

7.12.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

June 2022

Sales through Nielsen Week Ending 7.2.2022

June 2022

Fresh blueberries (Produce department)

- Dollars sales decreased **-1.6%** year over year compared to an increase for all fresh berries of **+2.2%**
- Pints increased **+0.3%** and represents 50% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in 3 of 9 regions; units did not post gains in any region
- Organic fresh blueberries declined in dollars and units YoY.

Frozen blueberries (Frozen department)

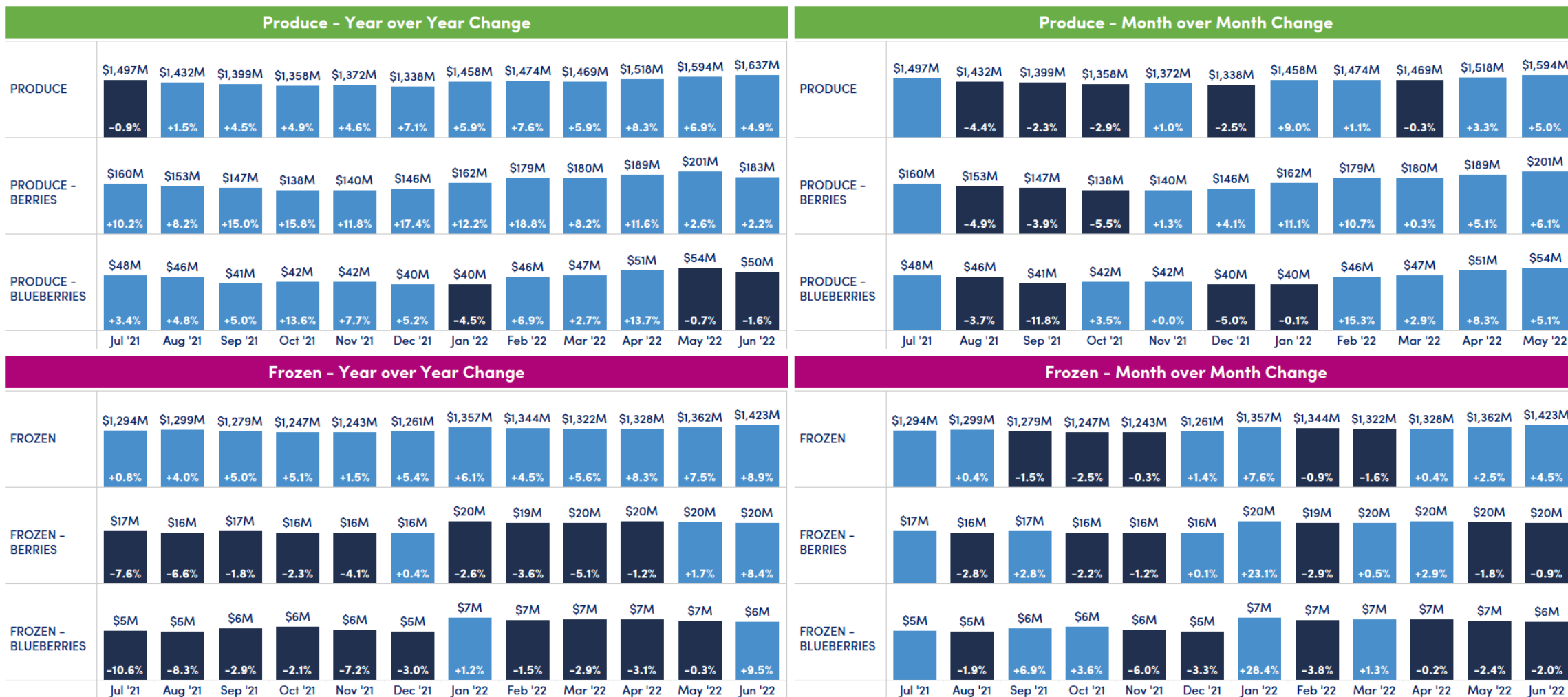
- Dollar sales for frozen blueberries increased **+9.5%** year over year compared to an increase for all frozen berries of **+8.4%**
- 48oz is the dominant pack size and posted an increase in dollars of **+20.9%**
- All 9 regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+17.0%** in dollars, while organic frozen blueberries declined in dollars by **-13.8%**

Category Segment Performance

June 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	\$284,131,626	\$282,941,482	-0.4%	73,128,021	63,426,054	-13.3%	66,166,866	56,818,964	-14.1%
Fresh Blueberries	\$254,952,353	\$250,979,602	-1.6%	68,228,809	58,550,294	-14.2%	57,447,186	48,124,088	-16.2%
Conventional	\$206,089,465	\$210,934,333	2.4%	56,960,117	50,646,972	-11.1%	49,311,442	43,264,404	-12.3%
Organic	\$48,862,889	\$40,045,268	-18.0%	11,268,692	7,903,323	-29.9%	8,135,744	4,859,684	-40.3%
Frozen Blueberries	\$29,179,273	\$31,961,880	9.5%	4,899,212	4,875,760	-0.5%	8,719,680	8,694,876	-0.3%
Conventional	\$22,126,509	\$25,879,368	17.0%	3,721,250	3,941,583	5.9%	7,142,653	7,461,344	4.5%
Organic	\$7,052,764	\$6,082,512	-13.8%	1,177,962	934,177	-20.7%	1,577,027	1,233,532	-21.8%

