

5.10.2022

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

## April 2022

Sales through Nielsen Week Ending 4.30.2022

# April 2022

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## Fresh blueberries (Produce department)

- Dollars sales increased **+13.7%** year over year compared to an increase for all fresh berries of **+11.6%**
- Pints increased **+26.5%** and represents 40% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in all 9 regions; units posted gains in 7 of 9 regions
- Organic fresh blueberries declined in dollars and units YoY.

## Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries decreased **-3.1%** year over year compared to a decrease for all frozen berries of **-1.2%**
- 48oz is the dominant pack size and posted an increase in dollars of **+1.3%**
- Only 2 of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+1.9%** in dollars, while organic frozen blueberries declined in dollars by **-18.6%**

# Category Segment Performance

## April Blueberry Category and Segment Sales – 2022 vs 2021

	DOLLARS (MM)			UNITS (MM)			POUNDS (MM)		
	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA	2021	2022	% Chg vs. YA
<b>TOTAL BLUEBERRY CATEGORY</b>	\$208,389,514	\$232,228,834	11.4%	46,630,782	47,032,450	0.9%	37,065,706	38,665,767	4.3%
<b>Fresh Blueberries</b>	\$180,794,588	\$205,485,895	13.7%	41,989,263	42,937,909	2.3%	28,866,820	31,372,480	8.7%
Conventional	\$143,010,138	\$169,100,546	18.2%	34,196,779	36,173,570	5.8%	24,700,018	27,372,864	10.8%
Organic	\$37,784,450	\$36,385,349	-3.7%	7,792,485	6,764,339	-13.2%	4,166,802	3,999,616	-4.0%
<b>Frozen Blueberries</b>	\$27,594,926	\$26,742,939	-3.1%	4,641,519	4,094,540	-11.8%	8,198,886	7,293,287	-11.0%
Conventional	\$20,925,254	\$21,316,907	1.9%	3,483,062	3,208,896	-7.9%	6,711,470	6,177,220	-8.0%
Organic	\$6,669,672	\$5,426,031	-18.6%	1,158,457	885,644	-23.5%	1,487,416	1,116,067	-25.0%



# Monthly Detail – Dollars/Week



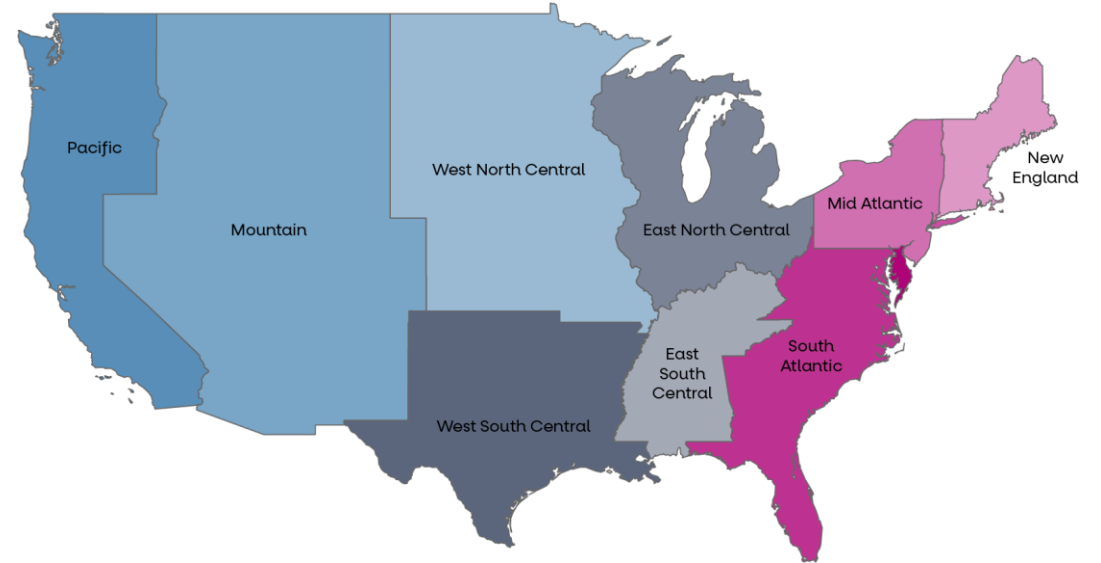
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 4/30/2022

# Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	770.0M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	
	-11.1%	-3.9%	-4.9%	-3.7%	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	-2.7%	-0.8%	+4.4%	-0.5%	-4.5%	-2.2%	-5.7%	+1.6%	-5.4%	+7.5%	-1.9%	+0.2%	+2.5%		
PRODUCE - BERRIES	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	48.7M	46.9M	51.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	48.7M	46.9M	
	-9.8%	-1.7%	+1.4%	+5.3%	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	+9.8%	+7.5%	-1.3%	-10.0%	-7.4%	-8.1%	-8.1%	+1.8%	-1.0%	+12.8%	+11.0%	+7.2%	-3.7%		
PRODUCE - BLUEBERRIES	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.6M	10.7M	13.2M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.6M	10.7M	
	-1.8%	+3.7%	-6.2%	-2.6%	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	+4.7%	+2.3%	-1.3%	+2.2%	-2.7%	-23.3%	+4.5%	+9.9%	-6.2%	-5.8%	+13.3%	+1.9%	-7.5%		
	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	295.8M	292.4M	309.0M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	295.8M	292.4M	
	-5.5%	-1.3%	-1.4%	-0.1%	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-4.7%	-3.4%	+1.4%	+0.2%	-0.1%	-2.0%	-3.3%	+0.8%	-2.8%	+7.7%	-3.5%	-2.2%	-1.1%		
FROZEN - BERRIES	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.6M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	
	-8.3%	-7.6%	-6.0%	-4.0%	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	-15.3%	-12.7%	-8.5%	-1.9%	-2.8%	-0.6%	-5.5%	-0.5%	-0.2%	+21.3%	-5.5%	-1.2%	+2.6%		
FROZEN - BLUEBERRIES	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.1M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	
	-9.7%	-10.4%	-9.0%	-5.6%	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-11.3%	-11.8%	-10.8%	-5.5%	-0.3%	+3.4%	+0.5%	-8.1%	-2.8%	+30.9%	-6.5%	-0.4%	-1.1%		
	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 4/30/2022

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.5%	-1.5%
PRODUCE - BERRIES	+9.9%	+0.7%
PRODUCE - BLUEBERRIES	+21.1%	+7.5%
FROZEN	+7.2%	-4.7%
FROZEN - BERRIES	-9.5%	-19.3%
FROZEN - BLUEBERRIES	-10.8%	-18.9%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.9%	-1.0%
PRODUCE - BERRIES	+15.1%	+16.7%
PRODUCE - BLUEBERRIES	+24.7%	+15.7%
FROZEN	+9.5%	-3.4%
FROZEN - BERRIES	-7.1%	-17.8%
FROZEN - BLUEBERRIES	-9.1%	-17.6%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.1%	-1.9%
PRODUCE - BERRIES	+14.9%	+9.8%
PRODUCE - BLUEBERRIES	+12.7%	+5.4%
FROZEN	+10.9%	-1.8%
FROZEN - BERRIES	+11.6%	-1.3%
FROZEN - BLUEBERRIES	+7.5%	-1.6%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.5%	-0.7%
PRODUCE - BERRIES	+15.7%	+13.5%
PRODUCE - BLUEBERRIES	+16.3%	+4.0%
FROZEN	+11.0%	-1.6%
FROZEN - BERRIES	+2.1%	-8.2%
FROZEN - BLUEBERRIES	-0.1%	-8.4%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.0%	-0.9%
PRODUCE - BERRIES	+17.4%	+10.7%
PRODUCE - BLUEBERRIES	+19.7%	+6.1%
FROZEN	+8.1%	-3.8%
FROZEN - BERRIES	-2.3%	-15.9%
FROZEN - BLUEBERRIES	-1.4%	-12.4%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.0%	-0.3%
PRODUCE - BERRIES	+11.0%	+6.8%
PRODUCE - BLUEBERRIES	+7.0%	+0.0%
FROZEN	+6.7%	-5.7%
FROZEN - BERRIES	+4.0%	-9.8%
FROZEN - BLUEBERRIES	-1.5%	-8.3%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.7%	+1.5%
PRODUCE - BERRIES	+10.2%	+7.9%
PRODUCE - BLUEBERRIES	+5.8%	-6.6%
FROZEN	+8.4%	-2.8%
FROZEN - BERRIES	+5.3%	-7.8%
FROZEN - BLUEBERRIES	+0.8%	-7.0%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.6%	-2.5%
PRODUCE - BERRIES	+5.2%	+0.5%
PRODUCE - BLUEBERRIES	+9.1%	-1.9%
FROZEN	+6.5%	-3.7%
FROZEN - BERRIES	-5.9%	-16.3%
FROZEN - BLUEBERRIES	-4.3%	-14.2%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.2%	-2.4%
PRODUCE - BERRIES	+10.7%	+7.4%
PRODUCE - BLUEBERRIES	+13.3%	+3.1%
FROZEN	+5.2%	-4.3%
FROZEN - BERRIES	-4.3%	-15.4%
FROZEN - BLUEBERRIES	-4.5%	-14.1%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.3%	-0.8%
PRODUCE - BERRIES	+11.6%	+7.5%
PRODUCE - BLUEBERRIES	+13.7%	+2.3%
FROZEN	+8.3%	-3.4%
FROZEN - BERRIES	-1.2%	-12.7%
FROZEN - BLUEBERRIES	-3.1%	-11.8%

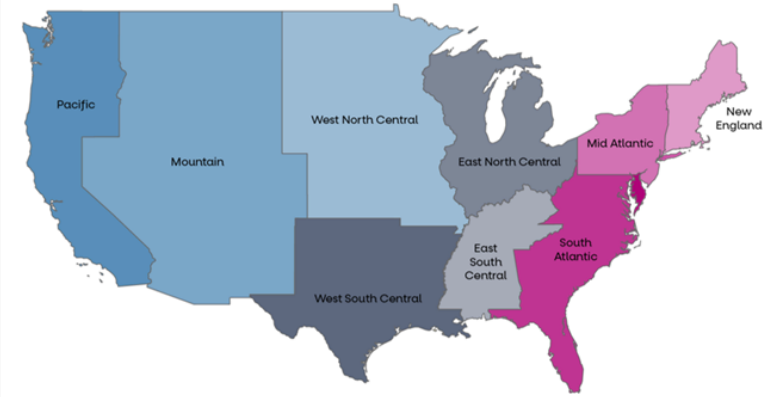
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 4/3/2022 to 4/30/2022

