

9.14.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

August 2022

Sales through Nielsen Week Ending 9.3.2022

August 2022

Fresh blueberries (Produce department)

- Dollars sales increased **+9.2%** year over year compared to an increase for all fresh berries of **+4.6%**
- Pints increased **+2.9%** and represent 49% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar gains in all 9 regions; units posted gains in 4 of 9 regions
- Organic fresh blueberries increased in dollars by **+11.7%** but declined **-1.1%** in units YoY.

Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries increased **+15.9%** year over year compared to an increase for all frozen berries of **+14.8%**
- 48oz is the dominant pack size and posted an increase in dollars of **+25.2%**
- All 9 regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+27.3%** in dollars, while organic frozen blueberries declined in dollars by **-15.9%**

Category Segment Performance

August 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	\$256,273,752	\$281,637,561	9.9%	67,926,455	68,432,092	0.7%	62,762,636	61,814,397	-1.5%
Fresh Blueberries	\$229,258,301	\$250,313,392	9.2%	63,293,131	63,714,967	0.7%	54,692,342	53,405,587	-2.4%
Conventional	\$176,860,419	\$191,789,303	8.4%	50,562,928	51,128,617	1.1%	45,272,962	43,965,974	-2.9%
Organic	\$52,397,881	\$58,524,089	11.7%	12,730,203	12,586,349	-1.1%	9,419,380	9,439,613	0.2%
Frozen Blueberries	\$27,015,451	\$31,324,170	15.9%	4,633,324	4,717,126	1.8%	8,070,294	8,408,810	4.2%
Conventional	\$19,930,549	\$25,368,972	27.3%	3,488,225	3,817,107	9.4%	6,535,046	7,200,666	10.2%
Organic	\$7,084,902	\$5,955,198	-15.9%	1,145,100	900,018	-21.4%	1,535,247	1,208,145	-21.3%

Monthly Detail – Dollars/Week



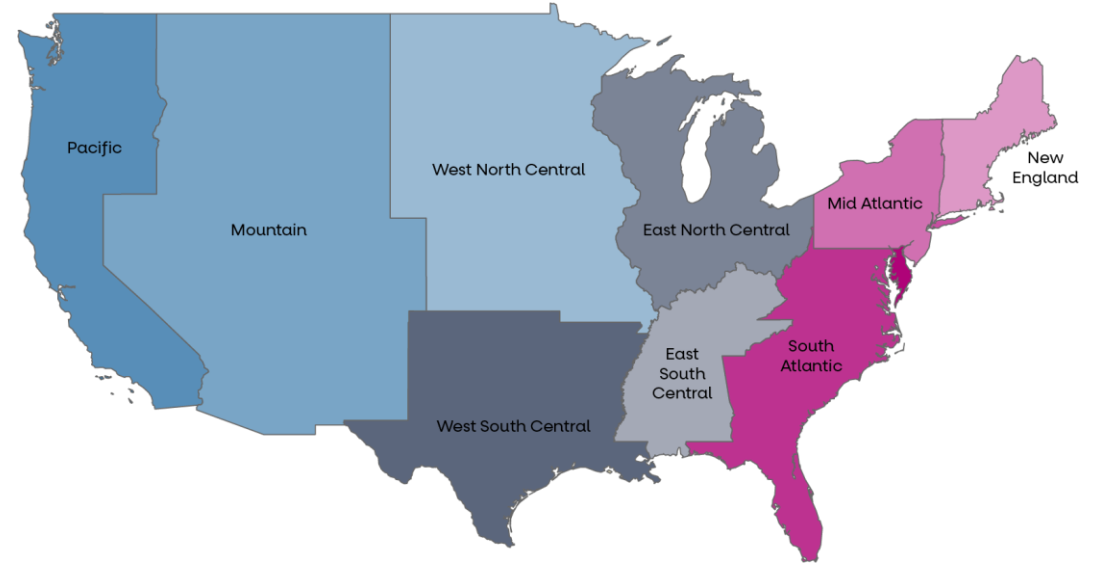
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/29/2021 to 8/31/2022

