

9.8.2021

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

## August, 2021

Sales through Nielsen Week Ending 8.28.2021

# August 2021

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## Fresh blueberries (Produce department)

- Dollars sales increased at **+4.8%** year over year compared to an increase for all fresh berries of **+8.2%**
- Pints increased **+5.2%** and represents 51% of total fresh blueberries sales
- Fresh blueberries posted declines in the Mountain region in both dollars and units
- Organic fresh blueberries gained in dollars and units while conventional blueberries gained only in dollars

## Frozen blueberries (Frozen department)

- Dollar sales for the Frozen department gained **-8.3%** year over year compared to a decrease for all frozen blueberries of **-6.6%**
- 48oz is the dominant pack size and posted a decline in dollars of **-12.9%**
- 1 region (WNC) gained dollars while 3 regions gained units in frozen blueberries for the month of August
- Organic frozen blueberries gained dollars while conventional frozen blueberries declined

# Category Segment Performance

## August Blueberry Category and Segment Sales – 2021 vs 2019 and 2020

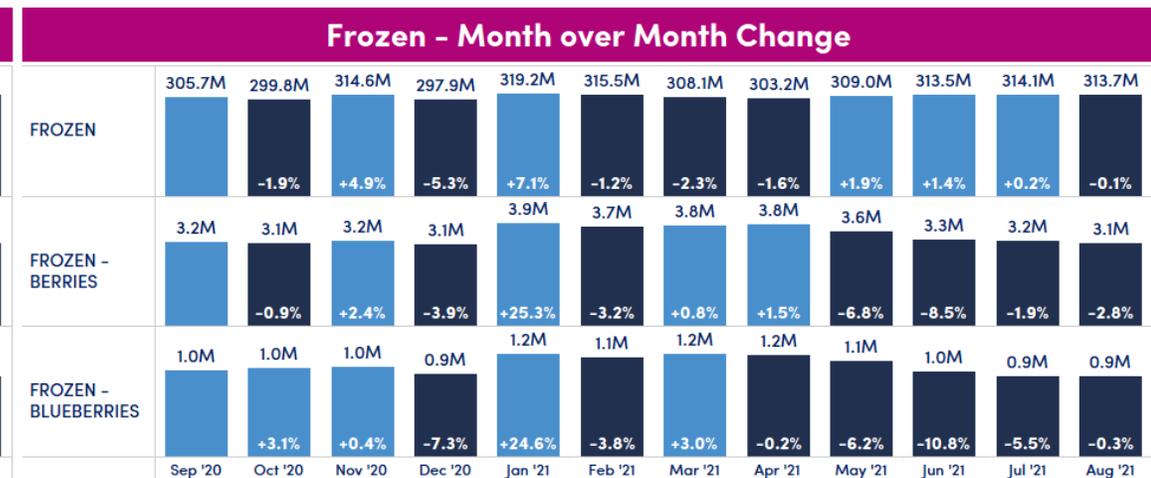
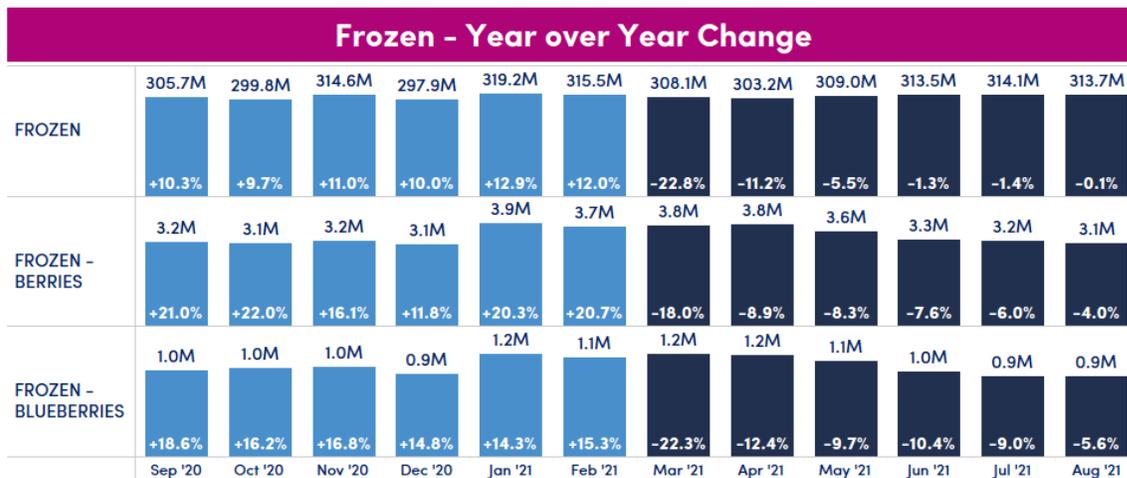
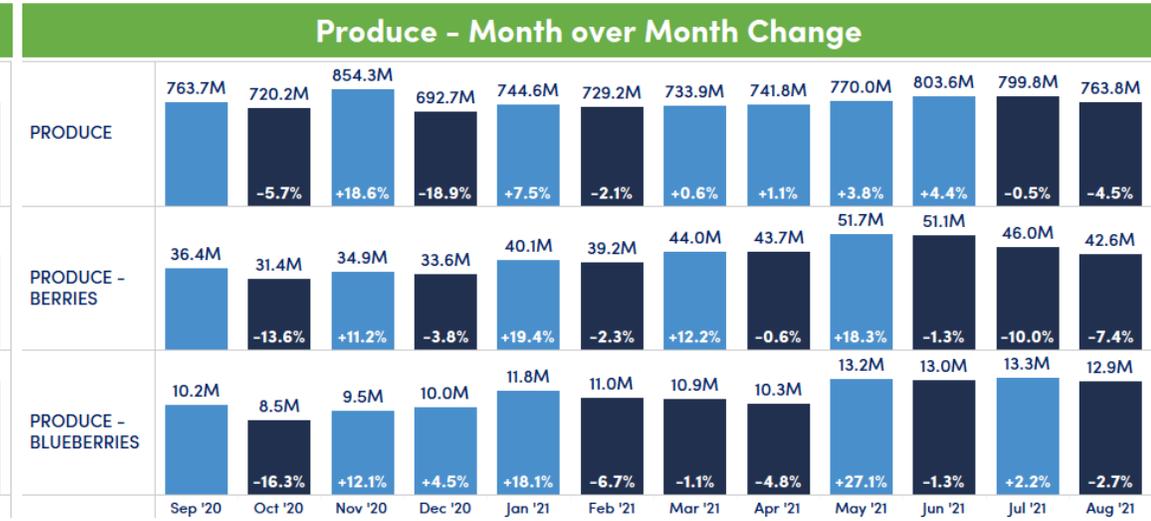
|                                 | DOLLARS (MM) |       |              |       |              | UNITS (MM) |      |              |      |              | POUNDS (MM) |      |              |      |              |
|---------------------------------|--------------|-------|--------------|-------|--------------|------------|------|--------------|------|--------------|-------------|------|--------------|------|--------------|
|                                 | 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 |
| <b>TOTAL BLUEBERRY CATEGORY</b> | \$174        | \$199 | 14.1         | \$206 | 3.2          | 52         | 57   | 9.0          | 55   | -2.8         | 48          | 53   | 11.5         | 52   | -3.3         |
| <b>Fresh Blueberries</b>        | \$157        | \$176 | 11.8         | \$184 | 4.8          | 49         | 53   | 8.1          | 52   | -2.6         | 43          | 46   | 9.3          | 45   | -2.5         |
| Conventional                    | \$123        | \$136 | 11.1         | \$141 | 3.9          | 40         | 43   | 8.1          | 41   | -5.0         | 36          | 39   | 7.8          | 37   | -5.0         |
| Organic                         | \$35         | \$40  | 14.5         | \$43  | 7.7          | 9          | 10   | 8.0          | 11   | 8.2          | 6           | 7    | 17.9         | 8    | 10.9         |
| <b>Frozen Blueberries</b>       | \$17         | \$23  | 34.8         | \$21  | -8.3         | 3          | 4    | 23.8         | 4    | -5.6         | 5           | 7    | 29.3         | 6    | -8.7         |
| Conventional                    | \$13         | \$18  | 34.5         | \$16  | -11.9        | 2          | 3    | 24.2         | 3    | -8.8         | 5           | 6    | 28.8         | 5    | -11.2        |
| Organic                         | \$4          | \$5   | 36.0         | \$6   | 3.6          | 1          | 1    | 22.6         | 1    | 5.7          | 1           | 1    | 31.9         | 1    | 3.6          |