Monthly Detail – Dollars/Week



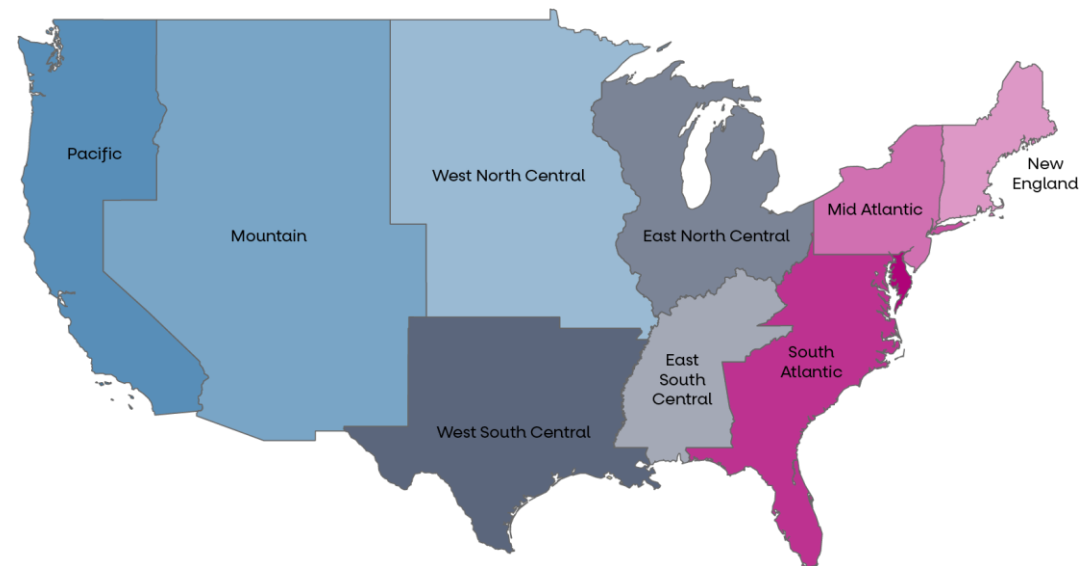
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 6/27/2021 to 6/30/2022

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	799.8M	763.8M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	
	-4.9%	-3.7%	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-4.5%	-2.2%	-5.7%	+1.6%	-5.4%	+7.5%	-1.9%	+0.2%	+2.5%	+3.3%	+5.0%		
PRODUCE - BERRIES	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	46.0M	42.6M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	
	+1.4%	+5.3%	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	-7.4%	-8.1%	-8.1%	+1.8%	-1.0%	+12.8%	+11.0%	+5.5%	-2.2%	+12.5%	-4.1%		
PRODUCE - BLUEBERRIES	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	13.3M	12.9M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	
	-6.2%	-2.6%	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-2.7%	-23.3%	+4.5%	+9.9%	-6.2%	-5.8%	+13.3%	+0.5%	-6.2%	+14.7%	-4.9%		
	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	314.1M	313.7M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	
	-1.4%	-0.1%	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-0.1%	-2.0%	-3.3%	+0.8%	-2.8%	+7.7%	-3.5%	-2.8%	-0.6%	+0.4%	+2.9%		
FROZEN - BERRIES	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	3.3M	
	-6.0%	-4.0%	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-2.8%	-0.6%	-5.5%	-0.5%	-0.2%	+21.3%	-5.5%	-1.2%	+2.5%	-1.2%	-1.6%		
FROZEN - BLUEBERRIES	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	1.0M	
	-9.0%	-5.6%	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	-0.3%	+3.4%	+0.5%	-8.1%	-2.8%	+30.9%	-6.5%	-0.5%	-1.0%	-1.6%	-3.2%		
	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 6/27/2021 to 6/30/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.9%	-3.5%
PRODUCE - BERRIES	+2.5%	-5.7%
PRODUCE - BLUEBERRIES	-1.1%	-14.0%
FROZEN	+8.7%	-5.2%
FROZEN - BERRIES	+6.5%	-1.2%
FROZEN - BLUEBERRIES	+5.8%	-2.5%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.2%	-4.7%
PRODUCE - BERRIES	-3.1%	-5.6%
PRODUCE - BLUEBERRIES	-7.8%	-22.8%
FROZEN	+8.9%	-5.8%
FROZEN - BERRIES	+7.6%	+2.7%
FROZEN - BLUEBERRIES	+5.3%	+0.2%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.7%	-4.2%
PRODUCE - BERRIES	+1.1%	-3.2%
PRODUCE - BLUEBERRIES	-6.7%	-22.3%
FROZEN	+11.8%	-3.3%
FROZEN - BERRIES	+15.3%	-0.5%
FROZEN - BLUEBERRIES	+17.9%	+4.2%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.2%	-3.1%
PRODUCE - BERRIES	+0.5%	-5.8%
PRODUCE - BLUEBERRIES	+0.9%	-15.9%
FROZEN	+6.5%	-5.6%
FROZEN - BERRIES	+13.5%	+2.9%
FROZEN - BLUEBERRIES	+11.1%	+3.8%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.0%	-3.3%
PRODUCE - BERRIES	+2.0%	+2.1%
PRODUCE - BLUEBERRIES	-4.5%	-19.8%
FROZEN	+10.2%	-4.2%
FROZEN - BERRIES	+9.5%	-3.8%
FROZEN - BLUEBERRIES	+10.4%	+0.0%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.5%	-2.1%
PRODUCE - BERRIES	+2.2%	+0.0%
PRODUCE - BLUEBERRIES	+3.4%	-11.3%
FROZEN	+8.3%	-6.0%
FROZEN - BERRIES	+9.9%	-5.7%
FROZEN - BLUEBERRIES	+9.9%	+1.0%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.7%	-0.1%
PRODUCE - BERRIES	+4.9%	+4.6%
PRODUCE - BLUEBERRIES	+3.6%	-7.6%
FROZEN	+9.3%	-3.8%
FROZEN - BERRIES	+13.8%	-0.6%
FROZEN - BLUEBERRIES	+17.0%	+5.6%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+1.8%	-4.2%
PRODUCE - BERRIES	-0.1%	-6.0%
PRODUCE - BLUEBERRIES	-3.8%	-11.8%
FROZEN	+7.2%	-5.3%
FROZEN - BERRIES	+0.1%	-12.1%
FROZEN - BLUEBERRIES	+4.0%	-7.3%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.1%	-3.9%
PRODUCE - BERRIES	+6.5%	+2.9%
PRODUCE - BLUEBERRIES	-1.3%	-12.0%
FROZEN	+9.9%	-3.4%
FROZEN - BERRIES	-1.7%	-17.7%
FROZEN - BLUEBERRIES	+2.7%	-11.7%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.9%	-2.9%
PRODUCE - BERRIES	+2.2%	-1.2%
PRODUCE - BLUEBERRIES	-1.6%	-14.2%
FROZEN	+8.9%	-4.6%
FROZEN - BERRIES	+8.4%	-3.5%
FROZEN - BLUEBERRIES	+9.5%	-0.5%

