

1.11.2022

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

December, 2021

Sales through Nielsen Week Ending 1.1.2022

# December 2021

---

## Fresh blueberries (Produce department)

- Dollars sales increased **+5.2%** year over year compared to an increase for all fresh berries of **+17.4%**
- Pints increased **+4.3%** and represents 43% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in 7 of 9 regions, but only posted gains in units in 4 regions
- Organic fresh blueberries gained in dollars and units and outperformed conventional blueberries

## Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries declined **-3.0%** year over year compared to a slight increase for all frozen berries of **+0.4%**
- 48oz is the dominant pack size and posted an increase in dollars of **+0.7%**
- Approximately half (4) of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries declined **-0.5%** in dollars and outperformed organic frozen blueberries

# Category Segment Performance

December 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>	\$151	\$218	43.9	\$227	4.1	38	57	50.3	58	1.7	28	48	71.4	50	3.4
<b>Fresh Blueberries</b>	\$132	\$190	43.6	\$200	5.2	34	52	51.8	53	2.8	22	40	80.0	42	5.8
Conventional	\$108	\$158	45.4	\$165	4.7	29	45	53.4	46	2.5	19	35	81.4	38	6.8
Organic	\$24	\$32	35.3	\$35	7.4	5	7	42.3	8	4.9	3	5	69.7	5	-1.7
<b>Frozen Blueberries</b>	\$19	\$28	45.6	\$27	-3.0	3	5	35.8	4	-10.1	6	8	39.2	8	-8.1
Conventional	\$15	\$21	44.7	\$21	-0.5	3	4	33.8	3	-8.2	5	7	38.2	6	-7.1
Organic	\$4	\$6	48.5	\$6	-11.0	1	1	42.7	1	-16.2	1	1	44.0	1	-13.2

