

9.8.2021

USHBC Blueberry and Berry Category Monthly Retail Sales Report

August, 2021

Sales through Nielsen Week Ending 8.28.2021

August 2021

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
TOTAL BLUEBERRY CATEGORY	\$174	\$199	14.1	\$206	3.2	52	57	9.0	55	-2.8	48	53	11.5	52	-3.3
Fresh Blueberries	\$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
Frozen Blueberries	\$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

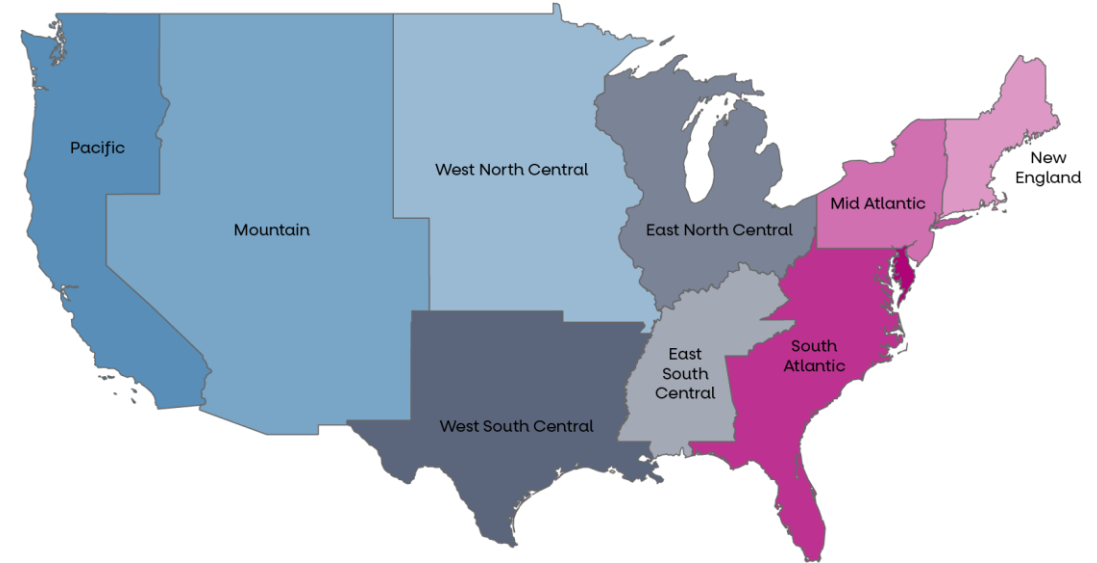
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/30/2020 to 8/28/2021

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	763.7M	720.2M	854.3M	692.7M	744.6M	729.2M	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M	PRODUCE	763.7M	720.2M	854.3M	692.7M	744.6M	729.2M	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M
	+7.6%	+6.7%	+23.8%	+7.4%	+6.8%	+5.4%	-12.0%	-9.9%	-11.1%	-3.9%	-4.9%	-3.7%													
PRODUCE - BERRIES	36.4M	31.4M	34.9M	33.6M	40.1M	39.2M	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M	PRODUCE - BERRIES	36.4M	31.4M	34.9M	33.6M	40.1M	39.2M	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M
	+11.4%	+7.6%	+8.8%	+14.8%	+4.6%	-6.9%	+2.1%	-11.2%	-9.8%	-1.7%	+1.4%	+5.3%													
PRODUCE - BLUEBERRIES	10.2M	8.5M	9.5M	10.0M	11.8M	11.0M	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M	PRODUCE - BLUEBERRIES	10.2M	8.5M	9.5M	10.0M	11.8M	11.0M	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M
	+21.0%	+7.8%	+11.6%	+8.5%	-0.3%	-2.8%	+18.1%	-7.7%	-1.8%	+3.7%	-6.2%	-2.6%													
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	305.7M	299.8M	314.6M	297.9M	319.2M	315.5M	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M	FROZEN	305.7M	299.8M	314.6M	297.9M	319.2M	315.5M	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M
	+10.3%	+9.7%	+11.0%	+10.0%	+12.9%	+12.0%	-22.8%	-11.2%	-5.5%	-1.3%	-1.4%	-0.1%													
FROZEN - BERRIES	3.2M	3.1M	3.2M	3.1M	3.9M	3.7M	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M	FROZEN - BERRIES	3.2M	3.1M	3.2M	3.1M	3.9M	3.7M	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M
	+21.0%	+22.0%	+16.1%	+11.8%	+20.3%	+20.7%	-18.0%	-8.9%	-8.3%	-7.6%	-6.0%	-4.0%													
FROZEN - BLUEBERRIES	1.0M	1.0M	1.0M	0.9M	1.2M	1.1M	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M	FROZEN - BLUEBERRIES	1.0M	1.0M	1.0M	0.9M	1.2M	1.1M	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M
	+18.6%	+16.2%	+16.8%	+14.8%	+14.3%	+15.3%	-22.3%	-12.4%	-9.7%	-10.4%	-9.0%	-5.6%													
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

