

12.14.2022

# USHBC Blueberry and Berry Category Monthly Retail Sales Report

November 2022

Sales through Nielsen Week Ending 12.03.2022

# November 2022

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## Fresh blueberries (Produce department)

- Dollars sales increased **+1.7%** year over year compared to an increase for all fresh berries of **+0.4%**
- Pints increased **+3.4%** and represent 43% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar increases in all regions except West South Central, while units posted increases in all regions except the Middle Atlantic.
- Organic fresh blueberries increased in dollars by **+3.0%** and **+7.1%** in units YoY.

## Frozen blueberries (Frozen department)

- Dollar sales for frozen blueberries increased **+6.3%** year over year compared to an increase for all frozen berries of **+11.0%**
- 48oz is the dominant pack size and posted an increase in dollars of **+11.8%**
- All 9 regions gained in frozen blueberry dollars, while 7 of 9 decreased in units
- Conventional frozen blueberries increased **+12.6%** in dollars, while organic frozen blueberries declined in dollars by **-16.4%**

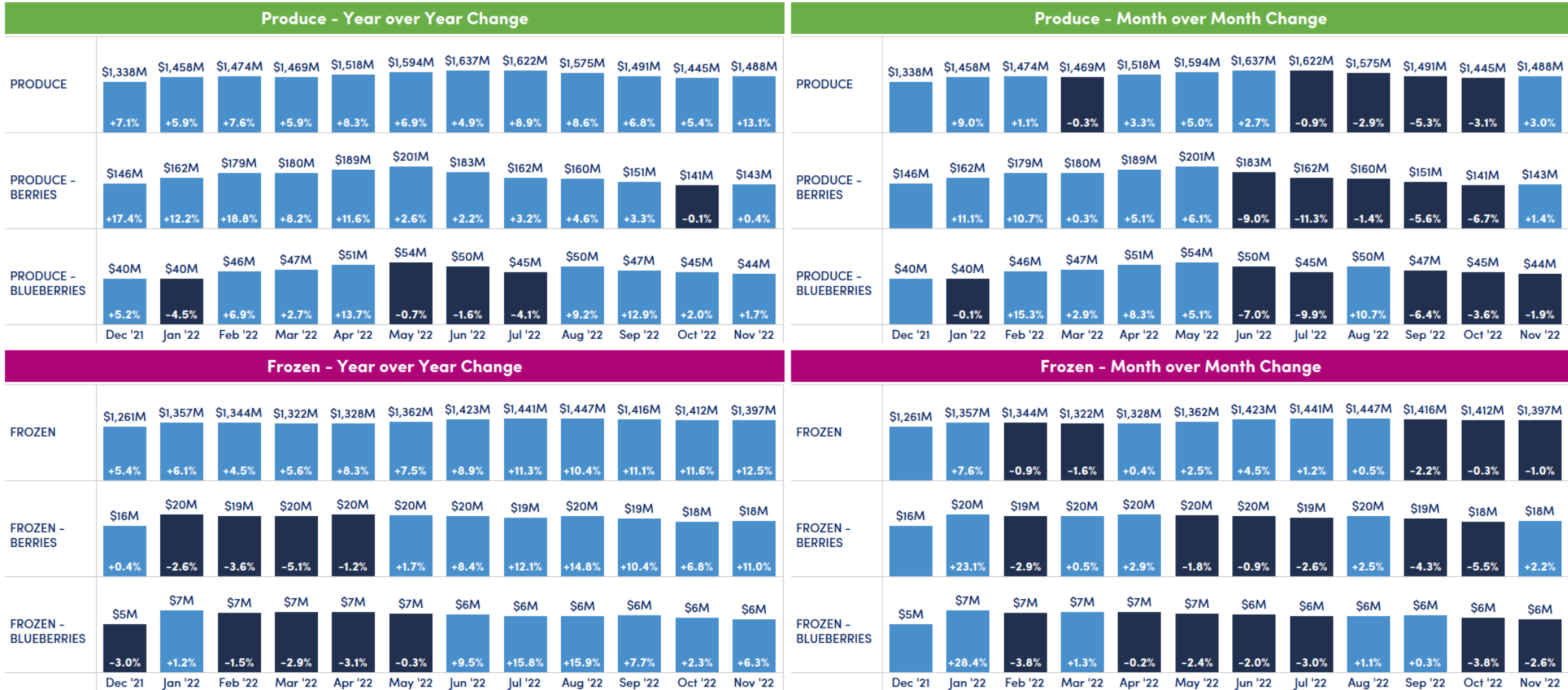
# Category Segment Performance

## November 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>	\$245,369,148	\$250,746,931	2.2%	63,235,858	65,687,892	3.9%	54,667,498	57,950,840	6.0%
<b>Fresh Blueberries</b>	\$217,702,284	\$221,324,133	1.7%	58,864,323	61,509,600	4.5%	46,755,977	50,220,494	7.4%
Conventional	\$176,560,430	\$178,954,223	1.4%	49,616,996	51,602,947	4.0%	41,046,843	43,531,183	6.1%
Organic	\$41,141,854	\$42,369,910	3.0%	9,247,328	9,906,653	7.1%	5,709,135	6,689,311	17.2%
<b>Frozen Blueberries</b>	\$27,666,863	\$29,422,798	6.3%	4,371,535	4,178,292	-4.4%	7,911,520	7,730,346	-2.3%
Conventional	\$21,713,510	\$24,443,935	12.6%	3,426,881	3,409,153	-0.5%	6,636,704	6,703,613	1.0%
Organic	\$5,953,354	\$4,978,863	-16.4%	944,654	769,139	-18.6%	1,274,816	1,026,733	-19.5%



