

6.7.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

May 2022

Sales through Nielsen Week Ending 5.28.2022

May 2022

Fresh blueberries (Produce department)

- Dollars sales decreased **-0.7%** year over year compared to an increase for all fresh berries of **+2.6%**
- Pints decreased **-0.7%** and represents 46% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in 4 of 9 regions; units did not post gains in any region
- Organic fresh blueberries declined in dollars and units YoY.

Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries decreased **-0.3%** year over year compared to an increase for all frozen berries of **+1.7%**
- 48oz is the dominant pack size and posted an increase in dollars of **+8.1%**
- Five of the nine regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+5.1%** in dollars, while organic frozen blueberries declined in dollars by **-18.0%**

Category Segment Performance

May 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
TOTAL BLUEBERRY CATEGORY	\$243,563,728	\$242,019,460	-0.6%	57,717,324	53,265,616	-7.7%	49,164,796	45,766,001	-6.9%
Fresh Blueberries	\$217,388,100	\$215,919,375	-0.7%	53,348,645	49,237,301	-7.7%	41,348,642	38,654,528	-6.5%
Conventional	\$173,556,764	\$178,040,610	2.6%	43,928,745	42,014,195	-4.4%	35,230,494	34,183,102	-3.0%
Organic	\$43,831,336	\$37,878,764	-13.6%	9,419,900	7,223,107	-23.3%	6,118,148	4,471,426	-26.9%
Frozen Blueberries	\$26,175,628	\$26,100,085	-0.3%	4,368,679	4,028,315	-7.8%	7,816,154	7,111,473	-9.0%
Conventional	\$20,036,952	\$21,063,356	5.1%	3,342,660	3,223,677	-3.6%	6,448,320	6,093,073	-5.5%
Organic	\$6,138,677	\$5,036,729	-18.0%	1,026,019	804,638	-21.6%	1,367,835	1,018,400	-25.5%

Monthly Detail – Dollars/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/30/2021 to 5/28/2022

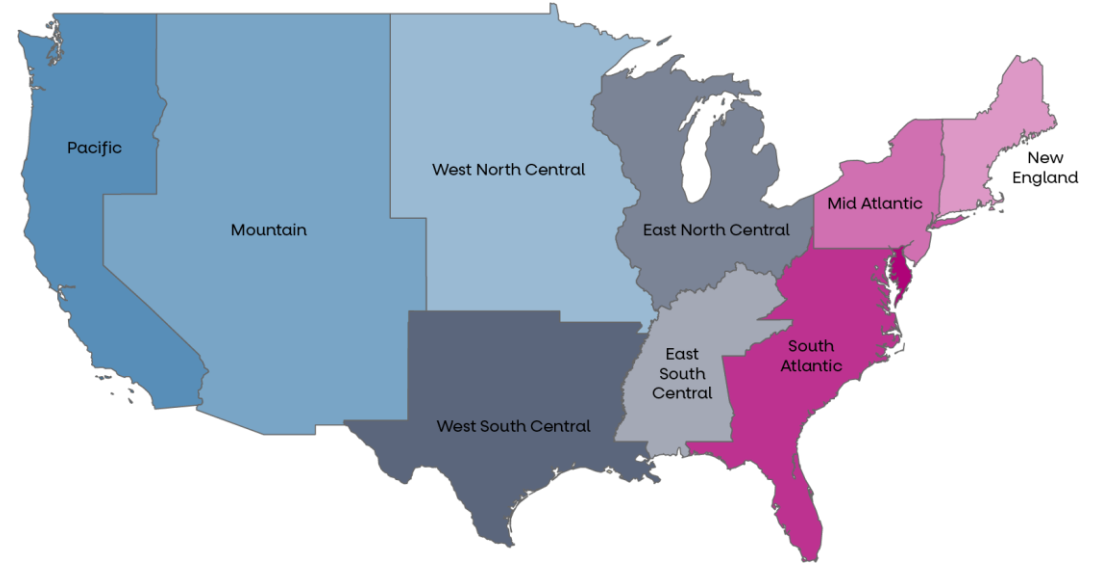
Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	803.6M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	
	-3.9%	-4.9%	-3.7%	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	-2.7%	-0.8%	-2.2%			-0.5%	-4.5%	-2.2%	-5.7%	+1.6%	-5.4%	+7.5%	-1.9%	+0.2%	+2.5%	+3.3%
PRODUCE - BERRIES	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	48.7M	46.9M	52.7M	51.1M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	48.7M	46.9M	52.7M	
	-1.7%	+1.4%	+5.3%	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	+9.8%	+7.5%	+1.5%			-10.0%	-7.4%	-8.1%	-8.1%	+1.8%	-1.0%	+12.8%	+11.0%	+7.2%	-3.7%	+12.5%
PRODUCE - BLUEBERRIES	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.6M	10.7M	12.3M	13.0M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.6M	10.7M	12.3M	
	+3.7%	-6.2%	-2.6%	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	+4.7%	+2.3%	-7.7%			+2.2%	-2.7%	-23.3%	+4.5%	+9.9%	-6.2%	-5.8%	+13.3%	+1.9%	-7.5%	+14.7%
	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	295.8M	292.4M	293.7M	313.5M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	295.8M	292.4M	293.7M	
	-1.3%	-1.4%	-0.1%	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-4.7%	-3.4%	-5.4%			+0.2%	-0.1%	-2.0%	-3.3%	+0.8%	-2.8%	+7.7%	-3.5%	-2.2%	-1.1%	+0.4%
FROZEN - BERRIES	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.1M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	
	-7.6%	-6.0%	-4.0%	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	-15.3%	-12.7%	-8.9%			-1.9%	-2.8%	-0.6%	-5.5%	-0.5%	-0.2%	+21.3%	-5.5%	-1.2%	+2.6%	-1.2%
FROZEN - BLUEBERRIES	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	
	-10.4%	-9.0%	-5.6%	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-11.3%	-11.8%	-7.8%			-5.5%	-0.3%	+3.4%	+0.5%	-8.1%	-2.8%	+30.9%	-6.5%	-0.4%	-1.1%	-1.6%
	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/30/2021 to 5/28/2022

