

10.13.2022

USHBC Blueberry and Berry Category Monthly Retail Sales Report

September 2022

Sales through Nielsen Week Ending 10.1.2022

September 2022

Fresh blueberries (Produce department)

- Dollars sales increased **+12.9%** year over year compared to an increase for all fresh berries of **+3.3%**
- Pints increased **+10.1%** and represent 45% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar, pound, and unit gains in all 9 regions
- Organic fresh blueberries increased in dollars by **+31.1%** and **+31.6%** in units YoY.

Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries increased **+7.7%** year over year compared to an increase for all frozen berries of **+10.4%**
- 48oz is the dominant pack size and posted an increase in dollars of **+15.4%**
- All 9 regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+17.5%** in dollars, while organic frozen blueberries declined in dollars by **-21.7%**

Category Segment Performance

September 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	\$189,237,332	\$212,496,662	12.3%	43,068,517	48,808,649	13.3%	36,155,895	43,002,041	18.9%
Fresh Blueberries	\$165,901,490	\$187,364,203	12.9%	39,197,048	45,153,682	15.2%	29,286,113	36,315,938	24.0%
Conventional	\$135,402,238	\$147,373,676	8.8%	33,023,745	37,030,631	12.1%	25,414,849	30,720,662	20.9%
Organic	\$30,499,252	\$39,990,527	31.1%	6,173,302	8,123,051	31.6%	3,871,265	5,595,276	44.5%
Frozen Blueberries	\$23,335,842	\$25,132,459	7.7%	3,871,469	3,654,966	-5.6%	6,869,781	6,686,103	-2.7%
Conventional	\$17,485,274	\$20,552,933	17.5%	2,913,490	2,953,568	1.4%	5,587,582	5,754,437	3.0%
Organic	\$5,850,568	\$4,579,526	-21.7%	957,980	701,398	-26.8%	1,282,200	931,666	-27.3%

Monthly Detail – Dollars/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	\$1,358M	\$1,372M	\$1,338M	\$1,458M	\$1,474M	\$1,469M	\$1,518M	\$1,594M	\$1,637M	\$1,622M	\$1,575M	\$1,491M	PRODUCE	\$1,358M	\$1,372M	\$1,338M	\$1,458M	\$1,474M	\$1,469M	\$1,518M	\$1,594M	\$1,637M	\$1,622M	\$1,575M	\$1,491M
	+4.9%	+4.6%	+7.1%	+5.9%	+7.6%	+5.9%	+8.3%	+6.9%	+4.9%	+8.9%	+8.6%	+6.8%			+1.0%	-2.5%	+9.0%	+1.1%	-0.3%	+3.3%	+5.0%	+2.7%	-0.9%	-2.9%	-5.3%
PRODUCE - BERRIES	\$138M	\$140M	\$146M	\$162M	\$179M	\$180M	\$189M	\$201M	\$183M	\$162M	\$160M	\$151M	PRODUCE - BERRIES	\$138M	\$140M	\$146M	\$162M	\$179M	\$180M	\$189M	\$201M	\$183M	\$162M	\$160M	\$151M
	+15.8%	+11.8%	+17.4%	+12.2%	+18.8%	+8.2%	+11.6%	+2.6%	+2.2%	+3.2%	+4.6%	+3.3%			+1.3%	+4.1%	+11.1%	+10.7%	+0.3%	+5.1%	+6.1%	-9.0%	-11.3%	-1.4%	-5.6%
PRODUCE - BLUEBERRIES	\$42M	\$42M	\$40M	\$40M	\$46M	\$47M	\$51M	\$54M	\$50M	\$45M	\$50M	\$47M	PRODUCE - BLUEBERRIES	\$42M	\$42M	\$40M	\$40M	\$46M	\$47M	\$51M	\$54M	\$50M	\$45M	\$50M	\$47M
	+13.6%	+7.7%	+5.2%	-4.5%	+6.9%	+2.7%	+13.7%	-0.7%	-1.6%	-4.1%	+9.2%	+12.9%			+0.0%	-5.0%	-0.1%	+15.3%	+2.9%	+8.3%	+5.1%	-7.0%	-9.9%	+10.7%	-6.4%
	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22		Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	\$1,247M	\$1,243M	\$1,261M	\$1,357M	\$1,344M	\$1,322M	\$1,328M	\$1,362M	\$1,423M	\$1,441M	\$1,447M	\$1,416M	FROZEN	\$1,247M	\$1,243M	\$1,261M	\$1,357M	\$1,344M	\$1,322M	\$1,328M	\$1,362M	\$1,423M	\$1,441M	\$1,447M	\$1,416M
	+5.1%	+1.5%	+5.4%	+6.1%	+4.5%	+5.6%	+8.3%	+7.5%	+8.9%	+11.3%	+10.4%	+11.1%			-0.3%	+1.4%	+7.6%	-0.9%	-1.6%	+0.4%	+2.5%	+4.5%	+1.2%	+0.5%	-2.2%
FROZEN - BERRIES	\$16M	\$16M	\$16M	\$20M	\$19M	\$20M	\$20M	\$20M	\$20M	\$19M	\$20M	\$19M	FROZEN - BERRIES	\$16M	\$16M	\$16M	\$20M	\$19M	\$20M	\$20M	\$20M	\$20M	\$19M	\$20M	\$19M
	-2.3%	-4.1%	+0.4%	-2.6%	-3.6%	-5.1%	-1.2%	+1.7%	+8.4%	+12.1%	+14.8%	+10.4%			-1.2%	+0.1%	+23.1%	-2.9%	+0.5%	+2.9%	-1.8%	-0.9%	-2.6%	+2.5%	-4.3%
FROZEN - BLUEBERRIES	\$6M	\$6M	\$5M	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$6M	\$6M	\$6M	FROZEN - BLUEBERRIES	\$6M	\$6M	\$5M	\$7M	\$7M	\$7M	\$7M	\$7M	\$6M	\$6M	\$6M	\$6M
	-2.1%	-7.2%	-3.0%	+1.2%	-1.5%	-2.9%	-3.1%	-0.3%	+9.5%	+15.8%	+15.9%	+7.7%			-6.0%	-3.3%	+28.4%	-3.8%	+1.3%	-0.2%	-2.4%	-2.0%	-3.0%	+1.1%	+0.3%
	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22		Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/26/2021 to 9/30/2022