# Monthly Detail – Dollars/Week



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 11/28/2021 to 11/30/2022

# Monthly Detail – Units/Week

Produce – Year over Year Change													Produce – Month over Month Change												
PRODUCE	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	724.6M	PRODUCE	677.2M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	724.6M
	-2.7%	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-0.6%	-0.5%	-0.9%	-0.5%	+3.9%			+7.5%	-1.9%	+0.2%	+2.5%	+3.3%	+5.0%	-1.0%	-2.5%	-4.9%	-3.4%	+2.8%
PRODUCE – BERRIES	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	37.0M	PRODUCE – BERRIES	36.3M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	37.0M
	+6.3%	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	+0.0%	-3.2%	-2.6%	+0.9%	+0.2%			+12.8%	+11.0%	+5.5%	-2.2%	+12.5%	-4.1%	-11.2%	-8.5%	-9.2%	-1.7%	+1.0%
PRODUCE – BLUEBERRIES	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	12.3M	PRODUCE – BLUEBERRIES	10.7M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	12.3M
	+2.8%	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-15.1%	+0.7%	+15.2%	+13.2%	+4.5%			-5.8%	+13.3%	+0.5%	-6.2%	+14.7%	-4.9%	-5.3%	+14.9%	-11.4%	+7.9%	+1.0%
	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22		Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22
Frozen – Year over Year Change													Frozen – Month over Month Change												
FROZEN	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	289.1M	FROZEN	291.0M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	289.1M
	-3.1%	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-3.3%	-4.4%	-4.4%	-3.7%	-2.9%			+7.7%	-3.5%	-2.8%	-0.6%	+0.4%	+2.9%	+0.2%	-0.4%	-3.4%	-0.8%	+0.1%
FROZEN – BERRIES	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	3.0M	FROZEN – BERRIES	2.9M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	3.0M
	-7.8%	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-0.5%	+1.3%	-2.0%	-1.7%	+1.8%			+21.3%	-5.5%	-1.2%	+2.5%	-1.2%	-1.6%	-1.9%	+1.4%	-6.7%	-5.8%	+3.1%
FROZEN – BLUEBERRIES	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	0.8M	FROZEN – BLUEBERRIES	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	0.8M
	-10.1%	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	+3.6%	+1.8%	-5.6%	-8.4%	-4.4%			+30.9%	-6.5%	-0.5%	-1.0%	-1.6%	-3.2%	-3.9%	+0.7%	-3.1%	-5.1%	-3.7%
	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22		Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 11/28/2021 to 11/30/2022

# Nielsen Divisions

Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.6%	-0.2%
PRODUCE - BERRIES	-5.9%	-9.3%
PRODUCE - BLUEBERRIES	+1.0%	+1.9%
FROZEN	+6.4%	-7.7%
FROZEN - BERRIES	+6.1%	+0.3%
FROZEN - BLUEBERRIES	+4.9%	-3.7%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+11.3%	+2.4%
PRODUCE - BERRIES	-2.1%	-1.0%
PRODUCE - BLUEBERRIES	+3.7%	+14.4%
FROZEN	+11.4%	-3.8%
FROZEN - BERRIES	+10.9%	+3.0%
FROZEN - BLUEBERRIES	+9.9%	-0.6%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+14.8%	+6.6%
PRODUCE - BERRIES	+0.2%	+4.0%
PRODUCE - BLUEBERRIES	+0.5%	+11.0%
FROZEN	+15.6%	-1.3%
FROZEN - BERRIES	+15.5%	+3.1%
FROZEN - BLUEBERRIES	+11.9%	+0.9%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+13.5%	+5.6%
PRODUCE - BERRIES	-0.4%	-0.9%
PRODUCE - BLUEBERRIES	-6.2%	+2.6%
FROZEN	+11.6%	-4.5%
FROZEN - BERRIES	+16.4%	+3.5%
FROZEN - BLUEBERRIES	+10.0%	+1.1%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+14.0%	+4.0%
PRODUCE - BERRIES	+3.3%	+6.9%
PRODUCE - BLUEBERRIES	+0.8%	+4.3%
FROZEN	+13.9%	-2.1%
FROZEN - BERRIES	+8.4%	+2.6%
FROZEN - BLUEBERRIES	+4.4%	-2.4%

