

8.12.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

July, 2021

Sales through Nielsen Week Ending 7.31.2021

July 2021

Fresh blueberries (Produce department)

- Dollars sales increased at **+3.4%** year over year compared to an increase for all fresh berries of **+10.2%**
- Pints increased **+7.3%** and represents 47% of total fresh blueberries sales
- Fresh blueberries posted positive dollar gains, but negative unit gains in all 9 regions of the country in July
- Organic fresh blueberries declined in dollars and units while conventional blueberries gained dollars

Frozen blueberries (Frozen department)

- Dollar sales for the Frozen department gained **+0.8%** year over year compared to a decrease for all frozen blueberries of **-10.6%**
 - 48oz is the dominant pack size and posted a decline in dollars of **-10.9%**
 - All regions declined in frozen blueberries for the month of July
 - Organic frozen blueberries declined at a slower rate than conventional frozen blueberries
-
- July has five weeks

Category Segment Performance

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

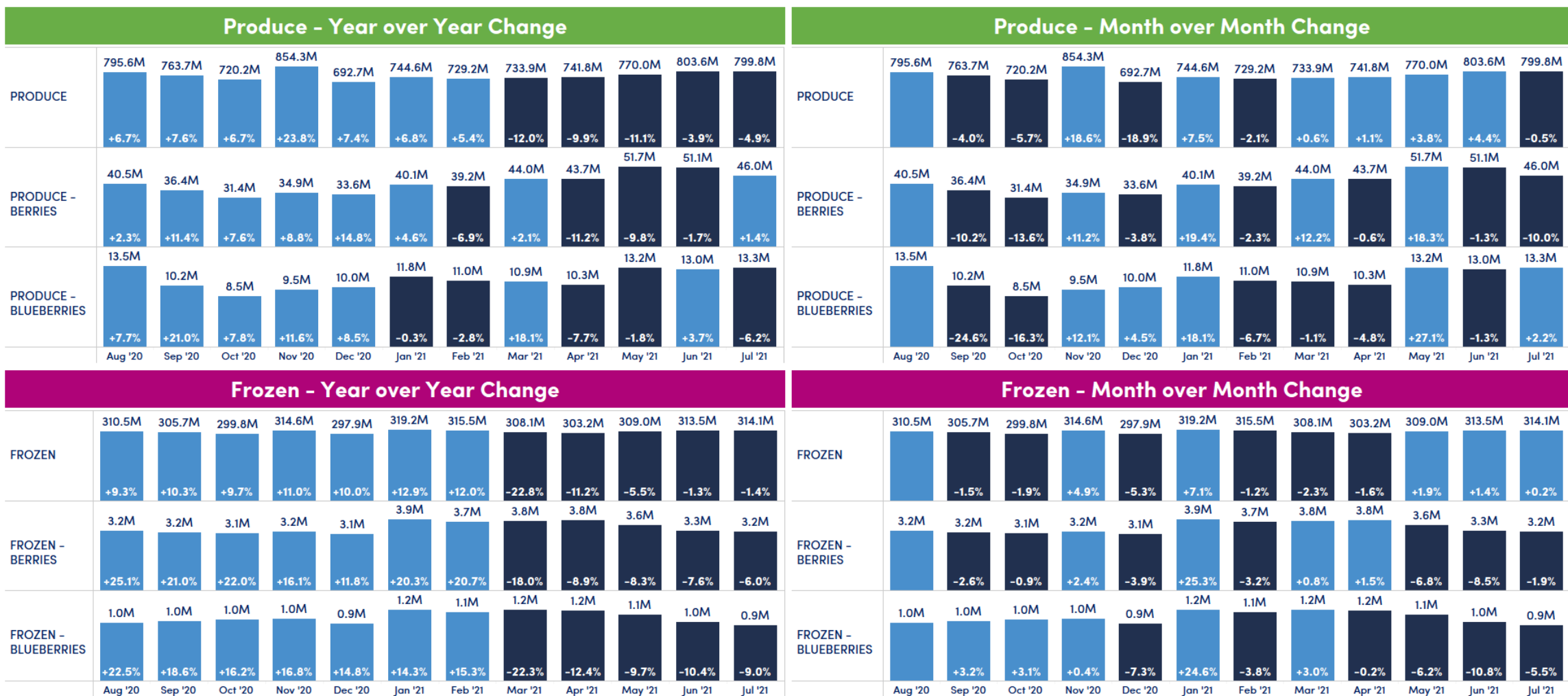
	DOLLARS (MM)					UNITS (MM)					POUNDS (MM)				
	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA
TOTAL BLUEBERRY CATEGORY	\$229	\$261	14.0	\$266	1.8	70	76	8.8	71	-6.4	65	72	11.8	67	-6.8
Fresh Blueberries	\$208	\$231	11.2	\$239	3.4	66	71	7.5	66	-6.2	58	63	8.9	59	-6.2
Conventional	\$163	\$177	8.7	\$186	5.1	54	57	5.4	54	-5.1	49	52	5.8	49	-5.2
Organic	\$45	\$54	20.3	\$53	-2.0	12	14	17.4	12	-11.1	9	11	26.4	10	-10.9
Frozen Blueberries	\$21	\$30	41.7	\$27	-10.6	4	5	30.7	5	-9.0	7	9	37.2	8	-10.7
Conventional	\$16	\$23	41.0	\$20	-12.1	3	4	31.2	3	-10.8	6	8	36.4	7	-12.0
Organic	\$5	\$7	43.9	\$7	-5.9	1	1	28.9	1	-3.0	1	2	41.0	1	-4.6