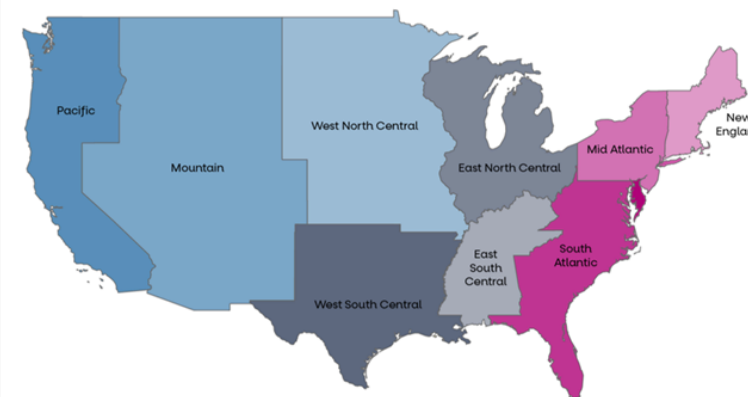
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/29/2022 to 6/30/2022

Blueberries - Dollars

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

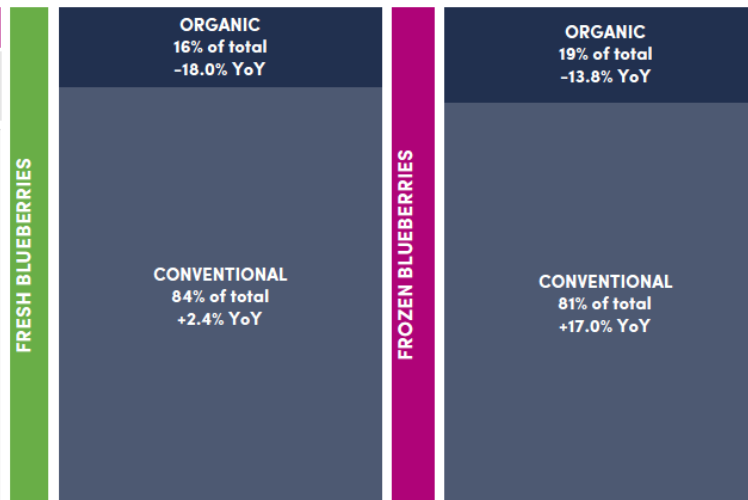
FRESH BLUEBERRIES		
South Atlantic	\$55,517,540	▲+3.6% 22% of total
Middle Atlantic	\$41,202,895	▼-3.8% 16% of total
Pacific	\$35,847,004	▼-1.1% 14% of total
East North Central	\$34,030,671	▼-4.5% 14% of total
New England	\$24,654,223	▼-1.3% 10% of total
Mountain	\$17,510,451	▼-7.8% 7% of total
West South Central	\$16,355,588	▲+0.9% 7% of total
West North Central	\$15,364,522	▼-6.7% 6% of total
East South Central	\$10,265,604	▲+3.4% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$6,812,520	▲+17.0% 21% of total
Pacific	\$4,769,927	▲+5.8% 15% of total
Middle Atlantic	\$4,023,521	▲+4.0% 13% of total
East North Central	\$3,946,557	▲+10.4% 12% of total
Mountain	\$2,930,887	▲+5.3% 9% of total
West South Central	\$2,889,796	▲+11.1% 9% of total
New England	\$2,802,783	▲+2.7% 9% of total
West North Central	\$2,429,601	▲+17.9% 8% of total
East South Central	\$1,345,866	▲+9.9% 4% of total