Nielsen Divisions

Pacific			Mountain			West North Central			West South Central			East North Central			East South Central			South Atlantic			Middle Atlantic			New England			Total US		
	\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY		\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.4%	-2.6%	PRODUCE	+7.4%	-3.0%	PRODUCE	+5.7%	-2.5%	PRODUCE	+11.3%	-1.3%	PRODUCE	+5.7%	-3.0%	PRODUCE	+8.3%	-1.2%	PRODUCE	+8.2%	-0.1%	PRODUCE	+3.7%	-4.1%	PRODUCE	+3.9%	-3.8%	PRODUCE	+6.9%	-2.2%
PRODUCE - BERRIES	+3.2%	-1.8%	PRODUCE - BERRIES	+4.3%	+4.4%	PRODUCE - BERRIES	+0.2%	+3.5%	PRODUCE - BERRIES	+5.4%	+6.3%	PRODUCE - BERRIES	+3.3%	+1.9%	PRODUCE - BERRIES	+1.5%	+1.1%	PRODUCE - BERRIES	+2.7%	+4.1%	PRODUCE - BERRIES	+0.2%	-3.5%	PRODUCE - BERRIES	+1.7%	-1.4%	PRODUCE - BERRIES	+2.6%	+1.5%
PRODUCE - BLUEBERRIES	+4.7%	-2.0%	PRODUCE - BLUEBERRIES	+10.7%	-4.8%	PRODUCE - BLUEBERRIES	-4.8%	-10.0%	PRODUCE - BLUEBERRIES	+4.0%	-3.0%	PRODUCE - BLUEBERRIES	-5.0%	-15.7%	PRODUCE - BLUEBERRIES	+0.5%	-8.6%	PRODUCE - BLUEBERRIES	-2.5%	-3.8%	PRODUCE - BLUEBERRIES	-3.8%	-10.8%	PRODUCE - BLUEBERRIES	-2.6%	-9.3%	PRODUCE - BLUEBERRIES	-0.7%	-7.7%
FROZEN	+6.9%	-6.1%	FROZEN	+7.9%	-5.5%	FROZEN	+9.3%	-4.9%	FROZEN	+8.8%	-3.6%	FROZEN	+7.9%	-6.5%	FROZEN	+6.8%	-6.8%	FROZEN	+7.3%	-5.2%	FROZEN	+5.3%	-6.3%	FROZEN	+7.7%	-3.9%	FROZEN	+7.5%	-5.4%
FROZEN - BERRIES	-5.2%	-15.5%	FROZEN - BERRIES	-3.9%	-14.4%	FROZEN - BERRIES	+11.1%	-5.6%	FROZEN - BERRIES	+2.8%	-7.3%	FROZEN - BERRIES	+2.3%	-11.8%	FROZEN - BERRIES	+6.5%	-9.8%	FROZEN - BERRIES	+10.4%	-3.1%	FROZEN - BERRIES	-3.8%	-4.5%	FROZEN - BERRIES	-5.4%	-13.7%	FROZEN - BERRIES	+1.7%	-8.9%
FROZEN - BLUEBERRIES	-4.9%	-13.7%	FROZEN - BLUEBERRIES	-4.4%	-13.7%	FROZEN - BLUEBERRIES	+9.4%	-3.6%	FROZEN - BLUEBERRIES	+1.5%	-4.5%	FROZEN - BLUEBERRIES	+2.9%	-8.0%	FROZEN - BLUEBERRIES	+2.5%	-6.2%	FROZEN - BLUEBERRIES	+5.7%	-4.2%	FROZEN - BLUEBERRIES	-4.9%	-2.0%	FROZEN - BLUEBERRIES	-9.2%	-15.7%	FROZEN - BLUEBERRIES	-0.3%	-7.8%