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%

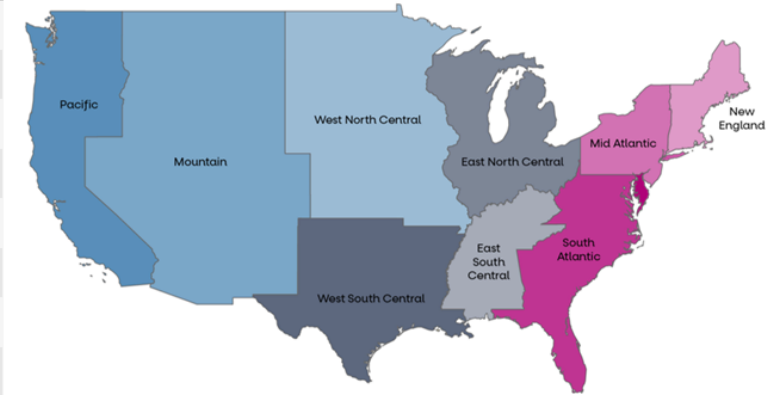
Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+1.5%	-3.7%
PRODUCE - BERRIES	+8.2%	+5.3%
PRODUCE - BLUEBERRIES	+4.8%	-2.6%
FROZEN	+4.0%	-0.1%
FROZEN - BERRIES	-6.6%	-4.0%
FROZEN - BLUEBERRIES	-8.3%	-5.6%

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

Blueberries - Dollars

FRESH BLUEBERRIES			FROZEN BLUEBERRIES		
South Atlantic	\$40,232,045	▲ +8.9% 22% of total	South Atlantic	\$4,552,832	▼ -5.1% 21% of total
Pacific	\$27,962,450	▲ +3.4% 15% of total	Pacific	\$3,164,526	▼ -14.6% 15% of total
Middle Atlantic	\$27,946,049	▲ +0.3% 15% of total	Middle Atlantic	\$2,660,974	▼ -11.3% 13% of total
East North Central	\$25,674,760	▲ +8.2% 14% of total	East North Central	\$2,585,922	▼ -3.0% 12% of total
New England	\$17,199,160	▲ +2.0% 9% of total	West South Central	\$1,989,624	▼ -0.9% 9% of total
Mountain	\$14,189,619	▼ -1.5% 8% of total	Mountain	\$1,880,084	▼ -16.5% 9% of total
West South Central	\$12,315,427	▲ +8.0% 7% of total	New England	\$1,861,868	▼ -13.7% 9% of total
West North Central	\$11,122,207	▲ +3.1% 6% of total	West North Central	\$1,576,312	▲ +0.1% 7% of total
East South Central	\$7,515,350	▲ +11.9% 4% of total	East South Central	\$990,861	▼ -2.2% 5% of total
FRESH BLUEBERRIES			FROZEN BLUEBERRIES		
\$184,263,734 ▲ +4.8%			\$21,276,612 ▼ -8.3%		
PINT	\$91,537,323	▲ +5.2% 51% of total \$4.13 Price / Lb \$0.33 Price Chg	48 OUNCE	\$8,373,494	▼ -12.9% 39% of total \$3.01 Price / Lb (\$0.02) Price Chg
18 OUNCE	\$35,774,040	▲ +4.6% 20% of total \$3.79 Price / Lb \$0.08 Price Chg	32 OUNCE	\$3,290,164	▼ -8.2% 15% of total \$4.23 Price / Lb \$0.01 Price Chg
6 OUNCE	\$16,160,159	▼ -1.0% 9% of total \$8.73 Price / Lb \$0.32 Price Chg	16 OUNCE	\$2,306,971	▲ +2.9% 11% of total \$2.90 Price / Lb (\$0.07) Price Chg
ALL OTHER	\$21,593,396	▲ +48.1% 12% of total \$4.29 Price / Lb \$0.54 Price Chg	12 OUNCE	\$1,869,273	▼ -0.1% 9% of total \$4.39 Price / Lb (\$0.07) Price Chg
32 OUNCE	\$14,661,681	▼ -11.1% 8% of total \$2.69 Price / Lb \$0.05 Price Chg	ALL OTHER	\$5,436,710	▼ -7.6% 26% of total \$3.40 Price / Lb \$0.12 Price Chg