FRESH BLUEBERRIES		
\$250,979,602 ▼ -1.6%		
PINT	\$120,927,237	▲+0.3% 50% of total \$5.26 Price / Lb \$0.72 Price Chg
18 OUNCE	\$59,165,496	▼-4.7% 24% of total \$5.03 Price / Lb \$0.96 Price Chg
6 OUNCE	\$31,534,315	▲+17.8% 13% of total \$10.14 Price / Lb \$1.09 Price Chg
24 OUNCE	\$18,160,006	▲+4.0% 7% of total \$4.39 Price / Lb \$0.84 Price Chg
ALL OTHER	\$12,438,146	▼-38.3% 5% of total \$3.78 Price / Lb (\$0.10) Price Chg

FROZEN BLUEBERRIES		
\$31,961,880 ▲+9.5%		
48 OUNCE	\$14,250,069	▲+20.9% 45% of total \$3.40 Price / Lb \$0.31 Price Chg
32 OUNCE	\$3,263,546	▼-25.0% 10% of total \$4.88 Price / Lb \$0.72 Price Chg
16 OUNCE	\$3,607,956	▲+23.8% 11% of total \$3.02 Price / Lb \$0.10 Price Chg
ALL OTHER	\$8,322,802	▲+3.4% 26% of total \$4.70 Price / Lb \$0.60 Price Chg
64 OUNCE	\$2,517,508	▲+21.3% 8% of total \$2.92 Price / Lb \$0.57 Price Chg



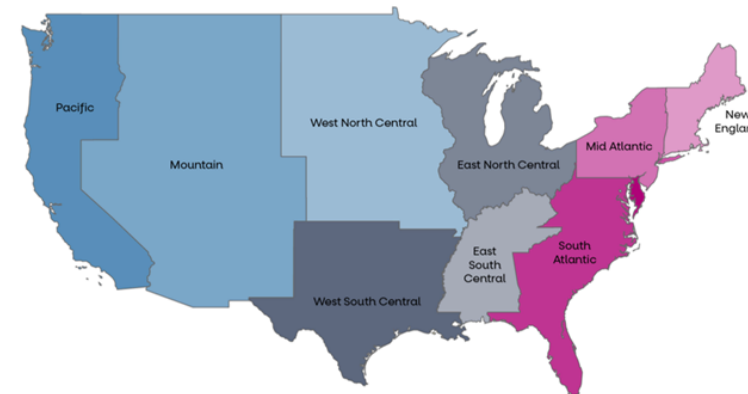
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 5/29/2022 to 6/30/2022

Blueberries - Pounds

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

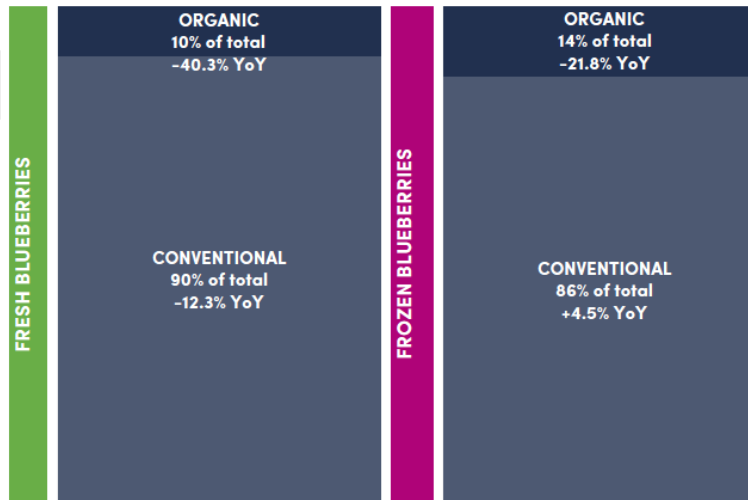
FRESH BLUEBERRIES	
South Atlantic	10,783,810 Lbs ▼-10.9% 22% of total
Middle Atlantic	8,950,826 Lbs ▼-11.5% 19% of total
Pacific	5,394,449 Lbs ▼-17.0% 11% of total
East North Central	6,997,264 Lbs ▼-21.6% 15% of total
New England	4,987,745 Lbs ▼-10.4% 10% of total
Mountain	2,972,343 Lbs ▼-30.2% 6% of total
West South Central	3,190,459 Lbs ▼-18.8% 7% of total
West North Central	2,729,706 Lbs ▼-24.2% 6% of total
East South Central	2,102,122 Lbs ▼-14.4% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,883,340 Lbs ▲+5.4% 22% of total
Pacific	1,135,800 Lbs ▼-3.6% 13% of total
Middle Atlantic	1,045,136 Lbs ▼-3.2% 12% of total
East North Central	1,117,013 Lbs ▲+0.3% 13% of total
Mountain	811,370 Lbs ▼-2.9% 9% of total
West South Central	894,133 Lbs ▲+1.0% 10% of total
New England	728,107 Lbs ▼-6.2% 8% of total
West North Central	684,109 Lbs ▲+3.8% 8% of total
East South Central	393,520 Lbs ▼-2.6% 5% of total



FRESH BLUEBERRIES	
48,124,088 Lbs ▼-16.2%	
PINT	22,997,027 Lbs ▼-13.4% 51% of total \$5.26 Price / Lb \$0.72 Price Chg
18 OUNCE	11,770,021 Lbs ▼-22.9% 26% of total \$5.03 Price / Lb \$0.96 Price Chg
6 OUNCE	3,108,874 Lbs ▲+5.1% 7% of total \$10.14 Price / Lb \$1.09 Price Chg
24 OUNCE	4,138,977 Lbs ▼-15.8% 9% of total \$4.39 Price / Lb \$0.84 Price Chg
ALL OTHER	3,289,482 Lbs ▼-36.6% 7% of total \$3.78 Price / Lb (\$0.10) Price Chg

