

2.9.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

January, 2022

Sales through Nielsen Week Ending 1.29.2022

January 2022

Fresh blueberries (Produce department)

- Dollars sales decreased **-4.5%** year over year compared to an increase for all fresh berries of **+12.2%**
- Pints decreased **-8.7%** and represents 44% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar losses in 8 of 9 regions but did not post gains in units in any region
- Organic fresh blueberries declined in dollars and units

Frozen blueberries (Frozen department)

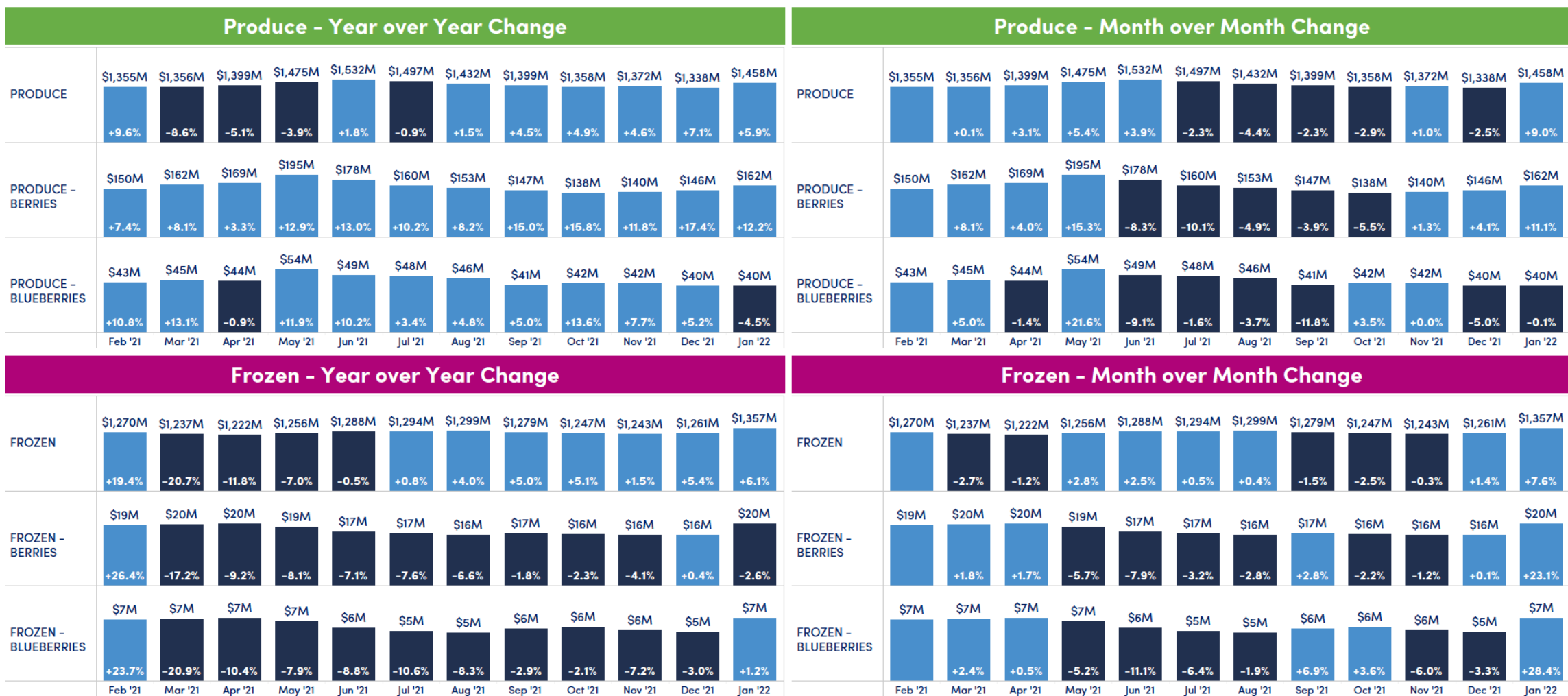
- Dollar sales for frozen blueberries increased **+1.2%** year over year compared to a slight decrease for all frozen berries of **-2.6%**
- 48oz is the dominant pack size and posted an increase in dollars of **+4.2%**
- 7 of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+4.8%** in dollars and while organic frozen blueberries declined in dollars

Category Segment Performance

January Blueberry Category and Segment Sales – 2022 vs 2021 and 2020

	DOLLARS (MM)					UNITS (MM)					POUNDS (MM)				
	2020	2021	% Chg vs. YA	2022	%Chg. vs. YA	2020	2021	% Chg vs. YA	2022	%Chg. vs. YA	2020	2021	% Chg vs. YA	2022	%Chg. vs. YA
TOTAL BLUEBERRY CATEGORY	\$169	\$187	10.8	\$187	0.2	50	52	3.7	45	-13.8	41	46	10.5	39	-17.2
Fresh Blueberries	\$147	\$160	8.5	\$160	-0.1	46	47	2.5	40	-14.7	34	37	8.3	31	-9.7
Conventional	\$119	\$126	5.9	\$132	4.3	39	39	1.1	35	-11.8	30	32	4.8	28	-17.4
Organic	\$28	\$34	19.5	\$28	-16.3	7	8	10.1	6	-29.0	4	6	34.5	3	-34.6
Frozen Blueberries	\$21	\$27	27.1	\$28	1.8	4	5	16.7	4	-5.2	7	8	21.4	8	-5.3
Conventional	\$16	\$20	25.2	\$21	5.5	3	3	13.8	3	-1.7	6	7	19.5	6	-3.0
Organic	\$5	\$7	33.2	\$6	-9.7	1	1	26.1	1	-15.5	1	2	30.7	1	-15.2