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	747.2M	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	
	-2.3%	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-0.6%	-0.5%	-5.7%	+1.6%	-5.4%	+7.5%	-1.9%	+0.2%	+2.5%	+3.3%	+5.0%	-1.0%	-2.5%		
PRODUCE - BERRIES	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	39.1M	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	
	+6.6%	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	+0.0%	-3.2%	-8.1%	+1.8%	-1.0%	+12.8%	+11.0%	+5.5%	-2.2%	+12.5%	-4.1%	-11.2%	-8.5%		
PRODUCE - BLUEBERRIES	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	9.9M	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	
	-5.8%	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-15.1%	+0.7%	+4.5%	+9.9%	-6.2%	-5.8%	+13.3%	+0.5%	-6.2%	+14.7%	-4.9%	-5.3%	+14.9%		
	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	307.3M	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	
	-0.2%	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-3.3%	-4.4%	-3.3%	+0.8%	-2.8%	+7.7%	-3.5%	-2.8%	-0.6%	+0.4%	+2.9%	+0.2%	-0.4%		
FROZEN - BERRIES	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.1M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	
	-4.1%	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-0.5%	+1.3%	-5.5%	-0.5%	-0.2%	+21.3%	-5.5%	-1.2%	+2.5%	-1.2%	-1.6%	-1.9%	+1.4%		
FROZEN - BLUEBERRIES	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	0.9M	0.9M	
	-5.3%	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	+3.6%	+1.8%	+0.5%	-8.1%	-2.8%	+30.9%	-6.5%	-0.5%	-1.0%	-1.6%	-3.2%	-3.9%	+0.7%		
	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 8/29/2021 to 8/31/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.2%	+1.0%
PRODUCE - BERRIES	+3.6%	-4.4%
PRODUCE - BLUEBERRIES	+7.9%	-2.2%
FROZEN	+11.1%	-3.7%
FROZEN - BERRIES	+16.8%	+8.8%
FROZEN - BLUEBERRIES	+16.8%	+6.4%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.7%	+0.9%
PRODUCE - BERRIES	+3.3%	+3.2%
PRODUCE - BLUEBERRIES	+12.2%	+13.5%
FROZEN	+11.9%	-3.8%
FROZEN - BERRIES	+19.5%	+6.4%
FROZEN - BLUEBERRIES	+20.5%	+8.2%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.1%	-1.0%
PRODUCE - BERRIES	+3.2%	-4.7%
PRODUCE - BLUEBERRIES	+8.6%	+1.1%
FROZEN	+12.1%	-3.8%
FROZEN - BERRIES	+17.7%	+1.8%
FROZEN - BLUEBERRIES	+15.9%	+0.6%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	-0.6%
PRODUCE - BERRIES	+4.4%	-4.1%
PRODUCE - BLUEBERRIES	+11.1%	+0.0%
FROZEN	+10.9%	-4.0%
FROZEN - BERRIES	+19.6%	+5.2%
FROZEN - BLUEBERRIES	+18.4%	+8.6%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	-1.6%
PRODUCE - BERRIES	+2.1%	-10.3%
PRODUCE - BLUEBERRIES	+7.1%	-6.0%
FROZEN	+11.8%	-4.3%
FROZEN - BERRIES	+11.3%	-1.1%
FROZEN - BLUEBERRIES	+10.4%	-2.7%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.0%	-4.5%
PRODUCE - BERRIES	+1.5%	-5.2%
PRODUCE - BLUEBERRIES	+13.5%	+7.8%
FROZEN	+4.7%	-9.9%
FROZEN - BERRIES	+7.9%	-7.5%
FROZEN - BLUEBERRIES	+6.4%	-7.8%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.4%	-0.4%
PRODUCE - BERRIES	+6.7%	+1.2%
PRODUCE - BLUEBERRIES	+10.5%	+7.2%
FROZEN	+10.2%	-3.9%
FROZEN - BERRIES	+12.1%	-6.3%
FROZEN - BLUEBERRIES	+16.6%	-2.9%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.6%	-1.3%
PRODUCE - BERRIES	+5.8%	-3.9%
PRODUCE - BLUEBERRIES	+7.6%	-5.7%
FROZEN	+9.1%	-4.7%
FROZEN - BERRIES	+14.9%	+4.9%
FROZEN - BLUEBERRIES	+20.0%	+6.4%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.0%	+0.1%
PRODUCE - BERRIES	+7.3%	-0.6%
PRODUCE - BLUEBERRIES	+8.7%	-2.2%
FROZEN	+12.0%	-2.3%
FROZEN - BERRIES	+14.2%	+2.9%
FROZEN - BLUEBERRIES	+13.0%	-1.1%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.6%	-0.5%
PRODUCE - BERRIES	+4.6%	-3.2%
PRODUCE - BLUEBERRIES	+9.2%	+0.7%
FROZEN	+10.4%	-4.4%
FROZEN - BERRIES	+14.8%	+1.3%
FROZEN - BLUEBERRIES	+15.9%	+1.8%

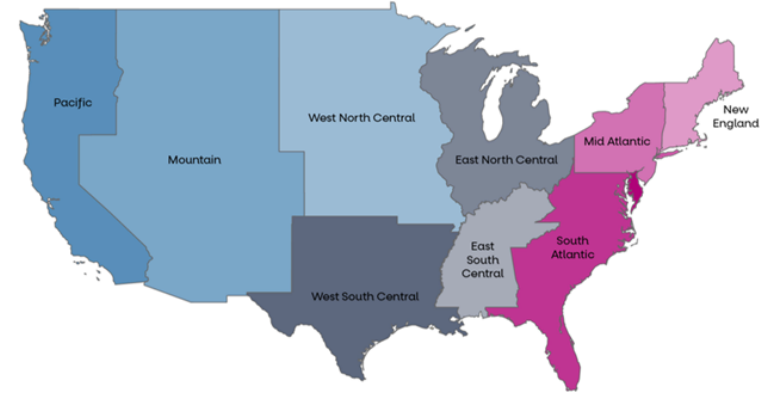
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/31/2022 to 8/31/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$281,637,561 | ▲ +9.9% YoY