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change													
PRODUCE	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	PRODUCE	704.5M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	
	-2.6%	-3.5%	-2.7%	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-0.6%	-0.5%	-0.9%														
PRODUCE - BERRIES	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	PRODUCE - BERRIES	36.0M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	
	+11.8%	+3.5%	+6.3%	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	+0.0%	-3.2%	-2.6%														
PRODUCE - BLUEBERRIES	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	PRODUCE - BLUEBERRIES	10.4M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	
	+11.5%	+13.9%	+2.8%	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-15.1%	+0.7%	+15.2%														
	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22		Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	
Frozen - Year over Year Change													Frozen - Month over Month Change													
FROZEN	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	FROZEN	297.0M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	
	-1.8%	-5.6%	-3.1%	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-3.3%	-4.4%	-4.4%														
FROZEN - BERRIES	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	FROZEN - BERRIES	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	
	-8.4%	-10.9%	-7.8%	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-0.5%	+1.3%	-2.0%														
FROZEN - BLUEBERRIES	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	FROZEN - BLUEBERRIES	1.0M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	
	-7.7%	-14.2%	-10.1%	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	+3.6%	+1.8%	-5.6%														
	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22		Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/26/2021 to 9/30/2022

Nielsen Divisions

Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.3%	-0.2%
PRODUCE - BERRIES	+4.6%	-2.9%
PRODUCE - BLUEBERRIES	+17.3%	+13.4%
FROZEN	+11.6%	-3.5%
FROZEN - BERRIES	+17.3%	+6.8%
FROZEN - BLUEBERRIES	+12.7%	+1.2%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.9%	-0.6%
PRODUCE - BERRIES	+0.5%	-7.1%
PRODUCE - BLUEBERRIES	+18.5%	+19.7%
FROZEN	+11.5%	-4.3%
FROZEN - BERRIES	+16.4%	+3.0%
FROZEN - BLUEBERRIES	+14.6%	+1.8%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.6%	-1.6%
PRODUCE - BERRIES	+3.5%	-3.3%
PRODUCE - BLUEBERRIES	+14.4%	+21.3%
FROZEN	+11.6%	-4.5%
FROZEN - BERRIES	+13.7%	-0.9%
FROZEN - BLUEBERRIES	+11.1%	-3.9%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.0%	-0.2%
PRODUCE - BERRIES	+3.3%	-5.1%
PRODUCE - BLUEBERRIES	+5.9%	+11.6%
FROZEN	+10.2%	-5.0%
FROZEN - BERRIES	+13.7%	-0.7%
FROZEN - BLUEBERRIES	+8.6%	-2.2%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.1%	-3.3%
PRODUCE - BERRIES	+4.1%	-3.9%
PRODUCE - BLUEBERRIES	+16.4%	+21.4%
FROZEN	+10.8%	-6.2%
FROZEN - BERRIES	+9.1%	-1.3%
FROZEN - BLUEBERRIES	+7.3%	-4.1%