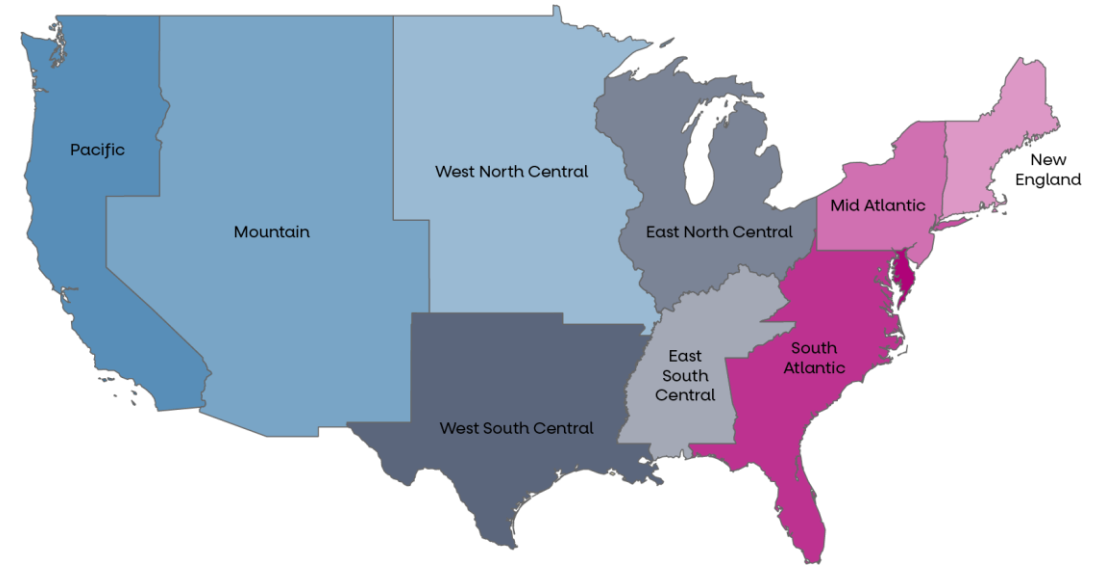
East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+18.3%	+4.7%
PRODUCE - BERRIES	+6.3%	+1.9%
PRODUCE - BLUEBERRIES	+0.9%	+7.7%
FROZEN	+12.0%	-4.1%
FROZEN - BERRIES	+9.4%	-2.0%
FROZEN - BLUEBERRIES	+4.9%	-7.4%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+17.0%	+6.3%
PRODUCE - BERRIES	+4.8%	+3.0%
PRODUCE - BLUEBERRIES	+4.0%	+6.5%
FROZEN	+14.6%	-0.2%
FROZEN - BERRIES	+10.2%	-0.5%
FROZEN - BLUEBERRIES	+6.7%	-7.2%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+10.2%	+3.6%
PRODUCE - BERRIES	-2.5%	-2.8%
PRODUCE - BLUEBERRIES	+1.4%	-1.2%
FROZEN	+12.3%	-2.6%
FROZEN - BERRIES	+15.6%	+4.7%
FROZEN - BLUEBERRIES	+6.4%	-7.8%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+9.6%	+3.9%
PRODUCE - BERRIES	+1.9%	+0.6%
PRODUCE - BLUEBERRIES	+3.9%	+0.2%
FROZEN	+13.1%	-2.3%
FROZEN - BERRIES	+9.9%	+2.4%
FROZEN - BLUEBERRIES	+0.3%	-9.8%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+13.1%	+3.9%
PRODUCE - BERRIES	+0.4%	+0.2%
PRODUCE - BLUEBERRIES	+1.7%	+4.5%
FROZEN	+12.5%	-2.9%
FROZEN - BERRIES	+11.0%	+1.8%
FROZEN - BLUEBERRIES	+6.3%	-4.4%

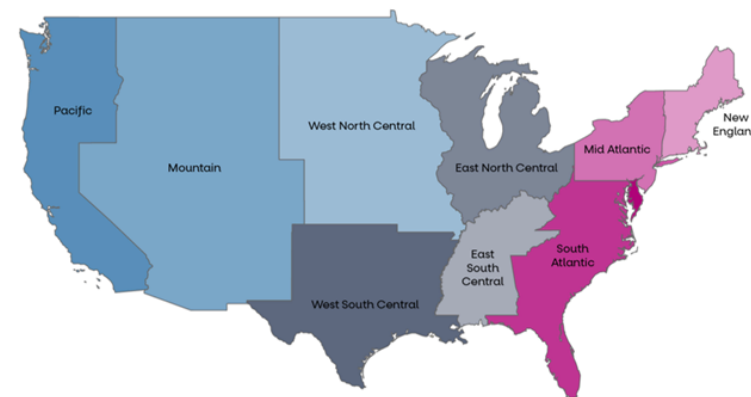


# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
**\$250,746,931 | ▲ +2.2% YoY**

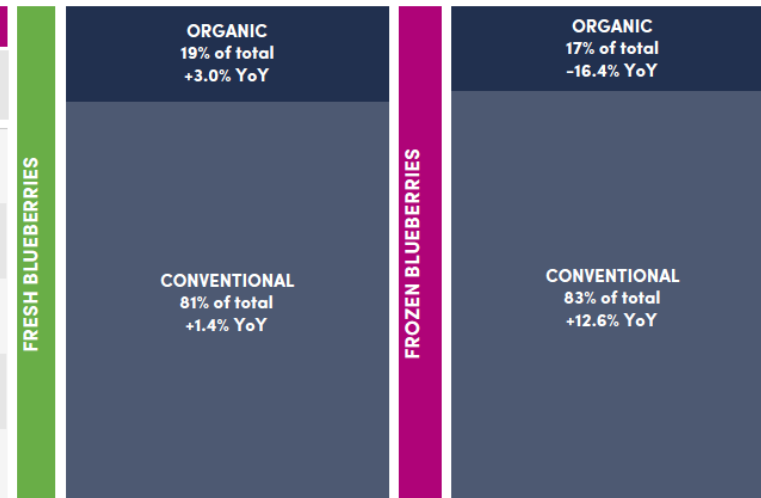
FRESH BLUEBERRIES		
South Atlantic	\$50,395,999   ▲ +4.0%   23% of total	
Pacific	\$35,148,595   ▲ +1.0%   16% of total	
Middle Atlantic	\$32,875,834   ▲ +1.4%   15% of total	
East North Central	\$29,739,974   ▲ +0.8%   13% of total	
New England	\$19,341,463   ▲ +3.9%   9% of total	
Mountain	\$18,031,207   ▲ +3.7%   8% of total	
West South Central	\$13,982,774   ▼ -6.2%   6% of total	
West North Central	\$12,663,683   ▲ +0.5%   6% of total	
East South Central	\$8,910,214   ▲ +0.9%   4% of total	

FROZEN BLUEBERRIES		
South Atlantic	\$6,431,647   ▲ +6.7%   22% of total	
Pacific	\$4,238,822   ▲ +4.9%   14% of total	
Middle Atlantic	\$3,867,589   ▲ +6.4%   13% of total	
East North Central	\$3,466,828   ▲ +4.4%   12% of total	
Mountain	\$2,726,754   ▲ +9.9%   9% of total	
New England	\$2,668,768   ▲ +0.3%   9% of total	
West South Central	\$2,559,565   ▲ +10.0%   9% of total	
West North Central	\$2,224,788   ▲ +11.9%   8% of total	
East South Central	\$1,224,222   ▲ +4.9%   4% of total	