Monthly Detail – Dollars/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 1/29/2022

Monthly Detail – Units/Week

Produce - Year over Year Change

	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
PRODUCE	729.2M	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M
	+5.4%	-12.0%	-9.9%	-11.1%	-3.9%	-4.9%	-3.7%	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%
PRODUCE - BERRIES	39.2M	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M
	-6.9%	+2.1%	-11.2%	-9.8%	-1.7%	+1.4%	+5.3%	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%
PRODUCE - BLUEBERRIES	11.0M	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M
	-2.8%	+18.1%	-7.7%	-1.8%	+3.7%	-6.2%	-2.6%	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%

Produce - Month over Month Change

	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
PRODUCE	729.2M	733.9M	741.8M	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M
		+0.6%	+1.1%	+3.8%	+4.4%	-0.5%	-4.5%	-2.2%	-5.7%	+1.6%	-5.4%	+7.5%
PRODUCE - BERRIES	39.2M	44.0M	43.7M	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M
		+12.2%	-0.6%	+18.3%	-1.3%	-10.0%	-7.4%	-8.1%	-8.1%	+1.8%	-1.0%	+12.8%
PRODUCE - BLUEBERRIES	11.0M	10.9M	10.3M	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M
		-1.1%	-4.8%	+27.1%	-1.3%	+2.2%	-2.7%	-23.3%	+4.5%	+9.9%	-6.2%	-5.8%

Frozen - Year over Year Change

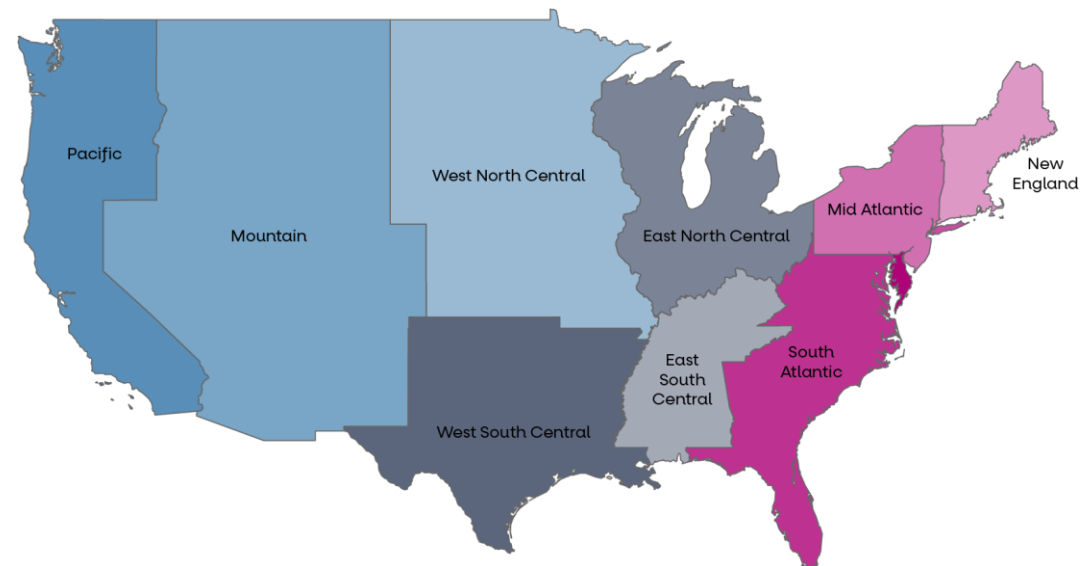
	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
FROZEN	315.5M	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M
	+12.0%	-22.8%	-11.2%	-5.5%	-1.3%	-1.4%	-0.1%	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%
FROZEN - BERRIES	3.7M	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M
	+20.7%	-18.0%	-8.9%	-8.3%	-7.6%	-6.0%	-4.0%	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%
FROZEN - BLUEBERRIES	1.1M	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M
	+15.3%	-22.3%	-12.4%	-9.7%	-10.4%	-9.0%	-5.6%	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%

Frozen - Month over Month Change

	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
FROZEN	315.5M	308.1M	303.2M	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M
		-2.3%	-1.6%	+1.9%	+1.4%	+0.2%	-0.1%	-2.0%	-3.3%	+0.8%	-2.8%	+7.7%
FROZEN - BERRIES	3.7M	3.8M	3.8M	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M
		+0.8%	+1.5%	-6.8%	-8.5%	-1.9%	-2.8%	-0.6%	-5.5%	-0.5%	-0.2%	+21.3%
FROZEN - BLUEBERRIES	1.1M	1.2M	1.2M	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M
		+3.0%	-0.2%	-6.2%	-10.8%	-5.5%	-0.3%	+3.4%	+0.5%	-8.1%	-2.8%	+30.9%

