

1.12.2023

USHBC Blueberry and Berry Category Monthly Retail Sales Report

December 2022

Sales through Nielsen Week Ending 12.31.2022

December 2022

Fresh blueberries (Produce department)

- Dollars sales increased **+6.2%** year over year compared to an increase for all fresh berries of **+1.1%**
- Pints increased **+9.6%** and represent 46% of total fresh blueberries dollar sales
- Fresh blueberries posted dollar increases in all regions except West South Central; units posted increases in all 9 regions
- Organic fresh blueberries decreased in dollars by **-0.4%** and increases in units by **+2.4%** YoY.

Frozen blueberries (Frozen department)

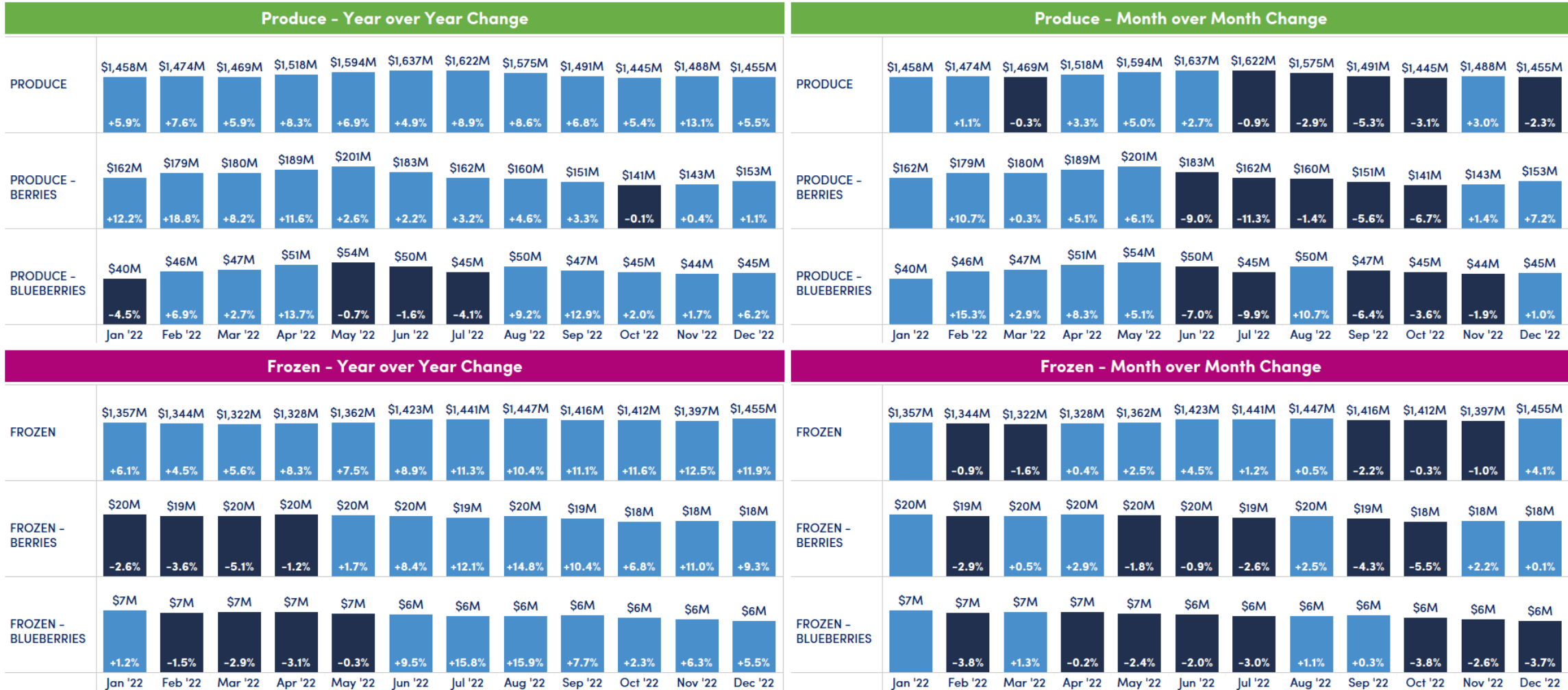
- Dollar sales for frozen blueberries increased **+5.5%** year over year compared to an increase for all frozen berries of **+9.3%**
- 48oz is the dominant pack size and posted an increase in dollars of **+12.0%**
- All 9 regions gained in frozen blueberry dollars, while 7 of 9 decreased in units
- Conventional frozen blueberries increased **+11.0%** in dollars, while organic frozen blueberries declined in dollars by **-14.4%**

Category Segment Performance

December 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	\$189,863,225	\$201,473,985	6.1%	47,610,562	52,388,043	10.0%	41,056,813	45,120,310	9.9%
Fresh Blueberries	\$168,389,945	\$178,812,217	6.2%	44,200,065	49,130,572	11.2%	35,020,237	39,186,518	11.9%
Conventional	\$137,220,115	\$147,782,449	7.7%	37,304,317	42,066,635	12.8%	30,714,581	34,494,976	12.3%
Organic	\$31,169,830	\$31,029,768	-0.4%	6,895,748	7,063,937	2.4%	4,305,656	4,691,542	9.0%
Frozen Blueberries	\$21,473,280	\$22,661,768	5.5%	3,410,497	3,257,471	-4.5%	6,036,576	5,933,792	-1.7%
Conventional	\$16,838,353	\$18,694,423	11.0%	2,661,503	2,638,779	-0.9%	5,053,991	5,112,790	1.2%
Organic	\$4,634,927	\$3,967,345	-14.4%	748,994	618,692	-17.4%	982,585	821,002	-16.4%