# Monthly Detail – Dollars/Week

| Produce - Year over Year Change |          |          |          |          |          |          |          |          |          |          |          |          | Produce - Month over Month Change |          |          |          |          |          |          |          |          |          |          |          |  |
|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| PRODUCE                         | \$1,333M | \$1,284M | \$1,313M | \$1,236M | \$1,365M | \$1,355M | \$1,356M | \$1,399M | \$1,475M | \$1,532M | \$1,497M | \$1,432M | \$1,333M                          | \$1,284M | \$1,313M | \$1,236M | \$1,365M | \$1,355M | \$1,356M | \$1,399M | \$1,475M | \$1,532M | \$1,497M | \$1,432M |  |
|                                 | +10.3%   | +10.3%   | +11.9%   | +9.9%    | +10.9%   | +9.6%    | -8.6%    | -5.1%    | -3.9%    | +1.8%    | -0.9%    | +1.5%    | -3.7%                             | +2.3%    | -5.9%    | +10.4%   | -0.7%    | +0.1%    | +3.1%    | +5.4%    | +3.9%    | -2.3%    | -4.4%    |          |  |
| PRODUCE - BERRIES               | \$126M   | \$117M   | \$124M   | \$123M   | \$142M   | \$150M   | \$162M   | \$169M   | \$195M   | \$178M   | \$160M   | \$153M   | \$126M                            | \$117M   | \$124M   | \$123M   | \$142M   | \$150M   | \$162M   | \$169M   | \$195M   | \$178M   | \$160M   | \$153M   |  |
|                                 | +15.1%   | +13.0%   | +12.8%   | +13.5%   | +10.7%   | +7.4%    | +8.1%    | +3.3%    | +12.9%   | +13.0%   | +10.2%   | +8.2%    | -7.4%                             | +6.2%    | -1.2%    | +16.1%   | +5.4%    | +8.1%    | +4.0%    | +15.3%   | -8.3%    | -10.1%   | -4.9%    |          |  |
| PRODUCE - BLUEBERRIES           | \$37M    | \$34M    | \$38M    | \$37M    | \$40M    | \$43M    | \$45M    | \$44M    | \$54M    | \$49M    | \$48M    | \$46M    | \$37M                             | \$34M    | \$38M    | \$37M    | \$40M    | \$43M    | \$45M    | \$44M    | \$54M    | \$49M    | \$48M    | \$46M    |  |
|                                 | +16.7%   | +10.1%   | +14.2%   | +12.7%   | +5.7%    | +10.8%   | +13.1%   | -0.9%    | +11.9%   | +10.2%   | +3.4%    | +4.8%    | -8.1%                             | +10.0%   | -2.8%    | +8.8%    | +6.3%    | +5.0%    | -1.4%    | +21.6%   | -9.1%    | -1.6%    | -3.7%    |          |  |
|                                 | Sep '20  | Oct '20  | Nov '20  | Dec '20  | Jan '21  | Feb '21  | Mar '21  | Apr '21  | May '21  | Jun '21  | Jul '21  | Aug '21  | Sep '20                           | Oct '20  | Nov '20  | Dec '20  | Jan '21  | Feb '21  | Mar '21  | Apr '21  | May '21  | Jun '21  | Jul '21  | Aug '21  |  |
| Frozen - Year over Year Change  |          |          |          |          |          |          |          |          |          |          |          |          | Frozen - Month over Month Change  |          |          |          |          |          |          |          |          |          |          |          |  |
| FROZEN                          | \$1,209M | \$1,174M | \$1,213M | \$1,185M | \$1,263M | \$1,270M | \$1,237M | \$1,222M | \$1,256M | \$1,288M | \$1,294M | \$1,299M | \$1,209M                          | \$1,174M | \$1,213M | \$1,185M | \$1,263M | \$1,270M | \$1,237M | \$1,222M | \$1,256M | \$1,288M | \$1,294M | \$1,299M |  |
|                                 | +17.5%   | +16.7%   | +18.0%   | +15.7%   | +20.0%   | +19.4%   | -20.7%   | -11.8%   | -7.0%    | -0.5%    | +0.8%    | +4.0%    | -2.9%                             | +3.3%    | -2.3%    | +6.6%    | +0.6%    | -2.7%    | -1.2%    | +2.8%    | +2.5%    | +0.5%    | +0.4%    |          |  |
| FROZEN - BERRIES                | \$17M    | \$16M    | \$17M    | \$16M    | \$20M    | \$19M    | \$20M    | \$20M    | \$19M    | \$17M    | \$17M    | \$16M    | \$17M                             | \$16M    | \$17M    | \$16M    | \$20M    | \$19M    | \$20M    | \$20M    | \$19M    | \$17M    | \$17M    | \$16M    |  |
|                                 | +29.6%   | +30.4%   | +26.6%   | +22.0%   | +28.2%   | +26.4%   | -17.2%   | -9.2%    | -8.1%    | -7.1%    | -7.6%    | -6.6%    | -1.4%                             | +1.2%    | -4.5%    | +24.9%   | -2.5%    | +1.8%    | +1.7%    | -5.7%    | -7.9%    | -3.2%    | -2.8%    |          |  |
| FROZEN - BLUEBERRIES            | \$6M     | \$6M     | \$6M     | \$6M     | \$7M     | \$7M     | \$7M     | \$7M     | \$7M     | \$6M     | \$5M     | \$5M     | \$6M                              | \$6M     | \$6M     | \$6M     | \$7M     | \$7M     | \$7M     | \$7M     | \$7M     | \$6M     | \$5M     | \$5M     |  |
|                                 | +24.8%   | +23.9%   | +25.4%   | +23.1%   | +23.6%   | +23.7%   | -20.9%   | -10.4%   | -7.9%    | -8.8%    | -10.6%   | -8.3%    | +2.7%                             | +1.1%    | -7.5%    | +22.9%   | -1.3%    | +2.4%    | +0.5%    | -5.2%    | -11.1%   | -6.4%    | -1.9%    |          |  |
|                                 | Sep '20  | Oct '20  | Nov '20  | Dec '20  | Jan '21  | Feb '21  | Mar '21  | Apr '21  | May '21  | Jun '21  | Jul '21  | Aug '21  | Sep '20                           | Oct '20  | Nov '20  | Dec '20  | Jan '21  | Feb '21  | Mar '21  | Apr '21  | May '21  | Jun '21  | Jul '21  | Aug '21  |  |