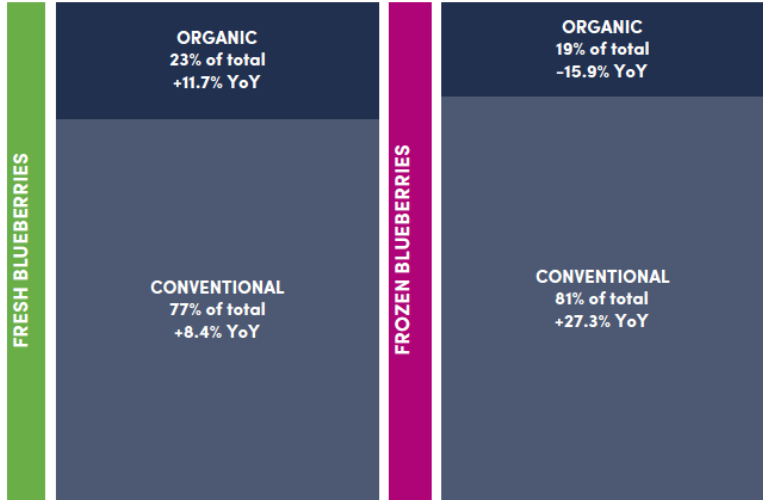
FRESH BLUEBERRIES	
South Atlantic	\$55,199,788 ▲+10.5% 22% of total
Middle Atlantic	\$37,736,893 ▲+7.6% 15% of total
Pacific	\$37,512,276 ▲+7.9% 15% of total
East North Central	\$34,071,055 ▲+7.1% 14% of total
New England	\$23,644,169 ▲+8.7% 9% of total
Mountain	\$19,631,103 ▲+12.2% 8% of total
West South Central	\$16,731,762 ▲+11.1% 7% of total
West North Central	\$15,044,468 ▲+8.6% 6% of total
East South Central	\$10,498,873 ▲+13.5% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$6,721,846 ▲+16.6% 21% of total
Pacific	\$4,730,570 ▲+16.8% 15% of total
Middle Atlantic	\$4,059,219 ▲+20.0% 13% of total
East North Central	\$3,634,708 ▲+10.4% 12% of total
Mountain	\$2,940,450 ▲+20.5% 9% of total
West South Central	\$2,919,829 ▲+18.4% 9% of total
New England	\$2,661,296 ▲+13.0% 8% of total
West North Central	\$2,309,140 ▲+15.9% 7% of total
East South Central	\$1,338,806 ▲+6.4% 4% of total



FRESH BLUEBERRIES	
\$250,313,392 ▲+9.2%	
PINT	\$118,256,197 ▲+2.9% 49% of total \$4.60 Price / Lb \$0.37 Price Chg
18 OUNCE	\$65,769,972 ▲+41.5% 27% of total \$4.33 Price / Lb \$0.46 Price Chg
6 OUNCE	\$22,900,057 ▲+8.9% 9% of total \$8.39 Price / Lb (\$0.40) Price Chg
24 OUNCE	\$15,178,658 ▲+3.5% 6% of total \$4.42 Price / Lb \$0.68 Price Chg
ALL OTHER	\$21,223,869 ▼-21.8% 9% of total \$4.54 Price / Lb \$0.97 Price Chg

FROZEN BLUEBERRIES	
\$31,324,170 ▲+15.9%	
48 OUNCE	\$13,345,738 ▲+25.2% 43% of total \$3.42 Price / Lb \$0.40 Price Chg
32 OUNCE	\$3,883,878 ▼-6.1% 12% of total \$5.01 Price / Lb \$0.76 Price Chg
16 OUNCE	\$3,334,612 ▲+12.5% 11% of total \$3.00 Price / Lb \$0.08 Price Chg
ALL OTHER	\$8,319,884 ▲+11.3% 27% of total \$4.68 Price / Lb \$0.46 Price Chg
64 OUNCE	\$2,440,057 ▲+37.5% 8% of total \$2.90 Price / Lb \$0.62 Price Chg



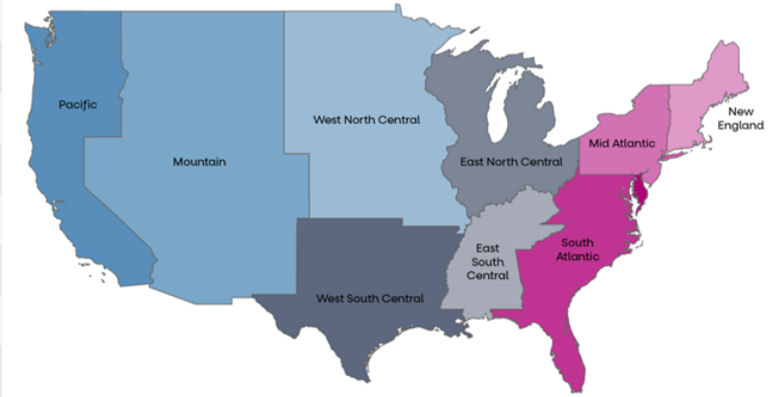
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/31/2022 to 8/31/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
61,814,397 Lbs | ▼ -1.5% YoY