Monthly Detail – Dollars/Week

Produce – Year over Year Change													Produce – Month over Month Change												
PRODUCE	\$1,415M	\$1,333M	\$1,284M	\$1,313M	\$1,236M	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M	PRODUCE	\$1,415M	\$1,333M	\$1,284M	\$1,313M	\$1,236M	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M
	+11.1%	+10.3%	+10.3%	+11.9%	+9.9%	+10.9%	+9.6%	-8.6%	-5.1%	-3.9%	+1.8%	-0.9%		-5.8%	-3.7%	+2.3%	-5.9%	+10.4%	-0.7%	+0.1%	+3.1%	+5.4%	+3.9%	-2.3%	
PRODUCE – BERRIES	\$140M	\$126M	\$117M	\$124M	\$123M	\$142M	\$150M	\$162M	\$169M	\$195M	\$178M	\$160M	PRODUCE – BERRIES	\$140M	\$126M	\$117M	\$124M	\$123M	\$142M	\$150M	\$162M	\$169M	\$195M	\$178M	\$160M
	+14.6%	+15.1%	+13.0%	+12.8%	+13.5%	+10.7%	+7.4%	+8.1%	+3.3%	+12.9%	+13.0%	+10.2%		-10.2%	-7.4%	+6.2%	-1.2%	+16.1%	+5.4%	+8.1%	+4.0%	+15.3%	-8.3%	-10.1%	
PRODUCE – BLUEBERRIES	\$44M	\$37M	\$34M	\$38M	\$37M	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M	PRODUCE – BLUEBERRIES	\$44M	\$37M	\$34M	\$38M	\$37M	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M
	+10.9%	+16.7%	+10.1%	+14.2%	+12.7%	+5.7%	+10.8%	+13.1%	-0.9%	+11.9%	+10.2%	+3.4%		-15.4%	-8.1%	+10.0%	-2.8%	+8.8%	+6.3%	+5.0%	-1.4%	+21.6%	-9.1%	-1.6%	
	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21		Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21
Frozen – Year over Year Change													Frozen – Month over Month Change												
FROZEN	\$1,237M	\$1,209M	\$1,174M	\$1,213M	\$1,185M	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M	FROZEN	\$1,237M	\$1,209M	\$1,174M	\$1,213M	\$1,185M	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M
	+18.0%	+17.5%	+16.7%	+18.0%	+15.7%	+20.0%	+19.4%	-20.7%	-11.8%	-7.0%	-0.5%	+0.8%		-2.3%	-2.9%	+3.3%	-2.3%	+6.6%	+0.6%	-2.7%	-1.2%	+2.8%	+2.5%	+0.5%	
FROZEN – BERRIES	\$17M	\$17M	\$16M	\$17M	\$16M	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M	FROZEN – BERRIES	\$17M	\$17M	\$16M	\$17M	\$16M	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M
	+37.4%	+29.6%	+30.4%	+26.6%	+22.0%	+28.2%	+26.4%	-17.2%	-9.2%	-8.1%	-7.1%	-7.6%		-4.7%	-1.4%	+1.2%	-4.5%	+24.9%	-2.5%	+1.8%	+1.7%	-5.7%	-7.9%	-3.2%	
FROZEN – BLUEBERRIES	\$6M	\$6M	\$6M	\$6M	\$6M	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$5M	FROZEN – BLUEBERRIES	\$6M	\$6M	\$6M	\$6M	\$6M	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$5M
	+32.9%	+24.8%	+23.9%	+25.4%	+23.1%	+23.6%	+23.7%	-20.9%	-10.4%	-7.9%	-8.8%	-10.6%		+0.6%	+2.7%	+1.1%	-7.5%	+22.9%	-1.3%	+2.4%	+0.5%	-5.2%	-11.1%	-6.4%	
	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21		Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21

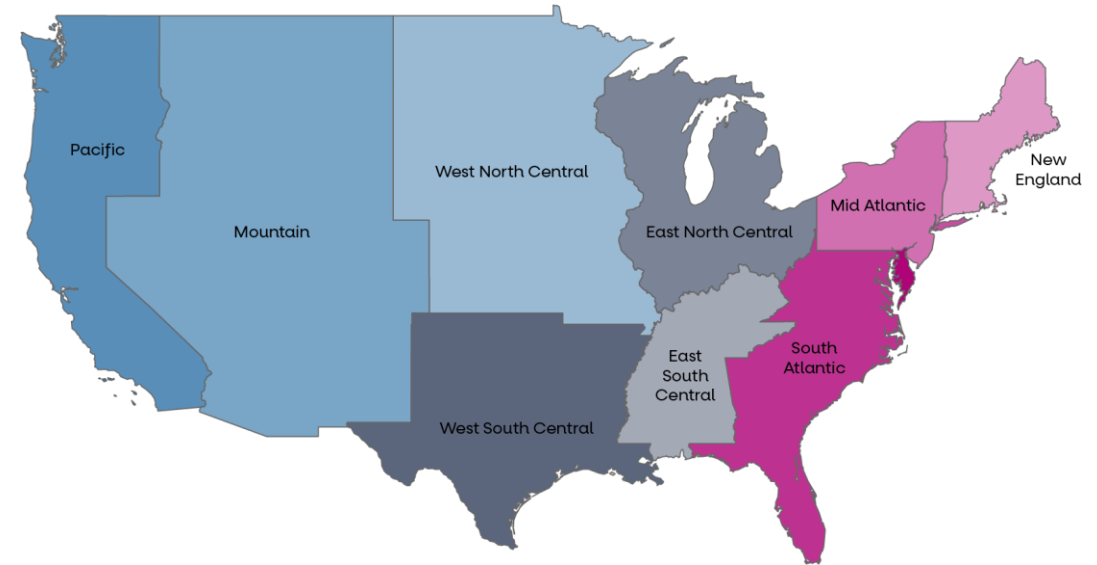
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/26/2020 to 7/31/2021

Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/26/2020 to 7/31/2021

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-1.4%	-5.3%
PRODUCE - BERRIES	+12.5%	+1.6%
PRODUCE - BLUEBERRIES	+1.5%	-8.2%
FROZEN	-1.2%	-2.7%
FROZEN - BERRIES	-12.4%	-15.3%
FROZEN - BLUEBERRIES	-13.2%	-16.7%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+1.3%	-5.6%
PRODUCE - BERRIES	+13.8%	+0.4%
PRODUCE - BLUEBERRIES	+0.7%	-6.1%
FROZEN	+1.8%	-0.5%
FROZEN - BERRIES	-7.4%	-5.0%
FROZEN - BLUEBERRIES	-10.1%	-9.2%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+0.3%	-2.9%
PRODUCE - BERRIES	+11.4%	+5.6%
PRODUCE - BLUEBERRIES	+5.9%	-1.2%
FROZEN	+1.7%	-1.3%
FROZEN - BERRIES	-4.4%	+0.1%
FROZEN - BLUEBERRIES	-7.0%	-4.2%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-0.5%	-5.3%
PRODUCE - BERRIES	+13.3%	+2.0%
PRODUCE - BLUEBERRIES	+5.0%	-5.4%
FROZEN	+4.5%	+2.1%
FROZEN - BERRIES	-2.1%	+5.1%
FROZEN - BLUEBERRIES	-9.8%	-3.3%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-0.3%	-3.8%
PRODUCE - BERRIES	+8.1%	+0.8%
PRODUCE - BLUEBERRIES	+2.0%	-6.3%
FROZEN	+4.0%	+0.1%
FROZEN - BERRIES	-7.7%	-6.9%
FROZEN - BLUEBERRIES	-7.2%	-7.4%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.1%	-0.9%
PRODUCE - BERRIES	+16.1%	+6.5%
PRODUCE - BLUEBERRIES	+12.3%	-2.2%
FROZEN	+3.7%	+0.4%
FROZEN - BERRIES	-2.8%	+5.3%
FROZEN - BLUEBERRIES	-11.8%	-5.1%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-1.4%	-5.5%
PRODUCE - BERRIES	+7.9%	-0.1%
PRODUCE - BLUEBERRIES	+5.8%	-8.3%
FROZEN	-0.8%	-2.5%
FROZEN - BERRIES	-7.3%	-6.7%
FROZEN - BLUEBERRIES	-10.9%	-7.9%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-3.8%	-6.3%
PRODUCE - BERRIES	+7.3%	-1.1%
PRODUCE - BLUEBERRIES	+2.3%	-8.2%
FROZEN	-3.8%	-5.2%
FROZEN - BERRIES	-9.6%	-10.2%
FROZEN - BLUEBERRIES	-11.6%	-10.6%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-0.9%	-4.5%
PRODUCE - BERRIES	+9.9%	+4.5%
PRODUCE - BLUEBERRIES	+2.8%	-1.3%
FROZEN	-0.8%	-3.4%
FROZEN - BERRIES	-7.8%	-8.3%
FROZEN - BLUEBERRIES	-11.5%	-10.7%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	-0.9%	-4.9%
PRODUCE - BERRIES	+10.2%	+1.4%
PRODUCE - BLUEBERRIES	+3.4%	-6.2%
FROZEN	+0.8%	-1.4%
FROZEN - BERRIES	-7.6%	-6.0%
FROZEN - BLUEBERRIES	-10.6%	-9.0%

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 6/27/2021 to 7/31/2021

Blueberries - Dollars

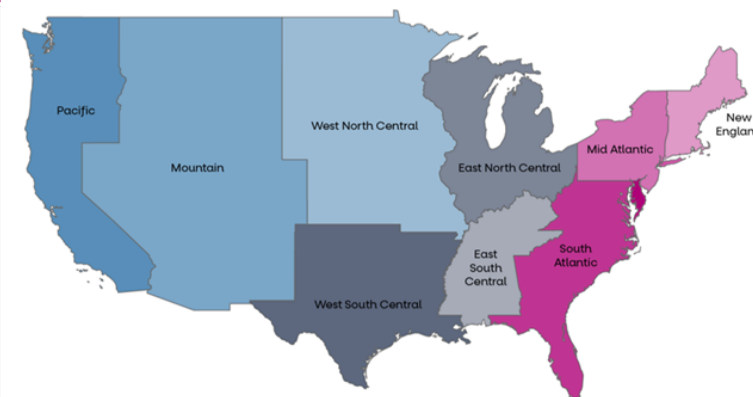
TOTAL BLUEBERRIES
\$266,210,426 | ▲ +1.8% YoY