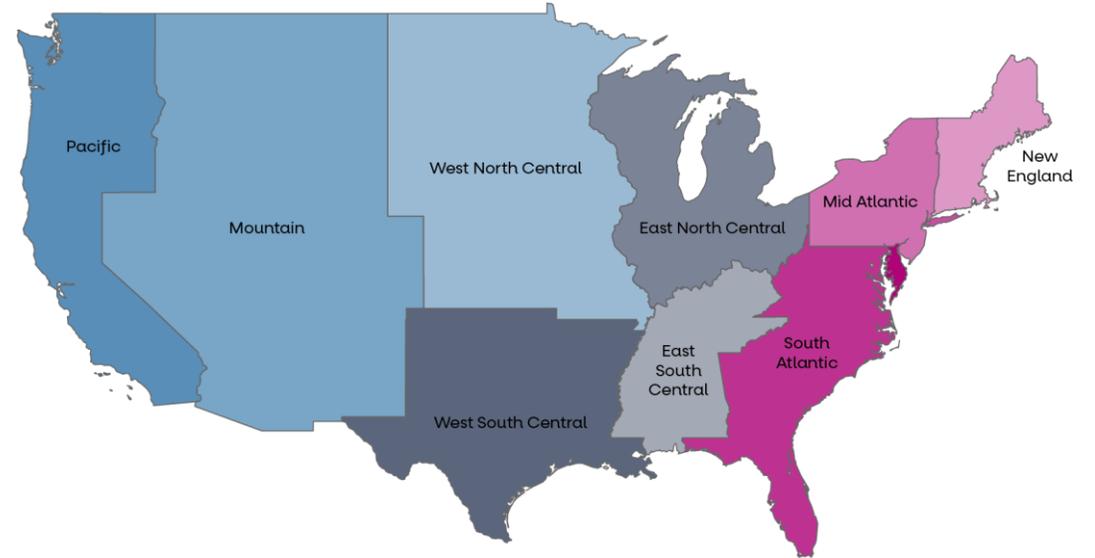
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021

# Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021

# Nielsen Divisions



| Pacific               |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | -1.1%        | -5.7%           |
| PRODUCE - BERRIES     | +8.0%        | +5.3%           |
| PRODUCE - BLUEBERRIES | +3.4%        | -0.3%           |
| FROZEN                | -1.6%        | -5.0%           |
| FROZEN - BERRIES      | -14.6%       | -18.7%          |
| FROZEN - BLUEBERRIES  | -14.6%       | -19.0%          |

| Mountain              |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +0.6%        | -6.7%           |
| PRODUCE - BERRIES     | +8.7%        | +6.5%           |
| PRODUCE - BLUEBERRIES | -1.5%        | -5.7%           |
| FROZEN                | +3.0%        | -1.1%           |
| FROZEN - BERRIES      | -14.9%       | -11.9%          |
| FROZEN - BLUEBERRIES  | -16.5%       | -14.5%          |

| West North Central    |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +1.7%        | -3.2%           |
| PRODUCE - BERRIES     | +6.5%        | +5.1%           |
| PRODUCE - BLUEBERRIES | +3.1%        | -6.7%           |
| FROZEN                | +3.2%        | -0.7%           |
| FROZEN - BERRIES      | -2.9%        | -0.2%           |
| FROZEN - BLUEBERRIES  | +0.1%        | +2.9%           |

| West South Central    |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +3.3%        | -3.4%           |
| PRODUCE - BERRIES     | +12.5%       | +9.2%           |
| PRODUCE - BLUEBERRIES | +8.0%        | -1.9%           |
| FROZEN                | +8.7%        | +4.8%           |
| FROZEN - BERRIES      | +3.3%        | +12.2%          |
| FROZEN - BLUEBERRIES  | -0.9%        | +5.1%           |

| East North Central    |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +2.8%        | -2.4%           |
| PRODUCE - BERRIES     | +8.7%        | +9.2%           |
| PRODUCE - BLUEBERRIES | +8.2%        | +1.0%           |
| FROZEN                | +7.0%        | +1.7%           |
| FROZEN - BERRIES      | -3.7%        | -2.7%           |
| FROZEN - BLUEBERRIES  | -3.0%        | -1.5%           |

| East South Central    |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +8.1%        | +1.7%           |
| PRODUCE - BERRIES     | +17.3%       | +13.6%          |
| PRODUCE - BLUEBERRIES | +11.9%       | +2.6%           |
| FROZEN                | +11.0%       | +5.4%           |
| FROZEN - BERRIES      | -0.7%        | +8.5%           |
| FROZEN - BLUEBERRIES  | -2.2%        | +8.4%           |

| South Atlantic        |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +3.2%        | -2.5%           |
| PRODUCE - BERRIES     | +9.5%        | +4.1%           |
| PRODUCE - BLUEBERRIES | +8.9%        | -3.4%           |
| FROZEN                | +3.5%        | -0.1%           |
| FROZEN - BERRIES      | -2.6%        | +2.5%           |
| FROZEN - BLUEBERRIES  | -5.1%        | +1.1%           |

| Middle Atlantic       |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | -2.2%        | -4.3%           |
| PRODUCE - BERRIES     | +2.6%        | -1.2%           |
| PRODUCE - BLUEBERRIES | +0.3%        | -5.5%           |
| FROZEN                | -0.6%        | -4.3%           |
| FROZEN - BERRIES      | -9.4%        | -9.4%           |
| FROZEN - BLUEBERRIES  | -11.3%       | -10.9%          |

