

11.11.2022

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

## October 2022

Sales through Nielsen Week Ending 10.29.2022



# October 2022

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## Fresh blueberries (Produce department)

- Dollars sales increased **+2.0%** year over year compared to a decrease for all fresh berries of **-0.1%**
- Pints increased **+10.0%** and represent 41% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar declines in 3 of 9 regions, but increased in pound and unit gains in all 9 regions
- Organic fresh blueberries increased in dollars by **+3.9%** and **+16.5%** in units YoY.

## Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries increased **+2.3%** year over year compared to an increase for all frozen berries of **+6.8%**
- 48oz is the dominant pack size and posted an increase in dollars of **+7.9%**
- Four of 9 regions gained dollars in frozen blueberries
- Conventional frozen blueberries increased **+9.5%** in dollars, while organic frozen blueberries declined in dollars by **-21.7%**

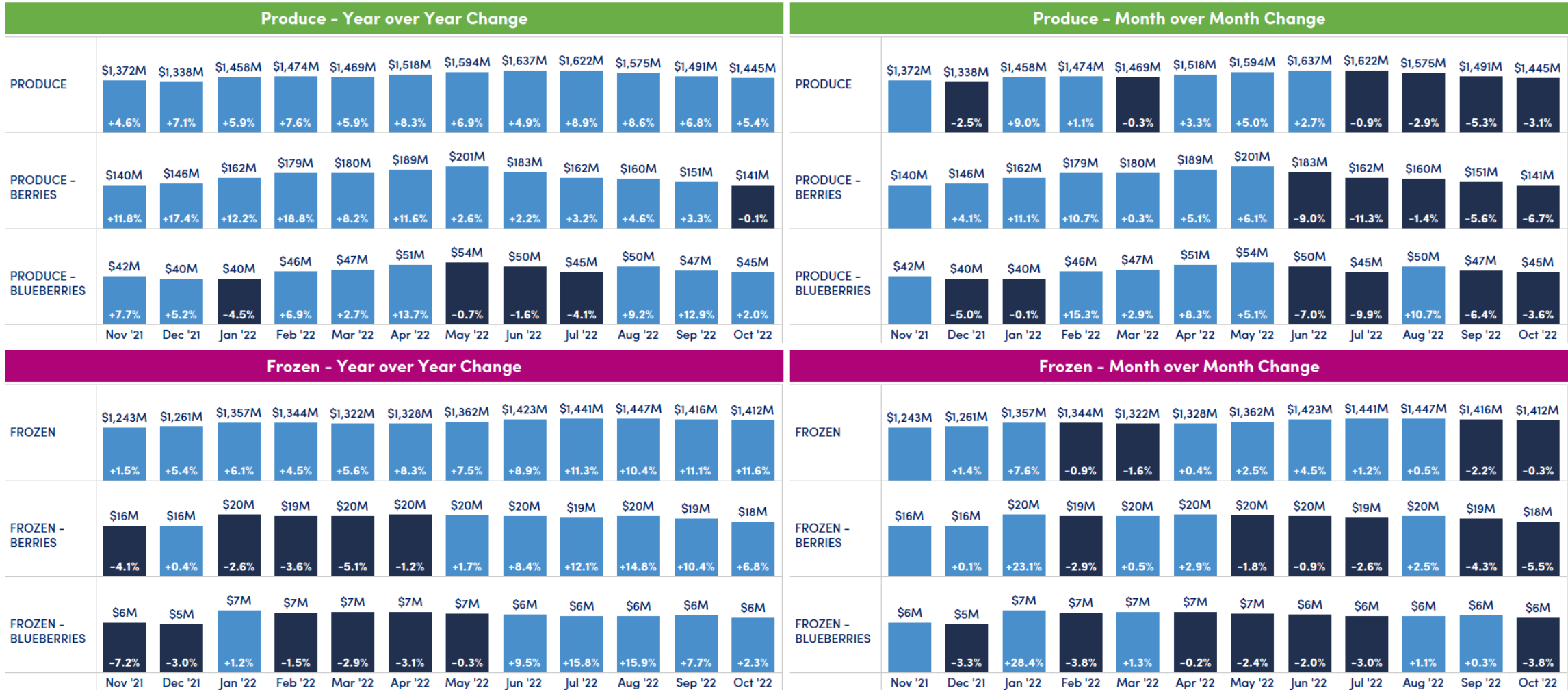
# Category Segment Performance

October 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
<b>TOTAL BLUEBERRY CATEGORY</b>	\$200,707,640	\$204,742,834	2.0%	46,799,026	52,174,933	11.5%	38,828,595	45,548,341	17.3%
<b>Fresh Blueberries</b>	\$177,081,720	\$180,577,048	2.0%	43,011,986	48,704,635	13.2%	32,048,943	39,138,276	22.1%
Conventional	\$140,999,800	\$143,095,760	1.5%	35,660,167	40,140,290	12.6%	27,208,106	33,149,576	21.8%
Organic	\$36,081,921	\$37,481,288	3.9%	7,351,818	8,564,345	16.5%	4,840,837	5,988,700	23.7%
<b>Frozen Blueberries</b>	\$23,625,919	\$24,165,786	2.3%	3,787,040	3,470,299	-8.4%	6,779,652	6,410,065	-5.5%
Conventional	\$18,186,286	\$19,906,768	9.5%	2,919,608	2,820,334	-3.4%	5,601,733	5,545,629	-1.0%
Organic	\$5,439,633	\$4,259,018	-21.7%	867,432	649,964	-25.1%	1,177,919	864,436	-26.6%