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 1/29/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.8%	-4.0%
PRODUCE - BERRIES	+15.0%	+1.0%
PRODUCE - BLUEBERRIES	+7.2%	-6.2%
FROZEN	+4.9%	-4.4%
FROZEN - BERRIES	-9.1%	-19.7%
FROZEN - BLUEBERRIES	-8.3%	-17.3%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.7%	-3.9%
PRODUCE - BERRIES	+11.5%	+3.2%
PRODUCE - BLUEBERRIES	-6.0%	-19.2%
FROZEN	+6.2%	-2.7%
FROZEN - BERRIES	-7.9%	-16.4%
FROZEN - BLUEBERRIES	-7.1%	-13.0%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.2%	-6.6%
PRODUCE - BERRIES	+4.3%	-5.6%
PRODUCE - BLUEBERRIES	-16.3%	-25.3%
FROZEN	+2.7%	-5.9%
FROZEN - BERRIES	-3.0%	-15.2%
FROZEN - BLUEBERRIES	+0.5%	-8.5%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.7%	-1.7%
PRODUCE - BERRIES	+19.2%	+7.9%
PRODUCE - BLUEBERRIES	-0.3%	-11.9%
FROZEN	+8.2%	+0.7%
FROZEN - BERRIES	+4.0%	+2.2%
FROZEN - BLUEBERRIES	+9.4%	+6.8%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.0%	-5.5%
PRODUCE - BERRIES	+8.5%	-7.2%
PRODUCE - BLUEBERRIES	-9.0%	-27.5%
FROZEN	+2.8%	-6.6%
FROZEN - BERRIES	-2.6%	-13.1%
FROZEN - BLUEBERRIES	+3.2%	-6.3%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.6%	-1.1%
PRODUCE - BERRIES	+14.1%	+9.4%
PRODUCE - BLUEBERRIES	-2.7%	-13.7%
FROZEN	+6.3%	-3.0%
FROZEN - BERRIES	-0.8%	-11.2%
FROZEN - BLUEBERRIES	+2.3%	-5.0%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.7%	+1.9%
PRODUCE - BERRIES	+15.9%	+7.6%
PRODUCE - BLUEBERRIES	-3.0%	-12.5%
FROZEN	+10.0%	+0.5%
FROZEN - BERRIES	+4.9%	-6.6%
FROZEN - BLUEBERRIES	+7.6%	+0.4%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.9%	-4.9%
PRODUCE - BERRIES	+7.0%	-7.8%
PRODUCE - BLUEBERRIES	-8.4%	-24.7%
FROZEN	+3.1%	-5.0%
FROZEN - BERRIES	-7.0%	-14.9%
FROZEN - BLUEBERRIES	+0.1%	-4.5%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.6%	-2.6%
PRODUCE - BERRIES	+10.5%	-2.4%
PRODUCE - BLUEBERRIES	-9.1%	-24.1%
FROZEN	+7.4%	-1.1%
FROZEN - BERRIES	-3.7%	-13.6%
FROZEN - BLUEBERRIES	+2.9%	-3.6%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.9%	-2.7%
PRODUCE - BERRIES	+12.2%	+0.5%
PRODUCE - BLUEBERRIES	-4.5%	-18.2%
FROZEN	+6.1%	-2.8%
FROZEN - BERRIES	-2.6%	-11.8%
FROZEN - BLUEBERRIES	+1.2%	-5.6%

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 1/29/2022

Blueberries - Dollars

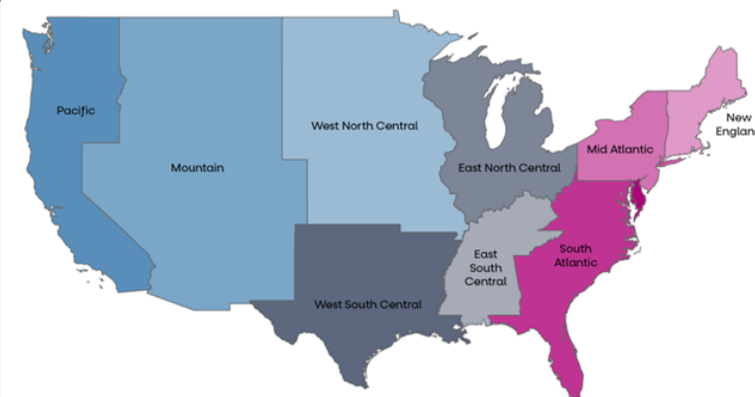
TOTAL BLUEBERRIES
\$187,394,739 | ▼ -3.7% YoY

FRESH BLUEBERRIES

South Atlantic	\$35,340,694 ▼-3.0% 22% of total
Pacific	\$27,783,540 ▲+7.2% 17% of total
Middle Atlantic	\$23,807,341 ▼-8.4% 15% of total
East North Central	\$20,778,377 ▼-9.0% 13% of total
New England	\$13,485,013 ▼-9.1% 8% of total
Mountain	\$11,677,029 ▼-6.0% 7% of total
West South Central	\$11,466,922 ▼-0.3% 7% of total
West North Central	\$8,726,937 ▼-16.3% 5% of total
East South Central	\$6,620,417 ▼-2.7% 4% of total

FROZEN BLUEBERRIES

South Atlantic	\$6,119,668 ▲+7.6% 22% of total
Pacific	\$3,901,469 ▼-8.3% 14% of total
Middle Atlantic	\$3,568,267 ▲+0.1% 13% of total
East North Central	\$3,513,535 ▲+3.2% 13% of total
New England	\$2,532,011 ▲+2.9% 9% of total
Mountain	\$2,385,427 ▼-7.1% 9% of total
West South Central	\$2,293,063 ▲+9.4% 8% of total
West North Central	\$1,993,830 ▲+0.5% 7% of total
East South Central	\$1,198,765 ▲+2.3% 4% of total