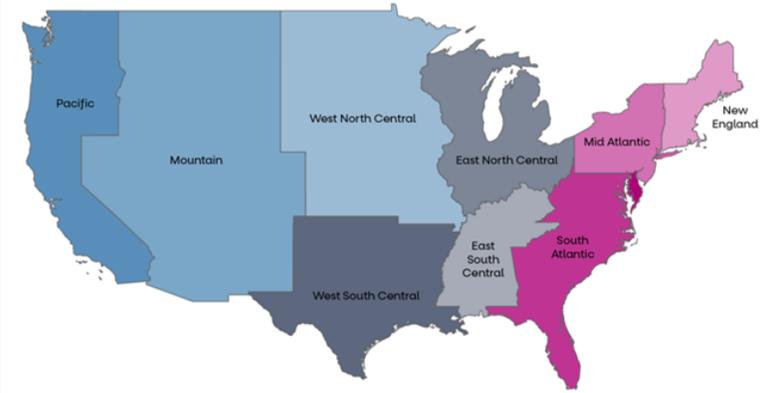
| New England           |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +1.2%        | -4.1%           |
| PRODUCE - BERRIES     | +6.2%        | +2.0%           |
| PRODUCE - BLUEBERRIES | +2.0%        | -2.9%           |
| FROZEN                | +1.9%        | -2.8%           |
| FROZEN - BERRIES      | -8.9%        | -10.8%          |
| FROZEN - BLUEBERRIES  | -13.7%       | -12.5%          |

| Total US              |              |                 |
|-----------------------|--------------|-----------------|
|                       | \$ % Chg YoY | Units % Chg YoY |
| PRODUCE               | +1.5%        | -3.7%           |
| PRODUCE - BERRIES     | +8.2%        | +5.3%           |
| PRODUCE - BLUEBERRIES | +4.8%        | -2.6%           |
| FROZEN                | +4.0%        | -0.1%           |
| FROZEN - BERRIES      | -6.6%        | -4.0%           |
| FROZEN - BLUEBERRIES  | -8.3%        | -5.6%           |

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/1/2021 to 8/28/2021

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$205,540,346 | ▲ +3.2% YoY**



| FRESH BLUEBERRIES  |                                      |  |
|--------------------|--------------------------------------|--|
| South Atlantic     | \$40,232,045   ▲+8.9%   22% of total |  |
| Pacific            | \$27,962,450   ▲+3.4%   15% of total |  |
| Middle Atlantic    | \$27,946,049   ▲+0.3%   15% of total |  |
| East North Central | \$25,674,760   ▲+8.2%   14% of total |  |
| New England        | \$17,199,160   ▲+2.0%   9% of total  |  |
| Mountain           | \$14,189,619   ▼-1.5%   8% of total  |  |
| West South Central | \$12,315,427   ▲+8.0%   7% of total  |  |
| West North Central | \$11,122,207   ▲+3.1%   6% of total  |  |
| East South Central | \$7,515,350   ▲+11.9%   4% of total  |  |

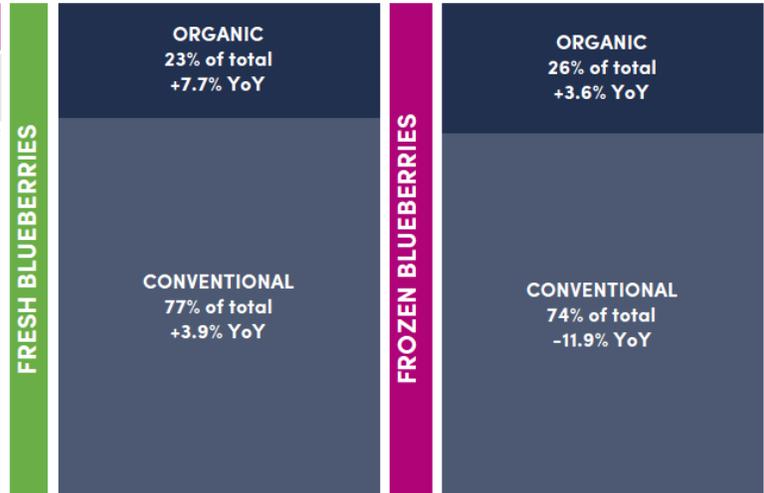
| FROZEN BLUEBERRIES |                                      |  |
|--------------------|--------------------------------------|--|
| South Atlantic     | \$4,552,832   ▼-5.1%   21% of total  |  |
| Pacific            | \$3,164,526   ▼-14.6%   15% of total |  |
| Middle Atlantic    | \$2,660,974   ▼-11.3%   13% of total |  |
| East North Central | \$2,585,922   ▼-3.0%   12% of total  |  |
| West South Central | \$1,989,624   ▼-0.9%   9% of total   |  |
| Mountain           | \$1,880,084   ▼-16.5%   9% of total  |  |
| New England        | \$1,861,868   ▼-13.7%   9% of total  |  |
| West North Central | \$1,576,312   ▲+0.1%   7% of total   |  |
| East South Central | \$990,861   ▼-2.2%   5% of total     |  |

| FRESH BLUEBERRIES             |  |  |
|-------------------------------|--|--|
| <b>\$184,263,734   ▲+4.8%</b> |  |  |

| FROZEN BLUEBERRIES           |  |  |
|------------------------------|--|--|
| <b>\$21,276,612   ▼-8.3%</b> |  |  |

|           |   |
|-----------|---|
| PINT      | \$91,537,323   ▲+5.2%   51% of total<br>\$4.13 Price / Lb   \$0.33 Price Chg  |
| 18 OUNCE  | \$35,774,040   ▲+4.6%   20% of total<br>\$3.79 Price / Lb   \$0.08 Price Chg  |
| 6 OUNCE   | \$16,160,159   ▼-1.0%   9% of total<br>\$8.73 Price / Lb   \$0.32 Price Chg   |
| ALL OTHER | \$21,593,396   ▲+48.1%   12% of total<br>\$4.29 Price / Lb   \$0.54 Price Chg |
| 32 OUNCE  | \$14,661,681   ▼-11.1%   8% of total<br>\$2.69 Price / Lb   \$0.05 Price Chg  |

|           |  |
|-----------|--|
| 48 OUNCE  | \$8,373,494   ▼-12.9%   39% of total<br>\$3.01 Price / Lb   (\$0.02) Price Chg |
| 32 OUNCE  | \$3,290,164   ▼-8.2%   15% of total<br>\$4.23 Price / Lb   \$0.01 Price Chg    |
| 16 OUNCE  | \$2,306,971   ▲+2.9%   11% of total<br>\$2.90 Price / Lb   (\$0.07) Price Chg  |
| 12 OUNCE  | \$1,869,273   ▼-0.1%   9% of total<br>\$4.39 Price / Lb   (\$0.07) Price Chg   |
| ALL OTHER | \$5,436,710   ▼-7.6%   26% of total<br>\$3.40 Price / Lb   \$0.12 Price Chg    |



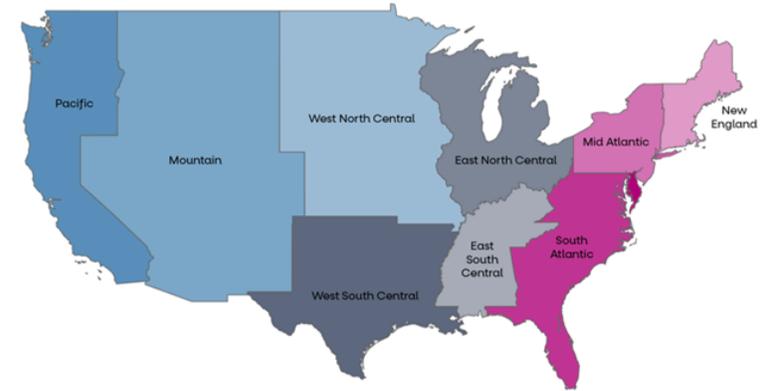
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/1/2021 to 8/28/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
51,672,048 Lbs | ▼ -3.3% YoY