# Monthly Detail – Dollars/Week



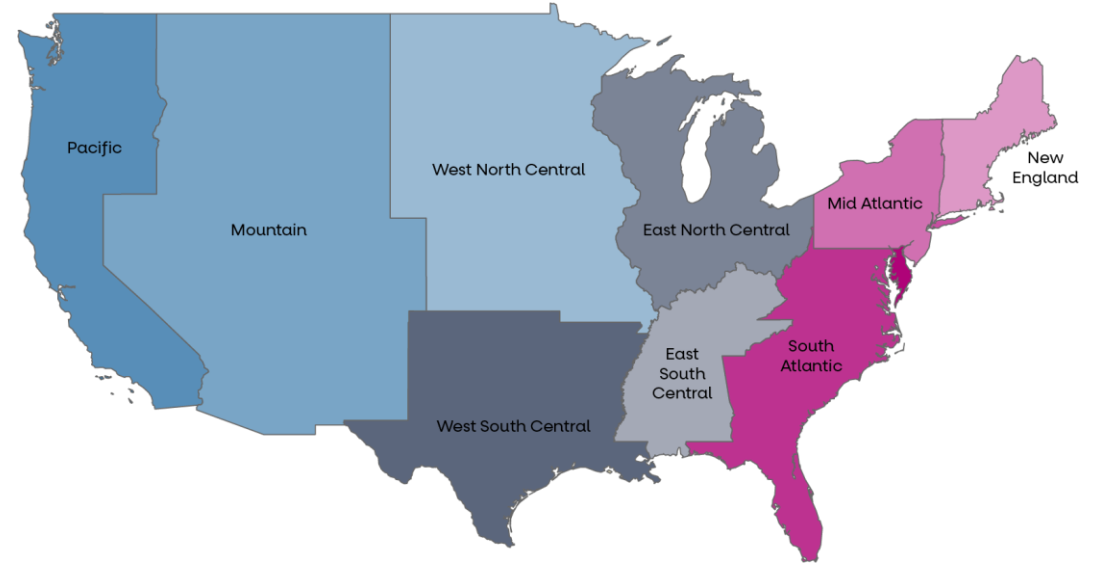
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/31/2021 to 10/29/2022

# Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	715.9M	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	
	-3.5%	-2.7%	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-0.6%	-0.5%	-0.9%	-0.5%	+7.5%	-5.4%	-1.9%	+0.2%	+2.5%	+3.3%	+5.0%	-1.0%	-2.5%	-4.9%	-3.4%		
PRODUCE - BERRIES	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	36.6M	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	
	+3.5%	+6.3%	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	+0.0%	-3.2%	-2.6%	+0.9%	+12.8%	-1.0%	+11.0%	+5.5%	-2.2%	+12.5%	-4.1%	-11.2%	-8.5%	-9.2%	-1.7%		
PRODUCE - BLUEBERRIES	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	11.4M	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	
	+13.9%	+2.8%	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-15.1%	+0.7%	+15.2%	+13.2%	-6.2%	-5.8%	+13.3%	+0.5%	-6.2%	+14.7%	-4.9%	-5.3%	+14.9%	-11.4%	+7.9%		
	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	299.4M	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	
	-5.6%	-3.1%	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-3.3%	-4.4%	-4.4%	-3.7%	+7.7%	-2.8%	-3.5%	-2.8%	-0.6%	+0.4%	+2.9%	+0.2%	-0.4%	-3.4%	-0.8%		
FROZEN - BERRIES	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	2.9M	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	
	-10.9%	-7.8%	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-0.5%	+1.3%	-2.0%	-1.7%	+21.3%	-0.2%	-5.5%	-1.2%	+2.5%	-1.2%	-1.6%	-1.9%	+1.4%	-6.7%	-5.8%		
FROZEN - BLUEBERRIES	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	0.9M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	
	-14.2%	-10.1%	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	+3.6%	+1.8%	-5.6%	-8.4%	+30.9%	-2.8%	-6.5%	-0.5%	-1.0%	-1.6%	-3.2%	-3.9%	+0.7%	-3.1%	-5.1%		
	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/31/2021 to 10/29/2022

# Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+7.2%	-1.0%
PRODUCE - BERRIES	+1.5%	-1.8%
PRODUCE - BLUEBERRIES	+3.0%	+9.3%
FROZEN	+10.7%	-3.8%
FROZEN - BERRIES	+15.1%	+8.6%
FROZEN - BLUEBERRIES	+9.1%	+1.1%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.4%	-0.3%
PRODUCE - BERRIES	+0.4%	+2.0%
PRODUCE - BLUEBERRIES	+6.4%	+12.1%
FROZEN	+12.4%	-3.4%
FROZEN - BERRIES	+14.1%	+5.5%
FROZEN - BLUEBERRIES	+12.8%	+2.4%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.5%	+0.5%
PRODUCE - BERRIES	+1.3%	+3.9%
PRODUCE - BLUEBERRIES	+3.9%	+20.1%
FROZEN	+12.9%	-2.8%
FROZEN - BERRIES	+11.0%	+1.6%
FROZEN - BLUEBERRIES	+5.1%	-4.7%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.6%	+2.3%
PRODUCE - BERRIES	-2.4%	-4.9%
PRODUCE - BLUEBERRIES	-5.0%	+11.5%
FROZEN	+12.4%	-3.1%
FROZEN - BERRIES	+10.6%	-1.0%
FROZEN - BLUEBERRIES	+7.5%	-3.4%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.6%	-1.5%
PRODUCE - BERRIES	-0.7%	+4.1%
PRODUCE - BLUEBERRIES	+0.9%	+19.0%
FROZEN	+11.4%	-4.6%
FROZEN - BERRIES	+2.6%	-2.7%
FROZEN - BLUEBERRIES	-1.5%	-8.8%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.4%	-1.9%
PRODUCE - BERRIES	-1.5%	-3.8%
PRODUCE - BLUEBERRIES	-0.1%	+9.9%
FROZEN	+10.5%	-6.1%
FROZEN - BERRIES	+1.5%	-7.3%
FROZEN - BLUEBERRIES	-5.6%	-19.7%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.7%	-0.1%
PRODUCE - BERRIES	+2.1%	+2.9%
PRODUCE - BLUEBERRIES	+6.5%	+16.9%
FROZEN	+12.9%	-2.5%
FROZEN - BERRIES	+2.6%	-7.2%
FROZEN - BLUEBERRIES	-0.1%	-12.6%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+2.2%	-2.0%
PRODUCE - BERRIES	-3.9%	-2.1%
PRODUCE - BLUEBERRIES	-3.3%	+6.1%
FROZEN	+8.7%	-5.1%
FROZEN - BERRIES	+2.9%	-5.8%
FROZEN - BLUEBERRIES	-3.2%	-15.1%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+3.0%	-0.5%
PRODUCE - BERRIES	+0.5%	+5.2%
PRODUCE - BLUEBERRIES	+1.3%	+13.4%
FROZEN	+11.2%	-2.8%
FROZEN - BERRIES	+4.4%	-2.3%
FROZEN - BLUEBERRIES	-2.8%	-14.2%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.4%	-0.5%
PRODUCE - BERRIES	-0.1%	+0.9%
PRODUCE - BLUEBERRIES	+2.0%	+13.2%
FROZEN	+11.6%	-3.7%
FROZEN - BERRIES	+6.8%	-1.7%
FROZEN - BLUEBERRIES	+2.3%	-8.4%

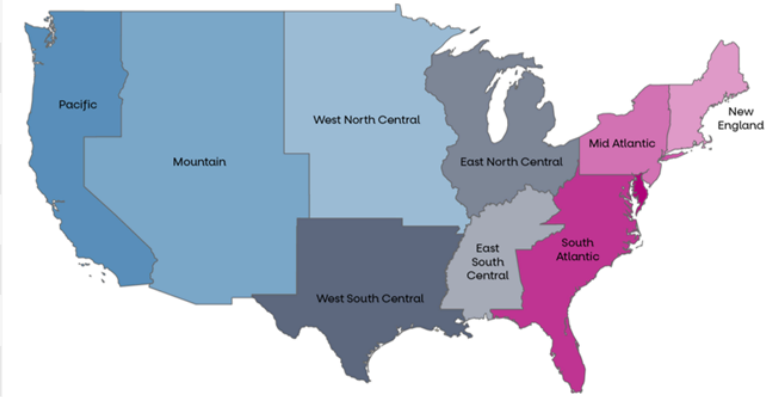
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/2/2022 to 10/29/2022

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$204,742,834 | ▲ +2.0% YoY**

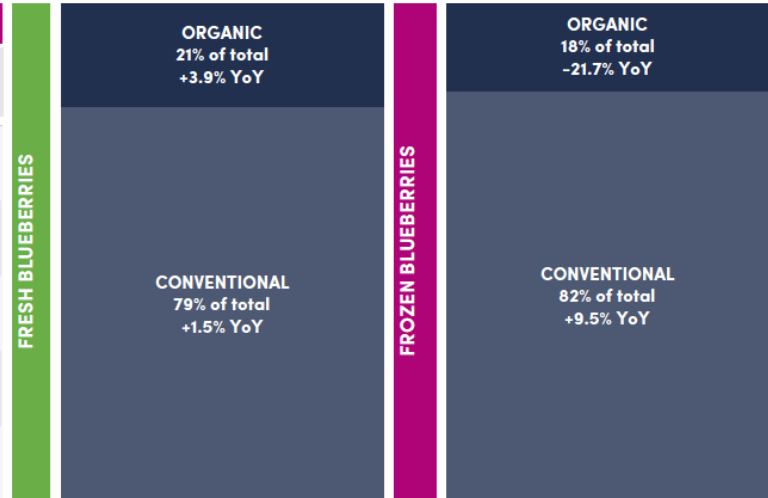
FRESH BLUEBERRIES	
South Atlantic	\$40,503,629   ▲+6.5%   22% of total
Pacific	\$29,515,310   ▲+3.0%   16% of total
Middle Atlantic	\$26,749,777   ▼-3.3%   15% of total
East North Central	\$23,411,046   ▲+0.9%   13% of total
New England	\$15,868,668   ▲+1.3%   9% of total
Mountain	\$15,091,575   ▲+6.4%   8% of total
West South Central	\$11,679,449   ▼-5.0%   6% of total
West North Central	\$10,153,753   ▲+3.9%   6% of total
East South Central	\$7,382,427   ▼-0.1%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$5,284,450   ▼-0.1%   22% of total
Pacific	\$3,741,426   ▲+9.1%   15% of total
Middle Atlantic	\$3,080,572   ▼-3.2%   13% of total
East North Central	\$2,808,178   ▼-1.5%   12% of total
Mountain	\$2,273,909   ▲+12.8%   9% of total
West South Central	\$2,158,982   ▲+7.5%   9% of total
New England	\$2,057,999   ▼-2.8%   9% of total
West North Central	\$1,785,009   ▲+5.1%   7% of total
East South Central	\$966,175   ▼-5.6%   4% of total