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$232,228,834 | ▲ +11.4% YoY**

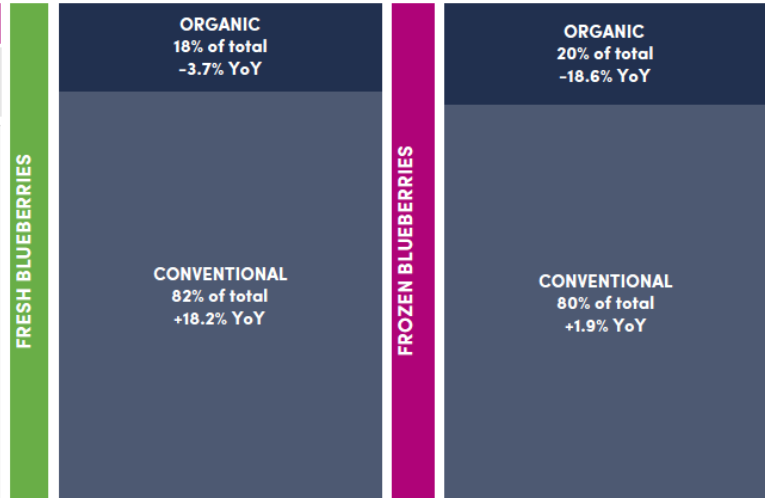
FRESH BLUEBERRIES	
South Atlantic	\$44,113,283   ▲+5.8%   21% of total
Pacific	\$32,021,490   ▲+21.1%   16% of total
Middle Atlantic	\$29,186,118   ▲+9.1%   14% of total
East North Central	\$28,487,418   ▲+19.7%   14% of total
Mountain	\$17,037,367   ▲+24.7%   8% of total
New England	\$16,848,100   ▲+13.3%   8% of total
West South Central	\$15,532,866   ▲+16.3%   8% of total
West North Central	\$13,269,151   ▲+12.7%   6% of total
East South Central	\$8,808,898   ▲+7.0%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,765,572   ▲+0.8%   22% of total
Pacific	\$3,832,797   ▼-10.8%   14% of total
Middle Atlantic	\$3,468,405   ▼-4.3%   13% of total
East North Central	\$3,392,356   ▼-1.4%   13% of total
New England	\$2,408,835   ▼-4.5%   9% of total
Mountain	\$2,392,827   ▼-9.1%   9% of total
West South Central	\$2,312,683   ▼-0.1%   9% of total
West North Central	\$2,011,420   ▲+7.5%   8% of total
East South Central	\$1,148,248   ▼-1.5%   4% of total



FRESH BLUEBERRIES	
<b>\$205,485,895   ▲+13.7%</b>	
PINT	\$79,948,771   ▲+26.5%   40% of total \$6.31 Price / Lb   \$0.69 Price Chg
18 OUNCE	\$58,632,383   ▲+33.0%   29% of total \$5.84 Price / Lb   \$0.69 Price Chg
6 OUNCE	\$40,877,185   ▼-24.7%   20% of total \$9.74 Price / Lb   (\$0.08) Price Chg
ALL OTHER	\$8,393,008   ▲+11.1%   4% of total \$4.84 Price / Lb   \$0.38 Price Chg
9.8 OUNCE	\$12,192,384   ▲+67.6%   6% of total \$8.81 Price / Lb   (\$0.47) Price Chg

FROZEN BLUEBERRIES	
<b>\$26,742,939   ▼-3.1%</b>	
48 OUNCE	\$11,599,690   ▲+1.3%   43% of total \$3.37 Price / Lb   \$0.23 Price Chg
32 OUNCE	\$2,945,654   ▼-27.6%   11% of total \$4.73 Price / Lb   \$0.55 Price Chg
16 OUNCE	\$2,800,320   ▲+2.3%   10% of total \$3.03 Price / Lb   \$0.12 Price Chg
ALL OTHER	\$7,297,910   ▲+2.5%   27% of total \$3.72 Price / Lb   \$0.51 Price Chg
10 OUNCE	\$2,099,365   ▼-5.5%   8% of total \$6.20 Price / Lb   \$0.82 Price Chg



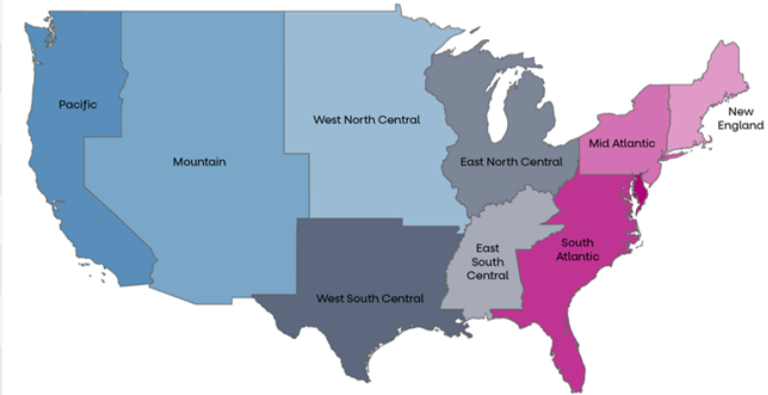
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 4/3/2022 to 4/30/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 38,665,767 Lbs | ▲ +4.3% YoY