FRESH BLUEBERRIES		
<b>\$221,324,133   ▲ +1.7%</b>		
PINT	\$92,829,374   ▲ +3.4%   43% of total \$4.34 Price / Lb   (\$0.17) Price Chg	
18 OUNCE	\$68,130,644   ▲ +3.6%   32% of total \$3.97 Price / Lb   (\$0.03) Price Chg	
6 OUNCE	\$24,995,059   ▼ -27.9%   12% of total \$8.30 Price / Lb   (\$0.73) Price Chg	
16 OUNCE	\$13,876,589   ▲ +40.9%   6% of total \$3.50 Price / Lb   (\$0.27) Price Chg	
ALL OTHER	\$13,759,157   ▲ +14.1%   6% of total \$6.18 Price / Lb   \$0.21 Price Chg	

FROZEN BLUEBERRIES		
<b>\$29,422,798   ▲ +6.3%</b>		
48 OUNCE	\$13,465,402   ▲ +11.8%   46% of total \$3.57 Price / Lb   \$0.31 Price Chg	
32 OUNCE	\$3,263,660   ▼ -9.4%   11% of total \$4.82 Price / Lb   \$0.43 Price Chg	
16 OUNCE	\$3,087,202   ▲ +12.3%   10% of total \$3.27 Price / Lb   \$0.33 Price Chg	
ALL OTHER	\$7,245,120   ▲ +2.1%   25% of total \$4.72 Price / Lb   \$0.38 Price Chg	
64 OUNCE	\$2,361,415   ▲ +8.2%   8% of total \$2.95 Price / Lb   \$0.29 Price Chg	

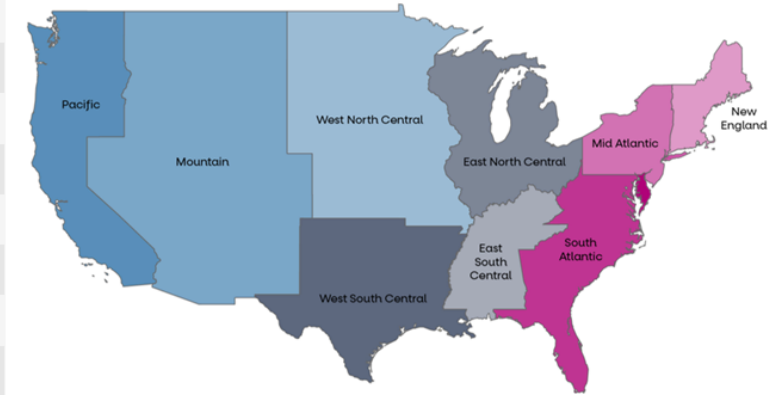


# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
57,950,840 Lbs | ▲ +6.0% YoY

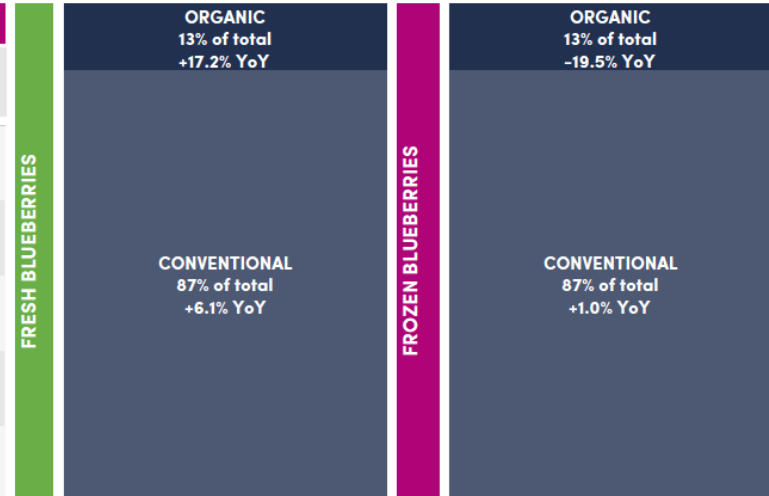
FRESH BLUEBERRIES		
South Atlantic	11,370,709 Lbs	▲+14.8%   23% of total
Pacific	6,376,014 Lbs	▲+9.1%   13% of total
Middle Atlantic	7,799,144 Lbs	▲+0.3%   16% of total
East North Central	8,005,224 Lbs	▲+4.5%   16% of total
New England	4,266,226 Lbs	▼-1.2%   8% of total
Mountain	3,947,161 Lbs	▲+12.6%   8% of total
West South Central	3,379,116 Lbs	▲+3.3%   7% of total
West North Central	2,826,416 Lbs	▲+13.8%   6% of total
East South Central	2,226,163 Lbs	▲+13.1%   4% of total

FROZEN BLUEBERRIES		
South Atlantic	1,685,808 Lbs	▼-3.3%   22% of total
Pacific	986,348 Lbs	▼-1.9%   13% of total
Middle Atlantic	974,282 Lbs	▼-1.8%   13% of total
East North Central	947,302 Lbs	▲+0.4%   12% of total
Mountain	733,644 Lbs	▼+0.0%   9% of total
New England	689,857 Lbs	▼-9.5%   9% of total
West South Central	758,794 Lbs	▼-0.3%   10% of total
West North Central	614,802 Lbs	▲+2.0%   8% of total
East South Central	336,265 Lbs	▼-7.4%   4% of total