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



FRESH BLUEBERRIES

ORGANIC
23% of total
+7.7% YoY

CONVENTIONAL
77% of total
+3.9% YoY

FROZEN BLUEBERRIES

ORGANIC
26% of total
+3.6% YoY

CONVENTIONAL
74% of total
-11.9% YoY

Blueberries - Pounds

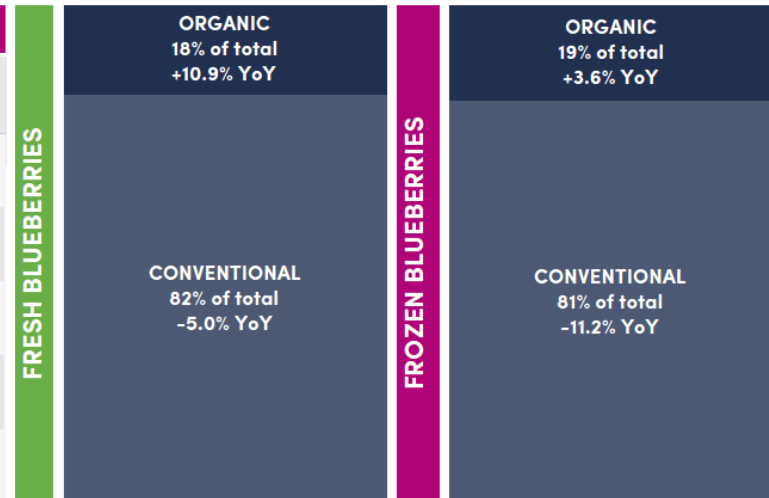
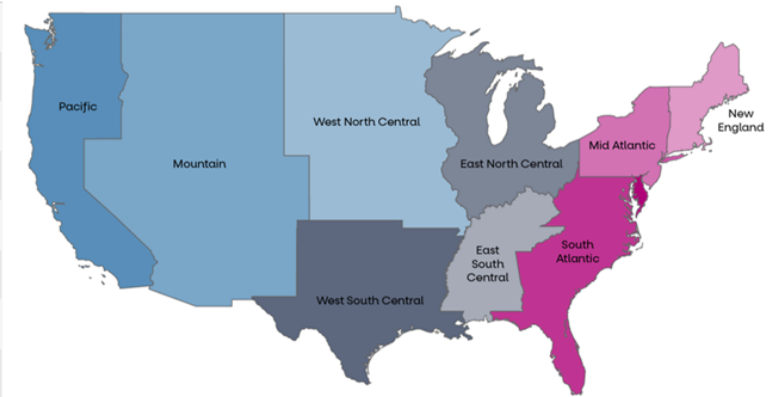
FRESH BLUEBERRIES		
South Atlantic	9,357,020 Lbs	▼ -4.7% 21% of total
Pacific	5,896,174 Lbs	▲ +0.3% 13% of total
Middle Atlantic	6,811,352 Lbs	▼ -6.1% 15% of total
East North Central	7,536,091 Lbs	▲ +1.8% 17% of total
New England	4,090,714 Lbs	▼ -3.1% 9% of total
Mountain	3,558,927 Lbs	▼ -6.1% 8% of 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

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

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

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

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



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

Blueberries - Units

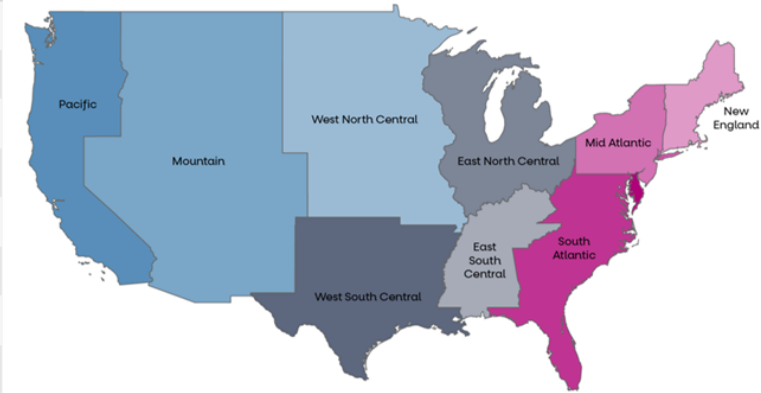
FRESH BLUEBERRIES		
South Atlantic	11,124,327 Units ▼ -3.4% 22% of total	
Pacific	6,917,444 Units ▼ -0.3% 13% of total	
Middle Atlantic	7,353,515 Units ▼ -5.5% 14% of total	
East North Central	8,674,197 Units ▲ +1.0% 17% of total	
New England	4,627,873 Units ▼ -2.9% 9% of total	
Mountain	4,078,949 Units ▼ -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	

