

### November 2021

#### Fresh blueberries (Produce department)

- Dollars sales increased +7.7% year over year compared to an increase for all fresh berries of +11.8%
- Pints increased +28.6% and represents 41% of total fresh blueberries dollar sales
- Fresh blueberries posted gains in pounds, and units for all regions, but New England and WNC both declined in dollars
- Organic fresh blueberries gained in dollars and units and outperformed conventional blueberries

#### Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries declined -7.2% year over year compared to a decrease for all frozen berries of -4.1%
- 48oz is the dominant pack size and posted a decline in dollars of -4.7%
- All regions declined in dollars, pounds, and units for frozen blueberries for the month of November
- Conventional frozen blueberries declined -4.8% in dollars and outperformed organic frozen blueberries



## **Category Segment Performance**

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

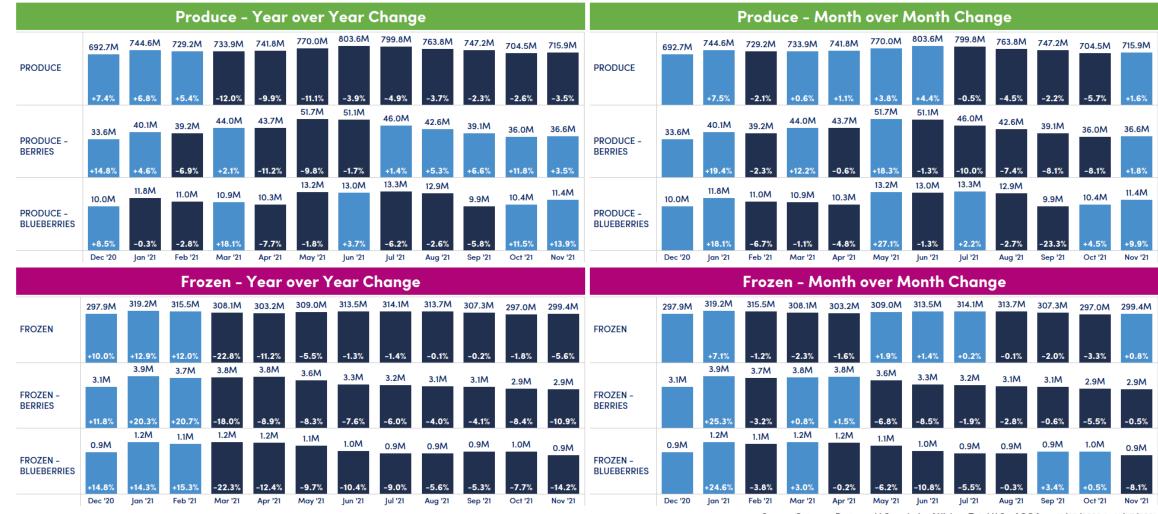
		DOLLARS (MM)					UNITS (MM)				POUNDS (MM)				
	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA	2019	2020	% Chg vs. YA	2021	%Chg. vs. YA
TOTAL BLUEBERRY CATEGORY	\$151	\$180	19.0	\$190	5.8	38	44	16.8	49	11.3	28	37	30.1	42	16.1
Fresh Blueberries	\$132	\$156	18.0	\$168	7.7	34	40	16.8	46	13.9	22	29	32.4	36	23.0
Conventional	\$108	\$128	17.9	\$136	6.2	29	34	16.5	38	13.0	19	25	29.2	31	25.2
Organic	\$24	\$28	18.5	\$33	14.7	5	6	18.1	7	19.1	3	4	54.2	5	10.3
Frozen Blueberries	\$19	\$24	25.9	\$22	-7.2	3	4	17.1	3	-14.2	6	7	21.7	6	-12.1
Conventional	\$15	\$18	24.5	\$17	-4.8	3	3	15.4	3	-12.4	5	6	20.4	5	-11.0
Organic	\$4	\$6	30.5	\$5	-14.8	1	1	23.1	1	-19.9	1	1	28.2	1	-17.3