FROZEN BLUEBERRIES	
8,694,876 Lbs ▼-0.3%	
48 OUNCE	4,195,180 Lbs ▲+9.8% 48% of total \$3.40 Price / Lb \$0.31 Price Chg
32 OUNCE	668,889 Lbs ▼-36.1% 8% of total \$4.88 Price / Lb \$0.72 Price Chg
16 OUNCE	1,195,650 Lbs ▲+19.8% 14% of total \$3.02 Price / Lb \$0.10 Price Chg
ALL OTHER	1,772,325 Lbs ▼-9.9% 20% of total \$4.70 Price / Lb \$0.60 Price Chg
64 OUNCE	862,832 Lbs ▼-2.5% 10% of total \$2.92 Price / Lb \$0.57 Price Chg

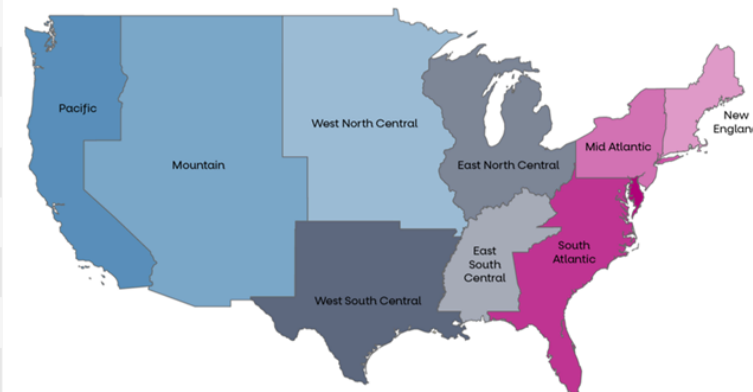


Blueberries - Units

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

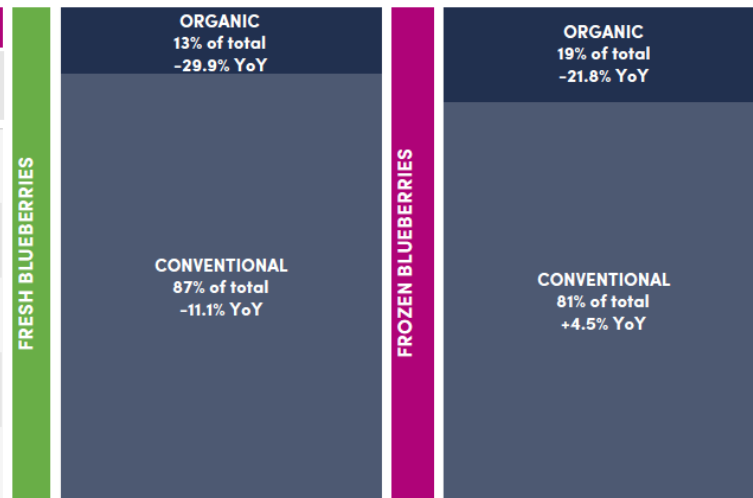
FRESH BLUEBERRIES	
South Atlantic	13,509,609 Units ▼ -7.6% 23% of total
Middle Atlantic	9,681,990 Units ▼ -11.8% 17% of total
Pacific	7,282,636 Units ▼ -14.0% 12% of total
East North Central	8,483,367 Units ▼ -19.8% 14% of total
New England	5,769,286 Units ▼ -12.0% 10% of total
Mountain	4,079,835 Units ▼ -22.8% 7% of total
West South Central	3,770,121 Units ▼ -15.9% 6% of total
West North Central	3,432,210 Units ▼ -22.3% 6% of total
East South Central	2,510,323 Units ▼ -11.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,006,630 Units ▲ +5.6% 21% of total
Pacific	660,024 Units ▼ -2.5% 14% of total
Middle Atlantic	575,761 Units ▼ -7.3% 12% of total
East North Central	638,039 Units ▲ +0.0% 13% of total
Mountain	436,810 Units ▲ +0.2% 9% of total
West South Central	531,838 Units ▲ +3.8% 11% of total
New England	404,046 Units ▼ -11.7% 8% of total
West North Central	390,053 Units ▲ +4.2% 8% of total
East South Central	230,908 Units ▲ +1.0% 5% of total



FRESH BLUEBERRIES	
58,550,294 Units ▼ -14.2%	
PINT	31,539,248 Units ▼ -13.4% 57% of total \$3.83 Price / Unit \$0.53 Price Chg
6 OUNCE	8,290,330 Units ▲ +5.1% 15% of total \$3.80 Price / Unit \$0.41 Price Chg
18 OUNCE	10,462,240 Units ▼ -22.9% 19% of total \$5.66 Price / Unit \$1.08 Price Chg
24 OUNCE	2,759,318 Units ▼ -15.8% 5% of total \$6.58 Price / Unit \$1.25 Price Chg
ALL OTHER	2,679,449 Units ▼ -36.6% 5% of total \$4.64 Price / Unit \$0.14 Price Chg