FRESH BLUEBERRIES		
<b>50,220,494 Lbs   ▲+7.4%</b>		
PINT	21,398,519 Lbs	▲+7.4%   45% of total \$4.34 Price / Lb   (\$0.17) Price Chg
18 OUNCE	17,144,150 Lbs	▲+4.4%   36% of total \$3.97 Price / Lb   (\$0.03) Price Chg
6 OUNCE	3,010,001 Lbs	▼-21.5%   6% of total \$8.30 Price / Lb   (\$0.73) Price Chg
16 OUNCE	3,961,528 Lbs	▲+51.7%   8% of total \$3.50 Price / Lb   (\$0.27) Price Chg
ALL OTHER	2,227,272 Lbs	▲+10.2%   5% of total \$6.18 Price / Lb   \$0.21 Price Chg

FROZEN BLUEBERRIES		
<b>7,730,346 Lbs   ▼-2.3%</b>		
48 OUNCE	3,773,604 Lbs	▲+2.0%   49% of total \$3.57 Price / Lb   \$0.31 Price Chg
32 OUNCE	677,624 Lbs	▼-17.5%   9% of total \$4.82 Price / Lb   \$0.43 Price Chg
16 OUNCE	943,090 Lbs	▲+1.1%   12% of total \$3.27 Price / Lb   \$0.33 Price Chg
ALL OTHER	1,536,095 Lbs	▼-6.1%   20% of total \$4.72 Price / Lb   \$0.38 Price Chg
64 OUNCE	799,933 Lbs	▼-2.6%   10% of total \$2.95 Price / Lb   \$0.29 Price Chg

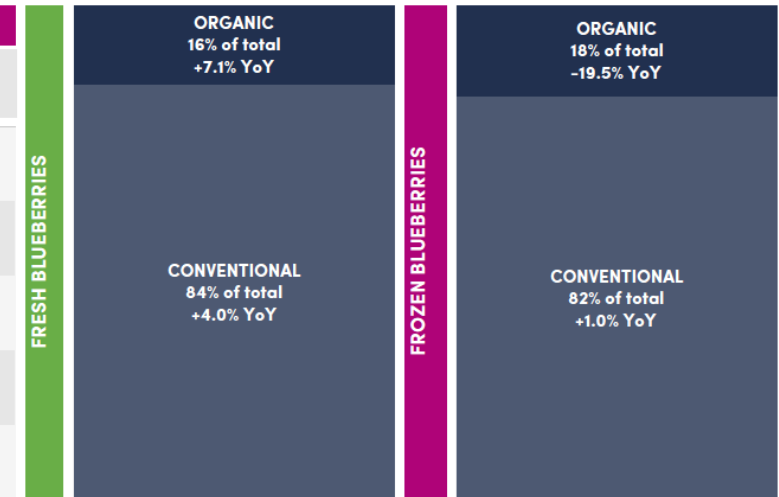
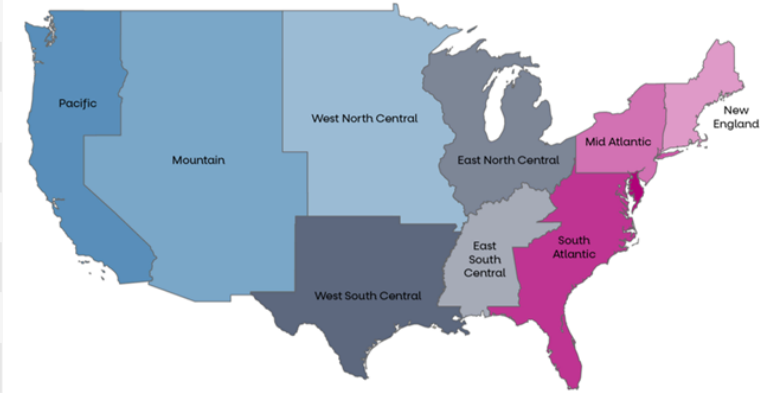




# Blueberries - Units

FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
South Atlantic	13,608,726 Units   ▲+6.5%   22% of total	South Atlantic	844,496 Units   ▼-7.2%   20% of total
Pacific	8,283,795 Units   ▲+1.9%   13% of total	Pacific	555,604 Units   ▼-3.7%   13% of total
Middle Atlantic	8,689,456 Units   ▼-1.2%   14% of total	Middle Atlantic	513,890 Units   ▼-7.8%   12% of total
East North Central	9,968,718 Units   ▲+4.3%   16% of total	East North Central	530,416 Units   ▼-2.4%   13% of total
New England	5,010,121 Units   ▲+0.2%   8% of total	Mountain	378,723 Units   ▼-0.6%   9% of total
Mountain	5,594,615 Units   ▲+14.4%   9% of total	New England	373,837 Units   ▼-9.8%   9% of total
West South Central	4,053,808 Units   ▲+2.6%   7% of total	West South Central	445,960 Units   ▲+1.1%   11% of total
West North Central	3,590,001 Units   ▲+11.0%   6% of total	West North Central	342,669 Units   ▲+0.9%   8% of total
East South Central	2,678,361 Units   ▲+7.7%   4% of total	East South Central	190,696 Units   ▼-7.4%   5% of total
FRESH BLUEBERRIES		FROZEN BLUEBERRIES	
61,509,600 Units   ▲+4.5%		4,178,292 Units   ▼-4.4%	
PINT	29,080,879 Units   ▲+7.4%   49% of total \$3.19 Price / Unit   (\$0.12) Price Chg	48 OUNCE	1,257,868 Units   ▲+2.0%   30% of total \$10.70 Price / Unit   \$0.94 Price Chg
6 OUNCE	8,026,670 Units   ▼-21.5%   14% of total \$3.11 Price / Unit   (\$0.27) Price Chg	32 OUNCE	338,812 Units   ▼-17.5%   8% of total \$9.63 Price / Unit   \$0.86 Price Chg
18 OUNCE	15,239,244 Units   ▲+4.4%   26% of total \$4.47 Price / Unit   (\$0.03) Price Chg	16 OUNCE	937,940 Units   ▲+1.5%   22% of total \$3.29 Price / Unit   \$0.32 Price Chg
16 OUNCE	3,961,528 Units   ▲+51.7%   7% of total \$3.50 Price / Unit   (\$0.27) Price Chg	ALL OTHER	1,443,689 Units   ▼-9.7%   35% of total \$5.02 Price / Unit   \$0.58 Price Chg
ALL OTHER	2,722,255 Units   ▲+10.2%   5% of total \$5.05 Price / Unit   \$0.00 Price Chg	64 OUNCE	199,983 Units   ▼-2.6%   5% of total \$11.81 Price / Unit   \$1.17 Price Chg