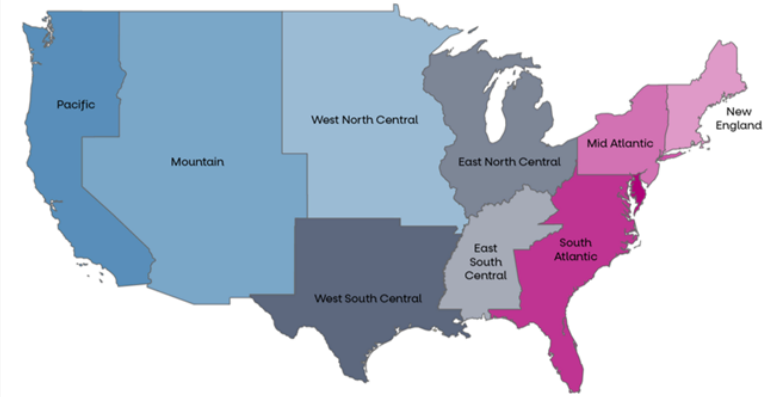


Blueberries - Dollars

TOTAL BLUEBERRIES
\$242,019,460 | ▼ -0.6% YoY

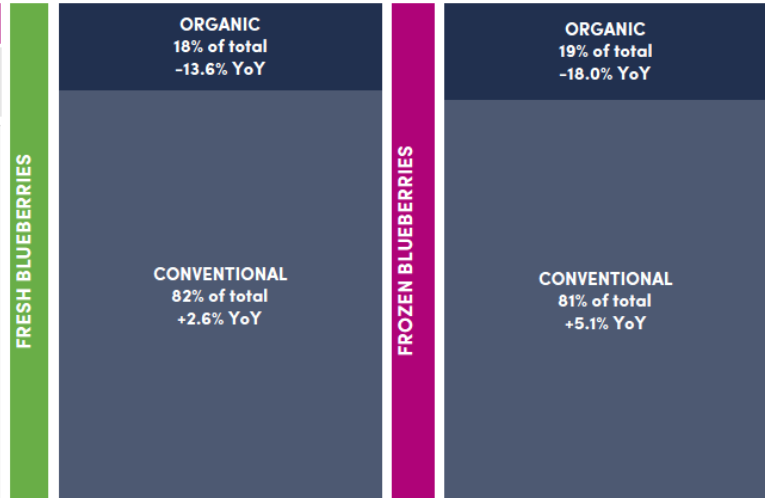
FRESH BLUEBERRIES	
South Atlantic	\$45,364,976 ▼-2.5% 21% of total
Middle Atlantic	\$33,261,474 ▼-3.8% 15% of total
Pacific	\$33,179,925 ▲+4.7% 15% of total
East North Central	\$30,050,499 ▼-5.0% 14% of total
New England	\$19,605,218 ▼-2.6% 9% of total
Mountain	\$17,314,948 ▲+10.7% 8% of total
West South Central	\$15,027,575 ▲+4.0% 7% of total
West North Central	\$13,051,636 ▼-4.8% 6% of total
East South Central	\$8,877,155 ▲+0.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,669,272 ▲+5.7% 22% of total
Pacific	\$3,826,760 ▼-4.9% 15% of total
Middle Atlantic	\$3,340,681 ▼-4.9% 13% of total
East North Central	\$3,305,316 ▲+2.9% 13% of total
Mountain	\$2,384,202 ▼-4.4% 9% of total
New England	\$2,268,764 ▼-9.2% 9% of total
West South Central	\$2,217,473 ▲+1.5% 8% of total
West North Central	\$1,957,792 ▲+9.4% 8% of total
East South Central	\$1,117,741 ▲+2.5% 4% of total



FRESH BLUEBERRIES	
\$215,919,375 ▼ -0.7%	
PINT	\$97,102,488 ▼-0.7% 46% of total \$5.35 Price / Lb \$0.38 Price Chg
18 OUNCE	\$55,012,586 ▲+6.5% 26% of total \$5.17 Price / Lb \$0.45 Price Chg
6 OUNCE	\$32,705,539 ▼-12.2% 16% of total \$9.91 Price / Lb \$0.32 Price Chg
24 OUNCE	\$10,746,418 ▲+0.2% 5% of total \$4.53 Price / Lb \$0.86 Price Chg
ALL OTHER	\$14,724,839 ▲+11.4% 7% of total \$5.39 Price / Lb (\$0.79) Price Chg

FROZEN BLUEBERRIES	
\$26,100,085 ▼ -0.3%	
48 OUNCE	\$11,762,887 ▲+8.1% 45% of total \$3.42 Price / Lb \$0.30 Price Chg
32 OUNCE	\$2,662,701 ▼-29.4% 10% of total \$4.87 Price / Lb \$0.70 Price Chg
16 OUNCE	\$2,676,649 ▲+3.4% 10% of total \$3.02 Price / Lb \$0.14 Price Chg
12 OUNCE	\$2,057,707 ▼-1.0% 8% of total \$4.38 Price / Lb (\$0.12) Price Chg
ALL OTHER	\$6,940,143 ▲+1.3% 27% of total \$3.91 Price / Lb \$0.60 Price Chg