FRESH BLUEBERRIES

South Atlantic	\$47,904,032 ▲ +5.8% 20% of total
Middle Atlantic	\$39,848,288 ▲ +2.3% 17% of total
Pacific	\$36,601,530 ▲ +1.5% 15% of total
East North Central	\$34,034,916 ▲ +2.0% 14% of total
New England	\$23,415,096 ▲ +2.8% 10% of total
Mountain	\$18,377,192 ▲ +0.7% 8% of total
West North Central	\$15,366,776 ▲ +5.9% 6% of total
West South Central	\$14,676,580 ▲ +5.0% 6% of total
East South Central	\$8,806,849 ▲ +12.3% 4% of total

FROZEN BLUEBERRIES

South Atlantic	\$5,506,422 ▼ -10.9% 20% of total
Pacific	\$4,125,582 ▼ -13.2% 15% of total
Middle Atlantic	\$3,474,295 ▼ -11.6% 13% of total
East North Central	\$3,297,098 ▼ -7.2% 12% of total
Mountain	\$2,670,153 ▼ -10.1% 10% of total
West South Central	\$2,497,511 ▼ -9.8% 9% of total
New England	\$2,428,138 ▼ -11.5% 9% of total
West North Central	\$1,939,820 ▼ -7.0% 7% of total
East South Central	\$1,161,900 ▼ -11.8% 4% of total



FRESH BLUEBERRIES

\$239,097,880 | ▲ +3.4%

PINT	\$107,433,880 ▲ +7.3% 47% of total \$4.16 Price / Lb \$0.44 Price Chg
18 OUNCE	\$54,166,706 ▼ -0.8% 23% of total \$3.96 Price / Lb \$0.38 Price Chg
6 OUNCE	\$21,512,710 ▼ -3.1% 9% of total \$8.82 Price / Lb \$0.70 Price Chg
ALL OTHER	\$26,748,736 ▲ +10.4% 12% of total \$3.76 Price / Lb \$0.10 Price Chg
32 OUNCE	\$20,988,301 ▲ +0.3% 9% of total \$2.69 Price / Lb \$0.26 Price Chg

FROZEN BLUEBERRIES

\$27,112,546 | ▼ -10.6%

48 OUNCE	\$10,932,555 ▼ -10.9% 40% of total \$3.02 Price / Lb (\$0.01) Price Chg
32 OUNCE	\$4,026,100 ▼ -17.6% 15% of total \$4.18 Price / Lb (\$0.02) Price Chg
16 OUNCE	\$2,816,953 ▲ +1.0% 10% of total \$2.90 Price / Lb (\$0.07) Price Chg
12 OUNCE	\$2,199,717 ▼ -13.5% 8% of total \$4.49 Price / Lb \$0.01 Price Chg
ALL OTHER	\$7,137,220 ▼ -9.0% 26% of total \$3.38 Price / Lb \$0.14 Price Chg

FRESH BLUEBERRIES

ORGANIC
22% of total
-2.0% YoY

CONVENTIONAL
78% of total
+5.1% YoY

FROZEN BLUEBERRIES

ORGANIC
25% of total
-5.9% YoY

CONVENTIONAL
75% of total
-12.1% YoY

Blueberries - Pounds

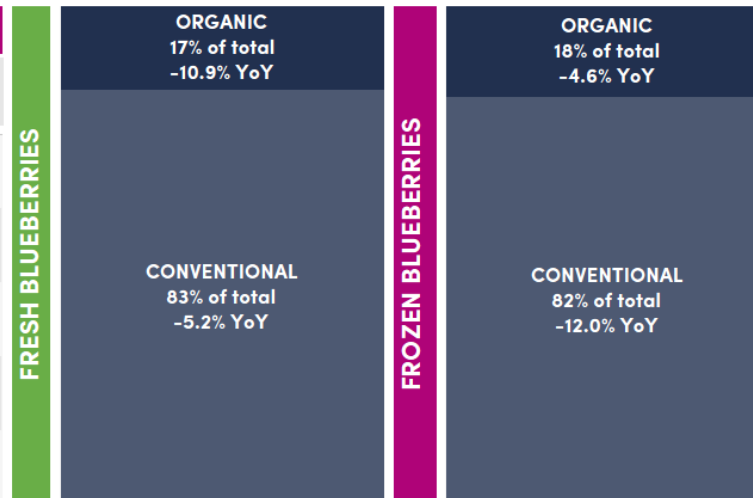
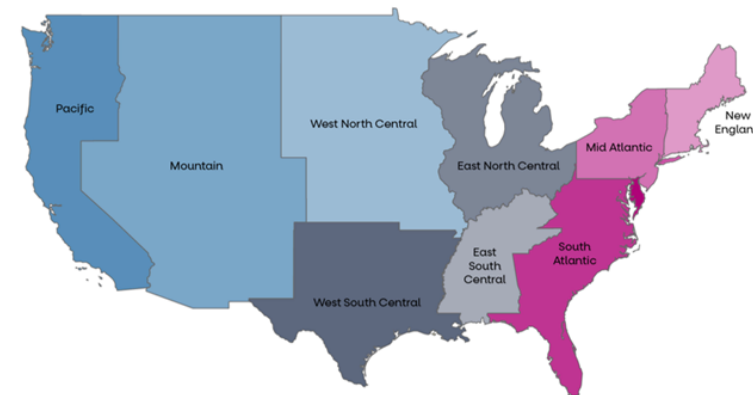
FRESH BLUEBERRIES		
South Atlantic	11,591,638 Lbs	▼ -8.3% 20% of total
Middle Atlantic	10,043,658 Lbs	▼ -6.3% 17% of total
Pacific	7,581,438 Lbs	▼ -11.7% 13% of total
East North Central	9,694,204 Lbs	▼ -9.4% 16% of total
New England	5,697,583 Lbs	▼ -2.2% 10% of total
Mountain	4,507,434 Lbs	▼ -4.7% 8% of total
West North Central	3,892,607 Lbs	▲ +2.1% 7% of total
West South Central	3,961,842 Lbs	▲ +1.8% 7% of total
East South Central	2,301,541 Lbs	▲ +0.2% 4% of total