**TOTAL BLUEBERRIES**  
65,687,892 Units | ▲ +3.9% YoY



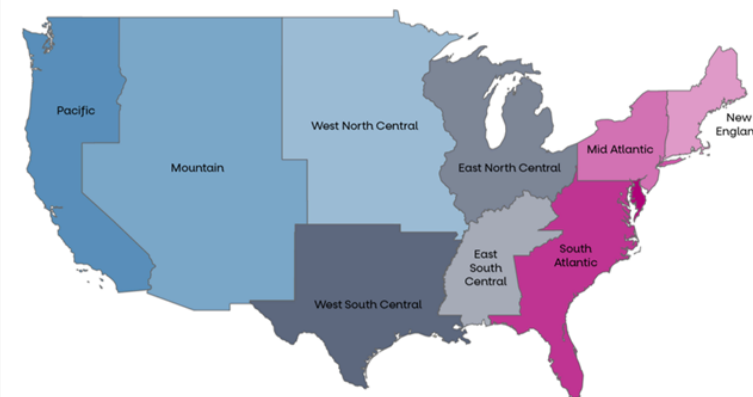
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 10/30/2022 to 11/30/2022

# Blueberries - Dollars

**TOTAL BLUEBERRIES**  
\$2,762,478,784 | ▲ +3.4% YoY

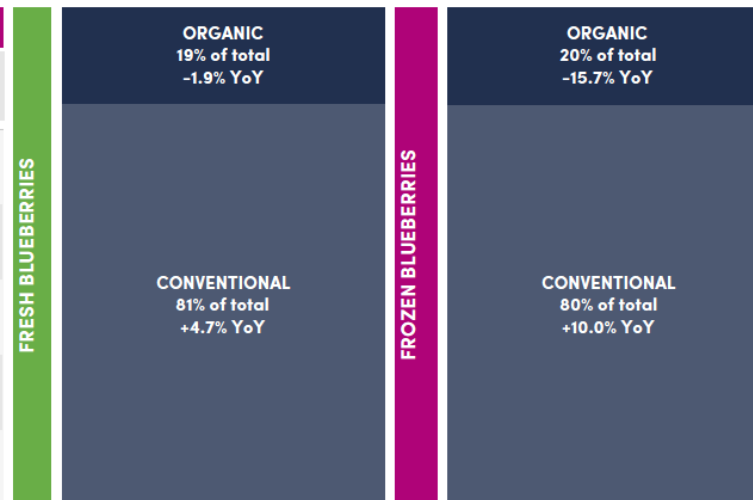
FRESH BLUEBERRIES		
South Atlantic	\$536,363,224	▲ +5.2%   22% of total
Pacific	\$378,097,718	▲ +5.3%   16% of total
Middle Atlantic	\$369,507,934	▲ +1.2%   15% of total
East North Central	\$331,362,320	▲ +2.6%   14% of total
New England	\$217,008,538	▲ +1.2%   9% of total
Mountain	\$189,047,068	▲ +4.6%   8% of total
West South Central	\$167,208,658	▲ +4.7%   7% of total
West North Central	\$142,714,212	▼ -1.3%   6% of total
East South Central	\$100,228,514	▲ +4.3%   4% of total

FROZEN BLUEBERRIES		
South Atlantic	\$71,181,076	▲ +7.1%   22% of total
Pacific	\$48,383,958	▲ +0.2%   15% of total
Middle Atlantic	\$42,382,301	▲ +1.5%   13% of total
East North Central	\$40,182,724	▲ +4.2%   12% of total
Mountain	\$30,089,611	▲ +2.0%   9% of total
New England	\$29,061,458	▼ -0.3%   9% of total
West South Central	\$28,672,071	▲ +6.8%   9% of total
West North Central	\$24,457,431	▲ +9.3%   7% of total
East South Central	\$13,994,809	▲ +3.6%   4% of total



FRESH BLUEBERRIES		
\$2,433,952,204   ▲ +3.4%		
PINT	\$1,054,495,814	▲ +4.2%   45% of total \$4.98 Price / Lb   \$0.30 Price Chg
18 OUNCE	\$680,408,632	▲ +12.0%   29% of total \$4.58 Price / Lb   \$0.22 Price Chg
6 OUNCE	\$342,735,165	▼ -11.6%   15% of total \$9.27 Price / Lb   \$0.19 Price Chg
16 OUNCE	\$102,085,044	▲ +9.4%   4% of total \$4.06 Price / Lb   \$0.08 Price Chg
ALL OTHER	\$175,276,231	▼ -5.0%   7% of total \$5.08 Price / Lb   \$0.94 Price Chg