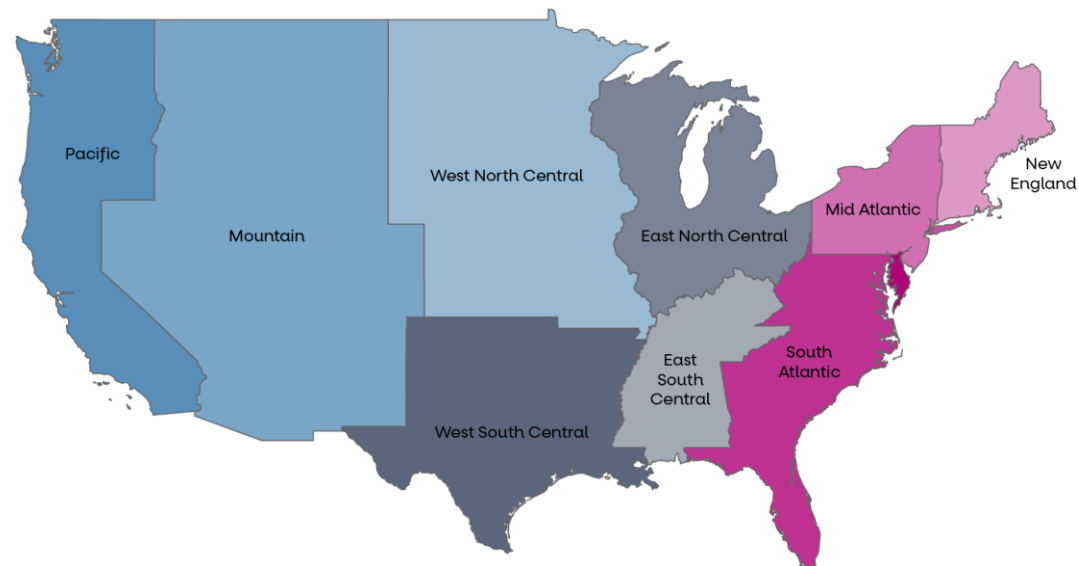
East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.7%	-2.6%
PRODUCE - BERRIES	+1.5%	-5.4%
PRODUCE - BLUEBERRIES	+7.4%	+10.0%
FROZEN	+11.5%	-5.2%
FROZEN - BERRIES	+5.4%	-5.9%
FROZEN - BLUEBERRIES	+2.5%	-10.7%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+8.8%	+1.0%
PRODUCE - BERRIES	+4.4%	+0.9%
PRODUCE - BLUEBERRIES	+12.6%	+17.8%
FROZEN	+13.1%	-2.2%
FROZEN - BERRIES	+6.4%	-6.9%
FROZEN - BLUEBERRIES	+7.2%	-8.8%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.7%	-2.8%
PRODUCE - BERRIES	+1.8%	-3.5%
PRODUCE - BLUEBERRIES	+11.0%	+7.8%
FROZEN	+7.3%	-6.4%
FROZEN - BERRIES	+6.8%	-5.1%
FROZEN - BLUEBERRIES	+3.4%	-11.2%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.0%	-1.4%
PRODUCE - BERRIES	+2.7%	+3.3%
PRODUCE - BLUEBERRIES	+7.7%	+11.9%
FROZEN	+11.2%	-3.1%
FROZEN - BERRIES	+7.0%	-4.7%
FROZEN - BLUEBERRIES	+0.4%	-11.6%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.8%	-0.9%
PRODUCE - BERRIES	+3.3%	-2.6%
PRODUCE - BLUEBERRIES	+12.9%	+15.2%
FROZEN	+11.1%	-4.4%
FROZEN - BERRIES	+10.4%	-2.0%
FROZEN - BLUEBERRIES	+7.7%	-5.6%

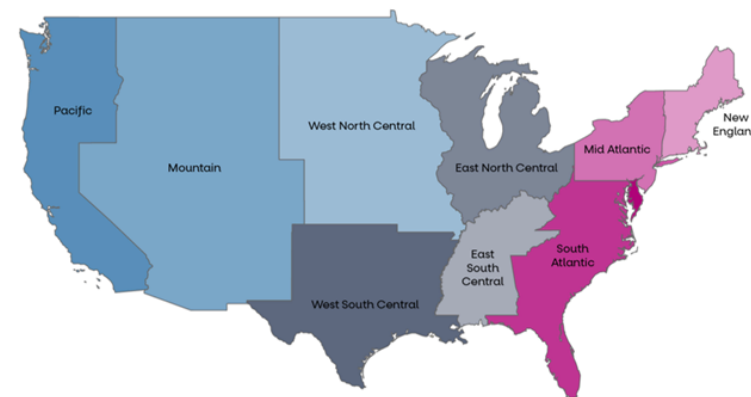


Blueberries - Dollars

TOTAL BLUEBERRIES
\$212,496,662 | ▲ +12.3% YoY

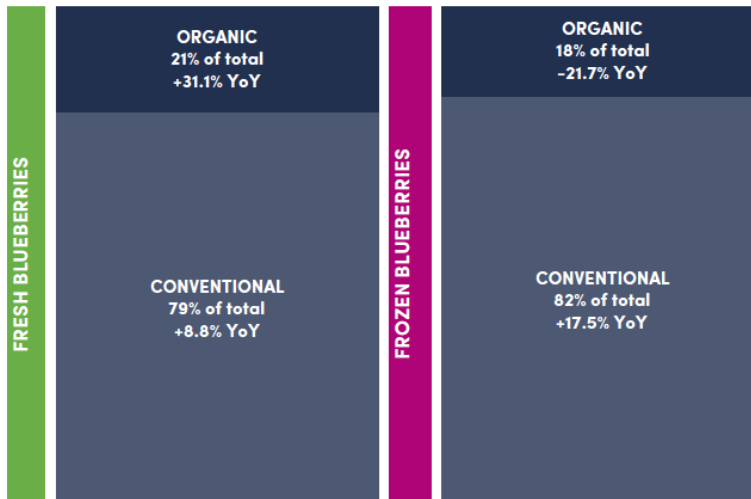
FRESH BLUEBERRIES		
South Atlantic	\$40,274,994	▲ +12.6% 22% of total
Pacific	\$30,084,660	▲ +17.3% 16% of total
Middle Atlantic	\$28,930,778	▲ +11.0% 15% of total
East North Central	\$25,984,143	▲ +16.4% 14% of total
New England	\$16,511,080	▲ +7.7% 9% of total
Mountain	\$14,922,062	▲ +18.5% 8% of total
West South Central	\$12,423,474	▲ +5.9% 7% of total
West North Central	\$10,639,756	▲ +14.4% 6% of total
East South Central	\$7,457,596	▲ +7.4% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$5,403,796	▲ +7.2% 22% of total
Pacific	\$3,866,172	▲ +12.7% 15% of total
Middle Atlantic	\$3,284,400	▲ +3.4% 13% of total
East North Central	\$2,954,065	▲ +7.3% 12% of total
Mountain	\$2,341,234	▲ +14.6% 9% of total
West South Central	\$2,238,460	▲ +8.6% 9% of total
New England	\$2,162,308	▲ +0.4% 9% of total
West North Central	\$1,839,267	▲ +11.1% 7% of total
East South Central	\$1,038,235	▲ +2.5% 4% of total