FRESH BLUEBERRIES	
<b>\$180,577,048   ▲+2.0%</b>	
PINT	\$69,872,274   ▲+10.0%   41% of total \$4.42 Price / Lb   (\$0.55) Price Chg
18 OUNCE	\$54,682,798   ▲+18.5%   32% of total \$4.29 Price / Lb   (\$0.70) Price Chg
6 OUNCE	\$22,902,798   ▼-36.9%   13% of total \$8.02 Price / Lb   (\$1.06) Price Chg
ALL OTHER	\$12,125,835   ▲+7.0%   7% of total \$3.33 Price / Lb   (\$0.85) Price Chg
9.8 OUNCE	\$11,545,718   ▲+10.5%   7% of total \$8.89 Price / Lb   \$0.29 Price Chg

FROZEN BLUEBERRIES	
<b>\$24,165,786   ▲+2.3%</b>	
48 OUNCE	\$11,114,313   ▲+7.9%   46% of total \$3.50 Price / Lb   \$0.28 Price Chg
32 OUNCE	\$2,780,225   ▼-11.8%   12% of total \$5.09 Price / Lb   \$0.66 Price Chg
16 OUNCE	\$2,394,792   ▼-0.6%   10% of total \$3.05 Price / Lb   \$0.10 Price Chg
ALL OTHER	\$6,021,749   ▼-0.2%   25% of total \$4.74 Price / Lb   \$0.37 Price Chg
64 OUNCE	\$1,854,707   ▲+7.1%   8% of total \$2.96 Price / Lb   \$0.35 Price Chg



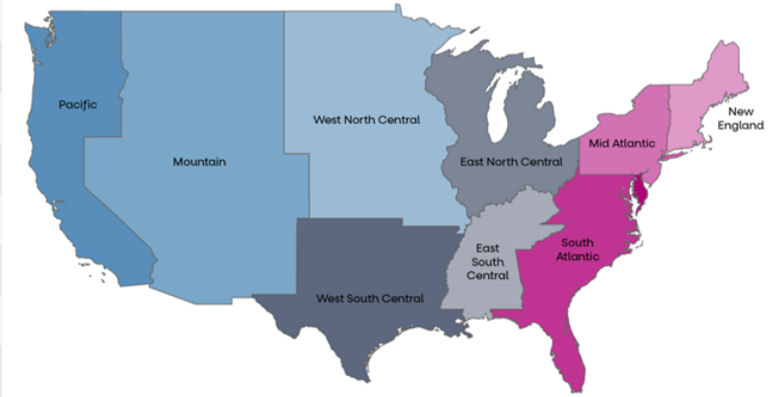
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/2/2022 to 10/29/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 45,548,341 Lbs | ▲ +17.3% YoY

FRESH BLUEBERRIES	
South Atlantic	8,702,716 Lbs   ▲+29.7%   22% of total
Pacific	5,157,605 Lbs   ▲+22.9%   13% of total
Middle Atlantic	6,171,539 Lbs   ▲+15.1%   16% of total
East North Central	5,880,491 Lbs   ▲+22.2%   15% of total
New England	3,491,357 Lbs   ▲+18.5%   9% of total
Mountain	3,181,048 Lbs   ▲+27.3%   8% of total
West South Central	2,700,469 Lbs   ▲+15.0%   7% of total
West North Central	2,139,778 Lbs   ▲+22.3%   5% of total
East South Central	1,685,756 Lbs   ▲+19.4%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,411,888 Lbs   ▼-9.2%   22% of total
Pacific	875,792 Lbs   ▲+2.8%   14% of total
Middle Atlantic	769,257 Lbs   ▼-11.1%   12% of total
East North Central	773,854 Lbs   ▼-5.6%   12% of total
Mountain	619,480 Lbs   ▲+3.1%   10% of total
West South Central	653,416 Lbs   ▼-0.2%   10% of total
New England	531,114 Lbs   ▼-9.7%   8% of total
West North Central	500,811 Lbs   ▼-3.9%   8% of total
East South Central	272,274 Lbs   ▼-15.4%   4% of total



FRESH BLUEBERRIES	
<b>39,138,276 Lbs   ▲+22.1%</b>	
PINT	15,792,047 Lbs   ▲+23.6%   43% of total \$4.42 Price / Lb   (\$0.55) Price Chg
18 OUNCE	12,741,909 Lbs   ▲+37.9%   35% of total \$4.29 Price / Lb   (\$0.70) Price Chg
6 OUNCE	2,855,247 Lbs   ▼-28.6%   8% of total \$8.02 Price / Lb   (\$1.06) Price Chg
ALL OTHER	3,641,446 Lbs   ▲+34.4%   10% of total \$3.33 Price / Lb   (\$0.85) Price Chg
9.8 OUNCE	1,298,363 Lbs   ▲+6.9%   4% of total \$8.89 Price / Lb   \$0.29 Price Chg