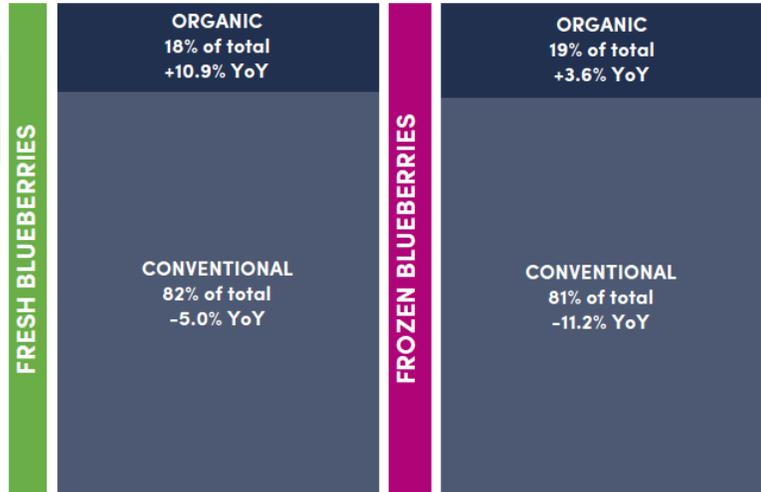
| FRESH BLUEBERRIES  |  |
|--------------------|--|
| South Atlantic     | 9,357,020 Lbs   ▼ -4.7%   21% of total |
| Pacific            | 5,896,174 Lbs   ▲ +0.3%   13% of total |
| Middle Atlantic    | 6,811,352 Lbs   ▼ -6.1%   15% of total |
| East North Central | 7,536,091 Lbs   ▲ +1.8%   17% of total |
| New England        | 4,090,714 Lbs   ▼ -3.1%   9% of total  |
| Mountain           | 3,558,927 Lbs   ▼ -6.1%   8% of total  |
| West South Central | 3,307,010 Lbs   ▲ +2.5%   7% of total  |
| West North Central | 2,782,061 Lbs   ▼ -5.8%   6% of total  |
| East South Central | 1,916,132 Lbs   ▲ +2.2%   4% of total  |

| FROZEN BLUEBERRIES |  |
|--------------------|--|
| South Atlantic     | 1,404,780 Lbs   ▼ -6.0%   22% of total |
| Pacific            | 815,420 Lbs   ▼ -18.7%   13% of total  |
| Middle Atlantic    | 730,523 Lbs   ▼ -10.6%   11% of total  |
| East North Central | 799,421 Lbs   ▼ -4.5%   13% of total   |
| West South Central | 678,074 Lbs   ▲ +0.7%   11% of total   |
| Mountain           | 591,898 Lbs   ▼ -17.5%   9% of total   |
| New England        | 529,749 Lbs   ▼ -14.5%   8% of total   |
| West North Central | 503,502 Lbs   ▲ +1.5%   8% of total    |
| East South Central | 324,976 Lbs   ▼ -2.1%   5% of total    |



| FRESH BLUEBERRIES               |   |
|---------------------------------|---|
| <b>45,291,214 Lbs   ▼ -2.5%</b> |   |
| PINT                            | 22,149,019 Lbs   ▼ -3.2%   50% of total<br>\$4.13 Price / Lb   \$0.33 Price Chg |
| 18 OUNCE                        | 9,430,357 Lbs   ▲ +2.3%   21% of total<br>\$3.79 Price / Lb   \$0.08 Price Chg  |
| 6 OUNCE                         | 1,850,713 Lbs   ▼ -4.6%   4% of total<br>\$8.73 Price / Lb   \$0.32 Price Chg   |
| ALL OTHER                       | 5,033,861 Lbs   ▲ +29.3%   11% of total<br>\$4.29 Price / Lb   \$0.54 Price Chg |
| 32 OUNCE                        | 5,452,587 Lbs   ▼ -12.9%   12% of total<br>\$2.69 Price / Lb   \$0.05 Price Chg |

| FROZEN BLUEBERRIES             |   |
|--------------------------------|---|
| <b>6,380,834 Lbs   ▼ -8.7%</b> |   |
| 48 OUNCE                       | 2,783,787 Lbs   ▼ -12.4%   44% of total<br>\$3.01 Price / Lb   (\$0.02) Price Chg |
| 32 OUNCE                       | 777,480 Lbs   ▼ -8.5%   12% of total<br>\$4.23 Price / Lb   \$0.01 Price Chg      |
| 16 OUNCE                       | 796,179 Lbs   ▲ +5.3%   12% of total<br>\$2.90 Price / Lb   (\$0.07) Price Chg    |
| 12 OUNCE                       | 425,381 Lbs   ▲ +1.5%   7% of total<br>\$4.39 Price / Lb   (\$0.07) Price Chg     |
| ALL OTHER                      | 1,598,007 Lbs   ▼ -10.8%   25% of total<br>\$3.40 Price / Lb   \$0.12 Price Chg   |

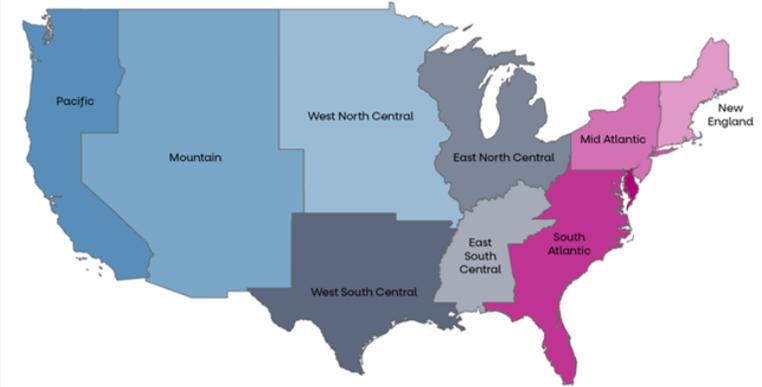


# Blueberries - Units

**TOTAL BLUEBERRIES**  
 55,358,072 Units | ▼ -2.8% YoY

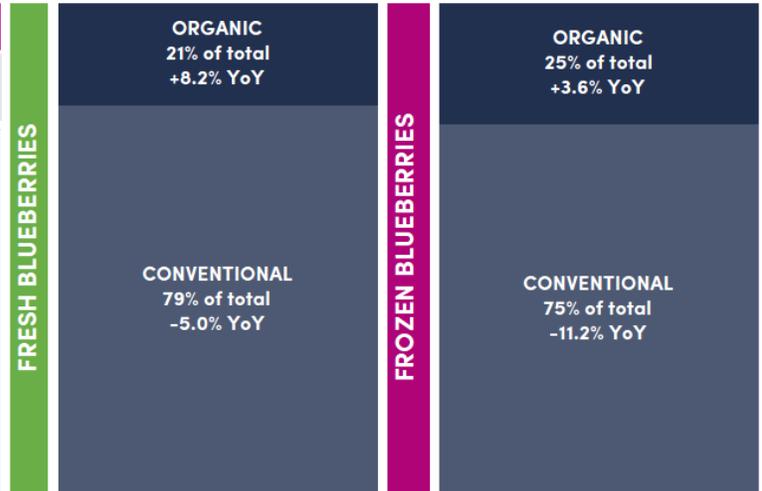
| FRESH BLUEBERRIES  |   |
|--------------------|---|
| South Atlantic     | 11,124,327 Units   ▼ -3.4%   22% of total |
| Pacific            | 6,917,444 Units   ▼ -0.3%   13% of total  |
| Middle Atlantic    | 7,353,515 Units   ▼ -5.5%   14% of total  |
| East North Central | 8,674,197 Units   ▲ +1.0%   17% of total  |
| New England        | 4,627,873 Units   ▼ -2.9%   9% of total   |
| Mountain           | 4,078,949 Units   ▼ -5.7%   8% of total   |
| West South Central | 3,484,486 Units   ▼ -1.9%   7% of total   |
| West North Central | 3,250,607 Units   ▼ -6.7%   6% of total   |
| East South Central | 2,149,183 Units   ▲ +2.6%   4% of total   |