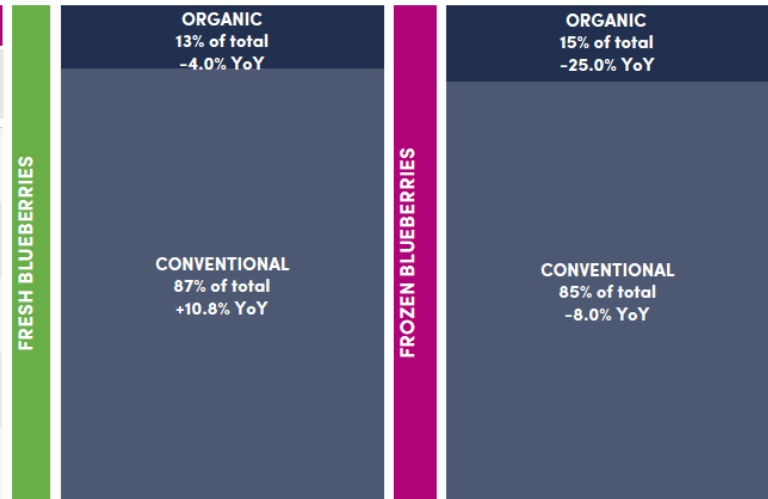
FRESH BLUEBERRIES		
South Atlantic	6,670,216 Lbs	▲ +2.0%   21% of total
Pacific	4,190,504 Lbs	▲ +18.5%   13% of total
Middle Atlantic	4,715,498 Lbs	▲ +0.2%   15% of total
East North Central	4,736,604 Lbs	▲ +16.0%   15% of total
Mountain	2,575,942 Lbs	▲ +20.9%   8% of total
New England	2,547,410 Lbs	▲ +6.5%   8% of total
West South Central	2,451,800 Lbs	▲ +7.7%   8% of total
West North Central	1,995,257 Lbs	▲ +12.3%   6% of total
East South Central	1,471,633 Lbs	▲ +4.7%   5% of total

FROZEN BLUEBERRIES		
South Atlantic	1,613,922 Lbs	▼ -5.7%   22% of total
Pacific	910,008 Lbs	▼ -20.1%   12% of total
Middle Atlantic	893,508 Lbs	▼ -10.9%   12% of total
East North Central	935,312 Lbs	▼ -12.3%   13% of total
New England	652,313 Lbs	▼ -7.9%   9% of total
Mountain	664,392 Lbs	▼ -19.1%   9% of total
West South Central	706,870 Lbs	▼ -9.0%   10% of total
West North Central	567,934 Lbs	▼ -3.9%   8% of total
East South Central	346,909 Lbs	▼ -8.9%   5% of total



FRESH BLUEBERRIES		
<b>31,372,480 Lbs   ▲ +8.7%</b>		
PINT	12,675,171 Lbs	▲ +12.7%   42% of total \$6.31 Price / Lb   \$0.69 Price Chg
18 OUNCE	10,033,667 Lbs	▲ +17.2%   33% of total \$5.84 Price / Lb   \$0.69 Price Chg
6 OUNCE	4,194,791 Lbs	▼ -24.1%   14% of total \$9.74 Price / Lb   (\$0.08) Price Chg
ALL OTHER	1,732,401 Lbs	▲ +2.3%   6% of total \$4.84 Price / Lb   \$0.38 Price Chg
9.8 OUNCE	1,383,708 Lbs	▲ +76.5%   5% of total \$8.81 Price / Lb   (\$0.47) Price Chg

FROZEN BLUEBERRIES		
<b>7,293,287 Lbs   ▼ -11.0%</b>		
48 OUNCE	3,445,332 Lbs	▼ -5.7%   47% of total \$3.37 Price / Lb   \$0.23 Price Chg
32 OUNCE	623,136 Lbs	▼ -36.0%   9% of total \$4.73 Price / Lb   \$0.55 Price Chg
16 OUNCE	923,081 Lbs	▼ -1.8%   13% of total \$3.03 Price / Lb   \$0.12 Price Chg
ALL OTHER	1,962,901 Lbs	▼ -11.5%   27% of total \$3.72 Price / Lb   \$0.51 Price Chg
10 OUNCE	338,836 Lbs	▼ -18.0%   5% of total \$6.20 Price / Lb   \$0.82 Price Chg