FROZEN BLUEBERRIES	
<b>6,410,065 Lbs   ▼-5.5%</b>	
48 OUNCE	3,179,352 Lbs   ▼-0.8%   50% of total \$3.50 Price / Lb   \$0.28 Price Chg
32 OUNCE	545,791 Lbs   ▼-23.3%   9% of total \$5.09 Price / Lb   \$0.66 Price Chg
16 OUNCE	786,060 Lbs   ▼-3.8%   12% of total \$3.05 Price / Lb   \$0.10 Price Chg
ALL OTHER	1,271,484 Lbs   ▼-8.0%   20% of total \$4.74 Price / Lb   \$0.37 Price Chg
64 OUNCE	627,377 Lbs   ▼-5.4%   10% of total \$2.96 Price / Lb   \$0.35 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/2/2022 to 10/29/2022

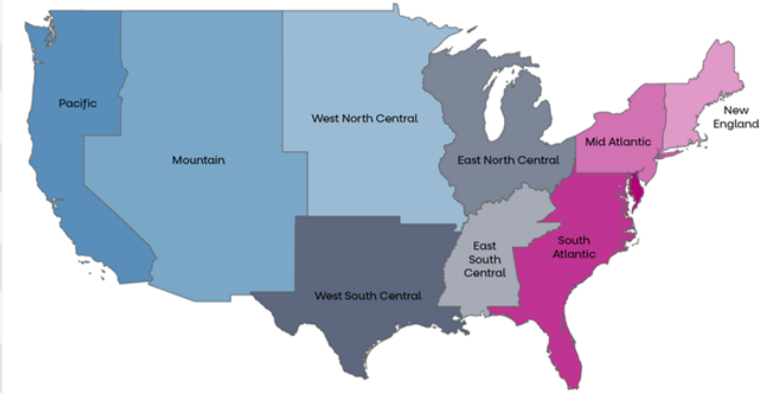


# Blueberries - Units

**TOTAL BLUEBERRIES**  
 52,174,933 Units | ▲ +11.5% YoY

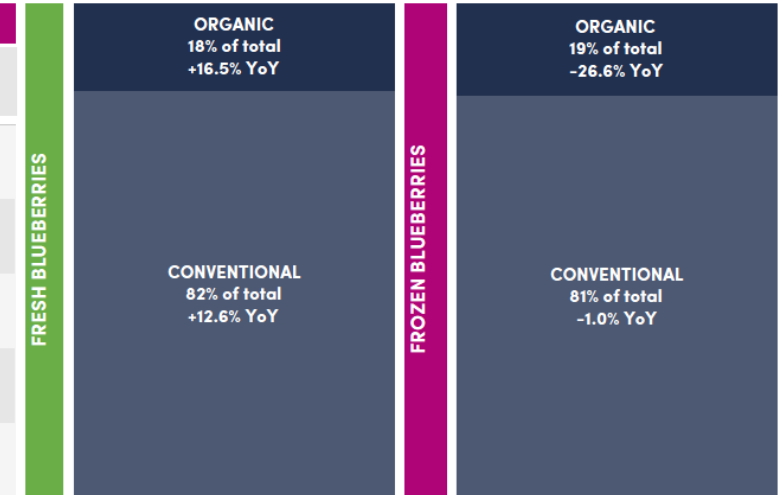
FRESH BLUEBERRIES	
South Atlantic	10,485,834 Units   ▲+16.9%   22% of total
Pacific	6,805,725 Units   ▲+9.3%   14% of total
Middle Atlantic	6,868,672 Units   ▲+6.1%   14% of total
East North Central	7,746,951 Units   ▲+19.0%   16% of total
New England	4,158,867 Units   ▲+13.4%   9% of total
Mountain	4,494,960 Units   ▲+12.1%   9% of total
West South Central	3,303,145 Units   ▲+11.5%   7% of total
West North Central	2,803,913 Units   ▲+20.1%   6% of total
East South Central	1,998,849 Units   ▲+9.9%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	712,278 Units   ▼-12.6%   21% of total
Pacific	493,774 Units   ▲+1.1%   14% of total
Middle Atlantic	415,035 Units   ▼-15.1%   12% of total
East North Central	431,443 Units   ▼-8.8%   12% of total
Mountain	320,467 Units   ▲+2.4%   9% of total
West South Central	378,720 Units   ▼-3.4%   11% of total
New England	290,655 Units   ▼-14.2%   8% of total
West North Central	279,308 Units   ▼-4.7%   8% of total
East South Central	147,572 Units   ▼-19.7%   4% of total



FRESH BLUEBERRIES	
<b>48,704,635 Units   ▲+13.2%</b>	
PINT	21,452,212 Units   ▲+23.6%   47% of total \$3.26 Price / Unit   (\$0.40) Price Chg
6 OUNCE	7,613,993 Units   ▼-28.6%   17% of total \$3.01 Price / Unit   (\$0.40) Price Chg
18 OUNCE	11,326,141 Units   ▲+37.9%   25% of total \$4.83 Price / Unit   (\$0.79) Price Chg
ALL OTHER	3,383,248 Units   ▲+34.4%   7% of total \$3.58 Price / Unit   (\$0.66) Price Chg
9.8 OUNCE	2,119,777 Units   ▲+6.9%   5% of total \$5.45 Price / Unit   \$0.18 Price Chg