FRESH BLUEBERRIES

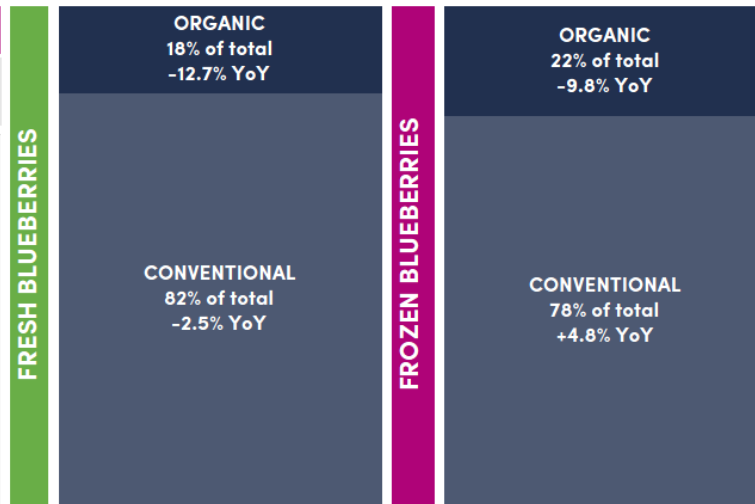
\$159,875,889 | ▼-4.5%

PINT	\$68,039,995 ▼-8.7% 44% of total \$5.15 Price / Lb \$0.86 Price Chg
18 OUNCE	\$44,739,216 ▼-3.0% 29% of total \$4.26 Price / Lb \$0.44 Price Chg
6 OUNCE	\$28,540,156 ▲+7.8% 18% of total \$9.36 Price / Lb \$1.15 Price Chg
16 OUNCE	\$10,434,971 ▼-10.0% 7% of total \$4.05 Price / Lb \$0.60 Price Chg
ALL OTHER	\$3,146,959 ▼-14.4% 2% of total \$5.39 Price / Lb \$2.33 Price Chg

FROZEN BLUEBERRIES

\$27,518,850 | ▲+1.2%

48 OUNCE	\$11,508,788 ▲+4.2% 42% of total \$3.21 Price / Lb \$0.12 Price Chg
32 OUNCE	\$3,523,343 ▼-13.8% 13% of total \$4.52 Price / Lb \$0.45 Price Chg
16 OUNCE	\$2,820,618 ▲+4.0% 10% of total \$2.95 Price / Lb \$0.06 Price Chg
12 OUNCE	\$2,324,614 ▲+2.7% 8% of total \$4.74 Price / Lb \$0.42 Price Chg
ALL OTHER	\$7,341,487 ▲+3.6% 27% of total \$3.72 Price / Lb \$0.46 Price Chg



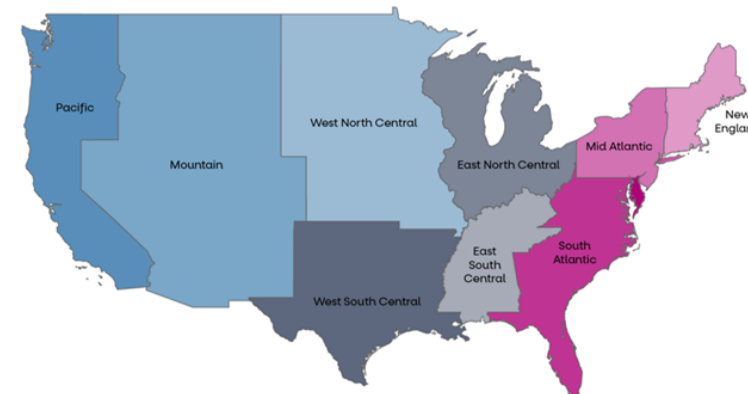
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 1/29/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
39,058,413 Lbs | ▼ -17.2% YoY

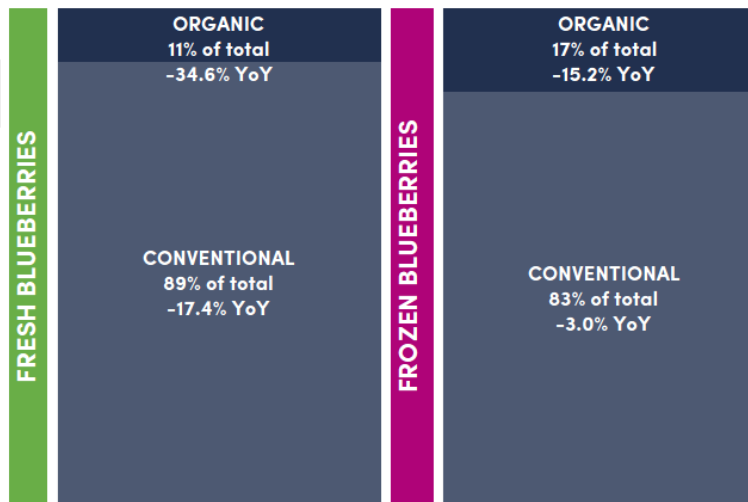
FRESH BLUEBERRIES	
South Atlantic	7,098,693 Lbs ▼ -13.7% 23% of total
Pacific	4,345,388 Lbs ▼ -6.2% 14% of total
Middle Atlantic	4,942,140 Lbs ▼ -27.3% 16% of total
East North Central	4,264,678 Lbs ▼ -30.6% 14% of total
New England	2,758,298 Lbs ▼ -27.7% 9% of total
Mountain	2,207,271 Lbs ▼ -14.2% 7% of total
West South Central	2,530,046 Lbs ▼ -9.3% 8% of total
West North Central	1,640,562 Lbs ▼ -26.9% 5% of total
East South Central	1,472,283 Lbs ▼ -13.4% 5% of total

FROZEN BLUEBERRIES	
South Atlantic	1,776,657 Lbs ▲ +1.7% 23% of total
Pacific	970,799 Lbs ▼ -14.9% 12% of total
Middle Atlantic	964,499 Lbs ▼ -2.5% 12% of total
East North Central	991,138 Lbs ▼ -8.3% 13% of total
New England	700,882 Lbs ▲ +1.3% 9% of total
Mountain	701,405 Lbs ▼ -14.3% 9% of total
West South Central	730,196 Lbs ▲ +3.6% 9% of total
West North Central	576,505 Lbs ▼ -10.1% 7% of total
East South Central	367,633 Lbs ▼ -8.0% 5% of total