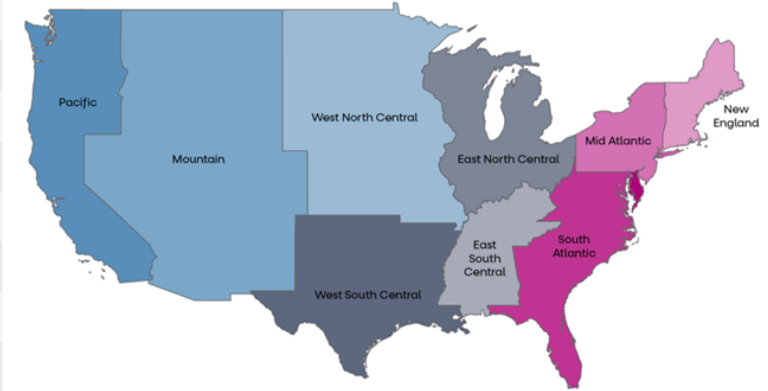


# Blueberries - Units

**TOTAL BLUEBERRIES**  
 47,032,450 Units | ▲ +0.9% YoY

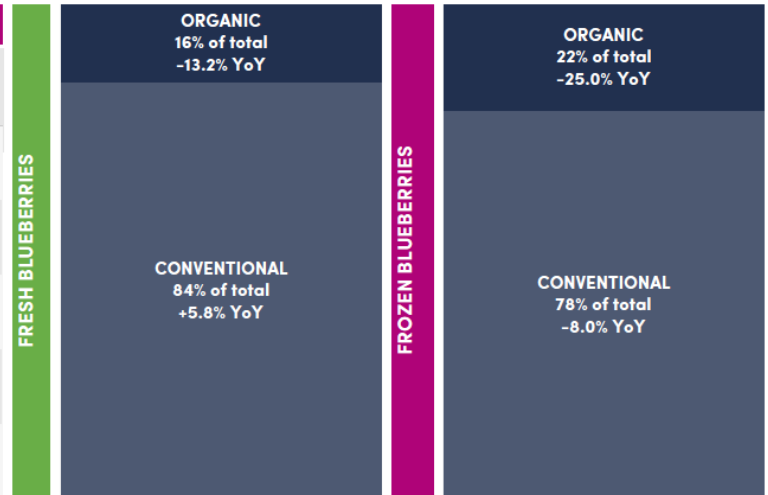
FRESH BLUEBERRIES	
South Atlantic	9,218,550 Units   ▼ -6.6%   21% of total
Pacific	6,330,137 Units   ▲ +7.5%   15% of total
Middle Atlantic	5,858,699 Units   ▼ -1.9%   14% of total
East North Central	6,133,330 Units   ▲ +6.1%   14% of total
Mountain	4,200,227 Units   ▲ +15.7%   10% of total
New England	3,454,249 Units   ▲ +3.1%   8% of total
West South Central	3,188,872 Units   ▲ +4.0%   7% of total
West North Central	2,630,462 Units   ▲ +5.4%   6% of total
East South Central	1,896,095 Units   ▲ +0.0%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	852,755 Units   ▼ -7.0%   21% of total
Pacific	541,210 Units   ▼ -18.9%   13% of total
Middle Atlantic	498,333 Units   ▼ -14.2%   12% of total
East North Central	548,114 Units   ▼ -12.4%   13% of total
New England	356,724 Units   ▼ -14.1%   9% of total
Mountain	357,576 Units   ▼ -17.6%   9% of total
West South Central	416,971 Units   ▼ -8.4%   10% of total
West North Central	325,138 Units   ▼ -1.6%   8% of total
East South Central	196,425 Units   ▼ -8.3%   5% of total



FRESH BLUEBERRIES	
<b>42,937,909 Units   ▲ +2.3%</b>	
PINT	17,429,120 Units   ▲ +12.7%   42% of total \$4.59 Price / Unit   \$0.50 Price Chg
6 OUNCE	11,186,109 Units   ▼ -24.1%   27% of total \$3.65 Price / Unit   (\$0.03) Price Chg
18 OUNCE	8,918,815 Units   ▲ +17.2%   21% of total \$6.57 Price / Unit   \$0.78 Price Chg
ALL OTHER	1,792,008 Units   ▼ +2.3%   4% of total \$4.68 Price / Unit   \$0.54 Price Chg
9.8 OUNCE	2,259,116 Units   ▲ +76.5%   5% of total \$5.40 Price / Unit   (\$0.29) Price Chg

FROZEN BLUEBERRIES	
<b>4,094,540 Units   ▼ -11.8%</b>	
48 OUNCE	1,148,444 Units   ▼ -5.7%   28% of total \$10.10 Price / Unit   \$0.70 Price Chg
32 OUNCE	311,568 Units   ▼ -36.0%   8% of total \$9.45 Price / Unit   \$1.09 Price Chg
16 OUNCE	917,435 Units   ▼ -1.3%   22% of total \$3.05 Price / Unit   \$0.11 Price Chg
ALL OTHER	1,174,955 Units   ▼ -12.7%   29% of total \$6.21 Price / Unit   \$0.92 Price Chg
10 OUNCE	542,138 Units   ▼ -18.0%   13% of total \$3.87 Price / Unit   \$0.51 Price Chg

