067,615 Units ▼-31.8% 8% of total \$4.58 Price / Unit \$0.37 Price Chg |

| FROZEN BLUEBERRIES | |
|---------------------------------|---|
| 4,353,434 Units ▼-9.7% | |
| 48 OUNCE | 1,156,690 Units ▼-5.7% 27% of total \$9.37 Price / Unit \$0.14 Price Chg |
| 32 OUNCE | 450,695 Units ▼-17.1% 10% of total \$8.36 Price / Unit (\$0.11) Price Chg |
| 16 OUNCE | 883,415 Units ▼-17.1% 20% of total \$2.90 Price / Unit \$0.00 Price Chg |
| 12 OUNCE | 608,607 Units ▼-17.4% 14% of total \$3.37 Price / Unit \$0.03 Price Chg |
| ALL OTHER | 1,254,027 Units ▲+0.3% 29% of total \$5.46 Price / Unit (\$0.01) Price Chg |

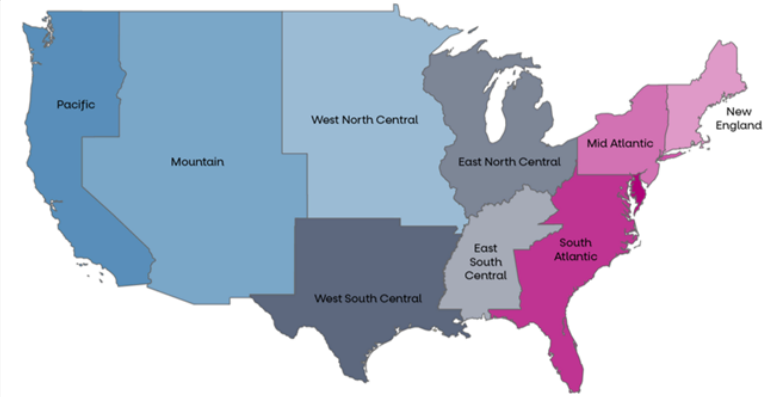


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,503,731,409 | ▲ +10.3% YoY

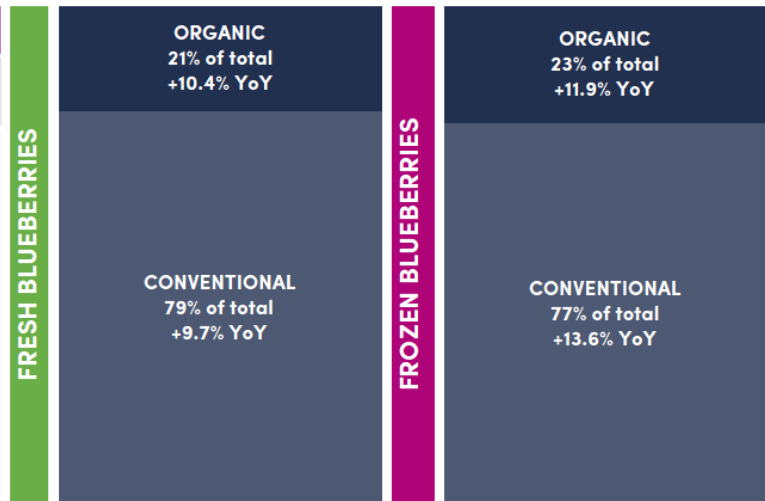
| FRESH BLUEBERRIES | |
|--------------------|--|
| South Atlantic | \$459,075,985 ▲+10.4% 21% of total |
| Middle Atlantic | \$341,538,881 ▲+7.1% 16% of total |
| Pacific | \$336,519,028 ▲+8.4% 15% of total |
| East North Central | \$299,205,072 ▲+9.5% 14% of total |
| New England | \$200,956,671 ▲+9.6% 9% of total |
| Mountain | \$169,788,339 ▲+11.6% 8% of total |
| West South Central | \$147,949,190 ▲+15.4% 7% of total |
| West North Central | \$136,884,827 ▲+9.2% 6% of total |
| East South Central | \$87,263,019 ▲+13.8% 4% of total |