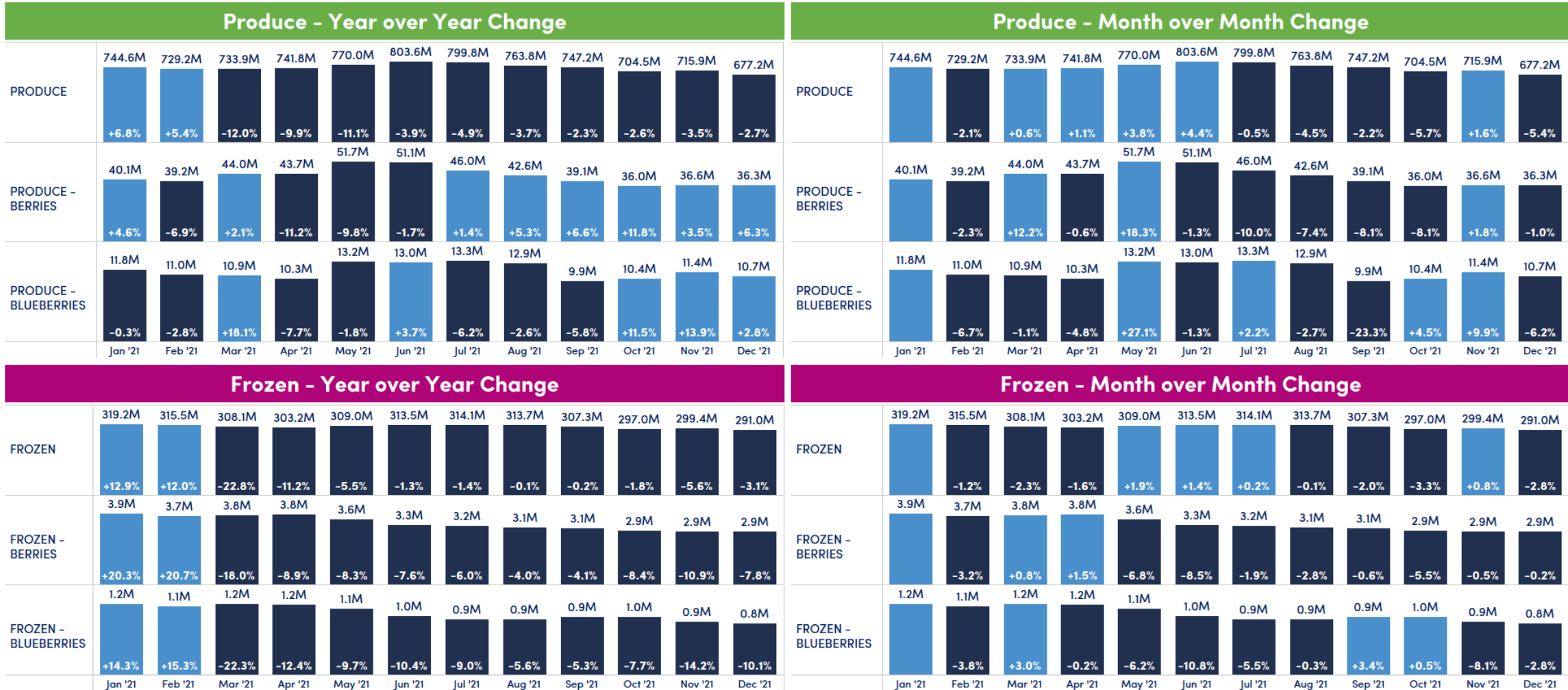


# Monthly Detail – Dollars/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M	\$1,432M	\$1,399M	\$1,358M	\$1,372M	\$1,338M	\$1,365M	\$1,355M	\$1,356M	\$1,399M	\$1,475M	\$1,532M	\$1,497M	\$1,432M	\$1,399M	\$1,358M	\$1,372M	\$1,338M	
	+10.9%	+9.6%	-8.6%	-5.1%	-3.9%	+1.8%	-0.9%	+1.5%	+4.5%	+4.9%	+4.6%	+7.1%	-0.7%	+0.1%	+3.1%	+5.4%	+3.9%	-2.3%	-4.4%	-2.3%	-2.9%	+1.0%	-2.5%		
PRODUCE - BERRIES	\$142M	\$150M	\$162M	\$169M	\$195M	\$178M	\$160M	\$153M	\$147M	\$138M	\$140M	\$146M	\$142M	\$150M	\$162M	\$169M	\$195M	\$178M	\$160M	\$153M	\$147M	\$138M	\$140M	\$146M	
	+10.7%	+7.4%	+8.1%	+3.3%	+12.9%	+13.0%	+10.2%	+8.2%	+15.0%	+15.8%	+11.8%	+17.4%	+5.4%	+8.1%	+4.0%	+15.3%	-8.3%	-10.1%	-4.9%	-3.9%	-5.5%	+1.3%	+4.1%		
PRODUCE - BLUEBERRIES	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M	\$46M	\$41M	\$42M	\$42M	\$40M	\$40M	\$43M	\$45M	\$44M	\$54M	\$49M	\$48M	\$46M	\$41M	\$42M	\$42M	\$40M	
	+5.7%	+10.8%	+13.1%	-0.9%	+11.9%	+10.2%	+3.4%	+4.8%	+5.0%	+13.6%	+7.7%	+5.2%	+6.3%	+5.0%	-1.4%	+21.6%	-9.1%	-1.6%	-3.7%	-11.8%	+3.5%	+0.0%	-5.0%		
	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M	\$1,299M	\$1,279M	\$1,247M	\$1,243M	\$1,261M	\$1,263M	\$1,270M	\$1,237M	\$1,222M	\$1,256M	\$1,288M	\$1,294M	\$1,299M	\$1,279M	\$1,247M	\$1,243M	\$1,261M	
	+20.0%	+19.4%	-20.7%	-11.8%	-7.0%	-0.5%	+0.8%	+4.0%	+5.0%	+5.1%	+1.5%	+5.4%	+0.6%	-2.7%	-1.2%	+2.8%	+2.5%	+0.5%	+0.4%	-1.5%	-2.5%	-0.3%	+1.4%		
FROZEN - BERRIES	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M	\$16M	\$17M	\$16M	\$16M	\$16M	\$20M	\$19M	\$20M	\$20M	\$19M	\$17M	\$17M	\$16M	\$17M	\$16M	\$16M	\$16M	
	+28.2%	+26.4%	-17.2%	-9.2%	-8.1%	-7.1%	-7.6%	-6.6%	-1.8%	-2.3%	-4.1%	+0.4%	-2.5%	+1.8%	+1.7%	-5.7%	-7.9%	-3.2%	-2.8%	+2.8%	-2.2%	-1.2%	+0.1%		
FROZEN - BLUEBERRIES	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$5M	\$5M	\$6M	\$6M	\$6M	\$5M	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$5M	\$5M	\$6M	\$6M	\$6M	\$5M	
	+23.6%	+23.7%	-20.9%	-10.4%	-7.9%	-8.8%	-10.6%	-8.3%	-2.9%	-2.1%	-7.2%	-3.0%	-1.3%	+2.4%	+0.5%	-5.2%	-11.1%	-6.4%	-1.9%	+6.9%	+3.6%	-6.0%	-3.3%		
	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	

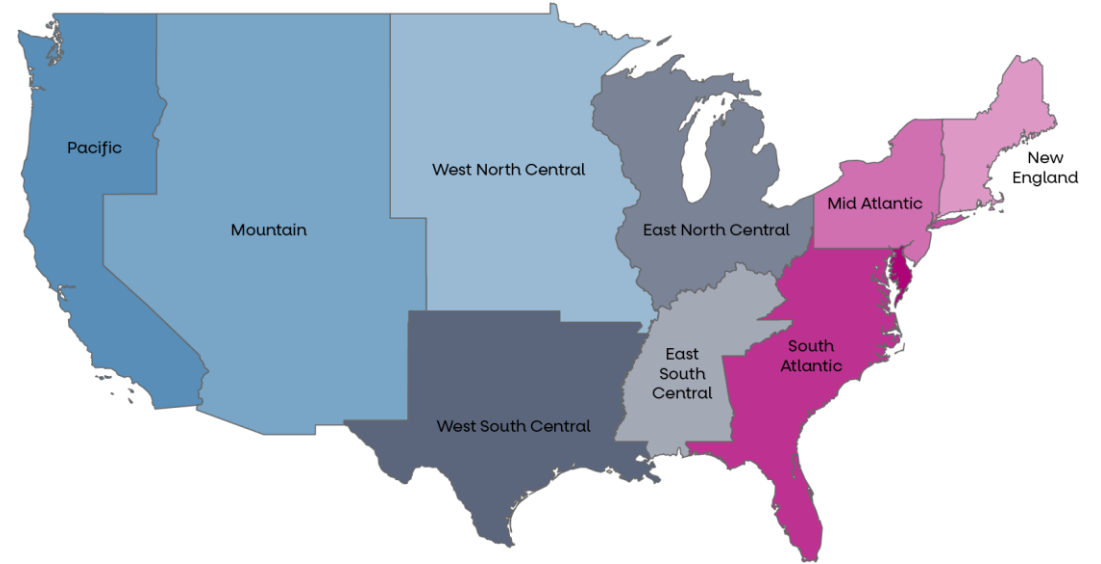
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/1/2022