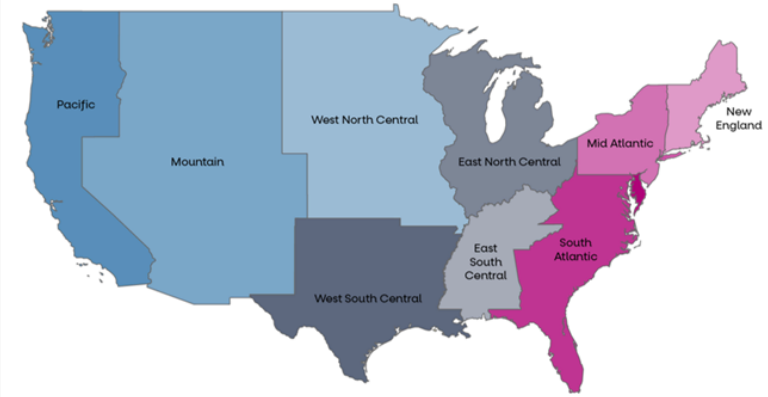


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,672,884,418 | ▲ +5.2% YoY**

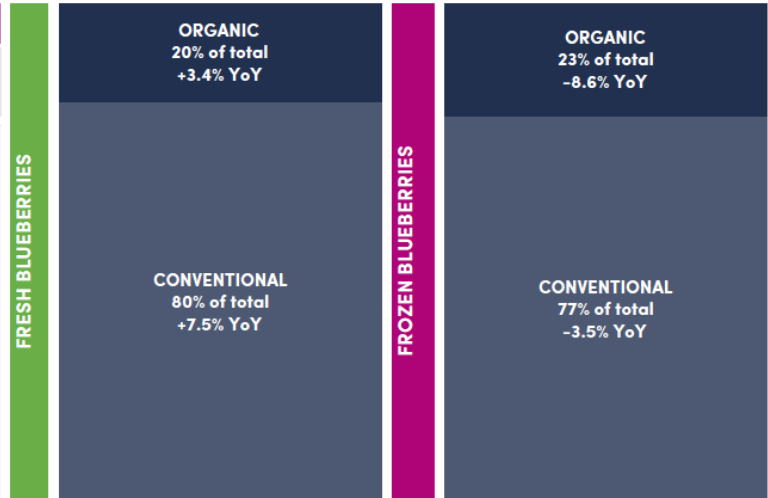
FRESH BLUEBERRIES	
South Atlantic	\$510,701,537   ▲+8.2%   22% of total
Pacific	\$368,399,897   ▲+8.2%   16% of total
Middle Atlantic	\$360,870,730   ▲+4.4%   15% of total
East North Central	\$324,389,959   ▲+7.7%   14% of total
New England	\$210,139,834   ▲+2.5%   9% of total
Mountain	\$182,795,693   ▲+5.8%   8% of total
West South Central	\$162,893,089   ▲+9.5%   7% of total
West North Central	\$140,582,302   ▲+2.5%   6% of total
East South Central	\$96,989,839   ▲+10.5%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$67,274,643   ▼-1.1%   22% of total
Pacific	\$45,829,746   ▼-10.9%   15% of total
Middle Atlantic	\$41,011,049   ▼-5.2%   13% of total
East North Central	\$38,669,742   ▼-2.2%   12% of total
New England	\$28,593,432   ▼-6.6%   9% of total
Mountain	\$28,174,374   ▼-9.2%   9% of total
West South Central	\$27,029,899   ▼-2.9%   9% of total
West North Central	\$22,743,566   ▲+0.3%   7% of total
East South Central	\$13,553,057   ▼-2.2%   4% of total



FRESH BLUEBERRIES	
<b>\$2,359,852,770   ▲ +6.6%</b>	
PINT	\$1,023,398,062   ▲+11.8%   45% of total \$4.83 Price / Lb   \$0.37 Price Chg
18 OUNCE	\$619,914,005   ▲+9.1%   27% of total \$4.42 Price / Lb   \$0.21 Price Chg
6 OUNCE	\$364,130,557   ▼-8.1%   16% of total \$9.27 Price / Lb   \$0.41 Price Chg
16 OUNCE	\$91,624,188   ▲+20.2%   4% of total \$4.14 Price / Lb   \$0.29 Price Chg
ALL OTHER	\$190,879,013   ▲+7.8%   8% of total \$4.25 Price / Lb   \$0.31 Price Chg

FROZEN BLUEBERRIES	
<b>\$313,031,648   ▼ -4.7%</b>	
48 OUNCE	\$132,088,619   ▼-2.5%   42% of total \$3.20 Price / Lb   \$0.12 Price Chg
32 OUNCE	\$41,990,851   ▼-15.2%   13% of total \$4.38 Price / Lb   \$0.20 Price Chg
16 OUNCE	\$31,966,175   ▼-4.9%   10% of total \$2.94 Price / Lb   \$0.04 Price Chg
12 OUNCE	\$24,816,696   ▼-6.8%   8% of total \$4.66 Price / Lb   \$0.24 Price Chg
ALL OTHER	\$82,169,307   ▼-1.2%   26% of total \$3.57 Price / Lb   \$0.28 Price Chg