| FROZEN BLUEBERRIES | |
|--------------------|---------------------------------------|
| South Atlantic | \$67,097,343 ▲+12.0% 21% of total |
| Pacific | \$50,046,005 ▲+18.9% 16% of total |
| Middle Atlantic | \$41,930,563 ▲+11.8% 13% of total |
| East North Central | \$38,913,243 ▲+9.8% 12% of total |
| Mountain | \$30,672,728 ▲+16.7% 10% of total |
| New England | \$30,129,628 ▲+15.6% 9% of total |
| West South Central | \$27,419,588 ▲+10.7% 9% of total |
| West North Central | \$22,505,418 ▲+10.8% 7% of total |
| East South Central | \$13,709,645 ▲+11.0% 4% of total |



| FRESH BLUEBERRIES | |
|---------------------------------|--|
| \$2,181,067,001 ▲+9.9% | |
| PINT | \$903,923,826 ▲+13.3% 43% of total \$4.51 Price / Lb \$0.23 Price Chg |
| 18 OUNCE | \$565,982,518 ▲+26.0% 27% of total \$4.32 Price / Lb \$0.06 Price Chg |
| 6 OUNCE | \$391,309,216 ▼-15.1% 19% of total \$8.91 Price / Lb \$0.19 Price Chg |
| 16 OUNCE | \$73,038,335 ▲+70.7% 3% of total \$3.89 Price / Lb \$0.31 Price Chg |
| ALL OTHER | \$166,704,112 ▼-1.1% 8% of total \$3.90 Price / Lb \$0.07 Price Chg |

| FROZEN BLUEBERRIES | |
|--------------------------------|--|
| \$322,664,408 ▲+13.2% | |
| 48 OUNCE | \$134,161,080 ▲+21.7% 42% of total \$3.08 Price / Lb \$0.08 Price Chg |
| 32 OUNCE | \$46,852,708 ▲+11.8% 15% of total \$4.18 Price / Lb \$0.01 Price Chg |
| 16 OUNCE | \$32,674,337 ▲+2.0% 10% of total \$2.89 Price / Lb \$0.08 Price Chg |
| 12 OUNCE | \$26,067,395 ▲+3.4% 8% of total \$4.42 Price / Lb \$0.16 Price Chg |
| ALL OTHER | \$82,908,888 ▲+9.7% 26% of total \$3.29 Price / Lb \$0.07 Price Chg |



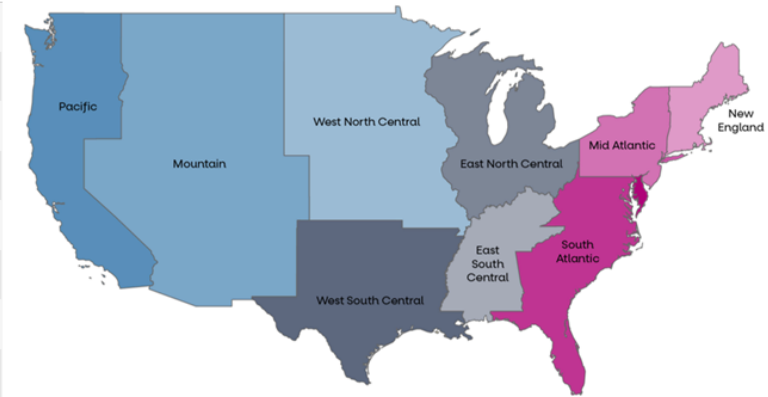
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/31/2020 to 5/29/2021