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

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	

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

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



FRESH BLUEBERRIES	ORGANIC	CONVENTIONAL
	21% of total +8.2% YoY	79% of total -5.0% YoY
FROZEN BLUEBERRIES	ORGANIC	CONVENTIONAL
	25% of total +3.6% YoY	75% of total -11.2% YoY

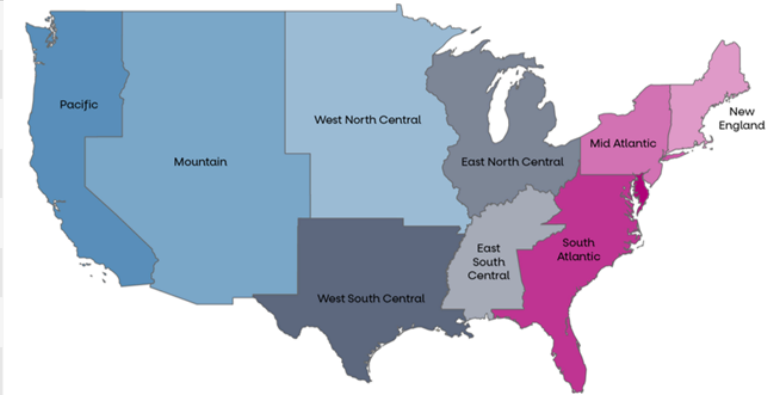
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/1/2021 to 8/28/2021

Blueberries - Dollars

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

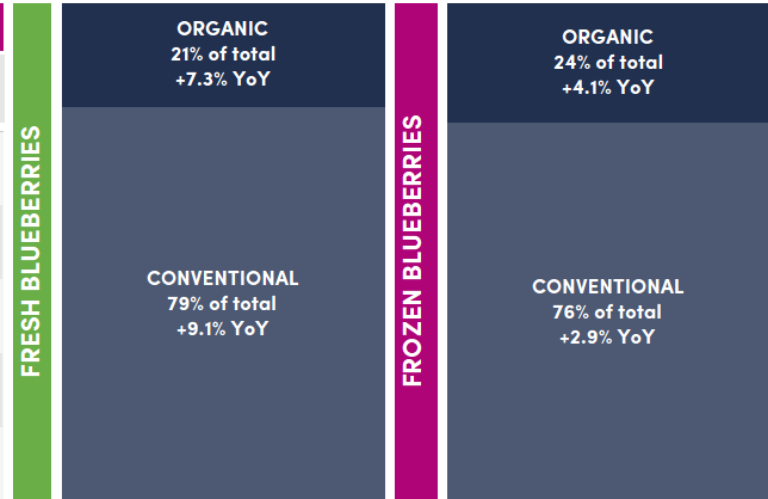
FRESH BLUEBERRIES		
South Atlantic	\$468,897,930	▲ +8.8% 21% of total
Middle Atlantic	\$345,967,608	▲ +6.5% 16% of total
Pacific	\$340,652,458	▲ +6.7% 15% of total
East North Central	\$304,436,430	▲ +9.4% 14% of total
New England	\$204,206,070	▲ +8.6% 9% of total
Mountain	\$171,508,722	▲ +9.3% 8% of 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		
\$2,216,968,383 ▲ +8.7%		
PINT	\$926,224,783	▲ +12.0% 43% of total \$4.64 Price / Lb \$0.29 Price Chg
18 OUNCE	\$570,118,318	▲ +23.4% 27% of total \$4.38 Price / Lb \$0.11 Price Chg
6 OUNCE	\$389,837,556	▼ -15.4% 18% of total \$9.02 Price / Lb \$0.29 Price Chg
16 OUNCE	\$81,733,600	▲ +94.0% 4% of total \$3.94 Price / Lb \$0.42 Price Chg
ALL OTHER	\$172,364,821	▼ -2.5% 8% of total \$4.08 Price / Lb \$0.20 Price Chg