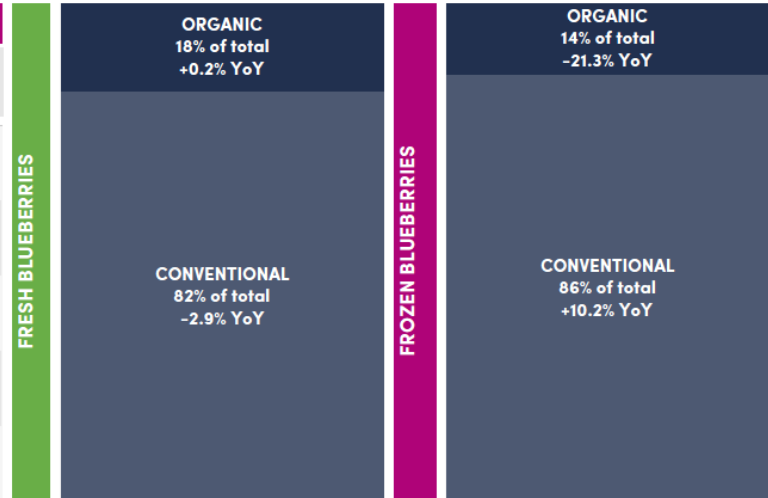
FRESH BLUEBERRIES	
South Atlantic	11,632,151 Lbs ▲+2.9% 22% of total
Middle Atlantic	7,739,215 Lbs ▼-6.2% 15% of total
Pacific	6,842,037 Lbs ▼-3.2% 13% of total
East North Central	8,541,998 Lbs ▼-5.1% 16% of total
New England	4,894,880 Lbs ▼-3.2% 9% of total
Mountain	4,406,937 Lbs ▲+2.8% 8% of total
West South Central	3,675,114 Lbs ▼-7.3% 7% of total
West North Central	3,207,628 Lbs ▼-6.0% 6% of total
East South Central	2,432,577 Lbs ▲+5.7% 5% of total

FROZEN BLUEBERRIES	
South Atlantic	1,821,964 Lbs ▲+2.9% 22% of total
Pacific	1,105,061 Lbs ▲+6.0% 13% of total
Middle Atlantic	1,051,178 Lbs ▲+13.4% 13% of total
East North Central	1,019,229 Lbs ▲+0.2% 12% of total
Mountain	804,935 Lbs ▲+6.2% 10% of total
West South Central	883,770 Lbs ▲+5.6% 11% of total
New England	692,313 Lbs ▲+3.5% 8% of total
West North Central	644,718 Lbs ▲+1.3% 8% of total
East South Central	383,475 Lbs ▼-6.6% 5% of total



FRESH BLUEBERRIES	
53,405,587 Lbs ▼-2.4%	
PINT	25,717,617 Lbs ▼-5.4% 50% of total \$4.60 Price / Lb \$0.37 Price Chg
18 OUNCE	15,200,758 Lbs ▲+26.6% 29% of total \$4.33 Price / Lb \$0.46 Price Chg
6 OUNCE	2,729,512 Lbs ▲+14.2% 5% of total \$8.39 Price / Lb (\$0.40) Price Chg
24 OUNCE	3,435,142 Lbs ▼-12.4% 7% of total \$4.42 Price / Lb \$0.68 Price Chg
ALL OTHER	4,673,573 Lbs ▼-38.5% 9% of total \$4.54 Price / Lb \$0.97 Price Chg

FROZEN BLUEBERRIES	
8,408,810 Lbs ▲+4.2%	
48 OUNCE	3,904,266 Lbs ▲+10.6% 46% of total \$3.42 Price / Lb \$0.40 Price Chg
32 OUNCE	774,774 Lbs ▼-20.3% 9% of total \$5.01 Price / Lb \$0.76 Price Chg
16 OUNCE	1,111,631 Lbs ▲+9.3% 13% of total \$3.00 Price / Lb \$0.08 Price Chg
ALL OTHER	1,778,073 Lbs ▲+0.2% 21% of total \$4.68 Price / Lb \$0.46 Price Chg
64 OUNCE	840,066 Lbs ▲+8.1% 10% of total \$2.90 Price / Lb \$0.62 Price Chg



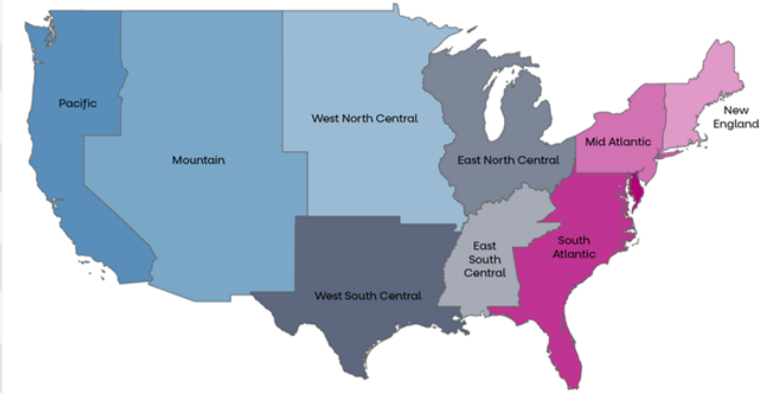
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/31/2022 to 8/31/2022