FRESH BLUEBERRIES		
\$187,364,203 ▲ +12.9%		
PINT	\$81,503,510	▲ +10.1% 45% of total \$4.96 Price / Lb (\$0.29) Price Chg
18 OUNCE	\$57,890,755	▲ +35.8% 32% of total \$4.71 Price / Lb (\$0.37) Price Chg
6 OUNCE	\$21,888,404	▼ -25.7% 12% of total \$9.50 Price / Lb \$0.06 Price Chg
ALL OTHER	\$9,017,795	▲ +13.3% 5% of total \$3.81 Price / Lb (\$0.57) Price Chg
9.8 OUNCE	\$11,284,420	▲ +36.9% 6% of total \$9.31 Price / Lb \$0.38 Price Chg

FROZEN BLUEBERRIES		
\$25,132,459 ▲ +7.7%		
48 OUNCE	\$11,131,129	▲ +15.4% 44% of total \$3.47 Price / Lb \$0.36 Price Chg
32 OUNCE	\$2,966,834	▼ -12.9% 12% of total \$5.07 Price / Lb \$0.78 Price Chg
16 OUNCE	\$2,496,155	▲ +5.5% 10% of total \$3.03 Price / Lb \$0.10 Price Chg
ALL OTHER	\$6,592,109	▲ +6.1% 26% of total \$4.70 Price / Lb \$0.40 Price Chg
64 OUNCE	\$1,946,231	▲ +13.8% 8% of total \$2.93 Price / Lb \$0.55 Price Chg



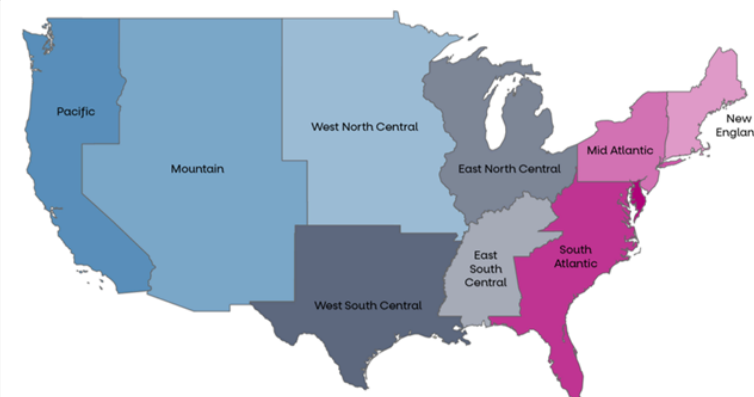
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/4/2022 to 9/30/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
43,002,041 Lbs | ▲ +18.9% YoY

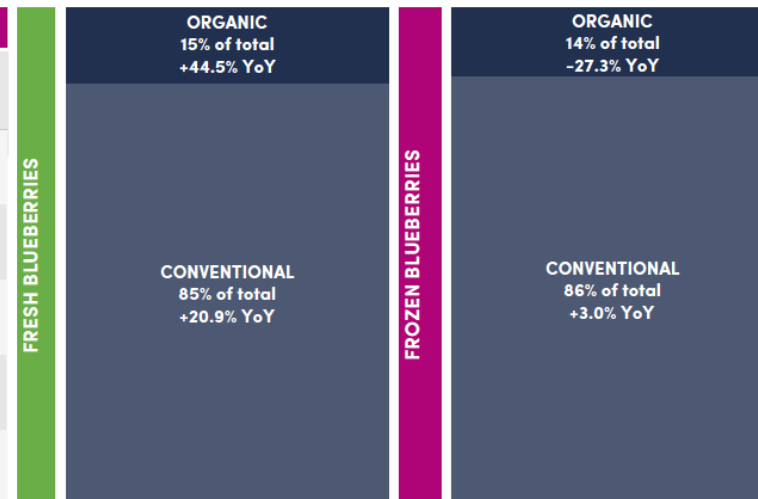
FRESH BLUEBERRIES		
South Atlantic	7,791,074 Lbs	▲ +23.8% 21% of total
Pacific	4,939,769 Lbs	▲ +30.8% 14% of total
Middle Atlantic	5,757,617 Lbs	▲ +20.2% 16% of total
East North Central	5,788,882 Lbs	▲ +26.8% 16% of total
New England	3,071,684 Lbs	▲ +25.3% 8% of total
Mountain	2,803,274 Lbs	▲ +32.0% 8% of total
West South Central	2,532,147 Lbs	▲ +13.4% 7% of total
West North Central	2,055,088 Lbs	▲ +20.7% 6% of total
East South Central	1,566,134 Lbs	▲ +17.3% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	1,456,577 Lbs	▼ -3.2% 22% of total
Pacific	899,616 Lbs	▲ +2.0% 13% of total
Middle Atlantic	832,402 Lbs	▼ -3.8% 12% of total
East North Central	812,287 Lbs	▼ -3.7% 12% of total
Mountain	636,323 Lbs	▲ +0.9% 10% of total
West South Central	674,438 Lbs	▼ -2.3% 10% of total
New England	561,351 Lbs	▼ -8.0% 8% of total
West North Central	515,252 Lbs	▼ -0.3% 8% of total
East South Central	296,687 Lbs	▼ -8.9% 4% of total