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



Blueberries - Pounds

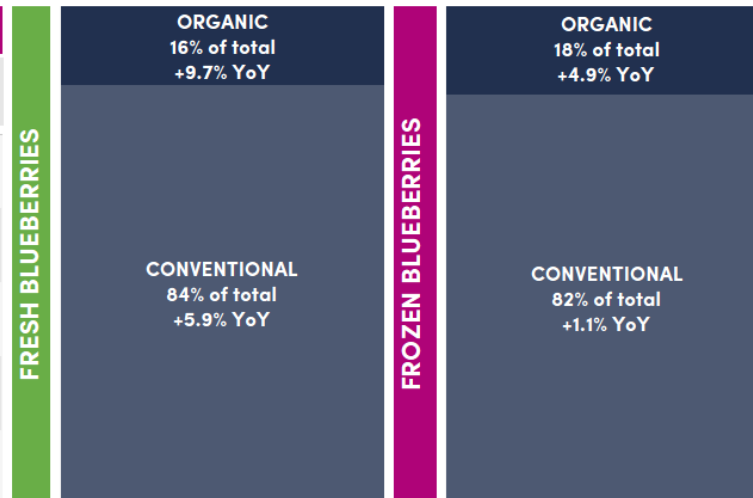
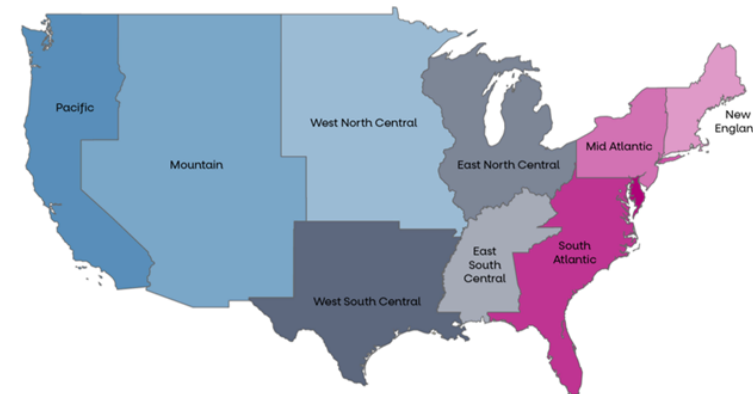
FRESH BLUEBERRIES	
South Atlantic	94,533,374 Lbs ▲+3.9% 21% of total
Middle Atlantic	76,050,774 Lbs ▲+10.7% 17% of total
Pacific	58,571,311 Lbs ▲+3.3% 13% of total
East North Central	72,136,760 Lbs ▲+3.4% 16% of total
New England	42,072,202 Lbs ▲+10.1% 9% of total
Mountain	33,908,559 Lbs ▲+5.6% 7% of 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

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

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

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

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



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

Blueberries - Units

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

FRESH BLUEBERRIES

580,327,011 Units | ▲+2.5%

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

FROZEN BLUEBERRIES

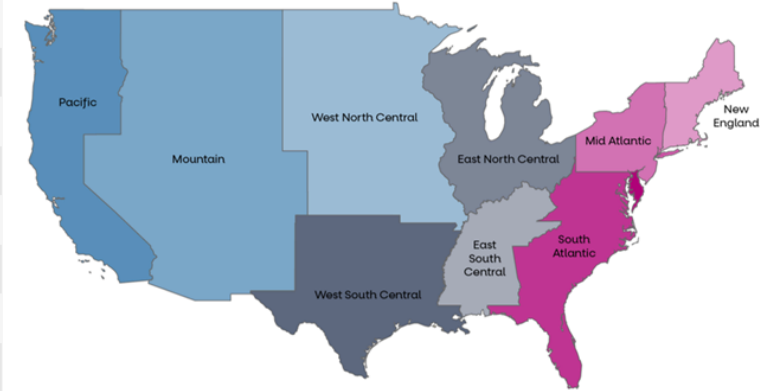
South Atlantic	10,744,796 Units ▼-1.5% 20% of total
Pacific	7,637,084 Units ▲+1.3% 14% of total
Middle Atlantic	6,664,621 Units ▼-2.9% 12% of total
East North Central	7,007,832 Units ▲+0.6% 13% of total
Mountain	4,946,203 Units ▲+1.0% 9% of total
New England	4,894,275 Units ▼-1.2% 9% of total
West South 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

FROZEN BLUEBERRIES

53,867,449 Units | ▼-0.1%

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

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



FRESH BLUEBERRIES

ORGANIC
18% of total
-0.1% YoY

CONVENTIONAL
82% of total
+3.1% YoY

FROZEN BLUEBERRIES

ORGANIC
24% of total
+4.9% YoY

CONVENTIONAL
76% of total
+1.1% YoY