# Monthly Detail – Units/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/1/2022

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.9%	-5.2%
PRODUCE - BERRIES	+15.0%	+3.2%
PRODUCE - BLUEBERRIES	+3.5%	-0.5%
FROZEN	+4.0%	-4.2%
FROZEN - BERRIES	-9.5%	-17.9%
FROZEN - BLUEBERRIES	-12.5%	-21.7%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.3%	-2.9%
PRODUCE - BERRIES	+16.5%	+3.6%
PRODUCE - BLUEBERRIES	+0.1%	-12.4%
FROZEN	+6.9%	-2.4%
FROZEN - BERRIES	-4.7%	-11.4%
FROZEN - BLUEBERRIES	-9.1%	-15.6%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.8%	-4.4%
PRODUCE - BERRIES	+11.4%	+2.2%
PRODUCE - BLUEBERRIES	-5.4%	-2.6%
FROZEN	+3.5%	-4.6%
FROZEN - BERRIES	+7.4%	-2.0%
FROZEN - BLUEBERRIES	+3.5%	-5.5%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+13.4%	-0.5%
PRODUCE - BERRIES	+31.7%	+22.8%
PRODUCE - BLUEBERRIES	+15.7%	+23.6%
FROZEN	+11.9%	+3.1%
FROZEN - BERRIES	+10.3%	+7.7%
FROZEN - BLUEBERRIES	-1.4%	-8.1%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.9%	-3.4%
PRODUCE - BERRIES	+13.9%	+3.7%
PRODUCE - BLUEBERRIES	+6.4%	+8.5%
FROZEN	+4.5%	-4.4%
FROZEN - BERRIES	+2.0%	-8.8%
FROZEN - BLUEBERRIES	+1.1%	-10.9%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.0%	-0.1%
PRODUCE - BERRIES	+23.0%	+11.1%
PRODUCE - BLUEBERRIES	+12.4%	+17.2%
FROZEN	+8.4%	-1.8%
FROZEN - BERRIES	+8.8%	-1.8%
FROZEN - BLUEBERRIES	+1.7%	-5.4%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.4%	+0.9%
PRODUCE - BERRIES	+20.6%	+8.3%
PRODUCE - BLUEBERRIES	+11.2%	+9.4%
FROZEN	+7.2%	-1.9%
FROZEN - BERRIES	+7.8%	-3.6%
FROZEN - BLUEBERRIES	+3.5%	-0.5%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.4%	-5.7%
PRODUCE - BERRIES	+14.6%	+3.1%
PRODUCE - BLUEBERRIES	+1.8%	-5.3%
FROZEN	-1.1%	-8.3%
FROZEN - BERRIES	-6.2%	-14.4%
FROZEN - BLUEBERRIES	-4.4%	-11.4%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.4%	-5.1%
PRODUCE - BERRIES	+13.0%	+4.6%
PRODUCE - BLUEBERRIES	-1.2%	-5.3%
FROZEN	+0.1%	-6.4%
FROZEN - BERRIES	-7.1%	-14.4%
FROZEN - BLUEBERRIES	-6.2%	-11.1%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.1%	-2.7%
PRODUCE - BERRIES	+17.4%	+6.3%
PRODUCE - BLUEBERRIES	+5.2%	+2.8%
FROZEN	+5.4%	-3.1%
FROZEN - BERRIES	+0.4%	-7.8%
FROZEN - BLUEBERRIES	-3.0%	-10.1%

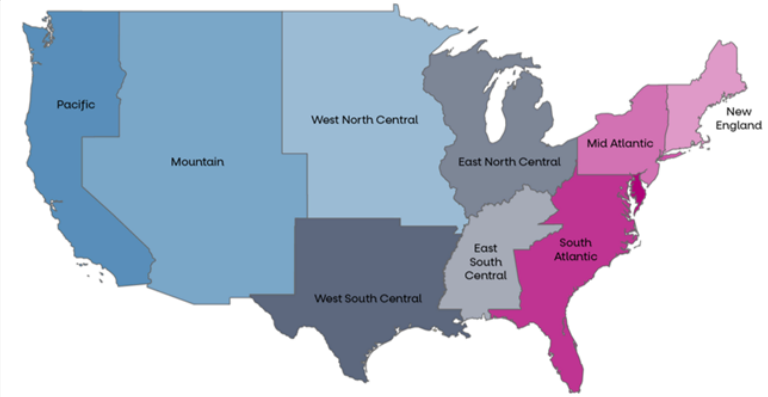
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 11/28/2021 to 1/1/2022

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$226,747,571 | ▲ +4.1% YoY**

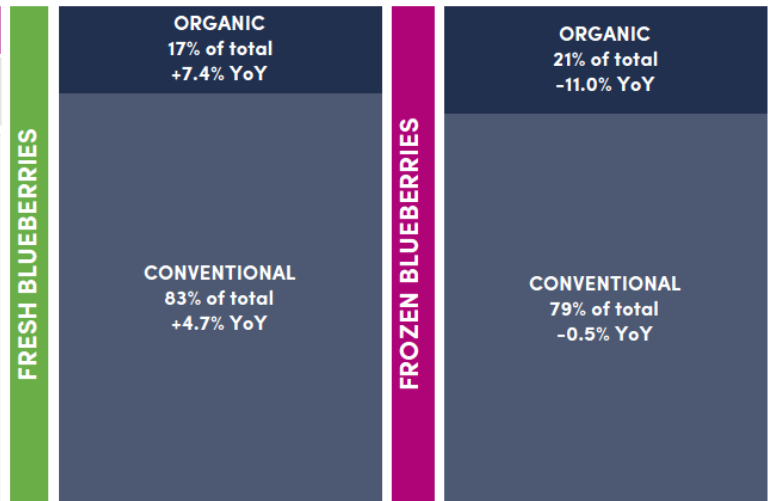
FRESH BLUEBERRIES	
South Atlantic	\$44,984,516   ▲+11.2%   23% of total
Pacific	\$31,991,940   ▲+3.5%   16% of total
Middle Atlantic	\$29,530,668   ▲+1.8%   15% of total
East North Central	\$27,406,267   ▲+6.4%   14% of total
New England	\$16,958,722   ▼-1.2%   8% of total
Mountain	\$14,843,577   ▲+0.1%   7% of total
West South Central	\$14,447,767   ▲+15.7%   7% of total
West North Central	\$11,243,239   ▼-5.4%   6% of total
East South Central	\$8,349,416   ▲+12.4%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,794,542   ▲+3.5%   22% of total
Pacific	\$3,837,559   ▼-12.5%   14% of total
Middle Atlantic	\$3,496,127   ▼-4.4%   13% of total
East North Central	\$3,357,080   ▲+1.1%   13% of total
New England	\$2,457,571   ▼-6.2%   9% of total
Mountain	\$2,403,643   ▼-9.1%   9% of total
West South Central	\$2,283,501   ▼-1.4%   9% of total
West North Central	\$1,997,740   ▲+3.5%   7% of total
East South Central	\$1,148,388   ▲+1.7%   4% of total