FRESH BLUEBERRIES		
36,315,938 Lbs ▲ +24.0%		
PINT	16,447,294 Lbs	▲ +16.6% 47% of total \$4.96 Price / Lb (\$0.29) Price Chg
18 OUNCE	12,303,100 Lbs	▲ +46.6% 36% of total \$4.71 Price / Lb (\$0.37) Price Chg
6 OUNCE	2,304,530 Lbs	▼ -26.1% 7% of total \$9.50 Price / Lb \$0.06 Price Chg
ALL OTHER	2,367,637 Lbs	▲ +30.3% 7% of total \$3.81 Price / Lb (\$0.57) Price Chg
9.8 OUNCE	1,212,476 Lbs	▲ +31.3% 4% of total \$9.31 Price / Lb \$0.38 Price Chg

FROZEN BLUEBERRIES		
6,686,103 Lbs ▼ -2.7%		
48 OUNCE	3,210,988 Lbs	▲ +3.4% 48% of total \$3.47 Price / Lb \$0.36 Price Chg
32 OUNCE	584,913 Lbs	▼ -26.3% 9% of total \$5.07 Price / Lb \$0.78 Price Chg
16 OUNCE	824,334 Lbs	▲ +2.0% 12% of total \$3.03 Price / Lb \$0.10 Price Chg
ALL OTHER	1,402,287 Lbs	▼ -2.9% 21% of total \$4.70 Price / Lb \$0.40 Price Chg
64 OUNCE	663,581 Lbs	▼ -7.4% 10% of total \$2.93 Price / Lb \$0.55 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 9/4/2022 to 9/30/2022

Blueberries - Units

FRESH BLUEBERRIES

South Atlantic	9,759,494 Units ▲+17.8% 22% of total
Pacific	6,366,396 Units ▲+13.4% 14% of total
Middle Atlantic	6,531,179 Units ▲+7.8% 14% of total
East North Central	7,143,179 Units ▲+21.4% 16% of total
New England	3,684,496 Units ▲+11.9% 8% of total
Mountain	3,910,994 Units ▲+19.7% 9% of total
West South Central	3,138,911 Units ▲+11.6% 7% of total
West North Central	2,716,601 Units ▲+21.3% 6% of total
East South Central	1,887,552 Units ▲+10.0% 4% of total

FRESH BLUEBERRIES

45,153,682 Units | ▲+15.2%

PINT	22,338,128 Units ▲+16.6% 51% of total \$3.65 Price / Unit (\$0.21) Price Chg
6 OUNCE	6,145,414 Units ▼-26.1% 14% of total \$3.56 Price / Unit \$0.02 Price Chg
18 OUNCE	10,936,089 Units ▲+46.6% 25% of total \$5.29 Price / Unit (\$0.42) Price Chg
ALL OTHER	2,073,598 Units ▲+30.3% 5% of total \$4.35 Price / Unit (\$0.13) Price Chg
9.8 OUNCE	1,979,552 Units ▲+31.3% 5% of total \$5.70 Price / Unit \$0.23 Price Chg

FROZEN BLUEBERRIES

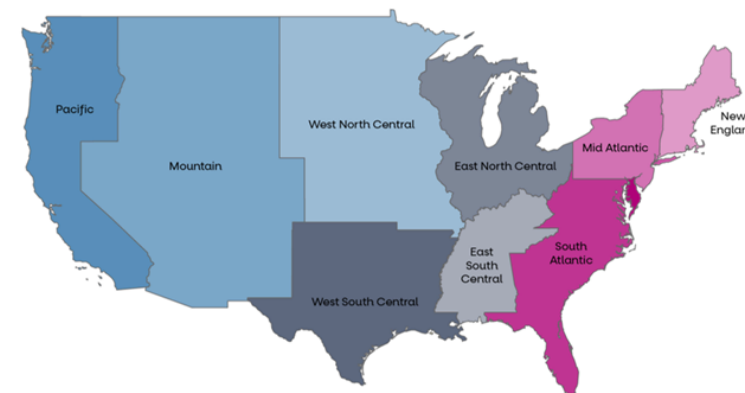
South Atlantic	735,038 Units ▼-8.8% 20% of total
Pacific	516,573 Units ▲+1.2% 14% of total
Middle Atlantic	443,836 Units ▼-11.2% 12% of total
East North Central	459,737 Units ▼-4.1% 13% of total
Mountain	333,013 Units ▲+1.8% 9% of total
West South Central	399,490 Units ▼-2.2% 11% of total
New England	313,661 Units ▼-11.6% 9% of total
West North Central	285,801 Units ▼-3.9% 8% of total
East South Central	167,251 Units ▼-10.7% 5% of total

FROZEN BLUEBERRIES

3,654,966 Units | ▼-5.6%

48 OUNCE	1,070,329 Units ▲+3.4% 29% of total \$10.40 Price / Unit \$1.09 Price Chg
32 OUNCE	292,456 Units ▼-26.3% 8% of total \$10.14 Price / Unit \$1.56 Price Chg
16 OUNCE	819,696 Units ▲+2.7% 22% of total \$3.05 Price / Unit \$0.08 Price Chg
ALL OTHER	1,306,589 Units ▼-10.6% 36% of total \$5.05 Price / Unit \$0.80 Price Chg
64 OUNCE	165,895 Units ▼-7.4% 5% of total \$11.73 Price / Unit \$2.19 Price Chg