Blueberries - Units

TOTAL BLUEBERRIES
 68,432,092 Units | ▲ +0.7% YoY

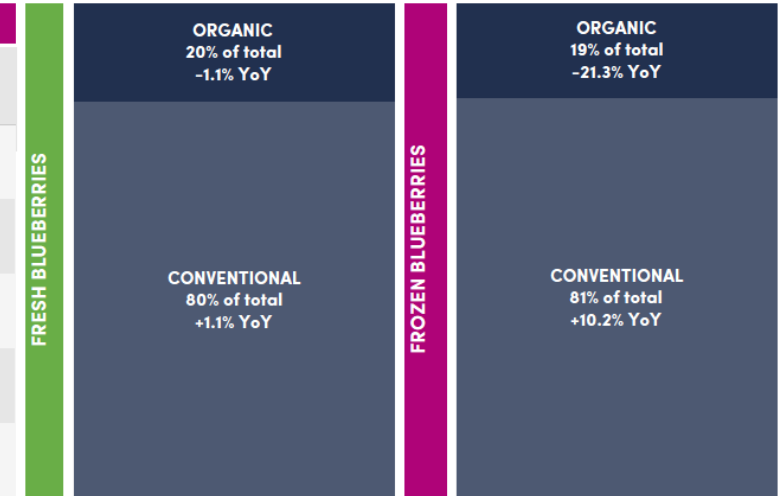
FRESH BLUEBERRIES	
South Atlantic	14,457,670 Units ▲+7.2% 23% of total
Middle Atlantic	8,577,072 Units ▼-5.7% 13% of total
Pacific	8,277,081 Units ▼-2.2% 13% of total
East North Central	9,856,199 Units ▼-6.0% 15% of total
New England	5,699,682 Units ▼-2.2% 9% of total
Mountain	5,694,044 Units ▲+13.5% 9% of total
West South Central	4,239,084 Units ▼+0.0% 7% of total
West North Central	4,056,478 Units ▲+1.1% 6% of total
East South Central	2,812,866 Units ▲+7.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	955,254 Units ▼-2.9% 20% of total
Pacific	651,025 Units ▲+6.4% 14% of total
Middle Atlantic	589,012 Units ▲+6.4% 12% of total
East North Central	576,310 Units ▼-2.7% 12% of total
Mountain	431,750 Units ▲+8.2% 9% of total
West South Central	534,090 Units ▲+8.6% 11% of total
New England	391,651 Units ▼-1.1% 8% of total
West North Central	365,628 Units ▲+0.6% 8% of total
East South Central	221,001 Units ▼-7.8% 5% of total



FRESH BLUEBERRIES	
63,714,967 Units ▲+0.7%	
PINT	34,901,031 Units ▼-5.4% 56% of total \$3.39 Price / Unit \$0.27 Price Chg
6 OUNCE	7,278,700 Units ▲+14.2% 12% of total \$3.15 Price / Unit (\$0.15) Price Chg
18 OUNCE	13,511,785 Units ▲+26.6% 22% of total \$4.87 Price / Unit \$0.51 Price Chg
24 OUNCE	2,290,095 Units ▼-12.4% 4% of total \$6.63 Price / Unit \$1.02 Price Chg
ALL OTHER	4,084,371 Units ▼-38.5% 7% of total \$5.20 Price / Unit \$0.03 Price Chg

FROZEN BLUEBERRIES	
4,717,126 Units ▲+1.8%	
48 OUNCE	1,301,422 Units ▲+10.6% 28% of total \$10.25 Price / Unit \$1.20 Price Chg
32 OUNCE	387,387 Units ▼-20.3% 8% of total \$10.03 Price / Unit \$1.52 Price Chg
16 OUNCE	1,104,263 Units ▲+9.8% 23% of total \$3.02 Price / Unit \$0.07 Price Chg
ALL OTHER	1,714,037 Units ▼-3.2% 36% of total \$4.85 Price / Unit \$0.63 Price Chg
64 OUNCE	210,016 Units ▲+8.1% 4% of total \$11.62 Price / Unit \$2.48 Price Chg