FRESH BLUEBERRIES	
<b>\$199,957,350   ▲+5.2%</b>	
PINT	\$84,380,640   ▲+4.3%   43% of total \$4.53 Price / Lb   (\$0.06) Price Chg
18 OUNCE	\$60,896,753   ▲+15.4%   31% of total \$4.28 Price / Lb   (\$0.09) Price Chg
6 OUNCE	\$30,961,525   ▼-7.7%   16% of total \$9.10 Price / Lb   \$0.75 Price Chg
16 OUNCE	\$9,580,780   ▲+3.5%   5% of total \$3.69 Price / Lb   \$0.09 Price Chg
ALL OTHER	\$8,666,826   ▲+41.9%   4% of total \$5.58 Price / Lb   \$0.92 Price Chg

FROZEN BLUEBERRIES	
<b>\$26,790,221   ▼-3.0%</b>	
48 OUNCE	\$11,627,539   ▲+0.7%   43% of total \$3.26 Price / Lb   \$0.14 Price Chg
32 OUNCE	\$3,403,698   ▼-15.0%   13% of total \$4.50 Price / Lb   \$0.30 Price Chg
16 OUNCE	\$2,665,465   ▼-10.4%   10% of total \$2.94 Price / Lb   \$0.04 Price Chg
12 OUNCE	\$2,119,186   ▼-3.1%   8% of total \$4.71 Price / Lb   \$0.34 Price Chg
ALL OTHER	\$6,974,335   ▲+1.1%   26% of total \$3.69 Price / Lb   \$0.34 Price Chg



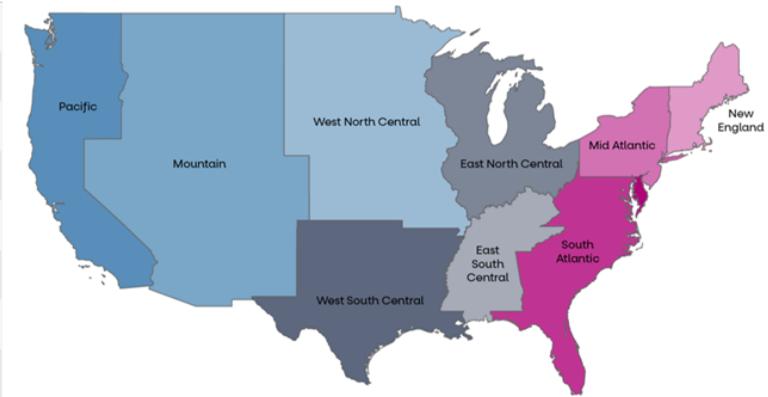
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 11/28/2021 to 1/1/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 49,747,526 Lbs | ▲ +3.4% YoY

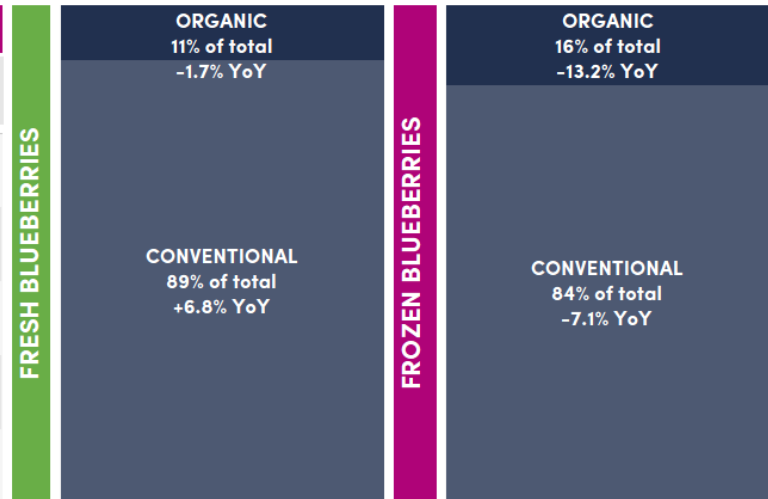
FRESH BLUEBERRIES	
South Atlantic	9,308,312 Lbs   ▲+10.5%   22% of total
Pacific	5,165,311 Lbs   ▲+1.4%   12% of total
Middle Atlantic	6,619,473 Lbs   ▼-4.2%   16% of total
East North Central	6,902,076 Lbs   ▲+12.0%   16% of total
New England	3,792,603 Lbs   ▼-4.3%   9% of total
Mountain	2,825,616 Lbs   ▼-0.4%   7% of total
West South Central	3,286,094 Lbs   ▲+27.0%   8% of total
West North Central	2,333,794 Lbs   ▲+3.1%   6% of total
East South Central	1,928,589 Lbs   ▲+20.0%   5% of total