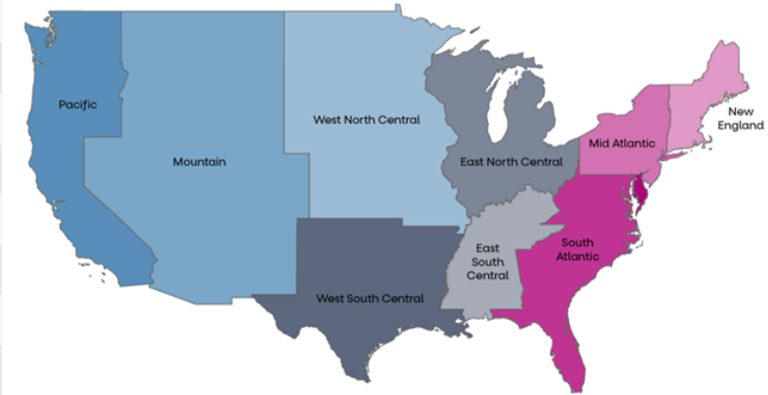
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/1/2022 to 5/28/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 45,766,001 Lbs | ▼ -6.9% YoY

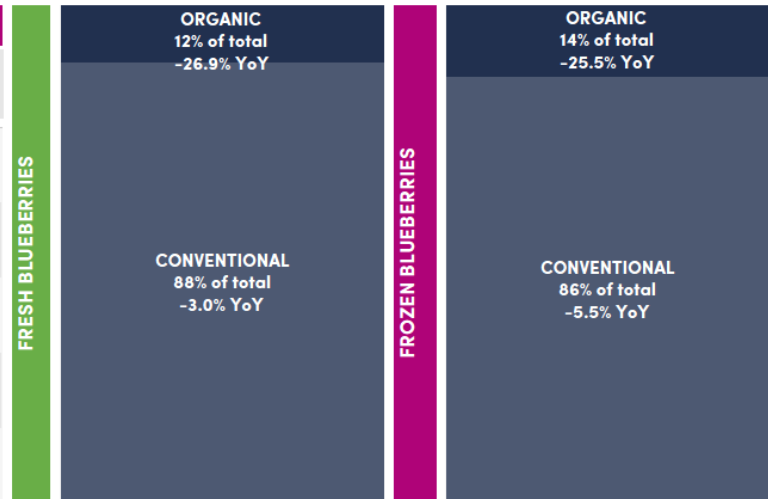
FRESH BLUEBERRIES	
South Atlantic	8,323,092 Lbs ▼-5.4% 22% of total
Middle Atlantic	6,056,637 Lbs ▼-8.5% 16% of total
Pacific	4,845,002 Lbs ▼-3.8% 13% of total
East North Central	6,197,696 Lbs ▼-13.2% 16% of total
New England	3,537,401 Lbs ▼-3.4% 9% of total
Mountain	2,912,226 Lbs ▲+4.7% 8% of total
West South Central	2,819,216 Lbs ▼-3.2% 7% of total
West North Central	2,242,043 Lbs ▼-11.3% 6% of total
East South Central	1,698,994 Lbs ▼-8.6% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,562,795 Lbs ▼-3.5% 22% of total
Pacific	911,646 Lbs ▼-14.7% 13% of total
Middle Atlantic	893,571 Lbs ▼-8.1% 13% of total
East North Central	909,150 Lbs ▼-8.7% 13% of total
Mountain	661,156 Lbs ▼-15.7% 9% of total
New England	611,610 Lbs ▼-13.6% 9% of total
West South Central	681,683 Lbs ▼-7.8% 10% of total
West North Central	547,460 Lbs ▼-4.0% 8% of total
East South Central	329,847 Lbs ▼-7.6% 5% of total



FRESH BLUEBERRIES	
38,654,528 Lbs ▼ -6.5%	
PINT	18,159,875 Lbs ▼-7.8% 49% of total \$5.35 Price / Lb \$0.38 Price Chg
18 OUNCE	10,630,683 Lbs ▼-2.8% 29% of total \$5.17 Price / Lb \$0.45 Price Chg
6 OUNCE	3,301,631 Lbs ▼-15.0% 9% of total \$9.91 Price / Lb \$0.32 Price Chg
24 OUNCE	2,371,064 Lbs ▼-18.7% 6% of total \$4.53 Price / Lb \$0.86 Price Chg
ALL OTHER	2,730,356 Lbs ▲+27.8% 7% of total \$5.39 Price / Lb (\$0.79) Price Chg

FROZEN BLUEBERRIES	
7,111,473 Lbs ▼ -9.0%	
48 OUNCE	3,435,810 Lbs ▼-1.4% 48% of total \$3.42 Price / Lb \$0.30 Price Chg
32 OUNCE	546,461 Lbs ▼-39.5% 8% of total \$4.87 Price / Lb \$0.70 Price Chg
16 OUNCE	886,109 Lbs ▼-1.3% 12% of total \$3.02 Price / Lb \$0.14 Price Chg
12 OUNCE	469,287 Lbs ▲+1.7% 7% of total \$4.38 Price / Lb (\$0.12) Price Chg
ALL OTHER	1,773,806 Lbs ▼-14.3% 25% of total \$3.91 Price / Lb \$0.60 Price Chg