## Monthly Detail - Dollars/Week

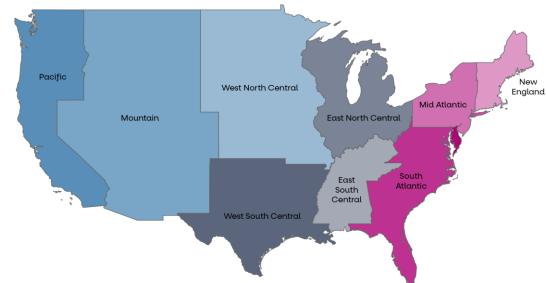
			Proc	luce -	Year	over `	Year (	Chang	е							Produ	ce - N	Nonth	over	Month	Char	ige			
PRODUCE	\$1,236M	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M	\$1,432M	\$1,399M	\$1,358M	\$1,372M	PRODUCE	\$1,236M	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M	\$1,432M	\$1,399M	\$1,358M	\$1,372M
	+9.9%	+10.9%	+9.6%	-8.6%	-5.1%	-3.9% \$195M	+1.8%	-0.9%	+1.5%	+4.5%	+4.9%	+4.6%			+10.4%	-0.7%	+0.1%	+3.1%	+5.4% \$195M	+3.9%	-2.3%	-4.4%	-2.3%	-2.9%	+1.0%
PRODUCE - BERRIES	\$123M +13.5%	\$142M +10.7%	\$150M +7.4%	\$162M +8.1%	\$169M +3.3%	+12.9%	\$178M +13.0%	\$160M +10.2%	\$153M +8.2%	\$147M +15.0%	\$138M +15.8%	\$140M +11.8%	PRODUCE - BERRIES	\$123M	\$142M +16.1%	\$150M +5.4%	\$162M +8.1%	\$169M +4.0%	+15.3%	\$178M -8.3%	\$160M	\$153M -4.9%	\$147M -3.9%	\$138M -5.5%	\$140M +1.3%
PRODUCE - BLUEBERRIES	\$37M	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M	\$46M	\$41M	\$42M	\$42M	PRODUCE - BLUEBERRIES	\$37M	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M	\$46M	\$41M	\$42M	\$42M
	+12.7% Dec '20	+5.7% Jan '21	+10.8% Feb '21	+13.1% Mar '21	- <b>0.9</b> % Apr '21	+11.9% May '21	+10.2% Jun '21	+3.4% Jul '21	+4.8% Aug '21	+5.0% Sep '21	+13.6% Oct '21	+7.7% Nov '21		Dec '20	+8.8% Jan '21	+6.3% Feb '21	+5.0% Mar '21	<b>-1.4</b> % Apr '21	+21.6% May '21	-9.1% Jun '21	<b>-1.6</b> % Jul '21	<b>-3.7</b> % Aug '21	-11.8% Sep '21	+3.5% Oct '21	+0.0% Nov '21
			Fro	zen –	Year (	over Y	ear C	hange	•							Froze	en – M	onth c	ver M	Nonth	Chan	ge			
FROZEN	\$1,185M	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M	\$1,299M	\$1,279M	\$1,247M	\$1,243M	FROZEN	\$1,185M	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M	\$1,299M	\$1,279M	\$1,247M	\$1,243M
	+15.7%	+20.0%	+19.4%	-20.7%	-11.8%	-7.0%	-0.5%	+0.8%	+4.0%	+5.0%	+5.1%	+1.5%			+6.6%	+0.6%	-2.7%	-1.2%	+2.8%	+2.5%	+0.5%	+0.4%	-1.5%	-2.5%	-0.3%
FROZEN - BERRIES	\$16M	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M	\$16M	\$17M	\$16M	\$16M	FROZEN - BERRIES	\$16M	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M	\$16M	\$17M	\$16M	\$16M
FROZEN -	+22.0% \$6M	+28.2% \$7M	+26.4% \$7M	<b>-17.2</b> %	-9.2% \$7M	-8.1% \$7M	-7.1% \$6M	- <b>7.6</b> %	-6.6% \$5M	-1.8% \$6M	-2.3% \$6M	-4.1% \$6M	FROZEN -	\$6M	+24.9% \$7M	-2.5% \$7M	+1.8% \$7M	+1.7% \$7M	-5.7% \$7M	- <b>7.9</b> %	-3.2% \$5M	-2.8% \$5M	+2.8% \$6M	-2.2% \$6M	-1.2% \$6M
BLUEBERRIES	+23.1%	+23.6%	+23.7%	-20.9%	-10.4%	-7.9%	-8.8%	-10.6%	-8.3%	-2.9%	-2.1%	-7.2%	BLUEBERRIES		+22.9%	-1.3%	+2.4%	+0.5%	-5.2%	-11.1%	-6.4%	-1.9%	+6.9%	+3.6%	-6.0%