FRESH BLUEBERRIES	
31,275,971 Lbs ▼ -19.7%	
PINT	13,201,117 Lbs ▼ -23.9% 44% of total \$5.15 Price / Lb \$0.86 Price Chg
18 OUNCE	10,499,309 Lbs ▼ -13.2% 35% of total \$4.26 Price / Lb \$0.44 Price Chg
6 OUNCE	3,048,449 Lbs ▼ -5.5% 10% of total \$9.36 Price / Lb \$1.15 Price Chg
16 OUNCE	2,575,057 Lbs ▼ -23.2% 9% of total \$4.05 Price / Lb \$0.60 Price Chg
ALL OTHER	583,966 Lbs ▼ -51.4% 2% of total \$5.39 Price / Lb \$2.33 Price Chg

FROZEN BLUEBERRIES	
7,782,442 Lbs ▼ -5.3%	
48 OUNCE	3,587,122 Lbs ▲ +0.2% 46% of total \$3.21 Price / Lb \$0.12 Price Chg
32 OUNCE	778,821 Lbs ▼ -22.3% 10% of total \$4.52 Price / Lb \$0.45 Price Chg
16 OUNCE	955,513 Lbs ▲ +1.9% 12% of total \$2.95 Price / Lb \$0.06 Price Chg
12 OUNCE	490,074 Lbs ▼ -6.4% 6% of total \$4.74 Price / Lb \$0.42 Price Chg
ALL OTHER	1,970,912 Lbs ▼ -9.3% 25% of total \$3.72 Price / Lb \$0.46 Price Chg



Blueberries - Units

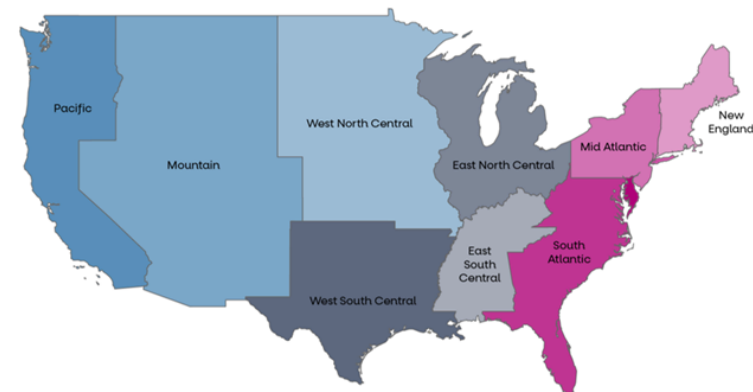
TOTAL BLUEBERRIES
 44,653,212 Units | ▼ -17.1% YoY

FRESH BLUEBERRIES

South Atlantic	9,112,868 Units ▼ -12.5% 23% of total
Pacific	6,246,856 Units ▼ -6.2% 16% of total
Middle Atlantic	5,720,160 Units ▼ -24.7% 14% of total
East North Central	5,484,108 Units ▼ -27.5% 14% of total
New England	3,235,721 Units ▼ -24.1% 8% of total
Mountain	3,314,256 Units ▼ -19.2% 8% of total
West South Central	3,079,637 Units ▼ -11.9% 8% of total
West North Central	2,188,421 Units ▼ -25.3% 5% of total
East South Central	1,802,331 Units ▼ -13.7% 4% of total

FROZEN BLUEBERRIES

South Atlantic	961,868 Units ▲ +0.4% 22% of total
Pacific	568,602 Units ▼ -17.3% 13% of total
Middle Atlantic	551,922 Units ▼ -4.5% 12% of total
East North Central	601,323 Units ▼ -6.3% 14% of total
New England	395,955 Units ▼ -3.6% 9% of total
Mountain	373,042 Units ▼ -13.0% 8% of total
West South Central	435,218 Units ▲ +6.8% 10% of total
West North Central	339,454 Units ▼ -8.5% 8% of total
East South Central	216,863 Units ▼ -5.0% 5% of total



FRESH BLUEBERRIES

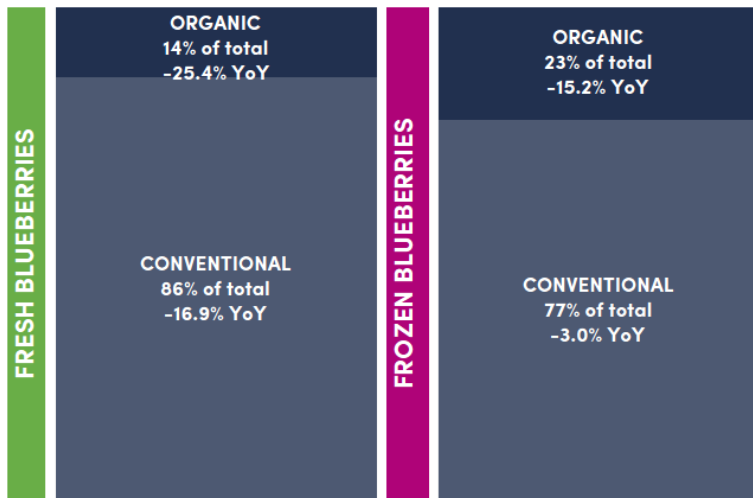
40,207,039 Units | ▼ -18.2%

PINT	18,123,966 Units ▼ -23.9% 47% of total \$3.75 Price / Unit \$0.62 Price Chg
6 OUNCE	8,129,198 Units ▼ -5.5% 21% of total \$3.51 Price / Unit \$0.43 Price Chg
18 OUNCE	9,332,719 Units ▼ -13.2% 24% of total \$4.79 Price / Unit \$0.50 Price Chg
16 OUNCE	2,575,057 Units ▼ -23.2% 7% of total \$4.05 Price / Unit \$0.60 Price Chg
ALL OTHER	678,027 Units ▼ -51.4% 2% of total \$4.64 Price / Unit \$0.72 Price Chg