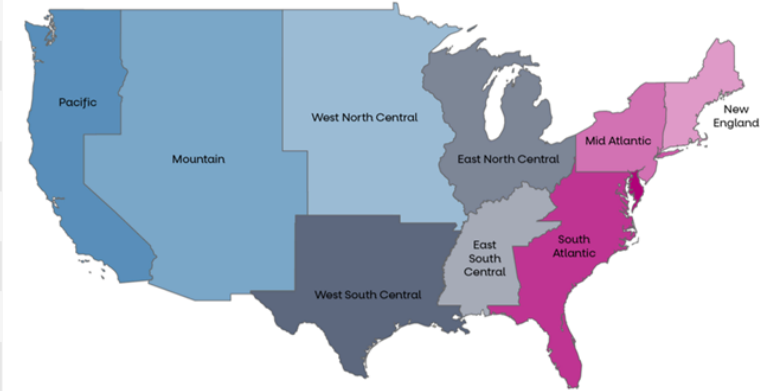


Blueberries - Units

TOTAL BLUEBERRIES
 53,265,616 Units | ▼ -7.7% YoY

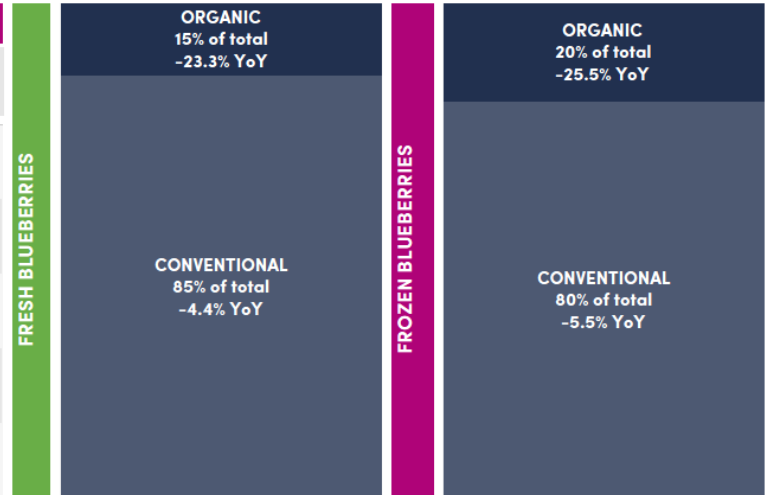
FRESH BLUEBERRIES	
South Atlantic	10,960,734 Units ▼ -3.8% 22% of total
Middle Atlantic	7,159,213 Units ▼ -10.8% 15% of total
Pacific	6,812,388 Units ▼ -2.0% 14% of total
East North Central	7,545,525 Units ▼ -15.7% 15% of total
New England	4,383,036 Units ▼ -9.3% 9% of total
Mountain	3,986,977 Units ▼ -4.8% 8% of total
West South Central	3,419,298 Units ▼ -3.0% 7% of total
West North Central	2,885,204 Units ▼ -10.0% 6% of total
East South Central	2,051,091 Units ▼ -8.6% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	820,347 Units ▼ -4.2% 20% of total
Pacific	527,820 Units ▼ -13.7% 13% of total
Middle Atlantic	541,997 Units ▼ -2.0% 13% of total
East North Central	524,922 Units ▼ -8.0% 13% of total
Mountain	354,135 Units ▼ -13.7% 9% of total
New England	346,564 Units ▼ -15.7% 9% of total
West South Central	408,791 Units ▼ -4.5% 10% of total
West North Central	315,002 Units ▼ -3.6% 8% of total
East South Central	187,026 Units ▼ -6.2% 5% of total



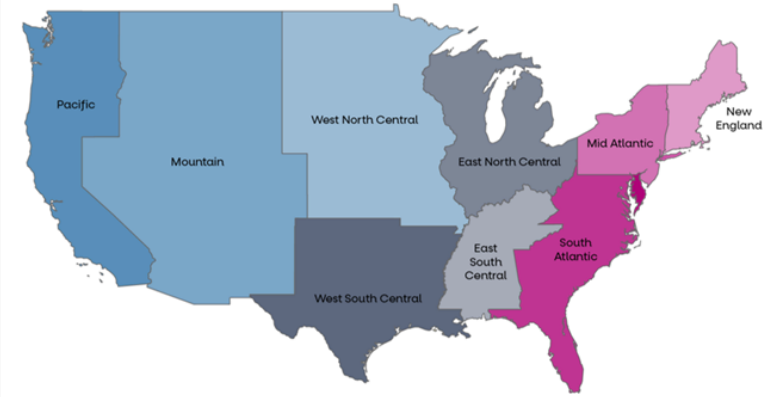
FRESH BLUEBERRIES	
49,237,301 Units ▼ -7.7%	
PINT	24,848,967 Units ▼ -7.8% 52% of total \$3.91 Price / Unit \$0.29 Price Chg
6 OUNCE	8,804,351 Units ▼ -15.0% 18% of total \$3.71 Price / Unit \$0.12 Price Chg
18 OUNCE	9,449,496 Units ▼ -2.8% 20% of total \$5.82 Price / Unit \$0.51 Price Chg
24 OUNCE	1,580,709 Units ▼ -18.7% 3% of total \$6.80 Price / Unit \$1.28 Price Chg
ALL OTHER	3,092,859 Units ▲ +27.8% 6% of total \$4.76 Price / Unit (\$0.45) Price Chg