FROZEN BLUEBERRIES	
4,875,760 Units ▼ -0.5%	
48 OUNCE	1,398,393 Units ▲ +9.8% 29% of total \$10.19 Price / Unit \$0.94 Price Chg
32 OUNCE	334,444 Units ▼ -36.1% 7% of total \$9.76 Price / Unit \$1.45 Price Chg
16 OUNCE	1,188,588 Units ▲ +20.4% 24% of total \$3.04 Price / Unit \$0.09 Price Chg
ALL OTHER	1,738,626 Units ▼ -8.1% 36% of total \$4.79 Price / Unit \$0.53 Price Chg
64 OUNCE	215,708 Units ▼ -2.5% 4% of total \$11.67 Price / Unit \$2.29 Price Chg

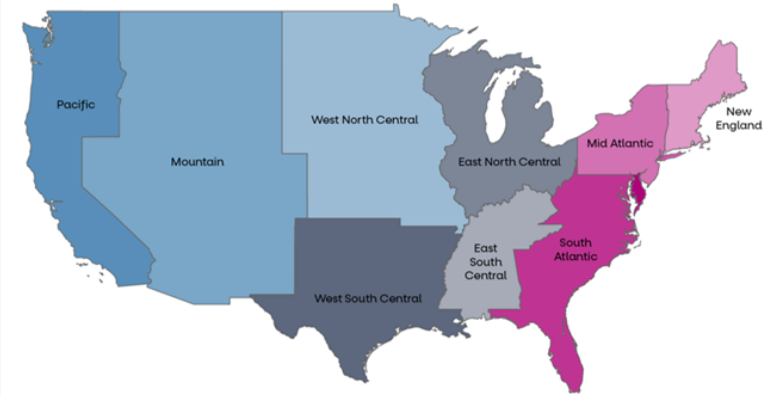


Blueberries - Dollars

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

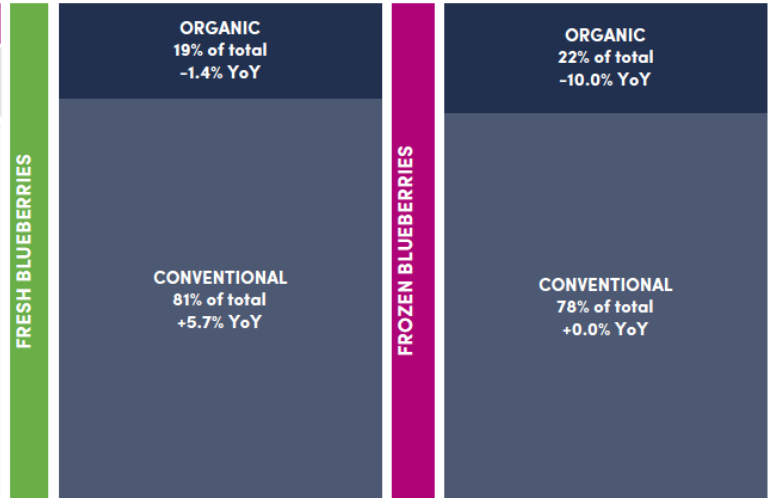
FRESH BLUEBERRIES	
South Atlantic	\$514,812,952 ▲+5.9% 22% of total
Pacific	\$370,001,059 ▲+7.4% 16% of total
Middle Atlantic	\$359,853,929 ▲+1.4% 15% of total
East North Central	\$322,863,337 ▲+3.8% 14% of total
New England	\$210,571,267 ▲+0.1% 9% of total
Mountain	\$183,478,657 ▲+4.4% 8% of total
West South Central	\$164,956,814 ▲+7.6% 7% of total
West North Central	\$139,476,418 ▼-1.0% 6% of total
East South Central	\$97,978,437 ▲+7.7% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$68,568,733 ▲+2.2% 22% of total
Pacific	\$45,972,556 ▼-9.2% 15% of total
Middle Atlantic	\$41,078,004 ▼-3.4% 13% of total
East North Central	\$39,154,742 ▲+0.6% 12% of total
New England	\$28,445,689 ▼-5.3% 9% of total
Mountain	\$28,276,780 ▼-8.5% 9% of total
West South Central	\$27,369,780 ▼-0.3% 9% of total
West North Central	\$23,289,141 ▲+3.6% 7% of total
East South Central	\$13,708,295 ▲+0.4% 4% of total



FRESH BLUEBERRIES	
\$2,366,184,478 ▲+4.2%	
PINT	\$1,024,602,684 ▲+8.9% 45% of total \$4.94 Price / Lb \$0.39 Price Chg
18 OUNCE	\$626,891,615 ▲+7.2% 27% of total \$4.54 Price / Lb \$0.25 Price Chg
6 OUNCE	\$366,173,653 ▼-9.6% 16% of total \$9.38 Price / Lb \$0.39 Price Chg
16 OUNCE	\$93,770,222 ▲+12.1% 4% of total \$4.21 Price / Lb \$0.30 Price Chg
ALL OTHER	\$186,747,574 ▲+4.8% 8% of total \$4.38 Price / Lb \$0.38 Price Chg

FROZEN BLUEBERRIES	
\$316,006,731 ▼-2.4%	
48 OUNCE	\$135,538,425 ▲+1.1% 43% of total \$3.25 Price / Lb \$0.17 Price Chg
32 OUNCE	\$39,802,697 ▼-17.2% 13% of total \$4.49 Price / Lb \$0.33 Price Chg
16 OUNCE	\$32,802,408 ▲+0.2% 10% of total \$2.96 Price / Lb \$0.06 Price Chg
12 OUNCE	\$24,881,742 ▼-3.6% 8% of total \$4.69 Price / Lb \$0.27 Price Chg
ALL OTHER	\$82,981,459 ▼-0.1% 26% of total \$3.68 Price / Lb \$0.39 Price Chg