FROZEN BLUEBERRIES

4,446,173 Units | ▼ -5.6%

48 OUNCE	1,195,707 Units ▲ +0.2% 27% of total \$9.63 Price / Unit \$0.36 Price Chg
32 OUNCE	389,410 Units ▼ -22.3% 9% of total \$9.05 Price / Unit \$0.89 Price Chg
16 OUNCE	945,623 Units ▲ +2.0% 21% of total \$2.98 Price / Unit \$0.06 Price Chg
12 OUNCE	653,432 Units ▼ -6.4% 15% of total \$3.56 Price / Unit \$0.31 Price Chg
ALL OTHER	1,262,001 Units ▼ -9.3% 28% of total \$5.82 Price / Unit \$0.72 Price Chg

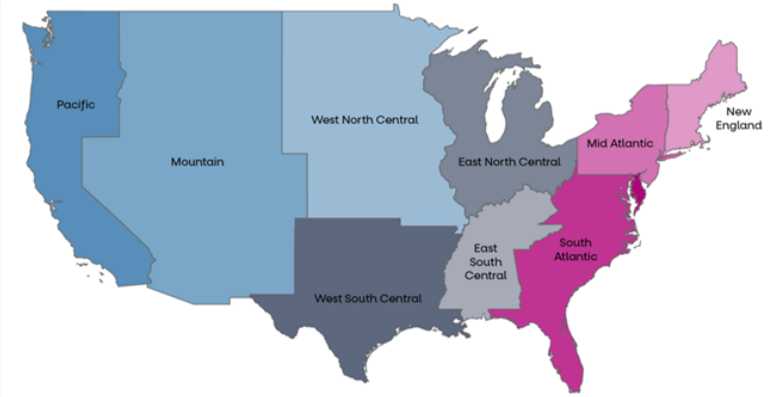


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,616,300,342 | ▲ +4.8% YoY

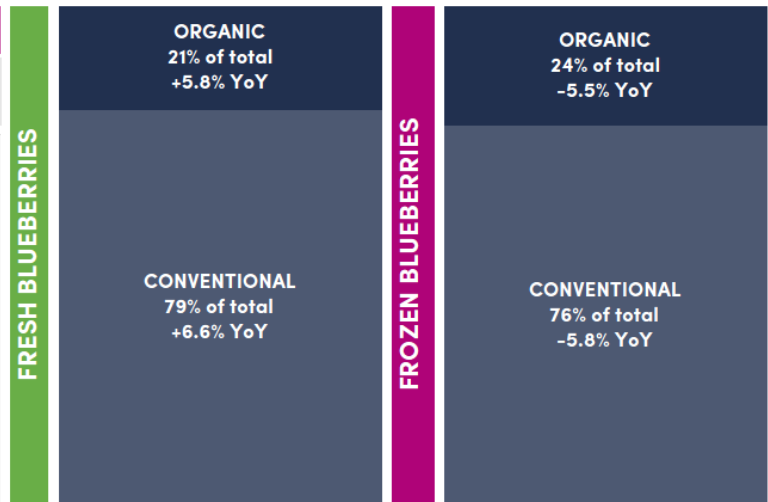
FRESH BLUEBERRIES	
South Atlantic	\$497,467,267 ▲+8.7% 22% of total
Pacific	\$356,017,303 ▲+5.0% 15% of total
Middle Atlantic	\$353,995,672 ▲+4.1% 15% of total
East North Central	\$315,690,042 ▲+7.5% 14% of total
New England	\$206,786,284 ▲+3.0% 9% of total
Mountain	\$176,941,095 ▲+5.4% 8% of total
West South Central	\$158,045,149 ▲+9.6% 7% of total
West North Central	\$139,374,703 ▲+4.8% 6% of total
East South Central	\$95,288,358 ▲+14.1% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$66,795,346 ▼-3.2% 21% of total
Pacific	\$47,080,303 ▼-9.9% 15% of total
Middle Atlantic	\$41,324,669 ▼-6.3% 13% of total
East North Central	\$38,659,089 ▼-5.0% 12% of total
New England	\$29,021,439 ▼-6.2% 9% of total
Mountain	\$28,746,331 ▼-8.1% 9% of total
West South Central	\$26,974,498 ▼-4.6% 9% of total
West North Central	\$22,436,814 ▼-2.9% 7% of total
East South Central	\$13,497,945 ▼-3.7% 4% of total



FRESH BLUEBERRIES	
\$2,301,592,000 ▲+6.5%	
PINT	\$988,986,435 ▲+12.5% 44% of total \$4.75 Price / Lb \$0.40 Price Chg
18 OUNCE	\$595,949,233 ▲+10.7% 27% of total \$4.37 Price / Lb \$0.18 Price Chg
6 OUNCE	\$377,515,492 ▼-9.9% 17% of total \$9.20 Price / Lb \$0.31 Price Chg
16 OUNCE	\$91,092,782 ▲+43.2% 4% of total \$4.10 Price / Lb \$0.42 Price Chg
ALL OTHER	\$180,131,196 ▼-0.2% 8% of total \$4.15 Price / Lb \$0.30 Price Chg