## Monthly Detail - Units/Week



### **Nielsen Divisions**

Pacific			Mountain		
	\$% Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.0%	-3.5%	PRODUCE	+5.8%	-3.7%
PRODUCE - BERRIES	+18.9%	+12.3%	PRODUCE - BERRIES	+16.0%	+10.0%
PRODUCE - BLUEBERRIES	+11.8%	+17.9%	PRODUCE - BLUEBERRIES	+13.7%	+18.9%
FROZEN	+3.1%	-4.0%	FROZEN	+2.4%	-5.2%
FROZEN - BERRIES	-9.5%	-18.1%	FROZEN - BERRIES	-9.5%	-15.3%
FROZEN - BLUEBERRIES	-13.3%	-22.7%	FROZEN - BLUEBERRIES	-13.2%	-21.0%



FROZEN - BLUEBERRIES	-13.3%	-22.7 /0	FROZEN - BLUEBERKIES	-13.2%	-21.0%					5	
West North Cent	ral		West South Cen	tral		East North Cent	ral		East South Cent	ral	
	\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.2%	-5.2%	PRODUCE	+8.5%	-2.0%	PRODUCE	+3.6%	-4.5%	PRODUCE	+7.5%	-0.8%
PRODUCE - BERRIES	+7.4%	+0.7%	PRODUCE - BERRIES	+18.3%	+12.7%	PRODUCE - BERRIES	+5.6%	-3.3%	PRODUCE - BERRIES	+11.7%	+5.6%
PRODUCE - BLUEBERRIES	-3.8%	+3.2%	PRODUCE - BLUEBERRIES	+12.4%	+15.6%	PRODUCE - BLUEBERRIES	+8.9%	+12.9%	PRODUCE - BLUEBERRIES	+9.8%	+17.4%
FROZEN	-0.9%	-7.7%	FROZEN	+4.6%	-1.5%	FROZEN	+0.7%	-7.5%	FROZEN	+4.6%	-4.1%
FROZEN - BERRIES	-1.2%	-6.9%	FROZEN - BERRIES	+2.8%	+1.2%	FROZEN - BERRIES	-3.5%	-12.6%	FROZEN - BERRIES	+5.3%	-1.2%
FROZEN - BLUEBERRIES	-5.2%	-12.3%	FROZEN - BLUEBERRIES	-4.5%	-10.3%	FROZEN - BLUEBERRIES	-7.8%	-17.5%	FROZEN - BLUEBERRIES	-4.2%	-9.6%
South Atlantic			Middle Atlantic			New England			Total US		

PRODUCE

\$ % Chg YoY

+5.8%

Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY	
-2.1%	PRODUCE	+1.4%	-5.5%	PRC
-1.2%	PRODUCE - BERRIES	+9.9%	+3.0%	PRO
+16.2%	PRODUCE - BLUEBERRIES	+2.5%	+9.7%	PRC
-5.4%	FROZEN	-2.3%	-8.6%	FRC
-8.5%	FROZEN - BERRIES	-9.6%	-15.6%	FRC
-8.0%	FROZEN - BLUEBERRIES	-7.3%	-12.7%	FRC

	New England			Total US		
		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
6	PRODUCE	+1.0%	-5.9%	PRODUCE	+4.6%	-3.5%
6	PRODUCE - BERRIES	+3.7%	-0.3%	PRODUCE - BERRIES	+11.8%	+3.5%
6	PRODUCE - BLUEBERRIES	-2.9%	+10.5%	PRODUCE - BLUEBERRIES	+7.7%	+13.9%
6	FROZEN	-1.2%	-6.9%	FROZEN	+1.5%	-5.6%
6	FROZEN - BERRIES	-8.0%	-15.2%	FROZEN - BERRIES	-4.1%	-10.9%
6	FROZEN - BLUEBERRIES	-6.2%	-12.1%	FROZEN - BLUEBERRIES	-7.2%	-14.2%