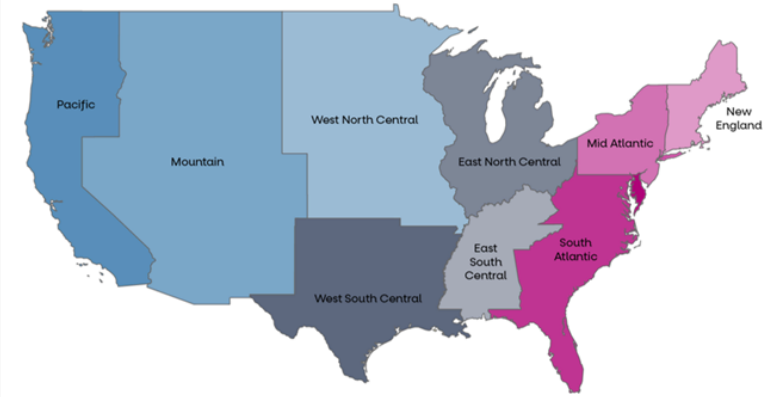
FROZEN BLUEBERRIES	
<b>3,470,299 Units   ▼-8.4%</b>	
48 OUNCE	1,059,784 Units   ▼-0.8%   31% of total \$10.49 Price / Unit   \$0.85 Price Chg
32 OUNCE	272,895 Units   ▼-23.3%   8% of total \$10.19 Price / Unit   \$1.33 Price Chg
16 OUNCE	781,676 Units   ▼-3.2%   23% of total \$3.06 Price / Unit   \$0.08 Price Chg
ALL OTHER	1,199,098 Units   ▼-13.7%   35% of total \$5.02 Price / Unit   \$0.68 Price Chg
64 OUNCE	156,844 Units   ▼-5.4%   5% of total \$11.83 Price / Unit   \$1.38 Price Chg



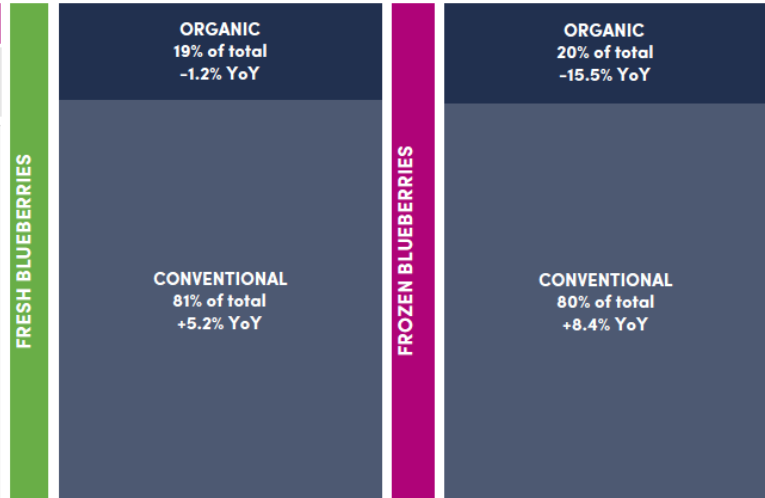
# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$2,747,790,359 | ▲ +3.7% YoY**

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	\$532,491,345   ▲+5.9%   22% of total	South Atlantic	\$70,767,821   ▲+6.4%   22% of total
Pacific	\$376,591,142   ▲+6.2%   16% of total	Pacific	\$48,140,875   ▼-1.4%   15% of total
Middle Atlantic	\$367,132,458   ▲+1.3%   15% of total	Middle Atlantic	\$42,142,269   ▲+0.4%   13% of total
East North Central	\$329,896,863   ▲+3.3%   14% of total	East North Central	\$40,036,195   ▲+3.2%   12% of total
New England	\$215,102,742   ▲+0.6%   9% of total	Mountain	\$29,810,893   ▼-0.1%   9% of total
Mountain	\$188,187,995   ▲+5.3%   8% of total	New England	\$29,051,899   ▼-0.9%   9% of total
West South Central	\$167,892,965   ▲+6.3%   7% of total	West South Central	\$28,438,087   ▲+5.3%   9% of total
West North Central	\$141,395,608   ▼-1.6%   6% of total	West North Central	\$24,223,787   ▲+7.8%   7% of total
East South Central	\$100,033,656   ▲+5.1%   4% of total	East South Central	\$13,932,239   ▲+2.8%   4% of total



FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
<b>\$2,421,123,576   ▲+3.9%</b>		<b>\$326,666,783   ▲+2.6%</b>	
PINT	\$1,045,334,948   ▲+5.7%   45% of total \$5.00 Price / Lb   \$0.29 Price Chg	48 OUNCE	\$143,016,269   ▲+8.8%   44% of total \$3.36 Price / Lb   \$0.26 Price Chg
18 OUNCE	\$675,561,403   ▲+13.9%   29% of total \$4.58 Price / Lb   \$0.16 Price Chg	32 OUNCE	\$38,232,613   ▼-18.1%   12% of total \$4.73 Price / Lb   \$0.54 Price Chg
6 OUNCE	\$351,842,958   ▼-11.6%   15% of total \$9.33 Price / Lb   \$0.26 Price Chg	16 OUNCE	\$34,077,010   ▲+4.7%   10% of total \$3.00 Price / Lb   \$0.10 Price Chg
16 OUNCE	\$97,963,250   ▲+6.7%   4% of total \$4.12 Price / Lb   \$0.12 Price Chg	ALL OTHER	\$86,350,369   ▲+0.4%   26% of total \$4.58 Price / Lb   \$0.46 Price Chg
ALL OTHER	\$173,262,375   ▼-6.1%   7% of total \$5.06 Price / Lb   \$0.88 Price Chg	64 OUNCE	\$24,990,522   ▲+15.0%   8% of total \$2.83 Price / Lb   \$0.50 Price Chg