FROZEN BLUEBERRIES	
\$314,708,342 ▼-5.8%	
48 OUNCE	\$131,257,850 ▼-3.0% 42% of total \$3.14 Price / Lb \$0.09 Price Chg
32 OUNCE	\$44,885,017 ▼-11.1% 14% of total \$4.26 Price / Lb \$0.06 Price Chg
16 OUNCE	\$31,634,041 ▼-8.8% 10% of total \$2.90 Price / Lb \$0.01 Price Chg
12 OUNCE	\$25,254,909 ▼-9.9% 8% of total \$4.52 Price / Lb \$0.11 Price Chg
ALL OTHER	\$81,676,525 ▼-4.4% 26% of total \$3.44 Price / Lb \$0.16 Price Chg



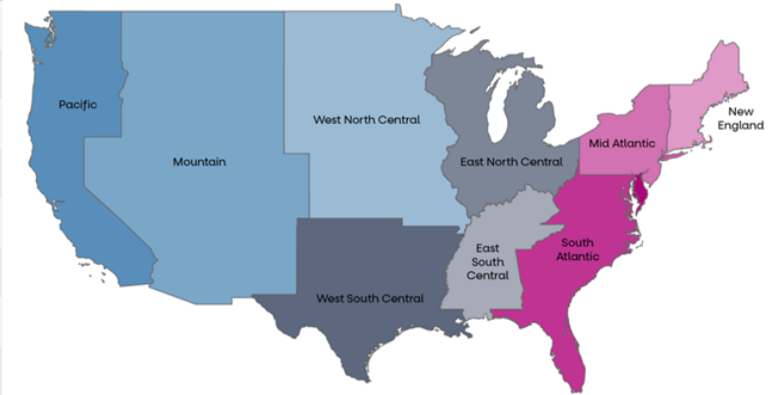
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 1/29/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
563,239,124 Lbs | ▼ -0.6% YoY

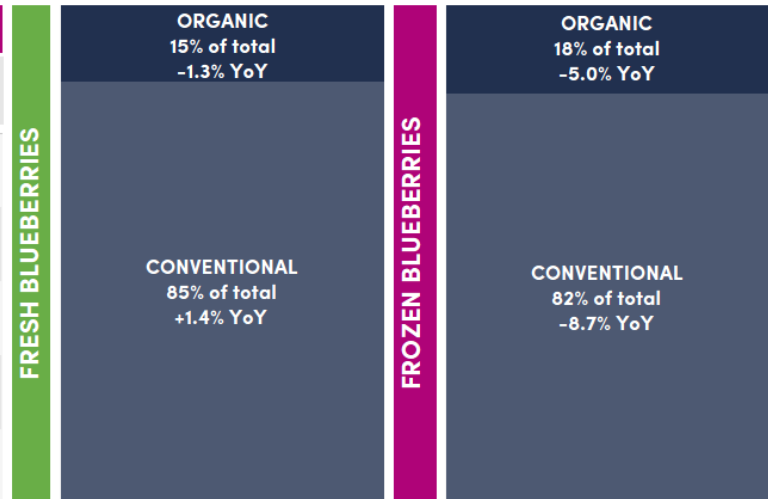
FRESH BLUEBERRIES	
South Atlantic	99,552,102 Lbs ▲+1.6% 21% of total
Pacific	59,844,987 Lbs ▼-1.2% 13% of total
Middle Atlantic	77,127,876 Lbs ▲+0.6% 16% of total
East North Central	73,896,659 Lbs ▼-0.8% 16% of total
New England	42,706,376 Lbs ▲+0.4% 9% of total
Mountain	34,872,927 Lbs ▲+1.6% 7% of total
West South Central	34,071,650 Lbs ▲+6.5% 7% of total
West North Central	27,829,580 Lbs ▼-0.1% 6% of total
East South Central	20,541,299 Lbs ▲+6.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,984,234 Lbs ▼-6.3% 22% of total
Pacific	12,154,603 Lbs ▼-12.0% 13% of total
Middle Atlantic	11,369,930 Lbs ▼-7.1% 12% of total
East North Central	11,680,473 Lbs ▼-7.6% 13% of total
New England	8,178,931 Lbs ▼-8.2% 9% of total
Mountain	8,827,977 Lbs ▼-11.4% 10% of total
West South Central	8,992,960 Lbs ▼-7.1% 10% of total
West North Central	6,989,644 Lbs ▼-5.9% 8% of total
East South Central	4,363,875 Lbs ▼-7.1% 5% of total



FRESH BLUEBERRIES	
470,667,070 Lbs ▲+1.0%	
PINT	208,288,693 Lbs ▲+3.1% 46% of total \$4.75 Price / Lb \$0.40 Price Chg
18 OUNCE	136,402,862 Lbs ▲+6.1% 30% of total \$4.37 Price / Lb \$0.18 Price Chg
6 OUNCE	41,038,739 Lbs ▼-12.9% 9% of total \$9.20 Price / Lb \$0.31 Price Chg
16 OUNCE	22,221,629 Lbs ▲+28.6% 5% of total \$4.10 Price / Lb \$0.42 Price Chg
ALL OTHER	43,374,932 Lbs ▼-7.5% 10% of total \$4.15 Price / Lb \$0.30 Price Chg