| FROZEN BLUEBERRIES |   |
|--------------------|---|
| South Atlantic     | 781,653 Units   ▲ +1.1%   21% of total  |
| Pacific            | 475,140 Units   ▼ -19.0%   13% of total |
| Middle Atlantic    | 434,514 Units   ▼ -10.9%   12% of total |
| East North Central | 466,823 Units   ▼ -1.5%   13% of total  |
| West South Central | 396,551 Units   ▲ +5.1%   11% of total  |
| Mountain           | 308,020 Units   ▼ -14.5%   8% of total  |
| New England        | 315,266 Units   ▼ -12.5%   9% of total  |
| West North Central | 288,025 Units   ▲ +2.9%   8% of total   |
| East South Central | 189,289 Units   ▲ +8.4%   5% of total   |



| FRESH BLUEBERRIES                 |   |
|-----------------------------------|---|
| <b>51,700,390 Units   ▼ -2.6%</b> |   |
| PINT                              | 30,081,594 Units   ▼ -3.2%   60% of total<br>\$3.04 Price / Unit   \$0.24 Price Chg |
| 6 OUNCE                           | 4,935,235 Units   ▼ -4.6%   10% of total<br>\$3.27 Price / Unit   \$0.12 Price Chg  |
| 18 OUNCE                          | 8,382,532 Units   ▲ +2.3%   17% of total<br>\$4.27 Price / Unit   \$0.09 Price Chg  |
| ALL OTHER                         | 4,200,058 Units   ▲ +29.3%   8% of total<br>\$5.14 Price / Unit   \$0.65 Price Chg  |
| 32 OUNCE                          | 2,726,294 Units   ▼ -12.9%   5% of total<br>\$5.38 Price / Unit   \$0.11 Price Chg  |

| FROZEN BLUEBERRIES               |   |
|----------------------------------|---|
| <b>3,657,682 Units   ▼ -5.6%</b> |   |
| 48 OUNCE                         | 927,929 Units   ▼ -12.4%   25% of total<br>\$9.02 Price / Unit   (\$0.06) Price Chg |
| 32 OUNCE                         | 388,740 Units   ▼ -8.5%   11% of total<br>\$8.46 Price / Unit   \$0.03 Price Chg    |
| 16 OUNCE                         | 787,301 Units   ▲ +5.5%   22% of total<br>\$2.93 Price / Unit   (\$0.08) Price Chg  |
| 12 OUNCE                         | 567,175 Units   ▲ +1.5%   16% of total<br>\$3.30 Price / Unit   (\$0.05) Price Chg  |
| ALL OTHER                        | 986,538 Units   ▼ -9.3%   27% of total<br>\$5.51 Price / Unit   \$0.10 Price Chg    |

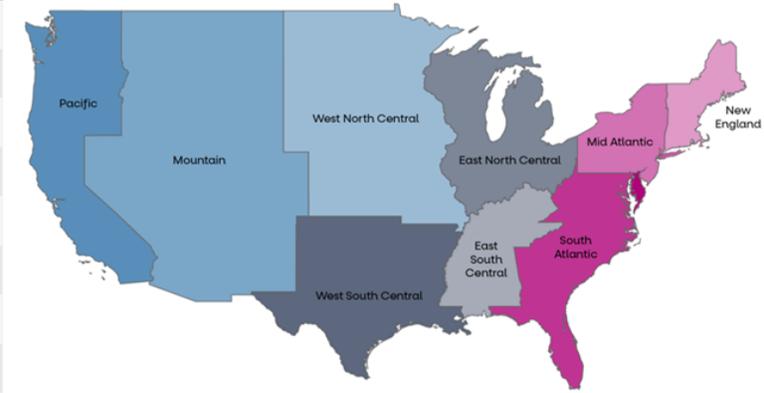


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,533,649,320 | ▲ +8.0% YoY**

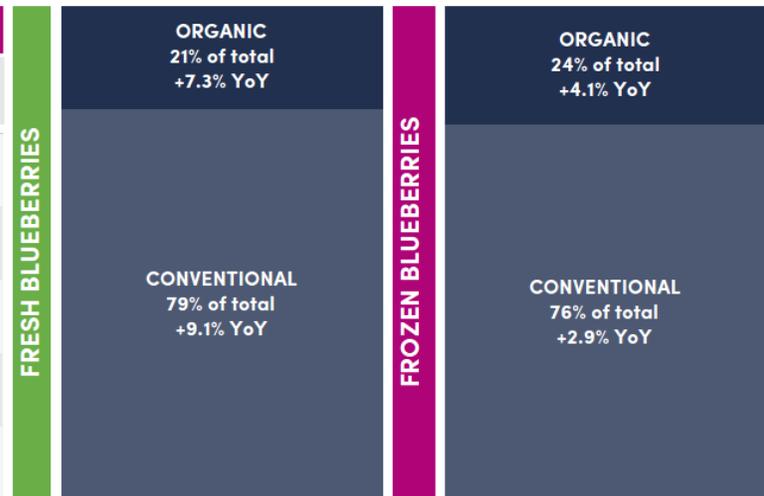
| FRESH BLUEBERRIES  |                                       |
|--------------------|---------------------------------------|
| South Atlantic     | \$468,897,930   ▲+8.8%   21% of total |
| Middle Atlantic    | \$345,967,608   ▲+6.5%   16% of total |
| Pacific            | \$340,652,458   ▲+6.7%   15% of total |
| East North Central | \$304,436,430   ▲+9.4%   14% of total |
| New England        | \$204,206,070   ▲+8.6%   9% of total  |
| Mountain           | \$171,508,722   ▲+9.3%   8% of total  |
| West South Central | \$150,455,310   ▲+12.3%   7% of total |
| West North Central | \$139,182,556   ▲+9.4%   6% of total  |
| East South Central | \$89,957,594   ▲+15.1%   4% of total  |