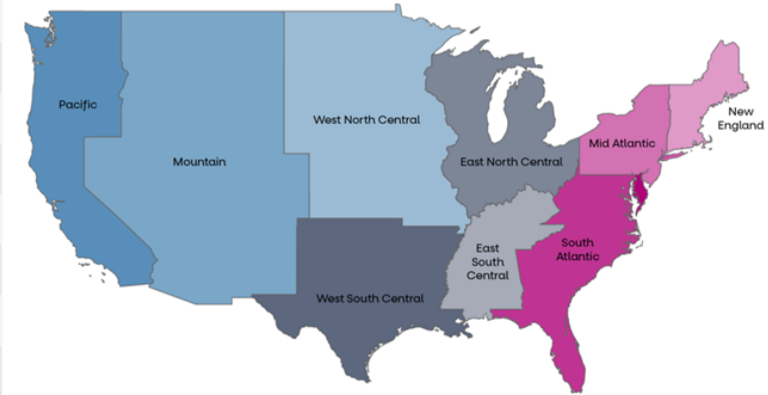
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/31/2021 to 10/29/2022

# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
 563,968,032 Lbs | ▼ -1.2% YoY

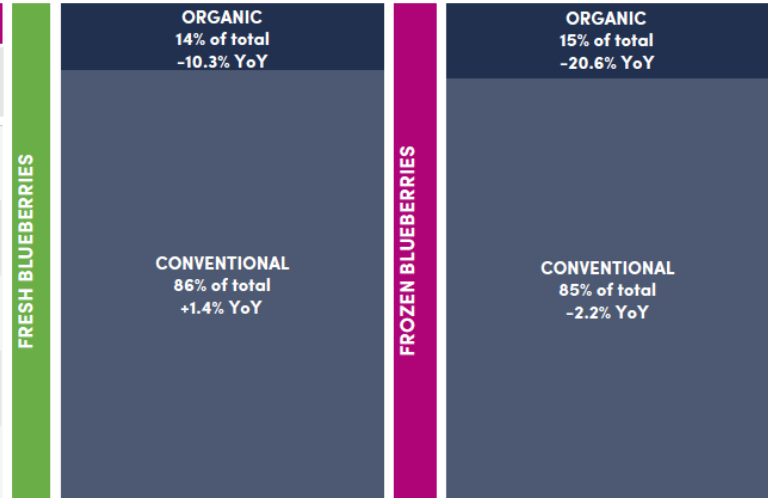
FRESH BLUEBERRIES	
South Atlantic	102,809,041 Lbs   ▲+2.4%   22% of total
Pacific	60,120,601 Lbs   ▲+0.6%   13% of total
Middle Atlantic	76,901,460 Lbs   ▼-2.9%   16% of total
East North Central	73,525,189 Lbs   ▼-2.0%   16% of total
New England	43,852,472 Lbs   ▲+0.0%   9% of total
Mountain	35,161,749 Lbs   ▲+0.7%   7% of total
West South Central	34,186,388 Lbs   ▲+1.2%   7% of total
West North Central	26,560,317 Lbs   ▼-7.1%   6% of total
East South Central	20,942,685 Lbs   ▲+2.7%   4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,769,593 Lbs   ▼-2.1%   22% of total
Pacific	11,536,808 Lbs   ▼-9.8%   13% of total
Middle Atlantic	11,062,647 Lbs   ▼-4.7%   12% of total
East North Central	11,193,520 Lbs   ▼-6.9%   12% of total
Mountain	8,380,570 Lbs   ▼-9.5%   9% of total
New England	7,813,262 Lbs   ▼-5.7%   9% of total
West South Central	8,824,938 Lbs   ▼-3.1%   10% of total
West North Central	6,898,000 Lbs   ▼-3.2%   8% of total
East South Central	4,146,204 Lbs   ▼-7.4%   5% of total



FRESH BLUEBERRIES	
<b>474,316,179 Lbs   ▼ -0.4%</b>	
PINT	209,021,524 Lbs   ▼-0.5%   46% of total \$5.00 Price / Lb   \$0.29 Price Chg
18 OUNCE	147,403,807 Lbs   ▲+9.9%   33% of total \$4.58 Price / Lb   \$0.16 Price Chg
6 OUNCE	37,728,432 Lbs   ▼-14.1%   8% of total \$9.33 Price / Lb   \$0.26 Price Chg
16 OUNCE	23,749,364 Lbs   ▲+3.5%   5% of total \$4.12 Price / Lb   \$0.12 Price Chg
ALL OTHER	34,247,791 Lbs   ▼-22.4%   8% of total \$5.06 Price / Lb   \$0.88 Price Chg

FROZEN BLUEBERRIES	
<b>89,651,853 Lbs   ▼ -5.5%</b>	
48 OUNCE	42,541,044 Lbs   ▲+0.4%   47% of total \$3.36 Price / Lb   \$0.26 Price Chg
32 OUNCE	8,083,277 Lbs   ▼-27.4%   9% of total \$4.73 Price / Lb   \$0.54 Price Chg
16 OUNCE	11,359,066 Lbs   ▲+1.4%   13% of total \$3.00 Price / Lb   \$0.10 Price Chg
ALL OTHER	18,843,258 Lbs   ▼-9.7%   21% of total \$4.58 Price / Lb   \$0.46 Price Chg
64 OUNCE	8,825,207 Lbs   ▼-5.2%   10% of total \$2.83 Price / Lb   \$0.50 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/31/2021 to 10/29/2022