### **Blueberries - Dollars**

#### TOTAL BLUEBERRIES \$190,479,021 | ▲ +5.8% YoY

FRESH BLUEBERRIE	s	FROZEN BLUEBERRIES				
South Atlantic	\$37,614,240   🛦 +11.5%   22% of total	South Atlantic	\$4,863,097   ▼-2.2%   22% of total			
Pacific	\$27,276,430   🛦 +11.8%   16% of total	Pacific	\$3,219,187   <b>V</b> -13.3%   15% of total			
Middle Atlantic	\$24,471,136   A+2.5%   15% of total	Middle Atlantic	\$2,907,379   ▼-7.3%   13% of total			
East North Central	\$22,773,989   🛦 +8.9%   14% of total	East North Central	\$2,652,132   ▼-7.8%   12% of total			
Mountain	\$14,022,532   🛦 +13.7%   8% of total	New England	\$2,156,870   V-6.2%   10% of total			
New England	\$13,988,651   V-2.9%   8% of total	Mountain	\$1,955,390   ▼-13.2%   9% of total			
West South Central	\$11,877,031   🛦 +12.4%   7% of total	West South Central	\$1,882,704   V-4.5%   8% of total			
West North Central	\$9,058,865   ▼-3.8%   5% of total	West North Central	\$1,582,136   <b>V</b> -5.2%   <b>7</b> % of total			
East South Central	\$7,050,283   ▲+9.8%   4% of total	East South Central	\$930,624   V-4.2%   4% of total			



FRESH BLU	JEBERRIES	FROZEN BLUEBERRIES				
	\$168,316,145   🛦 +7.7%		\$22,162,875   <b>▼</b> -7.2%			
PINT	\$66,370,026   A +28.6%   41% of total \$4.53 Price / Lb   (\$0.26) Price Chg	48 OUNCE	\$9,671,114   ▼-4.7%   44% of total \$3.26 Price / Lb   \$0.20 Price Chg \$2,936,514   ▼-14.9%   13% of total			
18 OUNCE	\$51,025,966   ▲ +22.6%   31% of total \$3.94 Price / Lb   (\$0.61) Price Chg	32 OUNCE	<b>\$4.37</b> Price / Lb   <b>\$0.18</b> Price Chg			
6 OUNCE	\$27,895,488   ▼-26.2%   17% of total \$9.04 Price / Lb   \$0.02 Price Chg	16 OUNCE	\$2,155,519   ▼-13.3%   10% of total \$2.93 Price / Lb   \$0.04 Price Chg			
16 OUNCE	\$8,144,049   A +19.5%   5% of total \$3.86 Price / Lb   (\$0.16) Price Chg	ALL OTHER	\$5,659,211   ▼-9.5%   26% of total \$4.35 Price / Lb   \$0.23 Price Chg			
ALL OTHER	\$9,909,322   ▼-1.9%   6% of total \$6.21 Price / Lb   (\$1.79) Price Chg	64 OUNCE	\$1,740,518   ▲ +13.3%   8% of total \$2.65 Price / Lb   \$0.41 Price Chg			

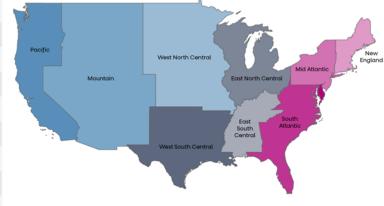




## **Blueberries - Pounds**

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FRESH BLUEBERRI	ES	FROZEN BLUEBERRIES				
South Atlantic	7,640,341 Lbs   ▲+25.7%   21% of total	South Atlantic	1,402,869 Lbs   ▼-8.5%   22% of total			
Pacific	4,615,261 Lbs   ▲ +26.5%   13% of total	Pacific	<b>799,419 Lbs</b>   ▼-18.3%   13% of total			
Middle Atlantic	<b>5,964,346 Lbs</b>   <b>▲ +17.1</b> %   <b>17</b> % of total	Middle Atlantic	<b>794,027 Lbs</b>   ▼ <b>-10.1</b> %   <b>13</b> % of total			
East North Central	<b>5,834,042 Lbs</b>   ▲+22.9%   <b>16</b> % of total	East North Central	<b>753,486 Lbs</b>   ▼ <b>-16.4</b> %   <b>12</b> % of total			
Mountain	2,863,731 Lbs   ▲+36.7%   8% of total	New England	617,864 Lbs   ▼-6.6%   10% of total			
New England	<b>3,252,432 Lbs</b>   ▲ +20.2%   <b>9</b> % of total	Mountain	<b>578,328 Lbs</b>   ▼ <b>-17.7</b> %   <b>9</b> % of total			
West South Central	<b>2,577,766 Lbs</b>   ▲ +24.8%   <b>7</b> % of total	West South Central	<b>614,220 Lbs</b>   ▼-9.4%   <b>10</b> % of total			
West North Central	1,777,342 Lbs   ▲ +8.7%   5% of total	West North Central	480,748 Lbs   ▼-10.3%   8% of total			
East South Central	1,543,568 Lbs   ▲+23.1%   4% of total	East South Central	<b>289,616 Lbs</b>   ▼ -11.5%   5% of total			