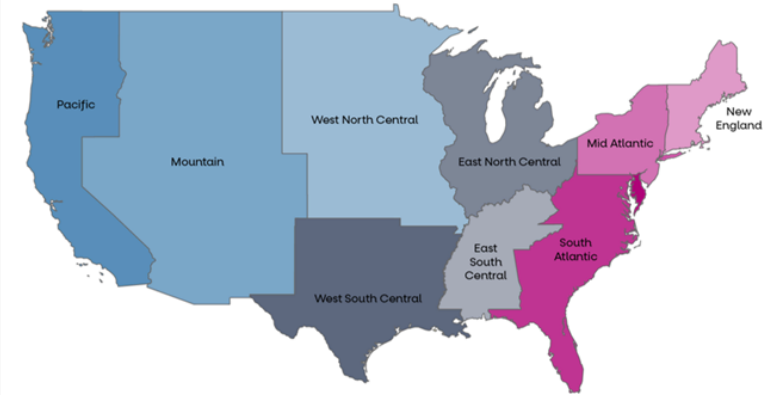
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 7/31/2022 to 8/31/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,707,812,277 | ▲ +3.9% YoY

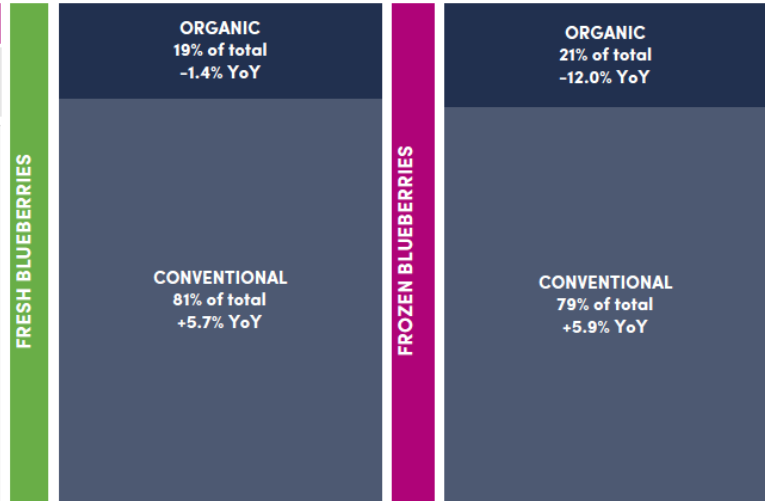
FRESH BLUEBERRIES	
South Atlantic	\$521,681,546 ▲+6.0% 22% of total
Pacific	\$369,627,564 ▲+6.8% 16% of total
Middle Atlantic	\$362,955,711 ▲+1.9% 15% of total
East North Central	\$324,555,481 ▲+3.6% 14% of total
New England	\$212,500,870 ▲+0.5% 9% of total
Mountain	\$184,554,380 ▲+5.0% 8% of total
West South Central	\$166,956,689 ▲+8.0% 7% of total
West North Central	\$139,191,717 ▼-1.9% 6% of total
East South Central	\$99,274,274 ▲+7.2% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$70,401,369 ▲+6.3% 22% of total
Pacific	\$47,310,115 ▼-4.5% 15% of total
Middle Atlantic	\$42,104,282 ▲+0.8% 13% of total
East North Central	\$39,873,666 ▲+3.1% 12% of total
Mountain	\$29,161,601 ▼-3.7% 9% of total
New England	\$29,080,190 ▼-1.2% 9% of total
West South Central	\$28,103,248 ▲+3.3% 9% of total
West North Central	\$23,964,344 ▲+7.1% 7% of total
East South Central	\$13,952,526 ▲+3.3% 4% of total



FRESH BLUEBERRIES	
\$2,383,730,658 ▲ +4.2%	
PINT	\$1,027,711,964 ▲+7.8% 44% of total \$5.06 Price / Lb \$0.41 Price Chg
18 OUNCE	\$650,182,689 ▲+11.4% 28% of total \$4.63 Price / Lb \$0.26 Price Chg
6 OUNCE	\$371,175,474 ▼-8.5% 16% of total \$9.39 Price / Lb \$0.33 Price Chg
16 OUNCE	\$95,054,496 ▲+6.9% 4% of total \$4.23 Price / Lb \$0.27 Price Chg
ALL OTHER	\$169,081,404 ▼-7.3% 7% of total \$5.08 Price / Lb \$0.89 Price Chg

FROZEN BLUEBERRIES	
\$324,081,619 ▲ +1.6%	
48 OUNCE	\$140,710,781 ▲+6.9% 43% of total \$3.31 Price / Lb \$0.23 Price Chg
32 OUNCE	\$39,016,723 ▼-17.0% 12% of total \$4.62 Price / Lb \$0.45 Price Chg
16 OUNCE	\$33,841,266 ▲+2.9% 10% of total \$2.98 Price / Lb \$0.09 Price Chg
12 OUNCE	\$25,104,840 ▼-1.9% 8% of total \$4.76 Price / Lb \$0.34 Price Chg
ALL OTHER	\$85,408,010 ▲+4.1% 26% of total \$3.78 Price / Lb \$0.46 Price Chg