# Blueberries - Units

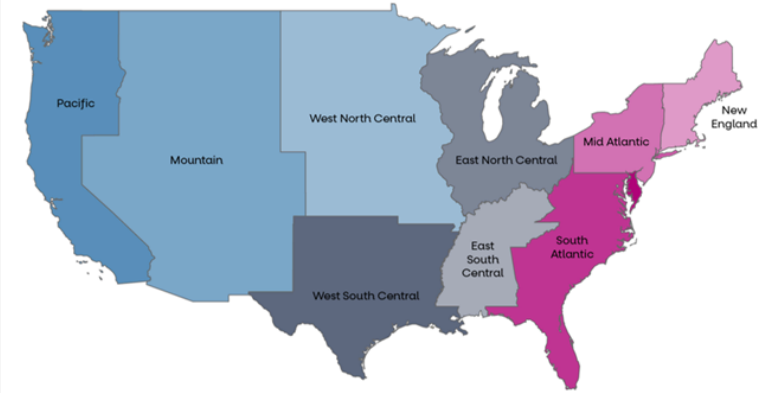
**TOTAL BLUEBERRIES**  
644,646,269 Units | ▼ -1.9% YoY

## FRESH BLUEBERRIES

South Atlantic	131,941,181 Units   ▲+2.2%   22% of total
Pacific	81,310,272 Units   ▼-1.2%   14% of total
Middle Atlantic	86,884,291 Units   ▼-5.0%   15% of total
East North Central	91,236,894 Units   ▼-2.3%   15% of total
New England	51,823,243 Units   ▼-3.2%   9% of total
Mountain	49,586,435 Units   ▼-1.3%   8% of total
West South Central	41,558,427 Units   ▲+1.6%   7% of total
West North Central	34,307,290 Units   ▼-6.4%   6% of total
East South Central	25,519,429 Units   ▲+1.9%   4% of total

## FROZEN BLUEBERRIES

South Atlantic	10,394,443 Units   ▼-3.6%   21% of total
Pacific	6,721,314 Units   ▼-10.5%   13% of total
Middle Atlantic	6,203,775 Units   ▼-8.1%   12% of total
East North Central	6,477,527 Units   ▼-7.4%   13% of total
Mountain	4,440,336 Units   ▼-8.6%   9% of total
New England	4,316,606 Units   ▼-11.2%   9% of total
West South Central	5,228,281 Units   ▼-2.0%   10% of total
West North Central	3,935,135 Units   ▼-3.3%   8% of total
East South Central	2,367,715 Units   ▼-6.5%   5% of total



## FRESH BLUEBERRIES

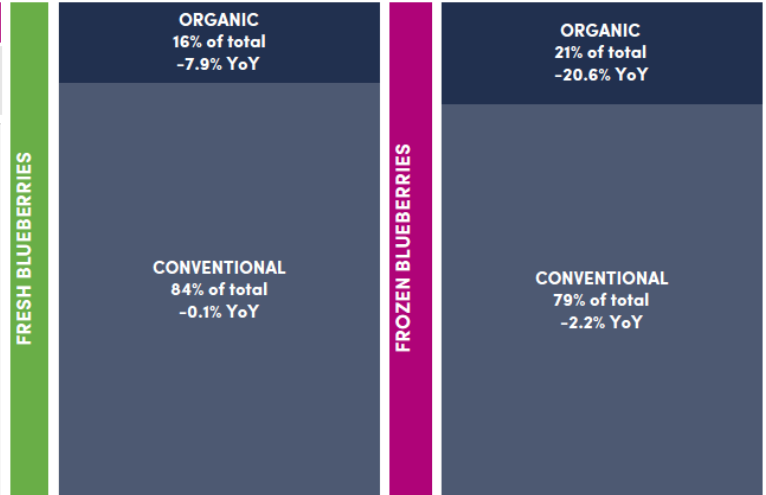
**594,543,856 Units | ▼-1.4%**

PINT	285,575,732 Units   ▼-0.5%   50% of total \$3.66 Price / Unit   \$0.22 Price Chg
6 OUNCE	100,609,152 Units   ▼-14.1%   18% of total \$3.50 Price / Unit   \$0.10 Price Chg
18 OUNCE	131,025,606 Units   ▲+9.9%   23% of total \$5.16 Price / Unit   \$0.18 Price Chg
16 OUNCE	23,749,364 Units   ▲+3.5%   4% of total \$4.12 Price / Unit   \$0.12 Price Chg
ALL OTHER	31,418,741 Units   ▼-22.4%   5% of total \$5.51 Price / Unit   \$0.37 Price Chg

## FROZEN BLUEBERRIES

**50,102,412 Units | ▼-6.7%**

48 OUNCE	14,180,348 Units   ▲+0.4%   28% of total \$10.09 Price / Unit   \$0.78 Price Chg
32 OUNCE	4,041,639 Units   ▼-27.4%   8% of total \$9.46 Price / Unit   \$1.07 Price Chg
16 OUNCE	11,273,870 Units   ▲+1.8%   23% of total \$3.02 Price / Unit   \$0.09 Price Chg
ALL OTHER	18,400,254 Units   ▼-10.7%   37% of total \$4.69 Price / Unit   \$0.52 Price Chg
64 OUNCE	2,206,302 Units   ▼-5.2%   4% of total \$11.33 Price / Unit   \$1.99 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/31/2021 to 10/29/2022