Blueberries - Pounds

TOTAL BLUEBERRIES
557,331,171 Lbs | ▲ +9.7% YoY

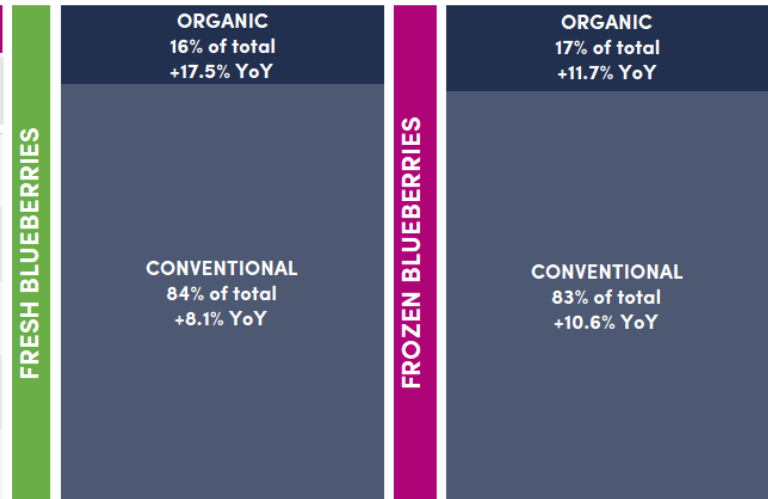
| FRESH BLUEBERRIES | |
|--------------------|---|
| South Atlantic | 95,464,195 Lbs ▲+9.2% 21% of total |
| Middle Atlantic | 76,677,220 Lbs ▲+13.1% 17% of total |
| Pacific | 59,441,926 Lbs ▲+7.7% 13% of total |
| East North Central | 72,908,603 Lbs ▲+5.8% 16% of total |
| New England | 42,080,738 Lbs ▲+11.3% 9% of total |
| Mountain | 34,050,697 Lbs ▲+9.4% 7% of total |
| West South Central | 32,277,796 Lbs ▲+15.2% 7% of total |
| West North Central | 27,804,449 Lbs ▲+5.2% 6% of total |
| East South Central | 19,257,513 Lbs ▲+9.8% 4% of total |

| FROZEN BLUEBERRIES | |
|--------------------|---|
| South Atlantic | 20,631,451 Lbs ▲+9.1% 21% of total |
| Pacific | 13,280,580 Lbs ▲+18.9% 14% of total |
| Middle Atlantic | 11,629,139 Lbs ▲+9.0% 12% of total |
| East North Central | 12,212,211 Lbs ▲+10.3% 13% of total |
| Mountain | 9,679,242 Lbs ▲+12.7% 10% of total |
| New England | 8,593,937 Lbs ▲+11.4% 9% of total |
| West South Central | 9,323,732 Lbs ▲+8.5% 10% of total |
| West North Central | 7,185,444 Lbs ▲+7.3% 7% of total |
| East South Central | 4,578,919 Lbs ▲+8.7% 5% of total |



| FRESH BLUEBERRIES | |
|---------------------------------|--|
| 460,176,182 Lbs ▲+9.5% | |
| PINT | 200,391,964 Lbs ▲+7.6% 46% of total \$4.51 Price / Lb \$0.23 Price Chg |
| 18 OUNCE | 131,131,823 Lbs ▲+24.1% 30% of total \$4.32 Price / Lb \$0.06 Price Chg |
| 6 OUNCE | 43,920,241 Lbs ▼-16.9% 10% of total \$8.91 Price / Lb \$0.19 Price Chg |
| 16 OUNCE | 18,758,283 Lbs ▲+57.1% 4% of total \$3.89 Price / Lb \$0.31 Price Chg |
| ALL OTHER | 42,711,290 Lbs ▼-2.9% 10% of total \$3.90 Price / Lb \$0.07 Price Chg |

| FROZEN BLUEBERRIES | |
|---------------------------------|---|
| 97,154,989 Lbs ▲+10.8% | |
| 48 OUNCE | 43,540,157 Lbs ▲+18.4% 45% of total \$3.08 Price / Lb \$0.08 Price Chg |
| 32 OUNCE | 11,213,611 Lbs ▲+11.4% 12% of total \$4.18 Price / Lb \$0.01 Price Chg |
| 16 OUNCE | 11,311,745 Lbs ▼-0.9% 12% of total \$2.89 Price / Lb \$0.08 Price Chg |
| 12 OUNCE | 5,898,417 Lbs ▼-0.4% 6% of total \$4.42 Price / Lb \$0.16 Price Chg |
| ALL OTHER | 25,191,058 Lbs ▲+7.2% 26% of total \$3.29 Price / Lb \$0.07 Price Chg |