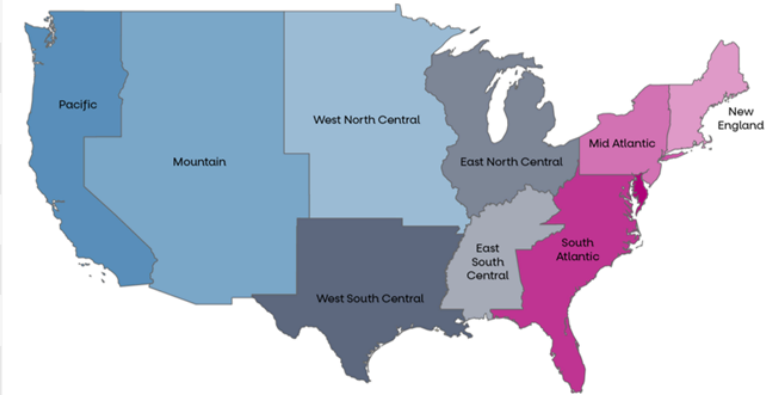
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/4/2021 to 6/30/2022

Blueberries - Pounds

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

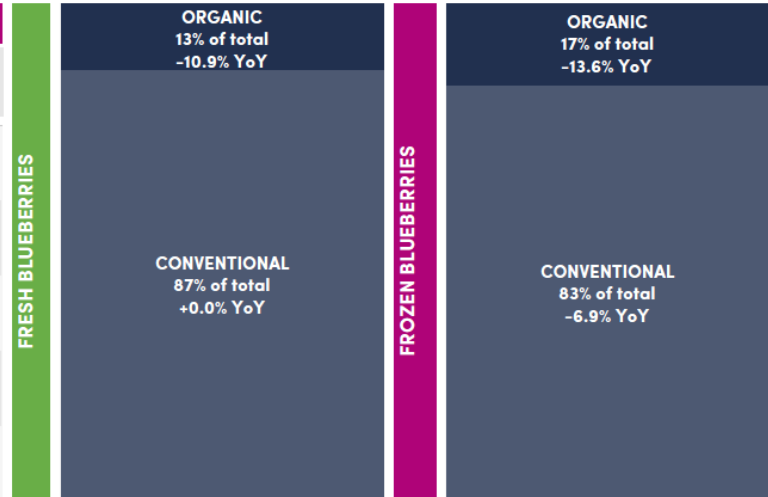
FRESH BLUEBERRIES	
South Atlantic	99,571,067 Lbs ▼-0.8% 21% of total
Pacific	59,702,585 Lbs ▼-0.8% 13% of total
Middle Atlantic	76,546,116 Lbs ▼-3.8% 16% of total
East North Central	73,031,484 Lbs ▼-2.9% 16% of total
New England	43,440,882 Lbs ▼-1.1% 9% of total
Mountain	34,564,822 Lbs ▼-0.9% 7% of total
West South Central	34,281,014 Lbs ▲+3.1% 7% of total
West North Central	26,928,214 Lbs ▼-5.9% 6% of total
East South Central	20,541,911 Lbs ▲+2.4% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,834,545 Lbs ▼-3.6% 22% of total
Pacific	11,336,361 Lbs ▼-15.8% 13% of total
Middle Atlantic	11,022,082 Lbs ▼-6.5% 12% of total
East North Central	11,240,813 Lbs ▼-7.8% 13% of total
New England	7,837,821 Lbs ▼-8.4% 9% of total
Mountain	8,263,193 Lbs ▼-15.0% 9% of total
West South Central	8,770,037 Lbs ▼-5.8% 10% of total
West North Central	6,876,402 Lbs ▼-4.0% 8% of total
East South Central	4,240,596 Lbs ▼-6.9% 5% of total



FRESH BLUEBERRIES	
468,847,929 Lbs ▼ -1.6%	
PINT	207,374,766 Lbs ▲+0.3% 46% of total \$4.94 Price / Lb \$0.39 Price Chg
18 OUNCE	138,042,176 Lbs ▲+1.4% 31% of total \$4.54 Price / Lb \$0.25 Price Chg
6 OUNCE	39,026,734 Lbs ▼-13.4% 9% of total \$9.38 Price / Lb \$0.39 Price Chg
16 OUNCE	22,293,366 Lbs ▲+4.1% 5% of total \$4.21 Price / Lb \$0.30 Price Chg
ALL OTHER	42,593,577 Lbs ▼-4.4% 9% of total \$4.38 Price / Lb \$0.38 Price Chg

FROZEN BLUEBERRIES	
89,448,936 Lbs ▼ -8.1%	
48 OUNCE	41,680,591 Lbs ▼-4.2% 47% of total \$3.25 Price / Lb \$0.17 Price Chg
32 OUNCE	8,863,831 Lbs ▼-23.2% 10% of total \$4.49 Price / Lb \$0.33 Price Chg
16 OUNCE	11,071,695 Lbs ▼-1.8% 12% of total \$2.96 Price / Lb \$0.06 Price Chg
12 OUNCE	5,303,207 Lbs ▼-9.2% 6% of total \$4.69 Price / Lb \$0.27 Price Chg
ALL OTHER	22,529,611 Lbs ▼-10.6% 25% of total \$3.68 Price / Lb \$0.39 Price Chg