FRESH BLUEBERRIES		
59,281,489 Lbs ▼ -6.2%		
PINT	25,848,213 Lbs	▼ -4.0% 45% of total \$4.16 Price / Lb \$0.44 Price Chg
18 OUNCE	13,675,023 Lbs	▼ -10.3% 24% of total \$3.96 Price / Lb \$0.38 Price Chg
6 OUNCE	2,438,799 Lbs	▼ -10.8% 4% of total \$8.82 Price / Lb \$0.70 Price Chg
ALL OTHER	7,115,758 Lbs	▲ +7.4% 13% of total \$3.76 Price / Lb \$0.10 Price Chg
32 OUNCE	7,809,458 Lbs	▼ -9.4% 14% of total \$2.69 Price / Lb \$0.26 Price Chg

FROZEN BLUEBERRIES		
South Atlantic	1,701,648 Lbs	▼ -11.4% 21% of total
Pacific	1,081,415 Lbs	▼ -14.2% 13% of total
Middle Atlantic	969,214 Lbs	▼ -9.4% 12% of total
East North Central	1,030,410 Lbs	▼ -7.5% 13% of total
Mountain	831,532 Lbs	▼ -12.2% 10% of total
West South Central	849,813 Lbs	▼ -9.1% 10% of total
New England	689,456 Lbs	▼ -13.1% 8% of total
West North Central	620,251 Lbs	▼ -5.8% 8% of total
East South Central	383,950 Lbs	▼ -11.9% 5% of total

FROZEN BLUEBERRIES		
8,159,666 Lbs ▼ -10.7%		
48 OUNCE	3,622,498 Lbs	▼ -10.5% 44% of total \$3.02 Price / Lb (\$0.01) Price Chg
32 OUNCE	963,989 Lbs	▼ -17.3% 12% of total \$4.18 Price / Lb (\$0.02) Price Chg
16 OUNCE	971,374 Lbs	▲ +3.3% 12% of total \$2.90 Price / Lb (\$0.07) Price Chg
12 OUNCE	490,266 Lbs	▼ -13.7% 6% of total \$4.49 Price / Lb \$0.01 Price Chg
ALL OTHER	2,111,538 Lbs	▼ -12.6% 26% of total \$3.38 Price / Lb \$0.14 Price Chg

TOTAL BLUEBERRIES
67,441,155 Lbs | ▼ -6.8% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 6/27/2021 to 7/31/2021

Blueberries - Units

FRESH BLUEBERRIES

South Atlantic	13,367,488 Units ▼-8.3% 20% of total
Middle Atlantic	10,582,530 Units ▼-8.2% 16% of total
Pacific	8,650,260 Units ▼-8.2% 13% of total
East North Central	10,474,046 Units ▼-6.3% 16% of total
New England	6,730,240 Units ▼-1.3% 10% of total
Mountain	5,224,980 Units ▼-6.1% 8% of total
West North Central	4,584,619 Units ▼-1.2% 7% of total
West South Central	4,234,958 Units ▼-5.4% 6% of total
East South Central	2,533,518 Units ▼-2.2% 4% of total

FRESH BLUEBERRIES

66,389,880 Units | ▼-6.2%

PINT	35,322,580 Units ▼-4.0% 55% of total \$3.04 Price / Unit \$0.33 Price Chg
6 OUNCE	6,503,465 Units ▼-10.8% 10% of total \$3.31 Price / Unit \$0.26 Price Chg
18 OUNCE	12,155,576 Units ▼-10.3% 19% of total \$4.46 Price / Unit \$0.43 Price Chg
ALL OTHER	6,109,294 Units ▲+7.4% 10% of total \$4.38 Price / Unit \$0.15 Price Chg
32 OUNCE	3,904,728 Units ▼-9.4% 6% of total \$5.38 Price / Unit \$0.52 Price Chg