FROZEN BLUEBERRIES	
4,028,315 Units ▼ -7.8%	
48 OUNCE	1,145,270 Units ▼ -1.4% 28% of total \$10.27 Price / Unit \$0.90 Price Chg
32 OUNCE	273,231 Units ▼ -39.5% 7% of total \$9.75 Price / Unit \$1.39 Price Chg
16 OUNCE	876,569 Units ▼ -1.3% 22% of total \$3.05 Price / Unit \$0.14 Price Chg
12 OUNCE	625,715 Units ▲ +1.7% 16% of total \$3.29 Price / Unit (\$0.09) Price Chg
ALL OTHER	1,107,530 Units ▼ -11.6% 27% of total \$6.27 Price / Unit \$0.80 Price Chg



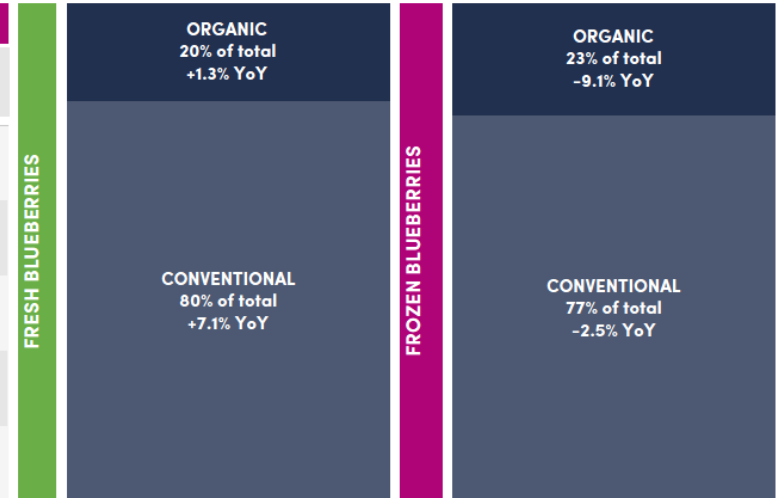
Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,682,080,380 | ▲ +4.6% YoY



FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	\$511,012,289 ▲+7.0% 22% of total	South Atlantic	\$67,381,187 ▼-0.3% 22% of total
Pacific	\$371,300,456 ▲+8.3% 16% of total	Pacific	\$45,651,204 ▼-10.5% 15% of total
Middle Atlantic	\$362,062,226 ▲+3.3% 15% of total	Middle Atlantic	\$40,832,641 ▼-4.7% 13% of total
East North Central	\$325,161,343 ▲+6.3% 14% of total	East North Central	\$38,703,570 ▼-1.1% 12% of total
New England	\$211,627,772 ▲+1.8% 9% of total	New England	\$28,363,897 ▼-6.4% 9% of total
Mountain	\$184,712,502 ▲+6.4% 8% of total	Mountain	\$28,071,518 ▼-9.3% 9% of total
West South Central	\$163,587,523 ▲+8.9% 7% of total	West South Central	\$27,028,988 ▼-2.4% 9% of total
West North Central	\$140,651,854 ▲+1.7% 6% of total	West North Central	\$22,851,522 ▲+1.3% 7% of total
East South Central	\$97,318,058 ▲+9.6% 4% of total	East South Central	\$13,556,443 ▼-1.5% 4% of total

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
\$2,369,491,773 ▲+5.9%		\$312,588,606 ▼-4.1%	
PINT	\$1,033,028,480 ▲+10.9% 45% of total \$4.83 Price / Lb \$0.34 Price Chg	48 OUNCE	\$132,758,881 ▼-1.6% 42% of total \$3.22 Price / Lb \$0.14 Price Chg
18 OUNCE	\$623,006,319 ▲+8.6% 27% of total \$4.42 Price / Lb \$0.17 Price Chg	32 OUNCE	\$40,994,400 ▼-15.7% 13% of total \$4.41 Price / Lb \$0.24 Price Chg
6 OUNCE	\$356,279,292 ▼-10.3% 15% of total \$9.27 Price / Lb \$0.36 Price Chg	16 OUNCE	\$31,962,793 ▼-3.5% 10% of total \$2.95 Price / Lb \$0.05 Price Chg
16 OUNCE	\$92,550,693 ▲+18.7% 4% of total \$4.15 Price / Lb \$0.27 Price Chg	12 OUNCE	\$24,798,611 ▼-5.6% 8% of total \$4.64 Price / Lb \$0.21 Price Chg
ALL OTHER	\$195,792,511 ▲+10.4% 9% of total \$4.28 Price / Lb \$0.31 Price Chg	ALL OTHER	\$82,073,921 ▼-1.1% 26% of total \$3.61 Price / Lb \$0.32 Price Chg