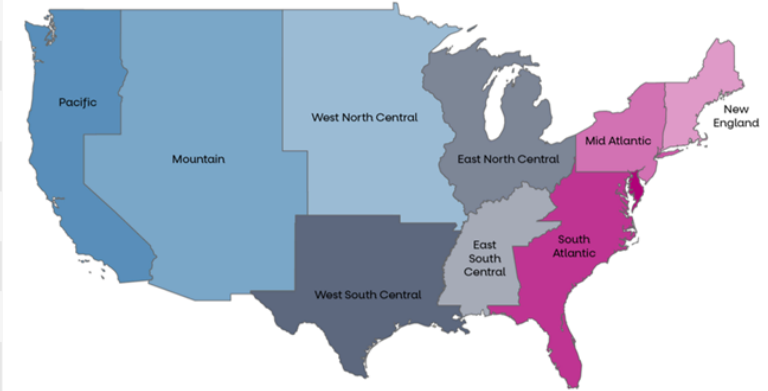
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/4/2021 to 6/30/2022

Blueberries - Units

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

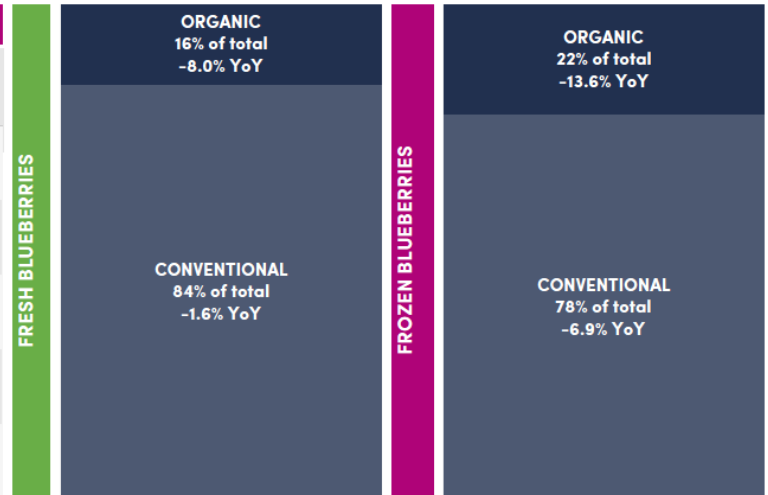
FRESH BLUEBERRIES	
South Atlantic	128,012,874 Units ▼ -1.3% 22% of total
Pacific	81,332,451 Units ▼ -1.2% 14% of total
Middle Atlantic	87,122,897 Units ▼ -5.5% 15% of total
East North Central	90,011,024 Units ▼ -3.1% 15% of total
New England	51,899,338 Units ▼ -3.5% 9% of total
Mountain	48,348,252 Units ▼ -3.6% 8% of total
West South Central	41,119,745 Units ▲ +0.6% 7% of total
West North Central	34,316,681 Units ▼ -7.5% 6% of total
East South Central	25,094,700 Units ▲ +1.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,556,327 Units ▼ -2.7% 21% of total
Pacific	6,587,442 Units ▼ -17.1% 13% of total
Middle Atlantic	6,299,456 Units ▼ -8.3% 13% of total
East North Central	6,526,901 Units ▼ -7.7% 13% of total
New England	4,416,357 Units ▼ -11.6% 9% of total
Mountain	4,340,994 Units ▼ -14.3% 9% of total
West South Central	5,182,100 Units ▼ -3.7% 10% of total
West North Central	3,931,873 Units ▼ -3.4% 8% of total
East South Central	2,426,806 Units ▼ -3.7% 5% of total



FRESH BLUEBERRIES	
587,621,113 Units ▼ -2.7%	
PINT	283,708,200 Units ▲ +0.3% 50% of total \$3.61 Price / Unit \$0.29 Price Chg
6 OUNCE	104,071,290 Units ▼ -13.4% 18% of total \$3.52 Price / Unit \$0.15 Price Chg
18 OUNCE	122,704,143 Units ▲ +1.4% 22% of total \$5.11 Price / Unit \$0.28 Price Chg
16 OUNCE	22,293,366 Units ▲ +4.1% 4% of total \$4.21 Price / Unit \$0.30 Price Chg
ALL OTHER	35,326,805 Units ▼ -4.4% 6% of total \$5.29 Price / Unit \$0.33 Price Chg

FROZEN BLUEBERRIES	
50,289,606 Units ▼ -8.2%	
48 OUNCE	13,893,530 Units ▼ -4.2% 28% of total \$9.76 Price / Unit \$0.51 Price Chg
32 OUNCE	4,431,916 Units ▼ -23.2% 9% of total \$8.98 Price / Unit \$0.65 Price Chg
16 OUNCE	10,969,385 Units ▼ -1.6% 22% of total \$2.99 Price / Unit \$0.05 Price Chg
12 OUNCE	7,070,943 Units ▼ -9.2% 14% of total \$3.52 Price / Unit \$0.20 Price Chg
ALL OTHER	13,923,831 Units ▼ -10.7% 28% of total \$5.96 Price / Unit \$0.63 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/4/2021 to 6/30/2022