| FROZEN BLUEBERRIES |                                      |
|--------------------|--------------------------------------|
| South Atlantic     | \$65,844,766   ▲+2.8%   21% of total |
| Pacific            | \$48,904,627   ▲+5.5%   15% of total |
| Middle Atlantic    | \$41,138,770   ▲+1.3%   13% of total |
| East North Central | \$38,461,250   ▲+1.8%   12% of total |
| Mountain           | \$30,003,114   ▲+5.3%   9% of total  |
| New England        | \$29,341,634   ▲+4.0%   9% of total  |
| West South Central | \$27,032,642   ▲+1.9%   9% of total  |
| West North Central | \$22,291,699   ▲+3.4%   7% of total  |
| East South Central | \$13,442,411   ▲+2.1%   4% of total  |



| FRESH BLUEBERRIES               |  |
|---------------------------------|--|
| <b>\$2,216,968,383   ▲+8.7%</b> |  |
| PINT                            | \$926,224,783   ▲+12.0%   43% of total<br>\$4.64 Price / Lb   \$0.29 Price Chg |
| 18 OUNCE                        | \$570,118,318   ▲+23.4%   27% of total<br>\$4.38 Price / Lb   \$0.11 Price Chg |
| 6 OUNCE                         | \$389,837,556   ▼-15.4%   18% of total<br>\$9.02 Price / Lb   \$0.29 Price Chg |
| 16 OUNCE                        | \$81,733,600   ▲+94.0%   4% of total<br>\$3.94 Price / Lb   \$0.42 Price Chg   |
| ALL OTHER                       | \$172,364,821   ▼-2.5%   8% of total<br>\$4.08 Price / Lb   \$0.20 Price Chg   |

| FROZEN BLUEBERRIES            |  |
|-------------------------------|--|
| <b>\$316,680,937   ▲+3.2%</b> |  |
| 48 OUNCE                      | \$131,052,877   ▲+8.9%   41% of total<br>\$3.08 Price / Lb   \$0.07 Price Chg  |
| 32 OUNCE                      | \$46,135,634   ▼-0.5%   15% of total<br>\$4.17 Price / Lb   (\$0.02) Price Chg |
| 16 OUNCE                      | \$32,488,582   ▼-2.0%   10% of total<br>\$2.88 Price / Lb   \$0.05 Price Chg   |
| 12 OUNCE                      | \$25,348,219   ▼-5.8%   8% of total<br>\$4.41 Price / Lb   \$0.08 Price Chg    |
| ALL OTHER                     | \$81,655,626   ▲+1.7%   26% of total<br>\$3.31 Price / Lb   \$0.07 Price Chg   |



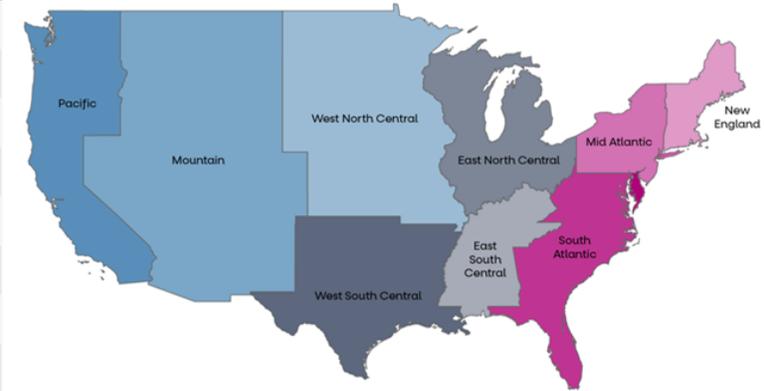
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 552,763,806 Lbs | ▲ +5.6% YoY

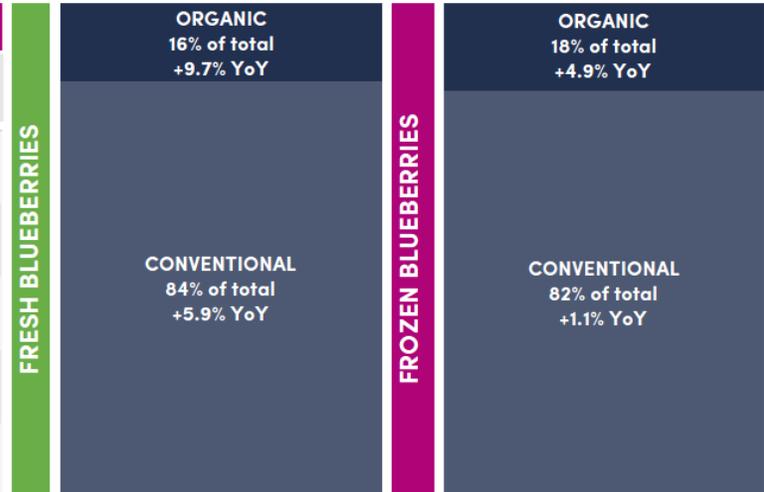
| FRESH BLUEBERRIES  |   |
|--------------------|---|
| South Atlantic     | 94,533,374 Lbs   ▲+3.9%   21% of total  |
| Middle Atlantic    | 76,050,774 Lbs   ▲+10.7%   17% of total |
| Pacific            | 58,571,311 Lbs   ▲+3.3%   13% of total  |
| East North Central | 72,136,760 Lbs   ▲+3.4%   16% of total  |
| New England        | 42,072,202 Lbs   ▲+10.1%   9% of total  |
| Mountain           | 33,908,559 Lbs   ▲+5.6%   7% of total   |
| West South Central | 32,532,331 Lbs   ▲+11.3%   7% of total  |
| West North Central | 27,907,491 Lbs   ▲+6.2%   6% of total   |
| East South Central | 19,558,754 Lbs   ▲+10.9%   4% of total  |

| FROZEN BLUEBERRIES |  |
|--------------------|--|
| South Atlantic     | 20,196,018 Lbs   ▲+0.7%   21% of total |
| Pacific            | 12,945,338 Lbs   ▲+5.4%   14% of total |
| Middle Atlantic    | 11,465,909 Lbs   ▲+0.7%   12% of total |
| East North Central | 12,049,853 Lbs   ▲+2.4%   13% of total |
| Mountain           | 9,418,231 Lbs   ▲+2.0%   10% of total  |
| New England        | 8,347,681 Lbs   ▲+1.2%   9% of total   |
| West South Central | 9,199,773 Lbs   ▲+0.6%   10% of total  |
| West North Central | 7,128,592 Lbs   ▲+1.4%   7% of total   |
| East South Central | 4,487,746 Lbs   ▲+0.8%   5% of total   |



| FRESH BLUEBERRIES               |  |
|---------------------------------|--|
| <b>457,487,868 Lbs   ▲+6.4%</b> |  |
| PINT                            | 199,669,208 Lbs   ▲+5.0%   46% of total<br>\$4.64 Price / Lb   \$0.29 Price Chg  |
| 18 OUNCE                        | 130,061,329 Lbs   ▲+20.3%   30% of total<br>\$4.38 Price / Lb   \$0.11 Price Chg |
| 6 OUNCE                         | 43,233,905 Lbs   ▼-18.0%   10% of total<br>\$9.02 Price / Lb   \$0.29 Price Chg  |
| 16 OUNCE                        | 20,752,276 Lbs   ▲+73.1%   5% of total<br>\$3.94 Price / Lb   \$0.42 Price Chg   |
| ALL OTHER                       | 42,223,387 Lbs   ▼-7.2%   10% of total<br>\$4.08 Price / Lb   \$0.20 Price Chg   |