FROZEN BLUEBERRIES	
South Atlantic	1,664,708 Lbs   ▼-2.9%   22% of total
Pacific	945,784 Lbs   ▼-18.0%   13% of total
Middle Atlantic	940,956 Lbs   ▼-7.5%   12% of total
East North Central	941,669 Lbs   ▼-8.5%   12% of total
New England	689,354 Lbs   ▼-7.2%   9% of total
Mountain	702,862 Lbs   ▼-14.1%   9% of total
West South Central	737,517 Lbs   ▼-6.1%   10% of total
West North Central	588,484 Lbs   ▼-1.7%   8% of total
East South Central	353,784 Lbs   ▼-6.6%   5% of total



FRESH BLUEBERRIES	
<b>42,179,701 Lbs   ▲+5.8%</b>	
PINT	18,608,492 Lbs   ▲+5.7%   46% of total \$4.53 Price / Lb   (\$0.06) Price Chg
18 OUNCE	14,235,891 Lbs   ▲+17.8%   35% of total \$4.28 Price / Lb   (\$0.09) Price Chg
6 OUNCE	3,403,409 Lbs   ▼-15.3%   8% of total \$9.10 Price / Lb   \$0.75 Price Chg
16 OUNCE	2,596,386 Lbs   ▲+1.1%   6% of total \$3.69 Price / Lb   \$0.09 Price Chg
ALL OTHER	1,552,873 Lbs   ▲+18.4%   4% of total \$5.58 Price / Lb   \$0.92 Price Chg

FROZEN BLUEBERRIES	
<b>7,567,825 Lbs   ▼-8.1%</b>	
48 OUNCE	3,562,734 Lbs   ▼-3.7%   47% of total \$3.26 Price / Lb   \$0.14 Price Chg
32 OUNCE	756,241 Lbs   ▼-20.7%   10% of total \$4.50 Price / Lb   \$0.30 Price Chg
16 OUNCE	907,194 Lbs   ▼-11.5%   12% of total \$2.94 Price / Lb   \$0.04 Price Chg
12 OUNCE	450,105 Lbs   ▼-10.0%   6% of total \$4.71 Price / Lb   \$0.34 Price Chg
ALL OTHER	1,891,550 Lbs   ▼-8.2%   25% of total \$3.69 Price / Lb   \$0.34 Price Chg



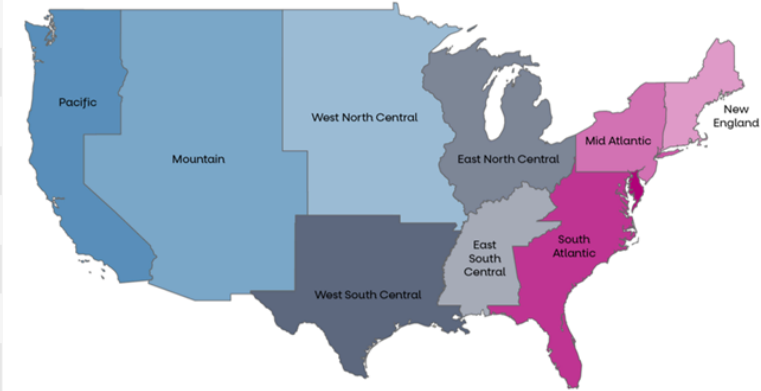


# Blueberries - Units

**TOTAL BLUEBERRIES**  
57,626,191 Units | ▲ +1.7% YoY

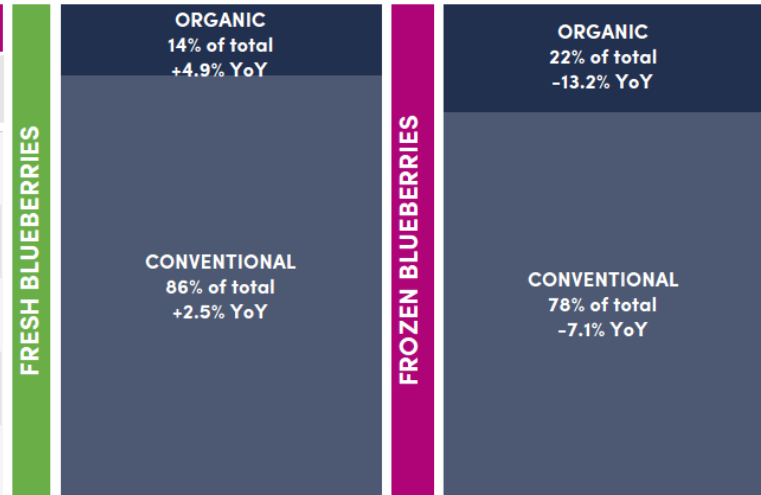
FRESH BLUEBERRIES	
South Atlantic	11,816,272 Units   ▲ +9.4%   22% of total
Pacific	7,342,426 Units   ▼ -0.5%   14% of total
Middle Atlantic	7,480,521 Units   ▼ -5.3%   14% of total
East North Central	8,736,466 Units   ▲ +8.5%   16% of total
New England	4,414,862 Units   ▼ -5.3%   8% of total
Mountain	4,129,708 Units   ▼ -12.4%   8% of total
West South Central	4,034,747 Units   ▲ +23.6%   8% of total
West North Central	3,048,597 Units   ▼ -2.6%   6% of total
East South Central	2,348,963 Units   ▲ +17.2%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	896,706 Units   ▼ -0.5%   21% of total
Pacific	543,847 Units   ▼ -21.7%   13% of total
Middle Atlantic	535,094 Units   ▼ -11.4%   13% of total
East North Central	548,186 Units   ▼ -10.9%   13% of total
New England	383,382 Units   ▼ -11.1%   9% of total
Mountain	363,565 Units   ▼ -15.6%   9% of total
West South Central	431,181 Units   ▼ -8.1%   10% of total
West North Central	338,152 Units   ▼ -5.5%   8% of total
East South Central	202,942 Units   ▼ -5.4%   5% of total