FRESH BLU	JEBERRIES	FROZEN BLUEBERRIES				
	36,091,669 Lbs   ▲+23.0%		6,333,053 Lbs   ▼-12.1%			
PINT	14,652,734 Lbs   ▲+35.9%   43% of total \$4.53 Price / Lb   (\$0.26) Price Chg	48 OUNCE	2,967,008 Lbs  ▼-10.5%   47% of total \$3.26 Price / Lb   \$0.20 Price Chg	PRIES		
18 OUNCE	12,942,131 Lbs   ▲ +41.5%   38% of total \$3.94 Price / Lb   (\$0.61) Price Chg	32 OUNCE	672,200 Lbs ▼-18.4%   11% of total \$4.37 Price / Lb   \$0.18 Price Chg	BLUEBERR		
6 OUNCE	<b>3,085,641 Lbs</b>   <b>▼-26.4</b> %   <b>9</b> % of total <b>\$9.04</b> Price / Lb   <b>\$0.02</b> Price Chg	16 OUNCE	<b>736,495 Lbs</b>   ▼ <b>-14.6</b> %   <b>12</b> % of total <b>\$2.93</b> Price / Lb   <b>\$0.04</b> Price Chg	FRESH B		
16 OUNCE	2,108,417 Lbs   ▲+24.4%   6% of total \$3.86 Price / Lb   (\$0.16) Price Chg	ALL OTHER	1,301,542 Lbs  ▼-14.3%   21% of total \$4.35 Price / Lb   \$0.23 Price Chg	i ii		
ALL OTHER	1,596,935 Lbs   ▲ +26.5%   5% of total \$6.21 Price / Lb   (\$1.79) Price Chg	64 OUNCE	<b>655,807 Lbs</b>   ▼-4.3%   10% of total <b>\$2.65</b> Price / Lb   <b>\$0.41</b> Price Chg			

ORGANIC
13% of total
+10.3% YoY

CONVENTIONAL
87% of total
+25.2% YoY

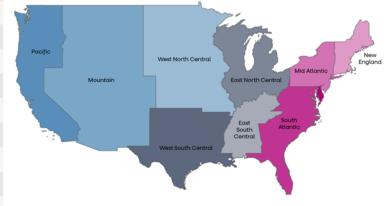
ORGANIC
16% of total
-17.3% YoY

CONVENTIONAL
84% of total
-11.0% YoY

## **Blueberries - Units**

# TOTAL BLUEBERRIES 49,009,591 Units | ▲ +11.3% YoY

FRESH BLUEBERRIE	s	FROZEN BLUEBERRIES				
South Atlantic	9,987,415 Units   ▲+16.2%   22% of total	South Atlantic	732,225 Units   ▼-8.0%   21% of total			
Pacific	<b>6,400,597 Units</b>   ▲+1 <b>7.9</b> %   14% of total	Pacific	<b>454,964 Units</b>   ▼-22.7%   13% of total			
Middle Atlantic	<b>6,771,241 Units</b>   ▲+ <b>9.7</b> %   <b>15</b> % of total	Middle Atlantic	<b>446,073 Units</b>   <b>▼-12.7</b> %   <b>13</b> % of total			
East North Central	<b>7,212,996 Units</b>   ▲ + <b>12.9</b> %   <b>16</b> % of total	East North Central	<b>433,900 Units</b>   ▼ -17.5%   12% of total			
Mountain	<b>3,978,371 Units</b>   ▲ +18.9%   9% of total	New England	335,506 Units   ▼ -12.1%   10% of total			
New England	<b>3,744,678 Units</b>   ▲ <b>+10.5</b> %   <b>8</b> % of total	Mountain	<b>297,994 Units</b>   ▼-21.0%   <b>9</b> % of total			
West South Central	3,113,402 Units   ▲ +15.6%   7% of total	West South Central	356,663 Units   ▼-10.3%   10% of total			
West North Central	2,303,067 Units   ▲+3.2%   5% of total	West North Central	<b>270,454 Units</b>   ▼ -12.3%   8% of total			
East South Central	1,970,049 Units   ▲+17.4%   4% of total	East South Central	<b>164,274 Units</b>   ▼-9.6%   <b>5</b> % of total			