| FROZEN BLUEBERRIES             |  |
|--------------------------------|--|
| <b>95,275,938 Lbs   ▲+1.7%</b> |  |
| 48 OUNCE                       | 42,544,646 Lbs   ▲+6.6%   45% of total<br>\$3.08 Price / Lb   \$0.07 Price Chg   |
| 32 OUNCE                       | 11,066,461 Lbs   ▼-0.1%   12% of total<br>\$4.17 Price / Lb   (\$0.02) Price Chg |
| 16 OUNCE                       | 11,267,376 Lbs   ▼-3.5%   12% of total<br>\$2.88 Price / Lb   \$0.05 Price Chg   |
| 12 OUNCE                       | 5,745,241 Lbs   ▼-7.5%   6% of total<br>\$4.41 Price / Lb   \$0.08 Price Chg     |
| ALL OTHER                      | 24,652,213 Lbs   ▼-0.5%   26% of total<br>\$3.31 Price / Lb   \$0.07 Price Chg   |



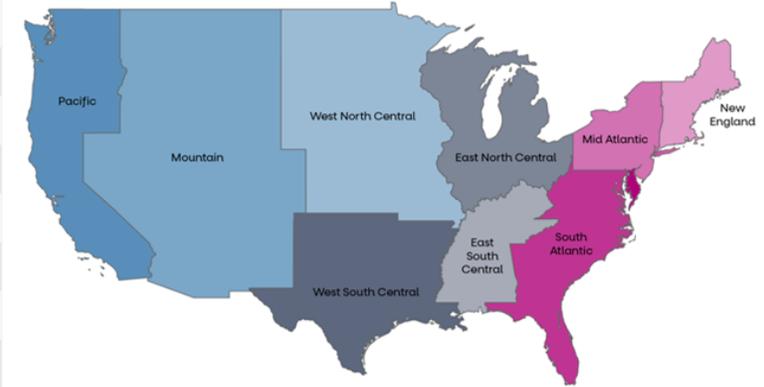
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021

# Blueberries - Units

**TOTAL BLUEBERRIES**  
 634,194,460 Units | ▲ +2.3% YoY

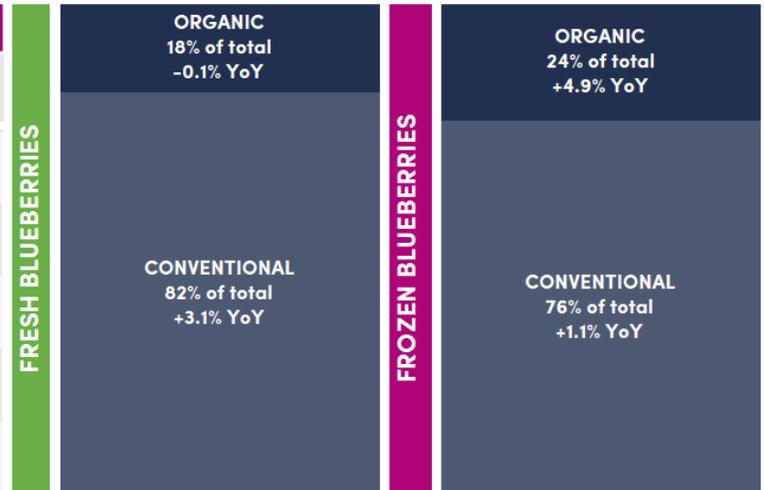
| FRESH BLUEBERRIES  |   |
|--------------------|---|
| South Atlantic     | 122,023,824 Units   ▲+0.6%   21% of total |
| Middle Atlantic    | 88,074,427 Units   ▲+4.5%   15% of total  |
| Pacific            | 80,385,969 Units   ▼-0.2%   14% of total  |
| East North Central | 89,494,825 Units   ▲+2.3%   15% of total  |
| New England        | 51,649,445 Units   ▲+5.2%   9% of total   |
| Mountain           | 48,679,315 Units   ▲+1.9%   8% of total   |
| West South Central | 39,604,265 Units   ▲+4.4%   7% of total   |
| West North Central | 36,104,314 Units   ▲+1.8%   6% of total   |
| East South Central | 24,002,448 Units   ▲+7.9%   4% of total   |

| FROZEN BLUEBERRIES |  |
|--------------------|--|
| South Atlantic     | 10,744,796 Units   ▼-1.5%   20% of total |
| Pacific            | 7,637,084 Units   ▲+1.3%   14% of total  |
| Middle Atlantic    | 6,664,621 Units   ▼-2.9%   12% of total  |
| East North Central | 7,007,832 Units   ▲+0.6%   13% of total  |
| Mountain           | 4,946,203 Units   ▲+1.0%   9% of total   |
| New England        | 4,894,275 Units   ▼-1.2%   9% of total   |
| West South Central | 5,362,159 Units   ▲+3.1%   10% of total  |
| West North Central | 4,055,752 Units   ▼-0.2%   8% of total   |
| East South Central | 2,520,286 Units   ▲+0.3%   5% of total   |



| FRESH BLUEBERRIES                  |  |
|------------------------------------|--|
| <b>580,327,011 Units   ▲ +2.5%</b> |  |
| PINT                               | 273,301,919 Units   ▲+5.0%   49% of total<br>\$3.39 Price / Unit   \$0.21 Price Chg  |
| 6 OUNCE                            | 115,290,413 Units   ▼-18.0%   21% of total<br>\$3.38 Price / Unit   \$0.11 Price Chg |
| 18 OUNCE                           | 115,610,063 Units   ▲+20.3%   21% of total<br>\$4.93 Price / Unit   \$0.12 Price Chg |
| 16 OUNCE                           | 20,752,276 Units   ▲+73.1%   4% of total<br>\$3.94 Price / Unit   \$0.42 Price Chg   |
| ALL OTHER                          | 33,824,576 Units   ▼-7.2%   6% of total<br>\$5.10 Price / Unit   \$0.24 Price Chg    |

| FROZEN BLUEBERRIES                |   |
|-----------------------------------|---|
| <b>53,867,449 Units   ▼ -0.1%</b> |   |
| 48 OUNCE                          | 14,181,549 Units   ▲+6.5%   26% of total<br>\$9.24 Price / Unit   \$0.20 Price Chg  |
| 32 OUNCE                          | 5,533,231 Units   ▼-0.1%   10% of total<br>\$8.34 Price / Unit   (\$0.03) Price Chg |
| 16 OUNCE                          | 11,146,030 Units   ▼-3.3%   21% of total<br>\$2.91 Price / Unit   \$0.04 Price Chg  |
| 12 OUNCE                          | 7,660,321 Units   ▼-7.5%   14% of total<br>\$3.31 Price / Unit   \$0.06 Price Chg   |
| ALL OTHER                         | 15,346,319 Units   ▲+0.6%   28% of total<br>\$5.32 Price / Unit   \$0.06 Price Chg  |



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021