FROZEN BLUEBERRIES

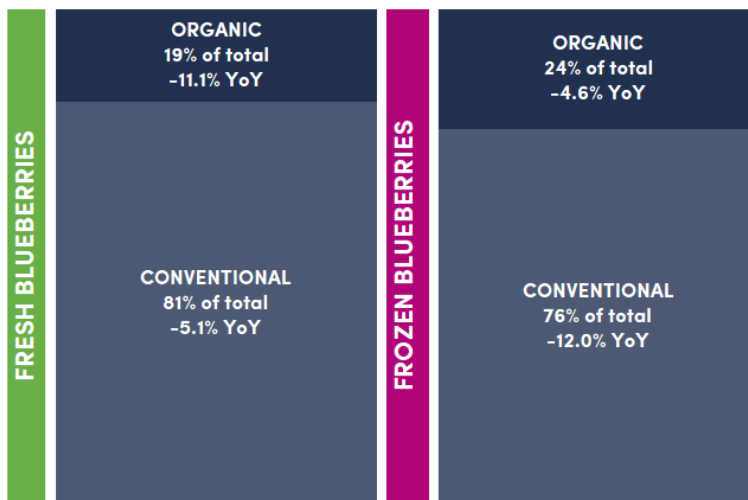
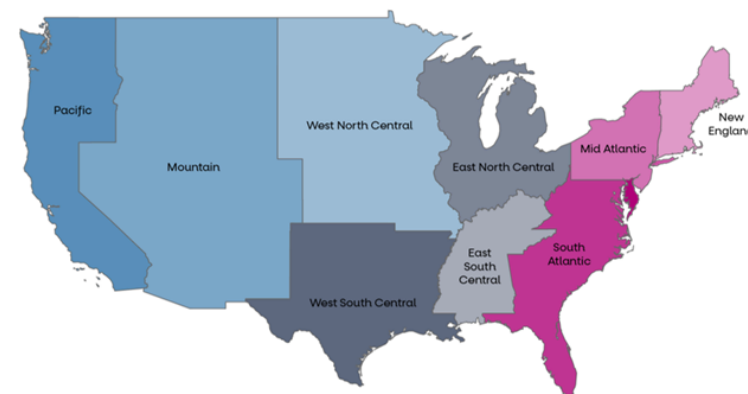
South Atlantic	903,211 Units ▼-7.9% 20% of total
Pacific	629,380 Units ▼-16.7% 14% of total
Middle Atlantic	558,854 Units ▼-10.6% 12% of total
East North Central	586,714 Units ▼-7.4% 13% of total
Mountain	435,693 Units ▼-9.2% 10% of total
West South Central	494,584 Units ▼-3.3% 11% of total
New England	410,771 Units ▼-10.7% 9% of total
West North Central	348,952 Units ▼-4.2% 8% of total
East South Central	216,143 Units ▼-5.1% 5% of total

FROZEN BLUEBERRIES

4,586,732 Units | ▼-9.0%

48 OUNCE	1,207,499 Units ▼-10.5% 26% of total \$9.05 Price / Unit (\$0.04) Price Chg
32 OUNCE	481,995 Units ▼-17.3% 11% of total \$8.35 Price / Unit (\$0.03) Price Chg
16 OUNCE	960,430 Units ▲+3.6% 21% of total \$2.93 Price / Unit (\$0.08) Price Chg
12 OUNCE	653,688 Units ▼-13.7% 14% of total \$3.37 Price / Unit \$0.01 Price Chg
ALL OTHER	1,283,120 Units ▼-10.0% 28% of total \$5.56 Price / Unit \$0.06 Price Chg

TOTAL BLUEBERRIES
70,976,612 Units | ▼-6.4% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 6/27/2021 to 7/31/2021

Blueberries - Dollars

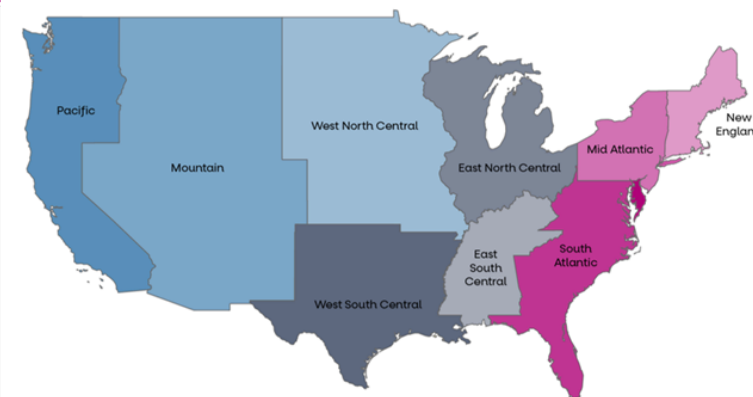
TOTAL BLUEBERRIES
\$2,526,375,139 | ▲ +8.8% YoY

FRESH BLUEBERRIES

South Atlantic	\$465,564,524 ▲ +8.8% 21% of total
Middle Atlantic	\$345,875,525 ▲ +7.1% 16% of total
Pacific	\$339,535,190 ▲ +7.8% 15% of total
East North Central	\$302,534,535 ▲ +9.1% 14% of total
New England	\$203,739,346 ▲ +9.1% 9% of total
Mountain	\$171,697,728 ▲ +11.5% 8% of total
West South Central	\$149,545,090 ▲ +13.5% 7% of total
West North Central	\$138,850,517 ▲ +10.1% 6% of total
East South Central	\$89,147,757 ▲ +15.2% 4% of total

FROZEN BLUEBERRIES

South Atlantic	\$66,042,075 ▲ +4.9% 21% of total
Pacific	\$49,297,703 ▲ +9.2% 16% of total
Middle Atlantic	\$41,372,989 ▲ +4.1% 13% of total
East North Central	\$38,509,799 ▲ +3.7% 12% of total
Mountain	\$30,308,963 ▲ +8.8% 10% of total
New England	\$29,614,329 ▲ +7.5% 9% of total
West South Central	\$27,027,639 ▲ +3.1% 9% of total
West North Central	\$22,278,798 ▲ +4.9% 7% of total
East South Central	\$13,458,121 ▲ +3.7% 4% of total