FRESH BLUEBERRIES			LUEBERRIES
	45,515,606 Units   ▲+13.9%		3,493,985 Units   ▼-14.2%
PINT	20,035,246 Units   ▲ +35.9%   46% of total \$3.31 Price / Unit   (\$0.19) Price Chg	48 OUNCE	989,003 Units  ▼-10.5%   28% of total \$9.78 Price / Unit   \$0.59 Price Chg
6 OUNCE	<b>8,228,377 Units</b>   <b>▼-26.4</b> %   <b>19</b> % of total \$3.39 Price / Unit   <b>\$0.01</b> Price Chg	32 OUNCE	336,100 Units  ▼ –18.4%   10% of total \$8.74 Price / Unit   \$0.36 Price Chg
18 OUNCE	11,504,117 Units   ▲+41.5%   26% of total \$4.44 Price / Unit   (\$0.69) Price Chg	16 OUNCE	729,133 Units  ▼-14.5%   21% of total \$2.96 Price / Unit   \$0.04 Price Chg
16 OUNCE	2,108,417 Units   ▲+24.4%   5% of total \$3.86 Price / Unit   (\$0.16) Price Chg	ALL OTHER	<b>1,275,797 Units</b>   ▼ -16.6%   37% of total \$4.44 Price / Unit   \$0.35 Price Chg
ALL OTHER	1,933,641 Units   ▼+26.5%   4% of total \$5.12 Price / Unit   (\$0.07) Price Chg	64 OUNCE	163,952 Units  ▼ -4.3%   5% of total \$10.62 Price / Unit   \$1.65 Price Chg

ORGANIC
16% of total
+19.1% YoY

CONVENTIONAL
84% of total
+13.0% YoY

CONVENTIONAL
78% of total
-11.0% YoY

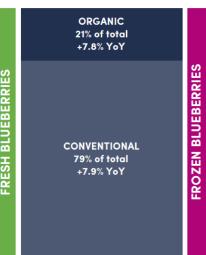
### **Blueberries - Dollars**

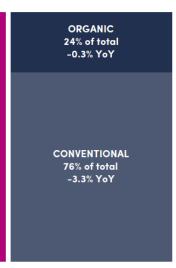
#### TOTAL BLUEBERRIES \$2,600,400,722 | ▲ +6.5% YoY

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	\$487,908,178   <u>A</u> +8.7%   21% of total	South Atlantic	\$66,120,172   ▼-1.7%   21% of total
Middle Atlantic	\$353,827,562   <u>A</u> +5.8%   15% of total	Pacific	\$47,934,020   ▼-3.6%   15% of total
Pacific	\$351,766,147   🛦 +6.0%   15% of total	Middle Atlantic	\$41,343,734   V-3.1%   13% of total
East North Central	\$314,346,823   🛦 +9.1%   14% of total	East North Central	\$38,501,903   <b>V</b> -2.4%   12% of total
New England	\$207,432,899   🛦 +5.5%   9% of total	Mountain	\$29,157,509   <b>V</b> -3.4%   9% of total
Mountain	\$176,614,201   🛦 +7.4%   8% of total	New England	\$29,097,195   <b>V</b> -2.5%   <b>9</b> % of total
West South Central	\$155,959,183   🛦 +10.9%   7% of total	West South Central	\$26,799,562   <b>V</b> -3.6%   9% of total
West North Central	\$141,620,051   🛦 +7.9%   6% of total	West North Central	\$22,352,829   ▼-0.5%   7% of total
East South Central	\$94,105,743   🛦 +15.6%   4% of total	East South Central	\$13,447,279   <b>V</b> -1.8%   4% of total



FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
\$2,285,460,748   🛦 +7.9%		\$314,939,974   ▼-2.6%	
PINT	\$985,889,308   🛦 +15.3%   44% of total \$4.69 Price / Lb   \$0.38 Price Chg	48 OUNCE	\$130,573,170
18 OUNCE	\$586,900,175   <b>A</b> +13.7%   26% of total \$4.34 Price / Lb   \$0.14 Price Chg	32 OUNCE	\$46,041,025   ▼-5.7%   15% of total \$4.21 Price / Lb   \$0.01 Price Chg
6 OUNCE	\$376,942,535   ▼-12.8%   17% of total \$9.04 Price / Lb   \$0.25 Price Chg	16 OUNCE	\$31,782,642   ▼-7.3%   10% of total \$2.89 Price / Lb   \$0.03 Price Chg
16 OUNCE	\$89,533,252   <b>A</b> +66.9%   <b>4</b> % of total \$4.05 Price / Lb   \$0.44 Price Chg	12 OUNCE	\$25,231,651   ▼-8.4%   8% of total \$4.45 Price / Lb   \$0.08 Price Chg
ALL OTHER	\$176,254,885   ▼-2.5%   8% of total \$4.05 Price / Lb   \$0.15 Price Chg	ALL OTHER	\$81,311,486   ▼ -2.2%   26% of total \$3.38 Price / Lb   \$0.11 Price Chg





### **Blueberries - Pounds**

#### **TOTAL BLUEBERRIES** 566,390,627 Lbs | ▲ +2.3% YoY

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	98,298,828 Lbs   🛦 +2.5%   21% of total	South Atlantic	19,990,248 Lbs   ▼-4.4%   21% of total
Middle Atlantic	78,720,719 Lbs   ▲+6.9%   17% of total	Pacific	12,519,276 Lbs   ▼-5.1%   13% of total
Pacific	<b>59,887,318 Lbs</b>   ▲ +0.2%   <b>13</b> % of total	Middle Atlantic	11,435,956 Lbs   ▼-4.0%   12% of total
East North Central	74,532,857 Lbs   ▲+1.3%   16% of total	East North Central	11,854,100 Lbs   ▼-3.4%   13% of total
New England	<b>43,722,439 Lbs</b>   ▲+ <b>7.0</b> %   <b>9</b> % of total	Mountain	9,058,015 Lbs   ▼-6.7%   10% of total
Mountain	35,108,757 Lbs   ▲+3.6%   7% of total	New England	8,219,116 Lbs   ▼-5.1%   9% of total
West South Central	33,604,723 Lbs   ▲+8.2%   7% of total	West South Central	9,012,298 Lbs   ▼-5.7%   10% of total
West North Central	28,335,959 Lbs   ▲ +2.1%   6% of total	West North Central	<b>7,063,722 Lbs</b>   ▼-2.9%   <b>8</b> % of total
East South Central	20,350,605 Lbs   🛦 +8.4%   4% of total	East South Central	<b>4,419,310 Lbs</b>   ▼- <b>4.2</b> %   <b>5</b> % of total



FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
472,788,112 Lbs   ▲+3.8%		93,602,515 Lbs   ▼-4.6%	
PINT	210,118,719 Lbs   ▲ +6.0%   46% of total \$4.69 Price / Lb   \$0.38 Price Chg	48 OUNCE	41,923,433 Lbs  ▼-2.0%   45% of total \$3.11 Price / Lb   \$0.09 Price Chg
18 OUNCE	135,119,410 Lbs   ▲ +10.0%   30% of total \$4.34 Price / Lb   \$0.14 Price Chg	32 OUNCE	10,949,066 Lbs  ▼-5.8%   12% of total \$4.21 Price / Lb   \$0.01 Price Chg
6 OUNCE	<b>41,701,173 Lbs</b>   ▼-15.2%   <b>9</b> % of total <b>\$9.04</b> Price / Lb   <b>\$0.25</b> Price Chg	16 OUNCE	10,980,581 Lbs  ▼-8.2%   12% of total \$2.89 Price / Lb   \$0.03 Price Chg
16 OUNCE	22,123,610 Lbs   A +48.8%   5% of total \$4.05 Price / Lb   \$0.44 Price Chg	12 OUNCE	<b>5,666,725 Lbs</b>   ▼-10.0%   <b>6</b> % of total <b>\$4.45</b> Price / Lb   <b>\$0.08</b> Price Chg
ALL OTHER	<b>43,541,080 Lbs</b>   ▼-6.0%   <b>10</b> % of total <b>\$4.05</b> Price / Lb   <b>\$0.15</b> Price Chg	ALL OTHER	<b>24,082,710 Lbs</b>   ▼-5.5%   <b>26</b> % of total \$ <b>3.38</b> Price / Lb   <b>\$0.11</b> Price Chg