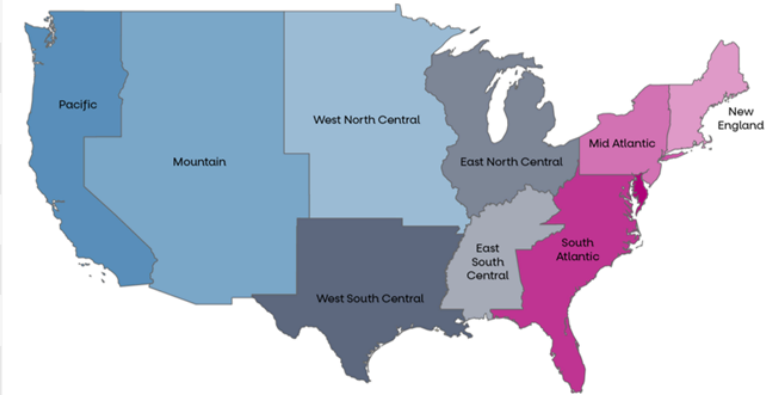
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/23/2021 to 5/28/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 569,986,874 Lbs | ▼ -0.4% YoY

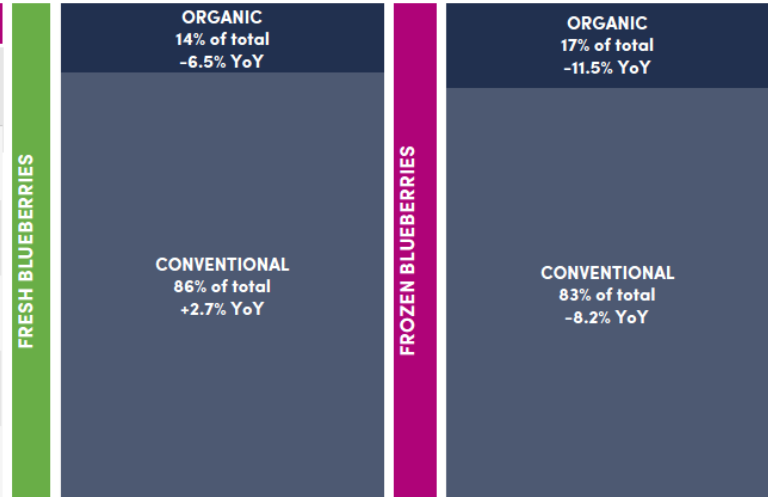
FRESH BLUEBERRIES	
South Atlantic	100,986,083 Lbs ▲+1.1% 21% of total
Pacific	61,470,319 Lbs ▲+1.2% 13% of total
Middle Atlantic	77,959,556 Lbs ▼-1.6% 16% of total
East North Central	75,705,781 Lbs ▲+1.0% 16% of total
New England	44,438,791 Lbs ▲+1.7% 9% of total
Mountain	36,022,974 Lbs ▲+3.4% 8% of total
West South Central	34,874,349 Lbs ▲+6.3% 7% of total
West North Central	27,918,010 Lbs ▼-1.1% 6% of total
East South Central	20,925,294 Lbs ▲+6.2% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,706,595 Lbs ▼-5.0% 22% of total
Pacific	11,386,517 Lbs ▼-16.1% 13% of total
Middle Atlantic	11,048,737 Lbs ▼-6.7% 12% of total
East North Central	11,240,241 Lbs ▼-8.3% 13% of total
New England	7,892,427 Lbs ▼-8.6% 9% of total
Mountain	8,293,102 Lbs ▼-15.3% 9% of total
West South Central	8,763,468 Lbs ▼-6.7% 10% of total
West North Central	6,847,270 Lbs ▼-4.8% 8% of total
East South Central	4,247,407 Lbs ▼-7.5% 5% of total



FRESH BLUEBERRIES	
480,534,021 Lbs ▲+1.3%	
PINT	213,673,132 Lbs ▲+3.2% 46% of total \$4.83 Price / Lb \$0.34 Price Chg
18 OUNCE	140,843,172 Lbs ▲+4.5% 31% of total \$4.42 Price / Lb \$0.17 Price Chg
6 OUNCE	38,427,316 Lbs ▼-13.8% 8% of total \$9.27 Price / Lb \$0.36 Price Chg
16 OUNCE	22,283,897 Lbs ▲+11.1% 5% of total \$4.15 Price / Lb \$0.27 Price Chg
ALL OTHER	45,706,292 Lbs ▲+2.4% 10% of total \$4.28 Price / Lb \$0.31 Price Chg

FROZEN BLUEBERRIES	
89,452,853 Lbs ▼-8.8%	
48 OUNCE	41,270,544 Lbs ▼-5.9% 46% of total \$3.22 Price / Lb \$0.14 Price Chg
32 OUNCE	9,287,529 Lbs ▼-20.3% 10% of total \$4.41 Price / Lb \$0.24 Price Chg
16 OUNCE	10,837,124 Lbs ▼-5.1% 12% of total \$2.95 Price / Lb \$0.05 Price Chg
12 OUNCE	5,345,343 Lbs ▼-10.0% 6% of total \$4.64 Price / Lb \$0.21 Price Chg
ALL OTHER	22,712,313 Lbs ▼-9.9% 25% of total \$3.61 Price / Lb \$0.32 Price Chg