TOTAL BLUEBERRIES
48,808,649 Units | ▲+13.3% YoY



FRESH BLUEBERRIES

ORGANIC
18% of total
+31.6% YoY

CONVENTIONAL
82% of total
+12.1% YoY

FROZEN BLUEBERRIES

ORGANIC
19% of total
-27.3% YoY

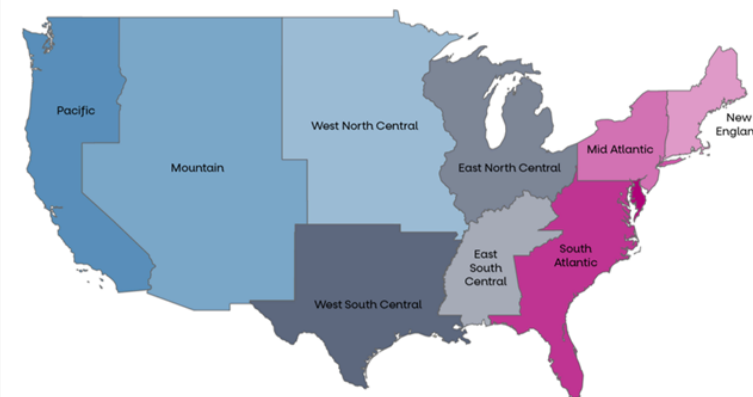
CONVENTIONAL
81% of total
+3.0% YoY

Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,735,507,179 | ▲ +4.4% YoY

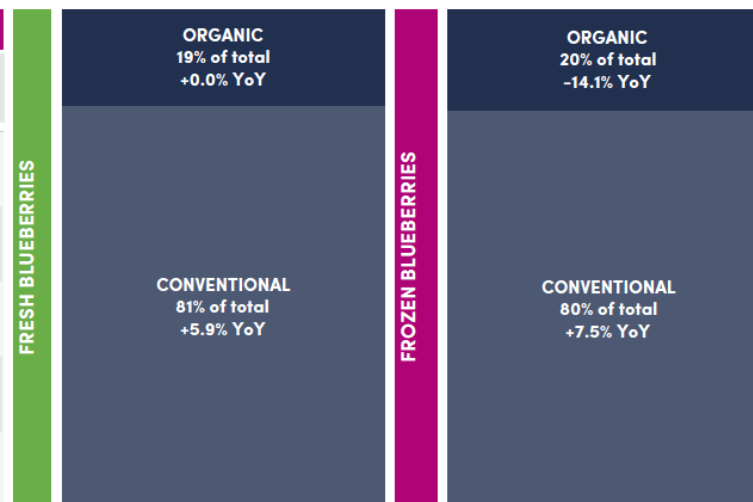
FRESH BLUEBERRIES		
South Atlantic	\$527,917,207	▲ +6.3% 22% of total
Pacific	\$374,501,121	▲ +7.4% 16% of total
Middle Atlantic	\$366,506,438	▲ +2.4% 15% of total
East North Central	\$328,658,073	▲ +4.3% 14% of total
New England	\$213,989,917	▲ +0.9% 9% of total
Mountain	\$186,998,038	▲ +6.1% 8% of total
West South Central	\$168,038,349	▲ +7.7% 7% of total
West North Central	\$140,657,725	▼ -1.2% 6% of total
East South Central	\$99,854,562	▲ +6.4% 4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$70,768,412	▲ +6.8% 22% of total
Pacific	\$47,786,420	▼ -3.0% 15% of total
Middle Atlantic	\$42,227,733	▲ +0.8% 13% of total
East North Central	\$40,076,411	▲ +3.3% 12% of total
Mountain	\$29,508,544	▼ -1.9% 9% of total
New England	\$29,109,413	▼ -1.0% 9% of total
West South Central	\$28,284,927	▲ +4.3% 9% of total
West North Central	\$24,143,301	▲ +7.7% 7% of total
East South Central	\$13,984,241	▲ +3.5% 4% of total



FRESH BLUEBERRIES		
\$2,409,492,768 ▲ +4.7%		
PINT	\$1,038,045,830	▲ +7.3% 44% of total \$5.04 Price / Lb \$0.35 Price Chg
18 OUNCE	\$665,814,515	▲ +13.9% 28% of total \$4.61 Price / Lb \$0.21 Price Chg
6 OUNCE	\$364,380,421	▼ -9.7% 16% of total \$9.40 Price / Lb \$0.32 Price Chg
16 OUNCE	\$95,625,105	▲ +4.6% 4% of total \$4.22 Price / Lb \$0.22 Price Chg
ALL OTHER	\$173,134,548	▼ -5.4% 7% of total \$5.08 Price / Lb \$0.87 Price Chg

FROZEN BLUEBERRIES		
\$326,014,410 ▲ +2.3%		
48 OUNCE	\$142,198,740	▲ +8.1% 44% of total \$3.34 Price / Lb \$0.25 Price Chg
32 OUNCE	\$38,588,474	▼ -17.7% 12% of total \$4.68 Price / Lb \$0.50 Price Chg
16 OUNCE	\$34,031,117	▲ +4.0% 10% of total \$2.99 Price / Lb \$0.09 Price Chg
12 OUNCE	\$24,979,267	▼ -2.8% 8% of total \$4.81 Price / Lb \$0.38 Price Chg
ALL OTHER	\$86,216,813	▲ +5.2% 26% of total \$3.81 Price / Lb \$0.47 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/3/2021 to 9/30/2022