FRESH BLUEBERRIES	
<b>53,381,031 Units   ▲ +2.8%</b>	
PINT	25,504,170 Units   ▲ +5.7%   49% of total \$3.31 Price / Unit   (\$0.02) Price Chg
6 OUNCE	9,075,758 Units   ▼ -15.3%   18% of total \$3.41 Price / Unit   \$0.28 Price Chg
18 OUNCE	12,654,126 Units   ▲ +17.8%   25% of total \$4.81 Price / Unit   (\$0.10) Price Chg
16 OUNCE	2,596,386 Units   ▲ +1.1%   5% of total \$3.69 Price / Unit   \$0.09 Price Chg
ALL OTHER	1,767,941 Units   ▲ +18.4%   3% of total \$4.90 Price / Unit   \$0.32 Price Chg

FROZEN BLUEBERRIES	
<b>4,245,161 Units   ▼ -10.1%</b>	
48 OUNCE	1,187,578 Units   ▼ -3.7%   28% of total \$9.79 Price / Unit   \$0.43 Price Chg
32 OUNCE	378,121 Units   ▼ -20.7%   9% of total \$9.00 Price / Unit   \$0.60 Price Chg
16 OUNCE	897,786 Units   ▼ -11.4%   21% of total \$2.97 Price / Unit   \$0.03 Price Chg
12 OUNCE	600,140 Units   ▼ -10.0%   14% of total \$3.53 Price / Unit   \$0.25 Price Chg
ALL OTHER	1,181,535 Units   ▼ -11.1%   28% of total \$5.90 Price / Unit   \$0.71 Price Chg

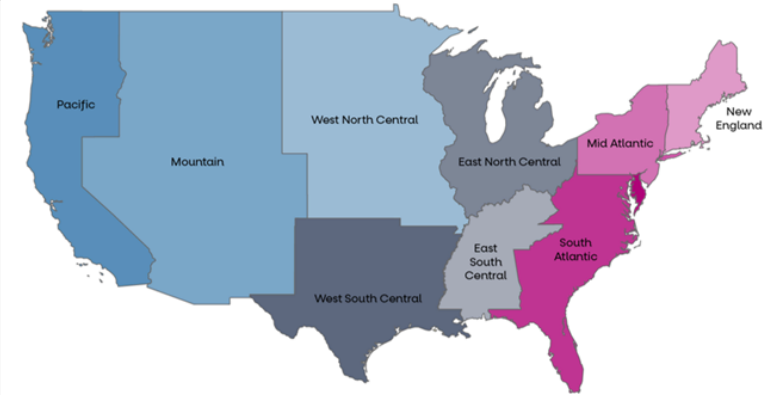


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,615,916,129 | ▲ +5.7% YoY**

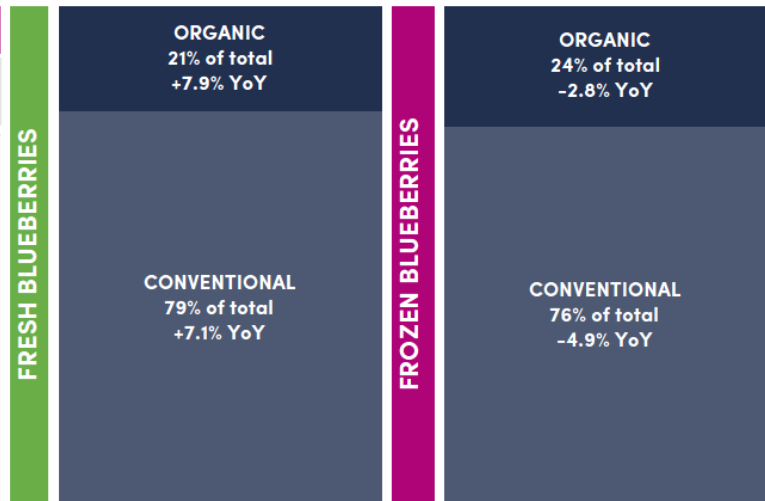
FRESH BLUEBERRIES	
South Atlantic	\$495,070,964   ▲+9.0%   22% of total
Middle Atlantic	\$355,428,564   ▲+5.3%   15% of total
Pacific	\$353,326,990   ▲+5.0%   15% of total
East North Central	\$316,733,940   ▲+8.5%   14% of total
New England	\$207,707,702   ▲+4.3%   9% of total
Mountain	\$177,177,520   ▲+6.1%   8% of total
West South Central	\$158,036,821   ▲+10.7%   7% of total
West North Central	\$141,054,035   ▲+6.6%   6% of total
East South Central	\$95,199,759   ▲+14.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$66,327,269   ▼-2.6%   21% of total
Pacific	\$47,409,249   ▼-7.1%   15% of total
Middle Atlantic	\$41,251,442   ▼-5.0%   13% of total
East North Central	\$38,542,525   ▼-3.7%   12% of total
New England	\$28,942,801   ▼-4.9%   9% of total
Mountain	\$28,918,323   ▼-5.9%   9% of total
West South Central	\$26,770,080   ▼-4.7%   9% of total
West North Central	\$22,424,213   ▼-1.4%   7% of total
East South Central	\$13,466,800   ▼-2.7%   4% of total



FRESH BLUEBERRIES	
<b>\$2,301,686,197   ▲ +7.3%</b>	
PINT	\$991,863,960   ▲+14.3%   44% of total \$4.69 Price / Lb   \$0.36 Price Chg
18 OUNCE	\$595,860,354   ▲+11.8%   27% of total \$4.33 Price / Lb   \$0.13 Price Chg
6 OUNCE	\$374,927,746   ▼-11.4%   17% of total \$9.11 Price / Lb   \$0.28 Price Chg
16 OUNCE	\$91,251,494   ▲+56.7%   4% of total \$4.02 Price / Lb   \$0.40 Price Chg
ALL OTHER	\$179,899,200   ▼-0.5%   8% of total \$4.10 Price / Lb   \$0.25 Price Chg