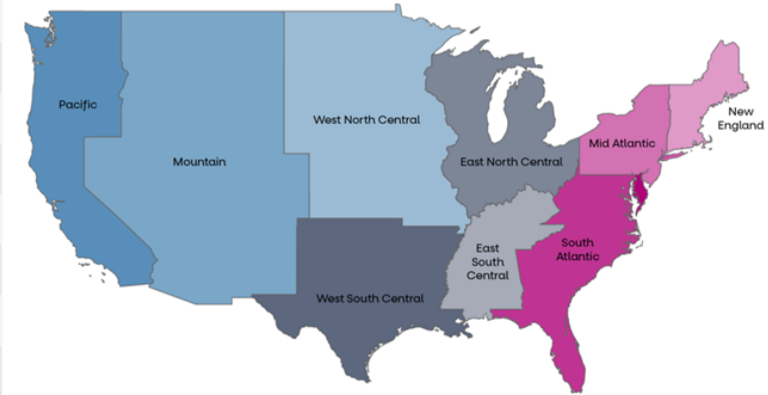
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 4/30/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
568,699,685 Lbs | ▼ -0.6% YoY

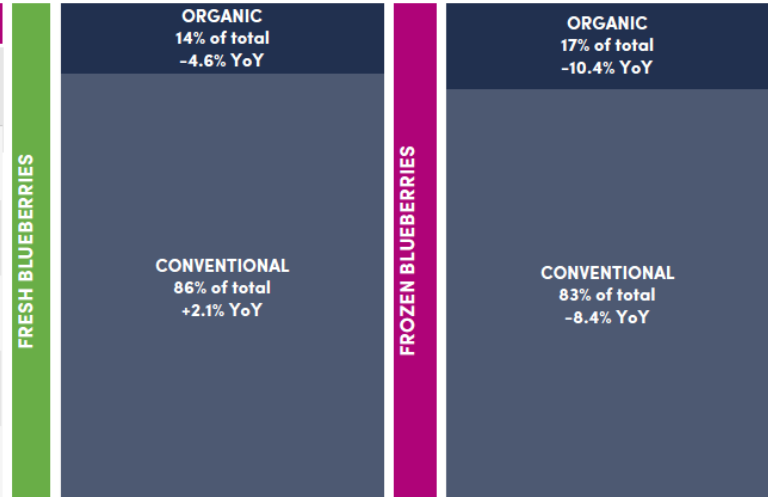
FRESH BLUEBERRIES	
South Atlantic	100,645,681 Lbs   ▲+0.9%   21% of total
Pacific	60,984,364 Lbs   ▲+0.3%   13% of total
Middle Atlantic	77,922,060 Lbs   ▼-1.6%   16% of total
East North Central	75,543,981 Lbs   ▲+1.8%   16% of total
New England	43,957,738 Lbs   ▲+0.9%   9% of total
Mountain	35,655,460 Lbs   ▲+1.7%   7% of total
West South Central	34,777,120 Lbs   ▲+6.4%   7% of total
West North Central	27,933,757 Lbs   ▼-1.2%   6% of total
East South Central	20,924,717 Lbs   ▲+6.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,794,196 Lbs   ▼-5.2%   22% of total
Pacific	11,515,801 Lbs   ▼-15.9%   13% of total
Middle Atlantic	11,118,597 Lbs   ▼-7.0%   12% of total
East North Central	11,320,380 Lbs   ▼-8.4%   13% of total
New England	7,980,308 Lbs   ▼-8.4%   9% of total
Mountain	8,398,601 Lbs   ▼-14.5%   9% of total
West South Central	8,815,584 Lbs   ▼-6.7%   10% of total
West North Central	6,871,976 Lbs   ▼-5.1%   8% of total
East South Central	4,276,262 Lbs   ▼-7.7%   5% of total



FRESH BLUEBERRIES	
<b>478,580,627 Lbs   ▲+1.1%</b>	
PINT	212,099,745 Lbs   ▲+3.2%   46% of total \$4.83 Price / Lb   \$0.37 Price Chg
18 OUNCE	140,270,161 Lbs   ▲+3.9%   31% of total \$4.42 Price / Lb   \$0.21 Price Chg
6 OUNCE	39,281,101 Lbs   ▼-12.2%   9% of total \$9.27 Price / Lb   \$0.41 Price Chg
16 OUNCE	22,112,904 Lbs   ▲+11.9%   5% of total \$4.14 Price / Lb   \$0.29 Price Chg
ALL OTHER	44,936,666 Lbs   ▼-0.1%   10% of total \$4.25 Price / Lb   \$0.31 Price Chg

FROZEN BLUEBERRIES	
<b>90,119,058 Lbs   ▼-8.8%</b>	
48 OUNCE	41,326,635 Lbs   ▼-6.2%   46% of total \$3.20 Price / Lb   \$0.12 Price Chg
32 OUNCE	9,595,553 Lbs   ▼-19.0%   11% of total \$4.38 Price / Lb   \$0.20 Price Chg
16 OUNCE	10,874,707 Lbs   ▼-6.2%   12% of total \$2.94 Price / Lb   \$0.04 Price Chg
12 OUNCE	5,325,904 Lbs   ▼-11.5%   6% of total \$4.66 Price / Lb   \$0.24 Price Chg
ALL OTHER	22,996,259 Lbs   ▼-8.9%   26% of total \$3.57 Price / Lb   \$0.28 Price Chg