ORGANIC 16% of total +4.2% YoY BLUEBERRIES CONVENTIONAL 84% of total +3.8% YoY

**ORGANIC** 18% of total +0.7% YoY CONVENTIONAL 82% of total -5.7% YoY

### **Blueberries - Units**

## TOTAL BLUEBERRIES 648,696,743 Units | ▲ +0.8% YoY

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	125,880,226 Units   ▼+0.0%   21% of total	South Atlantic	10,677,673 Units   ▼-4.8%   20% of total
Middle Atlantic	90,338,493 Units   ▲+3.3%   15% of total	Pacific	<b>7,319,846 Units</b>   ▼-8.5%   <b>14</b> % of total
Pacific	82,083,969 Units   ▼-1.4%   14% of total	Middle Atlantic	<b>6,610,401 Units</b>   ▼- <b>6.9</b> %   <b>13</b> % of total
East North Central	92,380,858 Units   ▲ +1.5%   16% of total	East North Central	<b>6,881,338 Units</b>   ▼- <b>4.5</b> %   <b>13</b> % of total
New England	<b>52,895,395 Units</b>   <b>▲+3.9</b> %   <b>9</b> % of total	Mountain	4,733,704 Units   ▼-7.4%   9% of total
Mountain	<b>49,974,127 Units</b>   ▲ <b>+2.0</b> %   <b>8</b> % of total	New England	4,806,614 Units   ▼-6.5%   9% of total
West South Central	<b>40,579,365 Units</b>   <b>▲ +2.7</b> %   <b>7</b> % of total	West South Central	<b>5,272,384 Units</b>   ▼-3.3%   <b>10</b> % of total
West North Central	36,427,077 Units   ▼-1.2%   6% of total	West North Central	4,025,333 Units   ▼-3.5%   8% of total
East South Central	24,941,209 Units   🛦 +6.5%   4% of total	East South Central	<b>2,501,510 Units</b>   ▼-3.0%   5% of total



FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
595,837,613 Units   ▲+1.4%		52,859,130 Units   ▼-5.6%	
PINT	287,723,670 Units   ▲ +6.0%   50% of total \$3.43 Price / Unit   \$0.27 Price Chg	48 OUNCE	13,974,478 Units  ▼ -2.0%   26% of total \$9.34 Price / Unit   \$0.26 Price Chg
6 OUNCE	111,203,129 Units   ▼ -15.2%   19% of total \$3.39 Price / Unit   \$0.09 Price Chg	32 OUNCE	5,474,533 Units  ▼-5.8%   10% of total \$8.41 Price / Unit   \$0.01 Price Chg
18 OUNCE	120,106,128 Units   ▲ +10.0%   21% of total \$4.89 Price / Unit   \$0.16 Price Chg	16 OUNCE	10,858,205 Units  ▼ -8.1%   21% of total \$2.93 Price / Unit   \$0.03 Price Chg
16 OUNCE	22,123,610 Units   ▲+48.8%   4% of total \$4.05 Price / Unit   \$0.44 Price Chg	12 OUNCE	<b>7,555,633 Units</b> ▼-10.0%   14% of total \$3.34 Price / Unit   \$0.06 Price Chg
ALL OTHER	<b>34,496,957 Units</b>   ▼-6.0%   6% of total \$5.11 Price / Unit   <b>\$0.23</b> Price Chg	ALL OTHER	<b>14,996,281 Units</b>   ▼ <b>-4.6</b> %   <b>28</b> % of total \$ <b>5.42</b> Price / Unit   <b>\$0.13</b> Price Chg

ORGANIC
18% of total
-0.7% YoY

CONVENTIONAL
82% of total
+1.9% YoY

CONVENTIONAL
76% of total
-5.7% YoY