FROZEN BLUEBERRIES	
<b>\$314,229,932   ▼ -4.4%</b>	
48 OUNCE	\$130,726,185   ▼-1.4%   42% of total \$3.13 Price / Lb   \$0.09 Price Chg
32 OUNCE	\$45,444,722   ▼-8.3%   14% of total \$4.23 Price / Lb   \$0.02 Price Chg
16 OUNCE	\$31,497,551   ▼-8.8%   10% of total \$2.90 Price / Lb   \$0.02 Price Chg
12 OUNCE	\$25,177,411   ▼-9.5%   8% of total \$4.48 Price / Lb   \$0.09 Price Chg
ALL OTHER	\$81,384,062   ▼-3.3%   26% of total \$3.40 Price / Lb   \$0.13 Price Chg



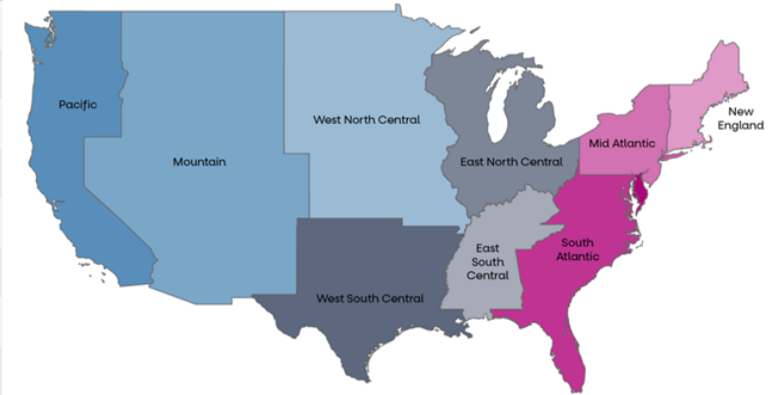
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/1/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 569,705,704 Lbs | ▲ +1.3% YoY

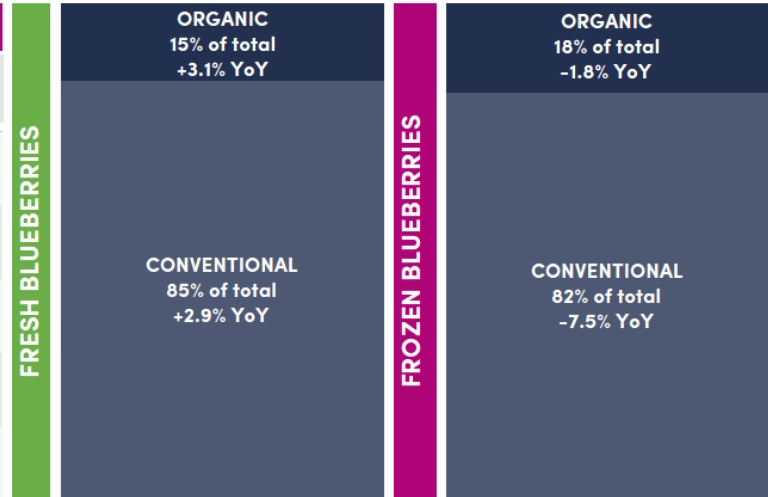
FRESH BLUEBERRIES	
South Atlantic	99,938,235 Lbs   ▲+2.7%   21% of total
Middle Atlantic	78,802,471 Lbs   ▲+4.7%   17% of total
Pacific	60,010,265 Lbs   ▼-1.0%   13% of total
East North Central	75,469,720 Lbs   ▲+1.0%   16% of total
New England	43,663,353 Lbs   ▲+4.2%   9% of total
Mountain	35,165,034 Lbs   ▲+2.2%   7% of total
West South Central	34,323,357 Lbs   ▲+8.6%   7% of total
West North Central	28,437,240 Lbs   ▲+1.8%   6% of total
East South Central	20,708,266 Lbs   ▲+8.3%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,943,944 Lbs   ▼-5.6%   21% of total
Pacific	12,317,859 Lbs   ▼-8.8%   13% of total
Middle Atlantic	11,377,152 Lbs   ▼-5.9%   12% of total
East North Central	11,768,489 Lbs   ▼-5.3%   13% of total
New England	8,167,829 Lbs   ▼-7.2%   9% of total
Mountain	8,943,155 Lbs   ▼-9.0%   10% of total
West South Central	8,965,537 Lbs   ▼-7.1%   10% of total
West North Central	7,053,895 Lbs   ▼-3.7%   8% of total
East South Central	4,394,650 Lbs   ▼-5.4%   5% of total



FRESH BLUEBERRIES	
<b>476,743,910 Lbs   ▲+2.9%</b>	
PINT	211,675,622 Lbs   ▲+5.4%   46% of total \$4.69 Price / Lb   \$0.36 Price Chg
18 OUNCE	137,650,137 Lbs   ▲+8.4%   30% of total \$4.33 Price / Lb   \$0.13 Price Chg
6 OUNCE	41,158,361 Lbs   ▼-14.1%   9% of total \$9.11 Price / Lb   \$0.28 Price Chg
16 OUNCE	22,677,917 Lbs   ▲+41.3%   5% of total \$4.02 Price / Lb   \$0.40 Price Chg
ALL OTHER	43,905,507 Lbs   ▼-6.5%   10% of total \$4.10 Price / Lb   \$0.25 Price Chg