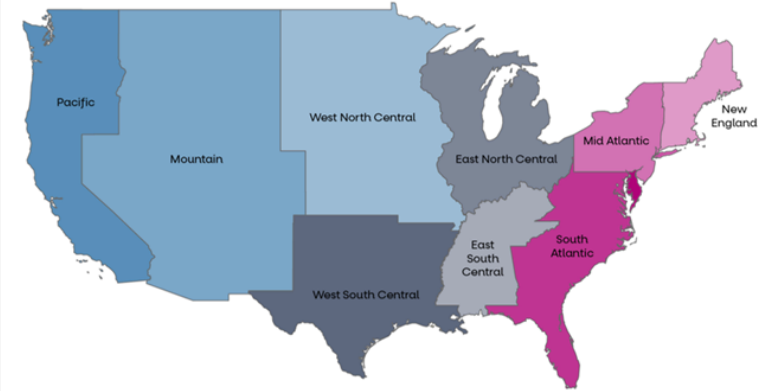


Blueberries - Units

TOTAL BLUEBERRIES
 638,619,700 Units | ▲ +5.1% YoY

| FRESH BLUEBERRIES | |
|--------------------|---|
| South Atlantic | 122,956,673 Units ▲+5.0% 21% of total |
| Middle Atlantic | 89,089,841 Units ▲+7.2% 15% of total |
| Pacific | 81,105,648 Units ▲+2.8% 14% of total |
| East North Central | 89,660,653 Units ▲+3.4% 15% of total |
| New England | 51,690,292 Units ▲+5.7% 9% of total |
| Mountain | 49,160,982 Units ▲+5.0% 8% of total |
| West South Central | 39,835,308 Units ▲+8.0% 7% of total |
| West North Central | 36,260,674 Units ▲+1.3% 6% of total |
| East South Central | 23,773,545 Units ▲+8.2% 4% of total |

| FROZEN BLUEBERRIES | |
|--------------------|--|
| South Atlantic | 10,887,670 Units ▲+4.1% 20% of total |
| Pacific | 7,882,172 Units ▲+13.5% 14% of total |
| Middle Atlantic | 6,805,562 Units ▲+5.4% 12% of total |
| East North Central | 7,094,435 Units ▲+7.6% 13% of total |
| Mountain | 5,065,711 Units ▲+9.6% 9% of total |
| New England | 5,030,109 Units ▲+7.7% 9% of total |
| West South Central | 5,378,313 Units ▲+9.4% 10% of total |
| West North Central | 4,078,739 Units ▲+4.8% 7% of total |
| East South Central | 2,533,812 Units ▲+5.1% 5% of total |



| FRESH BLUEBERRIES | |
|-----------------------------------|--|
| 583,830,670 Units ▲+4.9% | |
| PINT | 274,235,467 Units ▲+7.6% 49% of total \$3.30 Price / Unit \$0.16 Price Chg |
| 6 OUNCE | 117,120,641 Units ▼-16.9% 21% of total \$3.34 Price / Unit \$0.07 Price Chg |
| 18 OUNCE | 116,561,620 Units ▲+24.1% 21% of total \$4.86 Price / Unit \$0.07 Price Chg |
| 16 OUNCE | 18,758,283 Units ▲+57.1% 3% of total \$3.89 Price / Unit \$0.31 Price Chg |
| ALL OTHER | 33,892,076 Units ▼-2.9% 6% of total \$4.92 Price / Unit \$0.16 Price Chg |

| FROZEN BLUEBERRIES | |
|----------------------------------|---|
| 54,789,031 Units ▲+7.5% | |
| 48 OUNCE | 14,513,386 Units ▲+18.3% 26% of total \$9.24 Price / Unit \$0.26 Price Chg |
| 32 OUNCE | 5,606,806 Units ▲+11.4% 10% of total \$8.36 Price / Unit \$0.03 Price Chg |
| 16 OUNCE | 11,183,329 Units ▼-0.6% 20% of total \$2.92 Price / Unit \$0.08 Price Chg |
| 12 OUNCE | 7,864,556 Units ▼-0.4% 14% of total \$3.31 Price / Unit \$0.12 Price Chg |
| ALL OTHER | 15,620,955 Units ▲+7.5% 29% of total \$5.31 Price / Unit \$0.11 Price Chg |