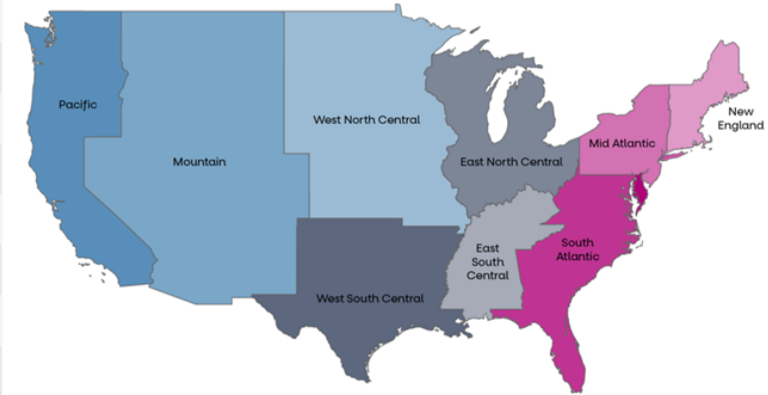
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/5/2021 to 8/31/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 548,933,867 Lbs | ▼ -3.1% YoY

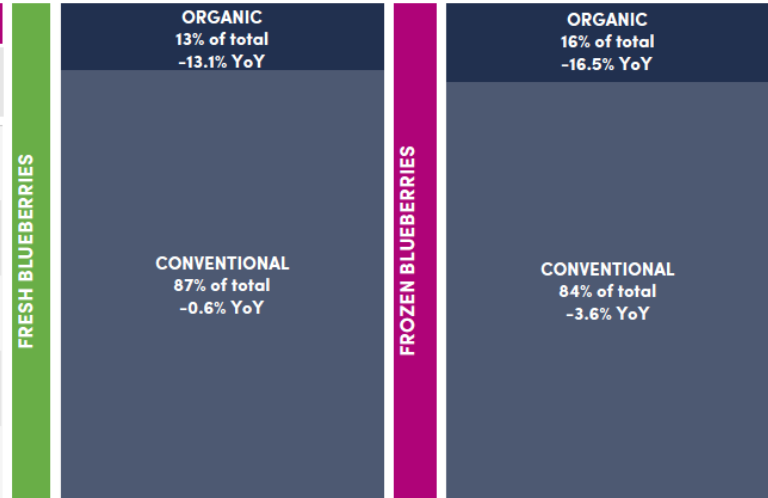
FRESH BLUEBERRIES	
South Atlantic	98,665,403 Lbs ▼-0.2% 22% of total
Pacific	57,746,086 Lbs ▼-2.1% 13% of total
Middle Atlantic	75,172,375 Lbs ▼-4.2% 16% of total
East North Central	70,942,075 Lbs ▼-4.2% 15% of total
New England	42,807,690 Lbs ▼-1.7% 9% of total
Mountain	33,732,113 Lbs ▼-2.0% 7% of total
West South Central	33,375,409 Lbs ▲+0.2% 7% of total
West North Central	25,712,874 Lbs ▼-9.6% 6% of total
East South Central	20,387,961 Lbs ▲+1.8% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,957,310 Lbs ▼-1.6% 22% of total
Pacific	11,475,136 Lbs ▼-12.5% 13% of total
Middle Atlantic	11,184,367 Lbs ▼-3.7% 12% of total
East North Central	11,269,399 Lbs ▼-6.8% 13% of total
Mountain	8,335,369 Lbs ▼-12.0% 9% of total
New England	7,911,667 Lbs ▼-5.4% 9% of total
West South Central	8,840,125 Lbs ▼-4.2% 10% of total
West North Central	6,922,085 Lbs ▼-3.2% 8% of total
East South Central	4,221,509 Lbs ▼-6.2% 5% of total



FRESH BLUEBERRIES	
458,790,877 Lbs ▼ -2.5%	
PINT	203,029,926 Lbs ▼-1.0% 46% of total \$5.06 Price / Lb \$0.41 Price Chg
18 OUNCE	140,519,966 Lbs ▲+5.1% 32% of total \$4.63 Price / Lb \$0.26 Price Chg
6 OUNCE	39,526,537 Lbs ▼-11.7% 9% of total \$9.39 Price / Lb \$0.33 Price Chg
16 OUNCE	22,458,167 Lbs ▲+0.1% 5% of total \$4.23 Price / Lb \$0.27 Price Chg
ALL OTHER	33,305,458 Lbs ▼-23.5% 8% of total \$5.08 Price / Lb \$0.89 Price Chg

FROZEN BLUEBERRIES	
90,142,990 Lbs ▼ -5.9%	
48 OUNCE	42,460,210 Lbs ▼-0.5% 47% of total \$3.31 Price / Lb \$0.23 Price Chg
32 OUNCE	8,451,867 Lbs ▼-25.1% 9% of total \$4.62 Price / Lb \$0.45 Price Chg
16 OUNCE	11,344,029 Lbs ▼-0.1% 13% of total \$2.98 Price / Lb \$0.09 Price Chg
12 OUNCE	5,270,128 Lbs ▼-9.0% 6% of total \$4.76 Price / Lb \$0.34 Price Chg
ALL OTHER	22,616,756 Lbs ▼-8.5% 25% of total \$3.78 Price / Lb \$0.46 Price Chg