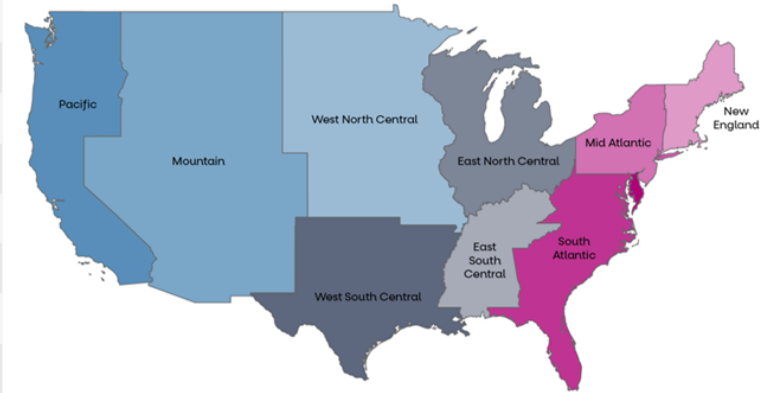
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 4/30/2022

# Blueberries - Units

**TOTAL BLUEBERRIES**  
649,534,394 Units | ▼ -0.9% YoY

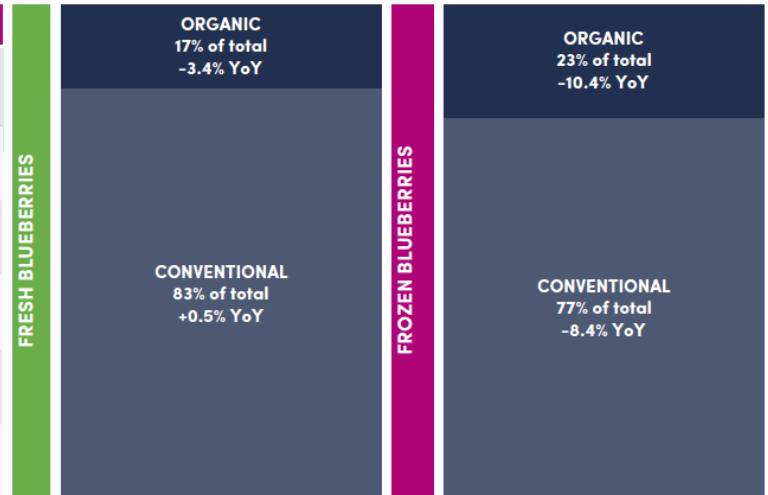
FRESH BLUEBERRIES	
South Atlantic	128,870,806 Units   ▼+0.0%   22% of total
Pacific	82,552,376 Units   ▼-0.6%   14% of total
Middle Atlantic	88,902,878 Units   ▼-3.1%   15% of total
East North Central	93,102,197 Units   ▲+2.2%   16% of total
New England	52,854,206 Units   ▼-0.4%   9% of total
Mountain	49,651,529 Units   ▼-1.2%   8% of total
West South Central	41,625,453 Units   ▲+3.1%   7% of total
West North Central	35,519,044 Units   ▼-3.8%   6% of total
East South Central	25,478,089 Units   ▲+5.2%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,538,186 Units   ▼-4.5%   21% of total
Pacific	6,680,649 Units   ▼-17.9%   13% of total
Middle Atlantic	6,340,426 Units   ▼-9.6%   13% of total
East North Central	6,569,136 Units   ▼-8.5%   13% of total
New England	4,533,769 Units   ▼-11.2%   9% of total
Mountain	4,391,483 Units   ▼-14.2%   9% of total
West South Central	5,179,895 Units   ▼-4.9%   10% of total
West North Central	3,925,994 Units   ▼-4.7%   8% of total
East South Central	2,436,462 Units   ▼-4.9%   5% of total



FRESH BLUEBERRIES	
<b>598,915,328 Units   ▼ -0.2%</b>	
PINT	290,456,025 Units   ▲+3.2%   50% of total \$3.52 Price / Unit   \$0.27 Price Chg
6 OUNCE	104,749,603 Units   ▼-12.2%   18% of total \$3.48 Price / Unit   \$0.15 Price Chg
18 OUNCE	124,684,574 Units   ▲+3.9%   22% of total \$4.97 Price / Unit   \$0.24 Price Chg
16 OUNCE	22,112,904 Units   ▲+11.9%   4% of total \$4.14 Price / Unit   \$0.29 Price Chg
ALL OTHER	37,032,172 Units   ▲-0.1%   6% of total \$5.15 Price / Unit   \$0.25 Price Chg

FROZEN BLUEBERRIES	
<b>50,619,066 Units   ▼ -9.2%</b>	
48 OUNCE	13,775,545 Units   ▼-6.2%   27% of total \$9.59 Price / Unit   \$0.36 Price Chg
32 OUNCE	4,797,777 Units   ▼-19.0%   9% of total \$8.75 Price / Unit   \$0.40 Price Chg
16 OUNCE	10,768,783 Units   ▼-6.1%   21% of total \$2.97 Price / Unit   \$0.04 Price Chg
12 OUNCE	7,101,206 Units   ▼-11.5%   14% of total \$3.49 Price / Unit   \$0.18 Price Chg
ALL OTHER	14,175,756 Units   ▼-9.4%   28% of total \$5.80 Price / Unit   \$0.48 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/2/2021 to 4/30/2022