FRESH BLUEBERRIES

\$2,208,240,406 | ▲ +9.3%

PINT	\$921,660,421 ▲ +12.9% 43% of total \$4.60 Price / Lb \$0.25 Price Chg
18 OUNCE	\$568,530,258 ▲ +23.8% 27% of total \$4.38 Price / Lb \$0.11 Price Chg
6 OUNCE	\$389,924,296 ▼ -15.5% 18% of total \$9.00 Price / Lb \$0.28 Price Chg
16 OUNCE	\$79,104,608 ▲ +86.4% 4% of total \$3.93 Price / Lb \$0.41 Price Chg
ALL OTHER	\$169,643,313 ▼ -2.0% 8% of total \$3.99 Price / Lb \$0.13 Price Chg

FROZEN BLUEBERRIES

\$318,134,733 | ▲ +5.7%

48 OUNCE	\$132,186,657 ▲ +12.5% 42% of total \$3.08 Price / Lb \$0.07 Price Chg
32 OUNCE	\$46,124,080 ▲ +2.2% 14% of total \$4.17 Price / Lb (\$0.01) Price Chg
16 OUNCE	\$32,375,388 ▼ -1.6% 10% of total \$2.89 Price / Lb \$0.06 Price Chg
12 OUNCE	\$25,347,945 ▼ -4.5% 8% of total \$4.42 Price / Lb \$0.11 Price Chg
ALL OTHER	\$82,100,663 ▲ +4.0% 26% of total \$3.30 Price / Lb \$0.07 Price Chg

FRESH BLUEBERRIES

ORGANIC
21% of total
+7.9% YoY

CONVENTIONAL
79% of total
+9.7% YoY

FROZEN BLUEBERRIES

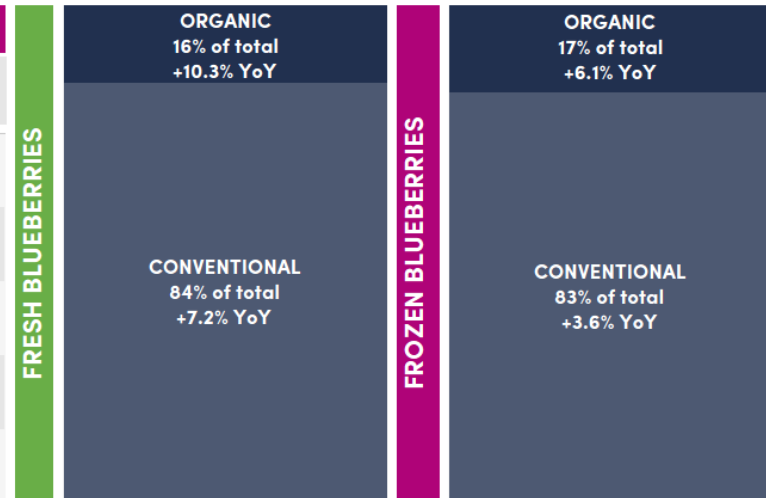
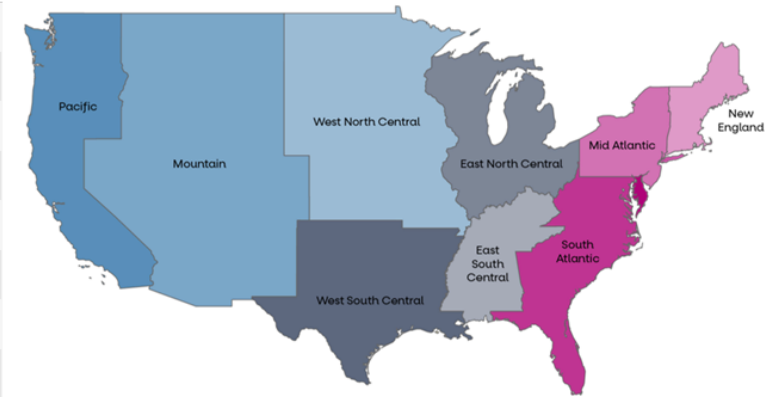
ORGANIC
24% of total
+5.5% YoY

CONVENTIONAL
76% of total
+5.8% YoY

Blueberries - Pounds

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	94,987,710 Lbs ▲+5.3% 21% of total	South Atlantic	20,276,396 Lbs ▲+2.6% 21% of total
Middle Atlantic	76,494,626 Lbs ▲+11.7% 17% of total	Pacific	13,082,138 Lbs ▲+9.5% 14% of total
Pacific	58,533,545 Lbs ▲+4.5% 13% of total	Middle Atlantic	11,525,396 Lbs ▲+3.0% 12% of total
East North Central	71,975,159 Lbs ▲+3.5% 16% of total	East North Central	12,080,144 Lbs ▲+4.3% 13% of total
New England	42,184,311 Lbs ▲+10.7% 9% of total	Mountain	9,513,816 Lbs ▲+5.1% 10% of total
Mountain	34,136,960 Lbs ▲+8.8% 7% of total	New England	8,431,867 Lbs ▲+4.3% 9% of total
West South Central	32,452,471 Lbs ▲+13.4% 7% of total	West South Central	9,189,107 Lbs ▲+1.4% 10% of total
West North Central	28,077,124 Lbs ▲+8.4% 6% of total	West North Central	7,118,197 Lbs ▲+2.4% 7% of total
East South Central	19,515,992 Lbs ▲+11.7% 4% of total	East South Central	4,493,185 Lbs ▲+2.0% 5% of total
FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
458,557,818 Lbs ▲+7.7%		95,747,654 Lbs ▲+4.0%	
PINT	200,368,410 Lbs ▲+6.7% 46% of total \$4.60 Price / Lb \$0.25 Price Chg	48 OUNCE	42,886,908 Lbs ▲+9.9% 45% of total \$3.08 Price / Lb \$0.07 Price Chg
18 OUNCE	129,844,752 Lbs ▲+20.7% 30% of total \$4.38 Price / Lb \$0.11 Price Chg	32 OUNCE	11,063,545 Lbs ▲+2.4% 12% of total \$4.17 Price / Lb (\$0.01) Price Chg
6 OUNCE	43,316,334 Lbs ▼-18.1% 10% of total \$9.00 Price / Lb \$0.28 Price Chg	16 OUNCE	11,214,594 Lbs ▼-3.7% 12% of total \$2.89 Price / Lb \$0.06 Price Chg
16 OUNCE	20,136,252 Lbs ▲+67.0% 5% of total \$3.93 Price / Lb \$0.41 Price Chg	12 OUNCE	5,738,588 Lbs ▼-6.8% 6% of total \$4.42 Price / Lb \$0.11 Price Chg
ALL OTHER	42,467,367 Lbs ▼-5.3% 10% of total \$3.99 Price / Lb \$0.13 Price Chg	ALL OTHER	24,844,017 Lbs ▲+1.7% 26% of total \$3.30 Price / Lb \$0.07 Price Chg