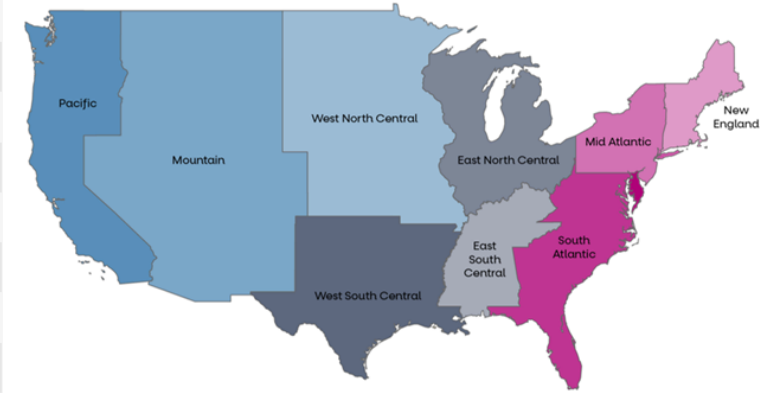
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/5/2021 to 8/31/2022

Blueberries - Units

TOTAL BLUEBERRIES
 631,722,624 Units | ▼ -3.1% YoY

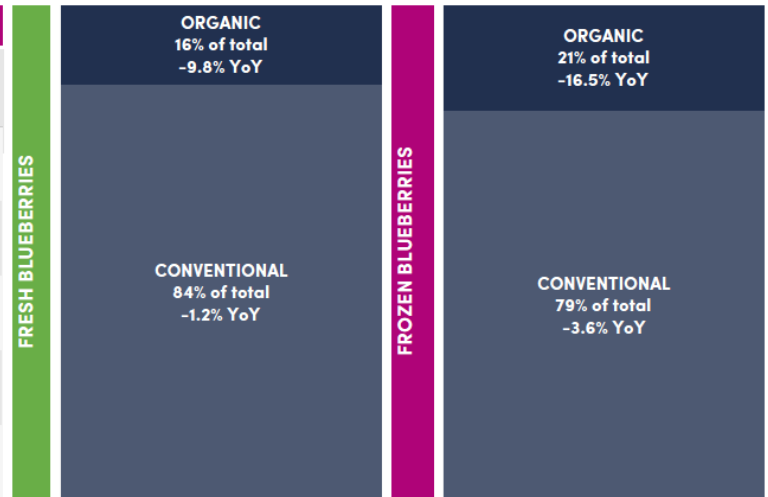
FRESH BLUEBERRIES	
South Atlantic	128,179,027 Units ▲+0.2% 22% of total
Pacific	79,682,127 Units ▼-2.1% 14% of total
Middle Atlantic	85,953,615 Units ▼-5.6% 15% of total
East North Central	88,464,777 Units ▼-3.7% 15% of total
New England	50,995,705 Units ▼-4.7% 9% of total
Mountain	48,370,371 Units ▼-2.4% 8% of total
West South Central	40,723,111 Units ▲+0.8% 7% of total
West North Central	33,263,562 Units ▼-9.3% 6% of total
East South Central	25,121,342 Units ▲+1.9% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,563,657 Units ▼-2.2% 21% of total
Pacific	6,692,158 Units ▼-13.4% 13% of total
Middle Atlantic	6,327,917 Units ▼-6.4% 13% of total
East North Central	6,536,774 Units ▼-7.1% 13% of total
Mountain	4,410,541 Units ▼-11.3% 9% of total
New England	4,403,130 Units ▼-10.1% 9% of total
West South Central	5,247,763 Units ▼-2.6% 10% of total
West North Central	3,962,722 Units ▼-2.7% 8% of total
East South Central	2,420,665 Units ▼-4.3% 5% of total



FRESH BLUEBERRIES	
581,138,780 Units ▼ -2.7%	
PINT	277,733,751 Units ▼-1.0% 49% of total \$3.70 Price / Unit \$0.30 Price Chg
6 OUNCE	105,404,099 Units ▼-11.7% 19% of total \$3.52 Price / Unit \$0.13 Price Chg
18 OUNCE	124,906,629 Units ▲+5.1% 22% of total \$5.21 Price / Unit \$0.30 Price Chg
16 OUNCE	22,458,167 Units ▲+0.1% 4% of total \$4.23 Price / Unit \$0.27 Price Chg
ALL OTHER	30,685,311 Units ▼-23.5% 5% of total \$5.51 Price / Unit \$0.38 Price Chg

FROZEN BLUEBERRIES	
50,583,844 Units ▼ -6.7%	
48 OUNCE	14,153,403 Units ▼-0.5% 28% of total \$9.94 Price / Unit \$0.69 Price Chg
32 OUNCE	4,225,933 Units ▼-25.1% 8% of total \$9.23 Price / Unit \$0.90 Price Chg
16 OUNCE	11,248,261 Units ▲+0.2% 22% of total \$3.01 Price / Unit \$0.08 Price Chg
12 OUNCE	7,026,838 Units ▼-9.0% 14% of total \$3.57 Price / Unit \$0.26 Price Chg
ALL OTHER	13,929,409 Units ▼-9.5% 28% of total \$6.13 Price / Unit \$0.80 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/5/2021 to 8/31/2022