Blueberries - Pounds

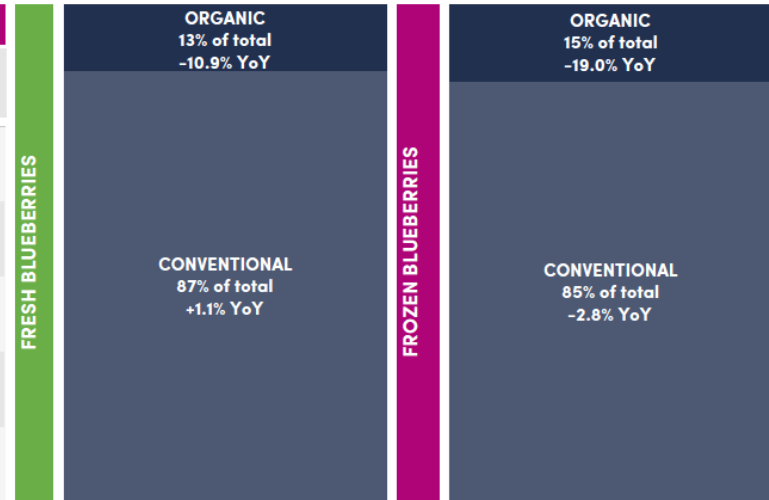
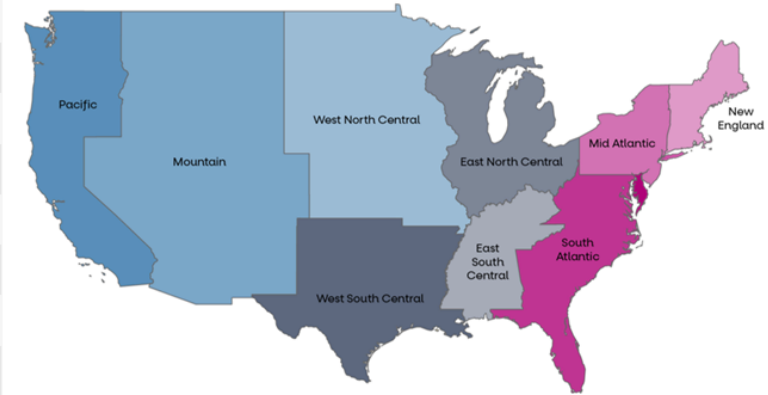
FRESH BLUEBERRIES	
South Atlantic	100,484,037 Lbs ▲+1.3% 22% of total
Pacific	58,957,618 Lbs ▲+0.2% 13% of total
Middle Atlantic	76,240,315 Lbs ▼-2.6% 16% of total
East North Central	72,262,192 Lbs ▼-2.2% 15% of total
New England	43,475,065 Lbs ▲+0.4% 9% of total
Mountain	34,433,591 Lbs ▲+0.0% 7% of total
West South Central	33,746,514 Lbs ▲+1.1% 7% of total
West North Central	26,093,232 Lbs ▼-7.8% 6% of total
East South Central	20,631,391 Lbs ▲+2.3% 4% of total

FRESH BLUEBERRIES	
466,569,118 Lbs ▼-0.7%	
PINT	205,846,318 Lbs ▼-0.1% 46% of total \$5.04 Price / Lb \$0.35 Price Chg
18 OUNCE	144,505,447 Lbs ▲+8.8% 32% of total \$4.61 Price / Lb \$0.21 Price Chg
6 OUNCE	38,783,984 Lbs ▼-12.8% 9% of total \$9.40 Price / Lb \$0.32 Price Chg
16 OUNCE	22,680,020 Lbs ▼-0.8% 5% of total \$4.22 Price / Lb \$0.22 Price Chg
ALL OTHER	34,100,908 Lbs ▼-21.7% 8% of total \$5.08 Price / Lb \$0.87 Price Chg

FROZEN BLUEBERRIES	
South Atlantic	19,910,651 Lbs ▼-1.5% 22% of total
Pacific	11,502,822 Lbs ▼-11.4% 13% of total
Middle Atlantic	11,154,830 Lbs ▼-4.0% 12% of total
East North Central	11,239,217 Lbs ▼-7.1% 12% of total
Mountain	8,351,805 Lbs ▼-10.9% 9% of total
New England	7,869,515 Lbs ▼-5.5% 9% of total
West South Central	8,825,422 Lbs ▼-3.8% 10% of total
West North Central	6,919,755 Lbs ▼-3.0% 8% of total
East South Central	4,194,209 Lbs ▼-6.5% 5% of total

FROZEN BLUEBERRIES	
89,994,083 Lbs ▼-5.7%	
48 OUNCE	42,565,452 Lbs ▼-0.1% 47% of total \$3.34 Price / Lb \$0.25 Price Chg
32 OUNCE	8,245,501 Lbs ▼-26.5% 9% of total \$4.68 Price / Lb \$0.50 Price Chg
16 OUNCE	11,375,231 Lbs ▲+0.8% 13% of total \$2.99 Price / Lb \$0.09 Price Chg
12 OUNCE	5,194,055 Lbs ▼-10.5% 6% of total \$4.81 Price / Lb \$0.38 Price Chg
ALL OTHER	22,613,845 Lbs ▼-7.8% 25% of total \$3.81 Price / Lb \$0.47 Price Chg

