



USHBC Blueberries in Retail Report: Q2 2022

The total blueberry category, inclusive of both fresh and frozen blueberries, is **up +2.9% in dollars but down -7.3% in volume** for the second quarter of 2022 as compared to the same timeframe in 2021.

2.9%↑
IN DOLLARS

7.3%↓
IN VOLUME

Market Situation:

The decline in total blueberry volume sold at retail during the second quarter of this year is offset by higher prices. During Q2 2022, food prices (including the berry category) have continued to increase due to inflation. The average retail price of a pound of blueberries has increased by +9.3% (or +\$0.46) since Q2 2021, retailing on average at \$5.36/lb. The average price per pound for all other berries has also increased slightly, up +1.6% (or +\$0.06) compared to Q2 2021, retailing on average at \$3.68/lb.

Fresh & Frozen Blueberries: Q2 2022 vs. Q2 2021¹

Category	Dollars (\$)	Dollar % Chg (vs. Q2 2021)	Volume (Lbs)	Volume % Chg (vs. Q2 2021)
Total	\$757,189,776	+2.9%	141,250,732	-7.3%
Fresh	\$672,384,872	+3.0%	118,151,096	-7.5%
Frozen	\$84,804,904	+2.2%	23,099,636	-6.6%

Fresh Highlights:

Fresh blueberry sales are down -7.5% in volume and up +3.0% in dollars vs. YA. The decline in fresh volume is offset by higher retail prices for fresh blueberries. The average retail price per pound for all fresh blueberries in Q2 of 2021 was \$5.23/lb, which has increased +8.9% (+\$0.46) to \$5.69/lb in Q2 2022.

Frozen Highlights:

Frozen blueberry sales are down -6.6% in volume and up +2.2% dollars vs. YA. Similar to trends seen in the fresh category, frozen volume is offset by higher retail prices for frozen blueberries. The average retail price per pound for all frozen blueberries in Q2 of 2021 was \$3.35/lb, which has increased +9.6% (+\$0.32) to \$3.67/lb in Q2 2022.

For more research, explore blueberry-specific [Nielsen Reports](#) and [Consumer & Shopper Insights](#).





Pacific Northwest Production Impacts on Q3

At retail in Q2 2022 in the Pacific Northwest, volumes of fresh blueberries decreased -4.3% year over year in the same period, while frozen decreased -12.7% in the same timeframe. This is due in part to a tight market with later production than normal due to this season's weather events, including colder temperatures. Organic saw a major decline in both fresh and frozen for Q2 2022 over the prior year by -20.4% and -28.2%, respectively.

The Pacific Northwest has begun to recover, with historical quantities delayed by up to three weeks. Blueberry volumes in Washington alone were down over 10 million pounds from June 18th to August 15th compared to the same time last year. However, we have begun to witness a rebound in Washington, which is up over 3 million pounds since July 23rd compared to the same time last year. Oregon has had a similar result. Overall, we anticipate a crop similar to last season but lower than where industry predictions began in March.



Grab a Boost of Blue Licensee Testimony

USHBC is proud to partner with blueberry marketers and suppliers like Naturipe who have adopted Grab a Boost of Blue branding on their packaging, website, social media content and beyond! Contact us [here](#) to learn how you can join the family of Grab a Boost of Blue licensees.

“We have integrated the Grab a Boost of Blue campaign logo and messaging into our packaging, social media content, and website. This campaign and its resources are a great way for our industry to promote a unified message around blueberries and ultimately sell more blues!”

- CarrieAnn Arias, Vice President of Marketing, Naturipe Farms



Our Grab a Boost of Blue logo and call to action resonates with shoppers and helps drive blueberry demand.² Consumer testing among produce shoppers shows exposure to this message and logo significantly increase intent to purchase both fresh and frozen blueberries. Access additional insights from this research study on our [Retail Hub](#).



For more inspiration and ways to integrate USHBC's assets into your upcoming promotions, visit the [USHBC Retailer Hub](#) or contact retail@blueberry.org. To receive the latest on blueberries in retail straight to your inbox, [sign up](#) for our monthly retail newsletter today!



Source:

¹ Category Partners Nielsen Report, Excel Dashboard for 13 weeks ending 04.09.22 through 07.02.22.

² FoodMinds Strategic Insights. USHBC Boost of Blue Communication Check. September 2020.



[GrabABoostOfBlue.com](#) | [Blueberry.org/RetailHub](#)

 **blueberries**
U.S. Highbush Blueberry Council