FROZEN BLUEBERRIES		
\$328,526,580   ▲ +3.8%		
48 OUNCE	\$144,448,264	▲ +10.3%   44% of total \$3.39 Price / Lb   \$0.27 Price Chg
32 OUNCE	\$37,895,198	▼ -17.7%   12% of total \$4.77 Price / Lb   \$0.56 Price Chg
16 OUNCE	\$34,488,178	▲ +7.2%   10% of total \$3.03 Price / Lb   \$0.12 Price Chg
ALL OTHER	\$86,522,610	▲ +1.4%   26% of total \$4.61 Price / Lb   \$0.47 Price Chg
64 OUNCE	\$25,172,330	▲ +14.2%   8% of total \$2.86 Price / Lb   \$0.49 Price Chg

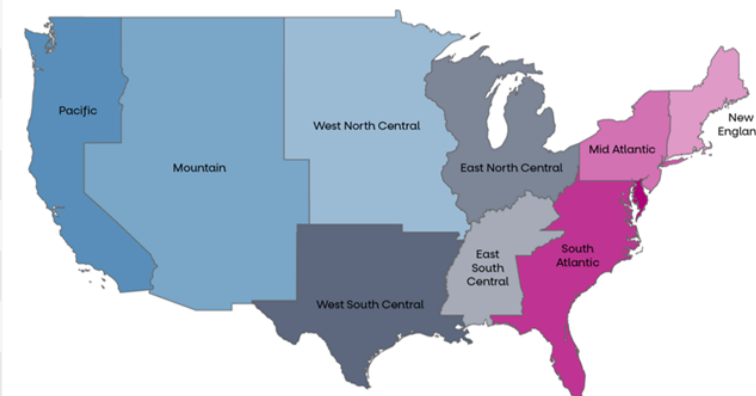


# Blueberries - Pounds

**TOTAL BLUEBERRIES**  
569,018,213 Lbs | ▼ -1.9% YoY

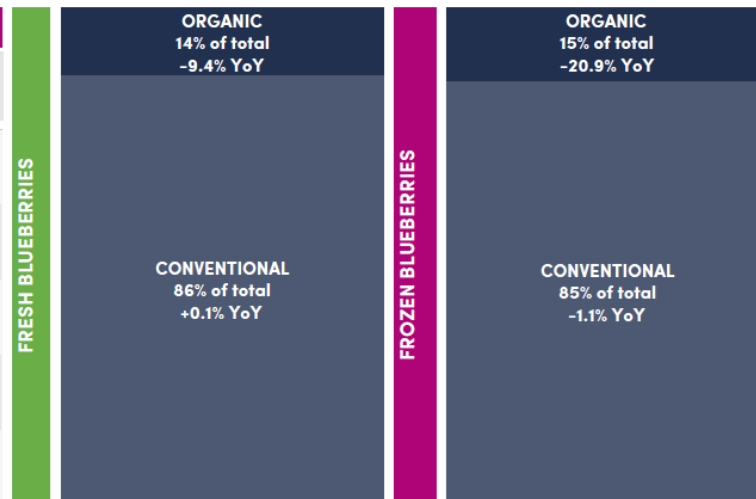
FRESH BLUEBERRIES		
South Atlantic	104,712,031 Lbs	▲ +2.0%   22% of total
Pacific	60,830,790 Lbs	▼ -0.3%   13% of total
Middle Atlantic	77,299,458 Lbs	▼ -4.0%   16% of total
East North Central	74,075,284 Lbs	▼ -3.6%   15% of total
New England	44,016,570 Lbs	▼ -1.5%   9% of total
Mountain	35,639,359 Lbs	▼ -0.3%   7% of total
West South Central	34,349,776 Lbs	▼ -0.4%   7% of total
West North Central	27,113,510 Lbs	▼ -6.6%   6% of total
East South Central	21,229,028 Lbs	▲ +2.0%   4% of total

FROZEN BLUEBERRIES		
South Atlantic	19,714,830 Lbs	▼ -1.7%   22% of total
Pacific	11,529,327 Lbs	▼ -8.4%   13% of total
Middle Atlantic	11,045,896 Lbs	▼ -4.1%   12% of total
East North Central	11,197,749 Lbs	▼ -5.4%   13% of total
Mountain	8,388,796 Lbs	▼ -8.0%   9% of total
New England	7,741,348 Lbs	▼ -5.9%   9% of total
West South Central	8,823,301 Lbs	▼ -2.1%   10% of total
West North Central	6,909,199 Lbs	▼ -2.2%   8% of total
East South Central	4,120,608 Lbs	▼ -7.0%   5% of total



FRESH BLUEBERRIES		
<b>479,520,457 Lbs   ▼ -1.3%</b>		
PINT	211,595,101 Lbs	▼ -2.0%   46% of total \$4.98 Price / Lb   \$0.30 Price Chg
18 OUNCE	148,687,203 Lbs	▲ +6.7%   33% of total \$4.58 Price / Lb   \$0.22 Price Chg
6 OUNCE	36,958,684 Lbs	▼ -13.4%   8% of total \$9.27 Price / Lb   \$0.19 Price Chg
16 OUNCE	25,161,329 Lbs	▲ +7.3%   6% of total \$4.06 Price / Lb   \$0.08 Price Chg
ALL OTHER	34,487,910 Lbs	▼ -22.5%   8% of total \$5.08 Price / Lb   \$0.94 Price Chg

FROZEN BLUEBERRIES		
<b>89,497,755 Lbs   ▼ -4.7%</b>		
48 OUNCE	42,616,535 Lbs	▲ +1.5%   48% of total \$3.39 Price / Lb   \$0.27 Price Chg
32 OUNCE	7,939,890 Lbs	▼ -27.4%   9% of total \$4.77 Price / Lb   \$0.56 Price Chg
16 OUNCE	11,387,338 Lbs	▲ +3.0%   13% of total \$3.03 Price / Lb   \$0.12 Price Chg
ALL OTHER	18,748,654 Lbs	▼ -9.0%   21% of total \$4.61 Price / Lb   \$0.47 Price Chg
64 OUNCE	8,805,337 Lbs	▼ -5.2%   10% of total \$2.86 Price / Lb   \$0.49 Price Chg