TOTAL BLUEBERRIES
556,563,201 Lbs | ▼-1.6% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/3/2021 to 9/30/2022

Blueberries - Units

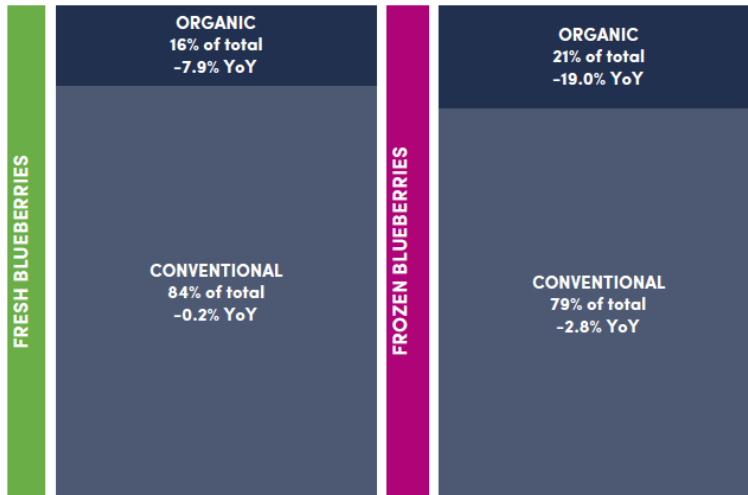
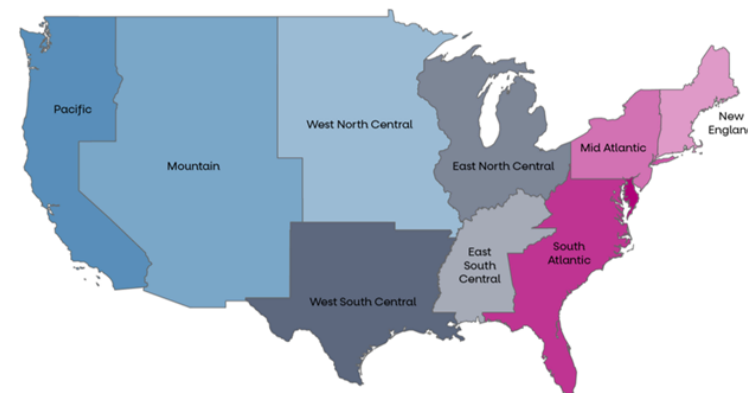
FRESH BLUEBERRIES	
South Atlantic	130,053,418 Units ▲+1.5% 22% of total
Pacific	80,513,338 Units ▼-1.0% 14% of total
Middle Atlantic	86,561,144 Units ▼-4.8% 15% of total
East North Central	89,808,768 Units ▼-2.1% 15% of total
New England	51,450,278 Units ▼-3.4% 9% of total
Mountain	49,047,239 Units ▼-1.0% 8% of total
West South Central	41,137,576 Units ▲+1.6% 7% of total
West North Central	33,767,915 Units ▼-7.2% 6% of total
East South Central	25,305,661 Units ▲+2.0% 4% of total

FRESH BLUEBERRIES	
588,017,908 Units ▼-1.5%	
PINT	281,392,953 Units ▼-0.1% 50% of total \$3.69 Price / Unit \$0.25 Price Chg
6 OUNCE	103,423,957 Units ▼-12.8% 18% of total \$3.52 Price / Unit \$0.12 Price Chg
18 OUNCE	128,449,286 Units ▲+8.8% 23% of total \$5.18 Price / Unit \$0.23 Price Chg
16 OUNCE	22,680,020 Units ▼-0.8% 4% of total \$4.22 Price / Unit \$0.22 Price Chg
ALL OTHER	31,419,251 Units ▼-21.7% 6% of total \$5.51 Price / Unit \$0.35 Price Chg

FROZEN BLUEBERRIES	
South Atlantic	10,494,942 Units ▼-2.8% 21% of total
Pacific	6,706,900 Units ▼-12.2% 13% of total
Middle Atlantic	6,274,771 Units ▼-7.1% 12% of total
East North Central	6,518,348 Units ▼-7.4% 13% of total
Mountain	4,425,057 Units ▼-10.3% 9% of total
New England	4,364,534 Units ▼-10.7% 9% of total
West South Central	5,240,326 Units ▼-2.4% 10% of total
West North Central	3,950,496 Units ▼-3.1% 8% of total
East South Central	2,402,622 Units ▼-5.1% 5% of total

FROZEN BLUEBERRIES	
50,395,924 Units ▼-6.7%	
48 OUNCE	14,188,484 Units ▼-0.1% 28% of total \$10.02 Price / Unit \$0.76 Price Chg
32 OUNCE	4,122,750 Units ▼-26.5% 8% of total \$9.36 Price / Unit \$1.00 Price Chg
16 OUNCE	11,284,599 Units ▲+1.1% 22% of total \$3.02 Price / Unit \$0.08 Price Chg
12 OUNCE	6,925,407 Units ▼-10.5% 14% of total \$3.61 Price / Unit \$0.28 Price Chg
ALL OTHER	13,874,684 Units ▼-9.5% 28% of total \$6.21 Price / Unit \$0.87 Price Chg

TOTAL BLUEBERRIES
638,413,832 Units | ▼-1.9% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/3/2021 to 9/30/2022