FROZEN BLUEBERRIES	
92,572,054 Lbs ▼-8.1%	
48 OUNCE	41,834,273 Lbs ▼-5.7% 45% of total \$3.14 Price / Lb \$0.09 Price Chg
32 OUNCE	10,531,442 Lbs ▼-12.3% 11% of total \$4.26 Price / Lb \$0.06 Price Chg
16 OUNCE	10,890,628 Lbs ▼-9.3% 12% of total \$2.90 Price / Lb \$0.01 Price Chg
12 OUNCE	5,589,212 Lbs ▼-12.2% 6% of total \$4.52 Price / Lb \$0.11 Price Chg
ALL OTHER	23,726,499 Lbs ▼-8.7% 26% of total \$3.44 Price / Lb \$0.16 Price Chg



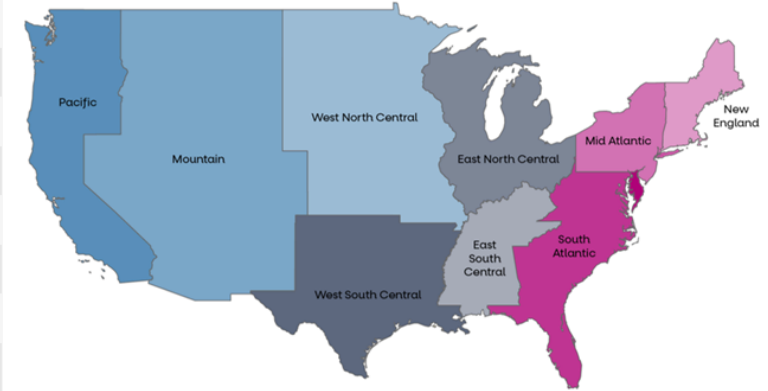
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 1/29/2022

Blueberries - Units

TOTAL BLUEBERRIES
 644,565,356 Units | ▼ -1.2% YoY

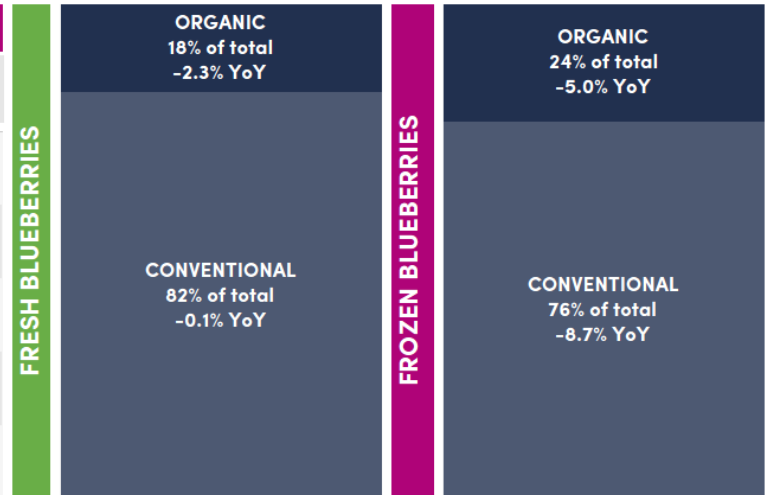
FRESH BLUEBERRIES	
South Atlantic	127,482,810 Units ▼ -0.2% 22% of total
Pacific	81,881,704 Units ▼ -2.2% 14% of total
Middle Atlantic	88,682,254 Units ▼ -1.4% 15% of total
East North Central	91,566,572 Units ▼ -0.1% 15% of total
New England	51,858,323 Units ▼ -0.5% 9% of total
Mountain	48,865,821 Units ▼ -0.7% 8% of total
West South Central	40,977,509 Units ▲ +2.2% 7% of total
West North Central	35,621,998 Units ▼ -2.9% 6% of total
East South Central	25,127,447 Units ▲ +5.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,682,167 Units ▼ -6.0% 20% of total
Pacific	7,057,832 Units ▼ -15.3% 14% of total
Middle Atlantic	6,534,922 Units ▼ -9.8% 13% of total
East North Central	6,776,889 Units ▼ -8.4% 13% of total
New England	4,745,309 Units ▼ -9.7% 9% of total
Mountain	4,611,304 Units ▼ -11.6% 9% of total
West South Central	5,263,103 Units ▼ -4.9% 10% of total
West North Central	3,975,797 Units ▼ -6.6% 8% of total
East South Central	2,478,819 Units ▼ -5.2% 5% of total



FRESH BLUEBERRIES	
592,410,365 Units ▼ -0.5%	
PINT	285,150,213 Units ▲ +3.1% 50% of total \$3.47 Price / Unit \$0.29 Price Chg
6 OUNCE	109,436,636 Units ▼ -12.9% 19% of total \$3.45 Price / Unit \$0.12 Price Chg
18 OUNCE	121,246,974 Units ▲ +6.1% 21% of total \$4.92 Price / Unit \$0.20 Price Chg
16 OUNCE	22,221,629 Units ▲ +28.6% 4% of total \$4.10 Price / Unit \$0.42 Price Chg
ALL OTHER	35,014,697 Units ▼ -7.5% 6% of total \$5.14 Price / Unit \$0.31 Price Chg

FROZEN BLUEBERRIES	
52,154,991 Units ▼ -8.9%	
48 OUNCE	13,944,758 Units ▼ -5.7% 27% of total \$9.41 Price / Unit \$0.26 Price Chg
32 OUNCE	5,265,721 Units ▼ -12.3% 10% of total \$8.52 Price / Unit \$0.11 Price Chg
16 OUNCE	10,771,282 Units ▼ -9.2% 21% of total \$2.94 Price / Unit \$0.01 Price Chg
12 OUNCE	7,452,282 Units ▼ -12.2% 14% of total \$3.39 Price / Unit \$0.08 Price Chg
ALL OTHER	14,720,948 Units ▼ -8.5% 28% of total \$5.55 Price / Unit \$0.24 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/31/2021 to 1/29/2022