FROZEN BLUEBERRIES	
<b>92,961,794 Lbs   ▼-6.5%</b>	
48 OUNCE	41,805,888 Lbs   ▼-4.1%   45% of total \$3.13 Price / Lb   \$0.09 Price Chg
32 OUNCE	10,753,638 Lbs   ▼-8.7%   12% of total \$4.23 Price / Lb   \$0.02 Price Chg
16 OUNCE	10,867,236 Lbs   ▼-9.3%   12% of total \$2.90 Price / Lb   \$0.02 Price Chg
12 OUNCE	5,619,304 Lbs   ▼-11.4%   6% of total \$4.48 Price / Lb   \$0.09 Price Chg
ALL OTHER	23,915,728 Lbs   ▼-7.0%   26% of total \$3.40 Price / Lb   \$0.13 Price Chg



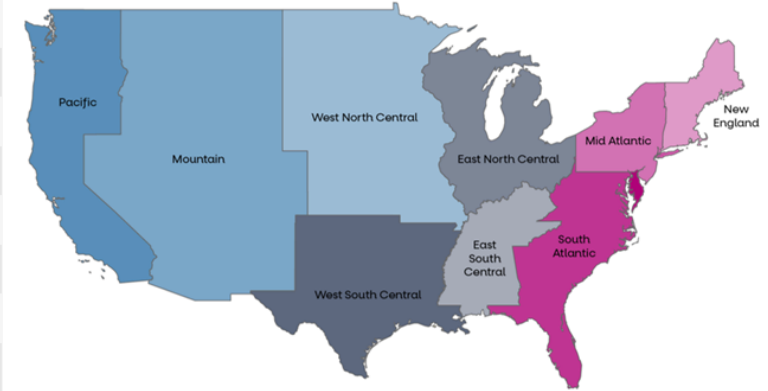
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/1/2022

# Blueberries - Units

**TOTAL BLUEBERRIES**  
651,731,511 Units | ▲ +0.3% YoY

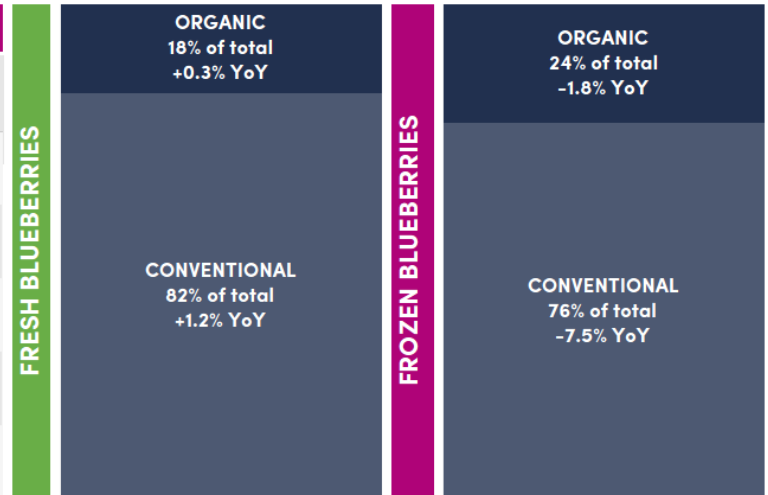
FRESH BLUEBERRIES	
South Atlantic	127,816,086 Units   ▲ +0.5%   21% of total
Middle Atlantic	90,332,795 Units   ▲ +2.0%   15% of total
Pacific	82,131,179 Units   ▼ -1.9%   14% of total
East North Central	93,316,340 Units   ▲ +1.4%   16% of total
New England	52,763,644 Units   ▲ +2.2%   9% of total
Mountain	49,528,106 Units   ▲ +0.1%   8% of total
West South Central	41,382,696 Units   ▲ +3.8%   7% of total
West North Central	36,375,004 Units   ▼ -1.4%   6% of total
East South Central	25,336,302 Units   ▲ +6.6%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,674,375 Units   ▼ -5.4%   20% of total
Pacific	7,172,692 Units   ▼ -12.1%   14% of total
Middle Atlantic	6,550,655 Units   ▼ -8.8%   13% of total
East North Central	6,815,712 Units   ▼ -6.5%   13% of total
New England	4,759,490 Units   ▼ -8.5%   9% of total
Mountain	4,666,384 Units   ▼ -9.5%   9% of total
West South Central	5,234,442 Units   ▼ -5.1%   10% of total
West North Central	4,006,597 Units   ▼ -4.9%   8% of total
East South Central	2,489,958 Units   ▼ -3.9%   5% of total



FRESH BLUEBERRIES	
<b>599,332,042 Units   ▲ +1.0%</b>	
PINT	289,733,741 Units   ▲ +5.4%   50% of total \$3.42 Price / Unit   \$0.27 Price Chg
6 OUNCE	109,755,629 Units   ▼ -14.1%   19% of total \$3.42 Price / Unit   \$0.10 Price Chg
18 OUNCE	122,355,663 Units   ▲ +8.4%   21% of total \$4.87 Price / Unit   \$0.15 Price Chg
16 OUNCE	22,677,917 Units   ▲ +41.3%   4% of total \$4.02 Price / Unit   \$0.40 Price Chg
ALL OTHER	35,132,726 Units   ▼ -6.5%   6% of total \$5.12 Price / Unit   \$0.28 Price Chg

FROZEN BLUEBERRIES	
<b>52,399,468 Units   ▼ -7.5%</b>	
48 OUNCE	13,935,296 Units   ▼ -4.1%   27% of total \$9.38 Price / Unit   \$0.26 Price Chg
32 OUNCE	5,376,819 Units   ▼ -8.7%   10% of total \$8.45 Price / Unit   \$0.04 Price Chg
16 OUNCE	10,747,502 Units   ▼ -9.2%   21% of total \$2.93 Price / Unit   \$0.01 Price Chg
12 OUNCE	7,492,406 Units   ▼ -11.4%   14% of total \$3.36 Price / Unit   \$0.07 Price Chg
ALL OTHER	14,847,446 Units   ▼ -6.6%   28% of total \$5.48 Price / Unit   \$0.19 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/3/2021 to 1/1/2022