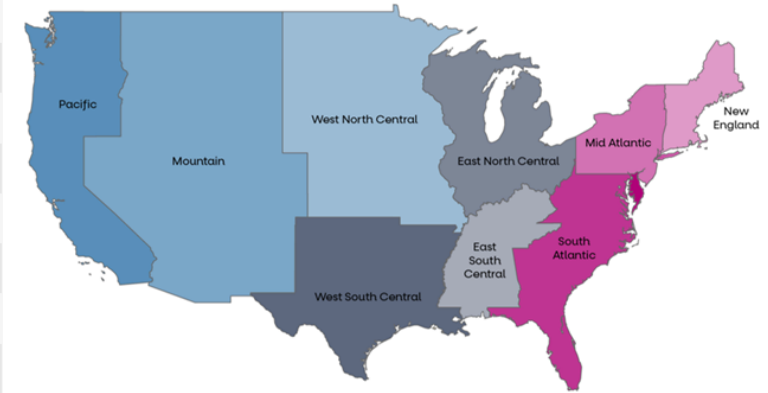
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/23/2021 to 5/28/2022

Blueberries - Units

TOTAL BLUEBERRIES
650,018,416 Units | ▼ -1.0% YoY

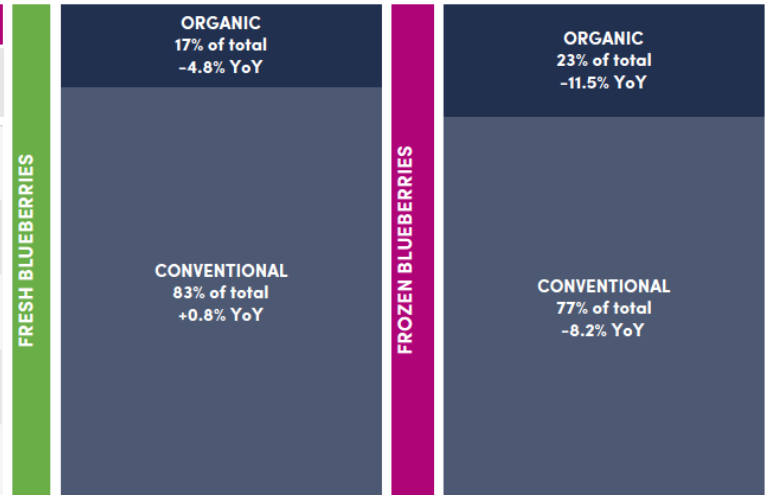
FRESH BLUEBERRIES	
South Atlantic	129,081,742 Units ▲+0.2% 22% of total
Pacific	83,053,161 Units ▲+0.4% 14% of total
Middle Atlantic	88,800,438 Units ▼-3.5% 15% of total
East North Central	92,995,624 Units ▲+1.1% 16% of total
New England	53,159,666 Units ▼-0.7% 9% of total
Mountain	49,692,585 Units ▼-0.9% 8% of total
West South Central	41,681,732 Units ▲+3.1% 7% of total
West North Central	35,489,101 Units ▼-3.4% 6% of total
East South Central	25,416,942 Units ▲+4.4% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,486,046 Units ▼-4.2% 21% of total
Pacific	6,606,370 Units ▼-17.8% 13% of total
Middle Atlantic	6,339,226 Units ▼-8.6% 13% of total
East North Central	6,523,975 Units ▼-8.3% 13% of total
New England	4,480,601 Units ▼-11.2% 9% of total
Mountain	4,342,287 Units ▼-14.8% 9% of total
West South Central	5,160,532 Units ▼-4.7% 10% of total
West North Central	3,912,765 Units ▼-4.3% 8% of total
East South Central	2,421,641 Units ▼-4.6% 5% of total



FRESH BLUEBERRIES	
599,722,845 Units ▼ -0.2%	
PINT	292,478,581 Units ▲+3.2% 50% of total \$3.53 Price / Unit \$0.24 Price Chg
6 OUNCE	102,472,843 Units ▼-13.8% 18% of total \$3.48 Price / Unit \$0.13 Price Chg
18 OUNCE	125,193,917 Units ▲+4.5% 22% of total \$4.98 Price / Unit \$0.19 Price Chg
16 OUNCE	22,283,897 Units ▲+11.1% 4% of total \$4.15 Price / Unit \$0.27 Price Chg
ALL OTHER	37,693,395 Units ▲+2.4% 6% of total \$5.19 Price / Unit \$0.24 Price Chg

FROZEN BLUEBERRIES	
50,295,570 Units ▼ -8.9%	
48 OUNCE	13,756,848 Units ▼-5.9% 27% of total \$9.65 Price / Unit \$0.42 Price Chg
32 OUNCE	4,643,765 Units ▼-20.3% 9% of total \$8.83 Price / Unit \$0.48 Price Chg
16 OUNCE	10,730,508 Units ▼-4.9% 21% of total \$2.98 Price / Unit \$0.04 Price Chg
12 OUNCE	7,127,124 Units ▼-10.0% 14% of total \$3.48 Price / Unit \$0.16 Price Chg
ALL OTHER	14,037,326 Units ▼-10.0% 28% of total \$5.85 Price / Unit \$0.53 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/23/2021 to 5/28/2022