TOTAL BLUEBERRIES
554,305,472 Lbs | ▲+7.0% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/2/2020 to 7/31/2021

Blueberries - Units

FRESH BLUEBERRIES

South Atlantic	122,399,571 Units ▲+1.5% 21% of total
Middle Atlantic	88,498,285 Units ▲+5.2% 15% of total
Pacific	80,369,916 Units ▲+0.7% 14% of total
East North Central	89,379,400 Units ▲+3.0% 15% of total
New England	51,761,457 Units ▲+5.5% 9% of total
Mountain	48,920,246 Units ▲+3.7% 8% of total
West South Central	39,672,836 Units ▲+6.0% 7% of total
West North Central	36,336,462 Units ▲+3.4% 6% of total
East South Central	23,946,287 Units ▲+8.5% 4% of total

FRESH BLUEBERRIES

581,574,062 Units | ▲+3.4%

PINT	274,246,393 Units ▲+6.7% 49% of total \$3.36 Price / Unit \$0.18 Price Chg
6 OUNCE	115,510,223 Units ▼-18.1% 21% of total \$3.38 Price / Unit \$0.11 Price Chg
18 OUNCE	115,417,557 Units ▲+20.7% 21% of total \$4.93 Price / Unit \$0.12 Price Chg
16 OUNCE	20,136,252 Units ▲+67.0% 4% of total \$3.93 Price / Unit \$0.41 Price Chg
ALL OTHER	33,838,933 Units ▼-5.3% 6% of total \$5.01 Price / Unit \$0.23 Price Chg

FROZEN BLUEBERRIES

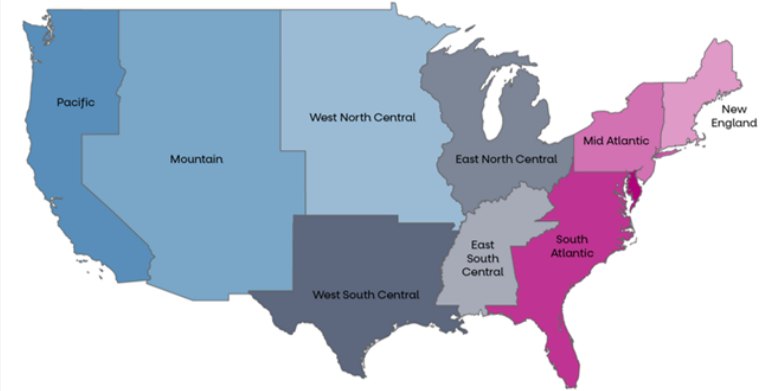
South Atlantic	10,730,881 Units ▼-0.7% 20% of total
Pacific	7,721,692 Units ▲+4.8% 14% of total
Middle Atlantic	6,703,679 Units ▼-0.7% 12% of total
East North Central	7,011,106 Units ▲+2.0% 13% of total
Mountain	4,987,906 Units ▲+3.4% 9% of total
New England	4,936,600 Units ▲+1.4% 9% of total
West South Central	5,340,016 Units ▲+3.5% 10% of total
West North Central	4,045,916 Units ▲+0.7% 7% of total
East South Central	2,504,848 Units ▲+0.2% 5% of total

FROZEN BLUEBERRIES

54,016,609 Units | ▲+1.6%

48 OUNCE	14,295,636 Units ▲+9.8% 26% of total \$9.25 Price / Unit \$0.23 Price Chg
32 OUNCE	5,531,773 Units ▲+2.4% 10% of total \$8.34 Price / Unit (\$0.02) Price Chg
16 OUNCE	11,091,686 Units ▼-3.5% 21% of total \$2.92 Price / Unit \$0.06 Price Chg
12 OUNCE	7,651,451 Units ▼-6.8% 14% of total \$3.31 Price / Unit \$0.08 Price Chg
ALL OTHER	15,446,063 Units ▲+2.6% 29% of total \$5.32 Price / Unit \$0.07 Price Chg

TOTAL BLUEBERRIES
635,590,671 Units | ▲+3.3% YoY



FRESH BLUEBERRIES

ORGANIC
18% of total
-0.2% YoY

CONVENTIONAL
82% of total
+4.2% YoY

FROZEN BLUEBERRIES

ORGANIC
24% of total
+6.1% YoY

CONVENTIONAL
76% of total
+3.6% YoY