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 12/5/2021 to 11/30/2022

# Blueberries - Units

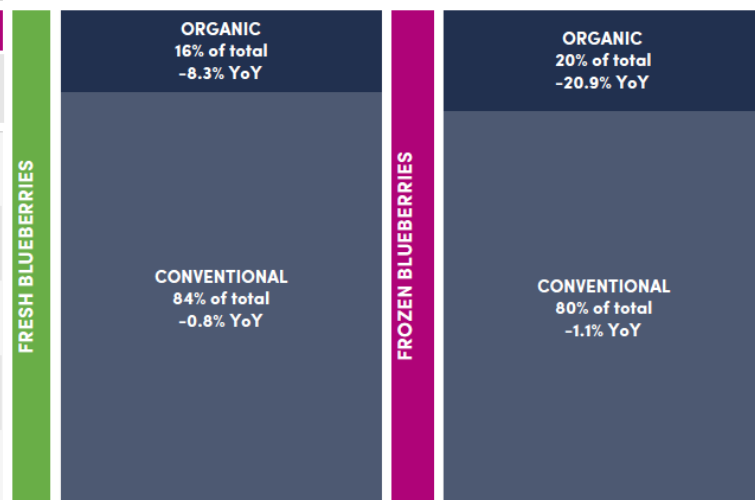
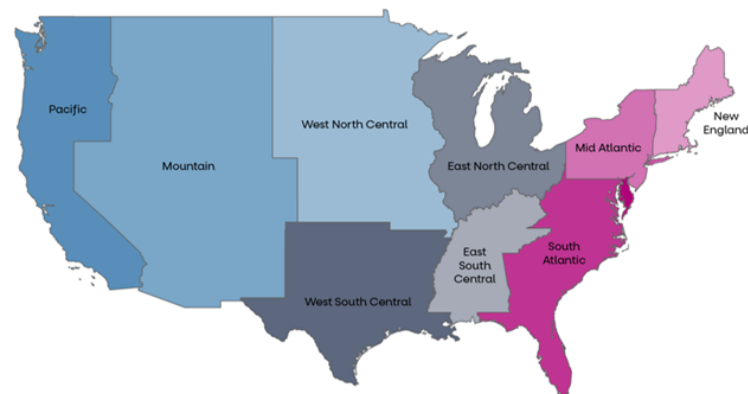
FRESH BLUEBERRIES	
South Atlantic	133,236,205 Units   ▲+1.5%   22% of total
Pacific	81,699,523 Units   ▼-2.2%   14% of total
Middle Atlantic	87,202,075 Units   ▼-5.8%   15% of total
East North Central	91,918,461 Units   ▼-3.3%   15% of total
New England	52,099,452 Units   ▼-4.0%   9% of total
Mountain	50,339,650 Units   ▼-0.8%   8% of total
West South Central	41,717,190 Units   ▲+0.6%   7% of total
West North Central	34,937,151 Units   ▼-5.9%   6% of total
East South Central	25,737,590 Units   ▲+1.0%   4% of total

FRESH BLUEBERRIES	
599,256,649 Units   ▼-2.1%	
PINT	288,928,173 Units   ▼-2.0%   50% of total \$3.65 Price / Unit   \$0.22 Price Chg
6 OUNCE	98,556,491 Units   ▼-13.4%   17% of total \$3.48 Price / Unit   \$0.07 Price Chg
18 OUNCE	132,166,403 Units   ▲+6.7%   23% of total \$5.15 Price / Unit   \$0.24 Price Chg
16 OUNCE	25,161,329 Units   ▲+7.3%   4% of total \$4.06 Price / Unit   \$0.08 Price Chg
ALL OTHER	31,814,023 Units   ▼-22.5%   6% of total \$5.51 Price / Unit   \$0.37 Price Chg

FROZEN BLUEBERRIES	
South Atlantic	10,330,764 Units   ▼-3.6%   21% of total
Pacific	6,710,257 Units   ▼-8.9%   13% of total
Middle Atlantic	6,162,443 Units   ▼-7.7%   12% of total
East North Central	6,465,037 Units   ▼-6.1%   13% of total
Mountain	4,446,509 Units   ▼-6.8%   9% of total
New England	4,276,279 Units   ▼-11.0%   9% of total
West South Central	5,233,906 Units   ▼-0.8%   10% of total
West North Central	3,937,815 Units   ▼-2.2%   8% of total
East South Central	2,353,455 Units   ▼-6.3%   5% of total

FROZEN BLUEBERRIES	
49,933,407 Units   ▼-5.9%	
48 OUNCE	14,205,512 Units   ▲+1.5%   28% of total \$10.17 Price / Unit   \$0.81 Price Chg
32 OUNCE	3,969,945 Units   ▼-27.4%   8% of total \$9.55 Price / Unit   \$1.13 Price Chg
16 OUNCE	11,306,244 Units   ▲+3.4%   23% of total \$3.05 Price / Unit   \$0.11 Price Chg
ALL OTHER	18,250,372 Units   ▼-10.2%   37% of total \$4.74 Price / Unit   \$0.54 Price Chg
64 OUNCE	2,201,334 Units   ▼-5.2%   4% of total \$11.44 Price / Unit   \$1.95 Price Chg

**TOTAL BLUEBERRIES**  
649,190,056 Units | ▼-2.4% YoY



Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 12/5/2021 to 11/30/2022