Monthly Detail – Dollars/Week



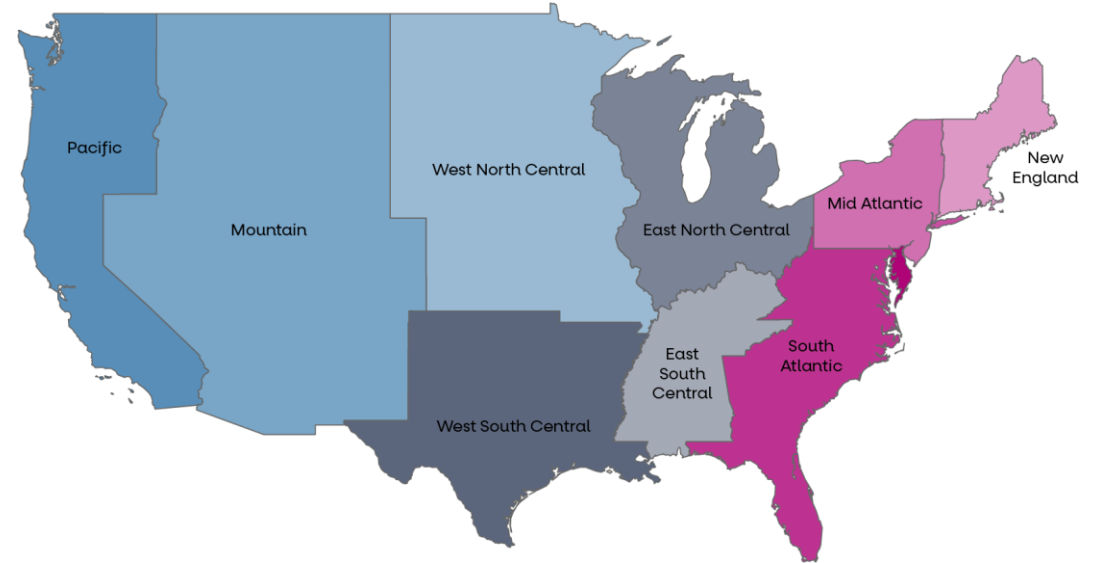
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 12/31/2022

Monthly Detail – Units/Week

Produce - Year over Year Change													Produce - Month over Month Change												
PRODUCE	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	724.6M	694.4M	727.9M	714.3M	715.8M	733.8M	758.3M	796.2M	788.0M	768.0M	730.3M	705.2M	724.6M	694.4M	
	-2.7%	-2.8%	-3.9%	-0.8%	-2.2%	-2.9%	-0.6%	-0.5%	-0.9%	-0.5%	+3.9%	-0.1%		-1.9%	+0.2%	+2.5%	+3.3%	+5.0%	-1.0%	-2.5%	-4.9%	-3.4%	+2.8%	-4.2%	
PRODUCE - BERRIES	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	37.0M	36.9M	40.9M	45.4M	47.9M	46.9M	52.7M	50.6M	44.9M	41.1M	37.3M	36.7M	37.0M	36.9M	
	+0.5%	+15.3%	+7.0%	+7.5%	+1.5%	-1.2%	+0.0%	-3.2%	-2.6%	+0.9%	+0.2%	-0.8%		+11.0%	+5.5%	-2.2%	+12.5%	-4.1%	-11.2%	-8.5%	-9.2%	-1.7%	+1.0%	-0.3%	
PRODUCE - BLUEBERRIES	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	12.3M	12.3M	10.1M	11.4M	11.4M	10.7M	12.3M	11.7M	11.1M	12.7M	11.3M	12.2M	12.3M	12.3M	
	-18.2%	+2.3%	+1.6%	+2.3%	-7.7%	-14.2%	-15.1%	+0.7%	+15.2%	+13.2%	+4.5%	+11.2%		+13.3%	+0.5%	-6.2%	+14.7%	-4.9%	-5.3%	+14.9%	-11.4%	+7.9%	+1.0%	-0.2%	
	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	
Frozen - Year over Year Change													Frozen - Month over Month Change												
FROZEN	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	289.1M	290.1M	313.3M	302.5M	294.1M	292.4M	293.7M	302.2M	302.9M	301.5M	291.1M	288.9M	289.1M	290.1M	
	-2.8%	-5.1%	-5.6%	-3.4%	-5.4%	-4.6%	-3.3%	-4.4%	-4.4%	-3.7%	-2.9%	-3.0%		-3.5%	-2.8%	-0.6%	+0.4%	+2.9%	+0.2%	-0.4%	-3.4%	-0.8%	+0.1%	+0.4%	
FROZEN - BERRIES	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	3.0M	3.0M	3.5M	3.3M	3.3M	3.4M	3.3M	3.3M	3.2M	3.3M	3.0M	2.9M	3.0M	3.0M	
	-11.8%	-14.0%	-16.6%	-12.7%	-8.9%	-3.5%	-0.5%	+1.3%	-2.0%	-1.7%	+1.8%	+1.7%		-5.5%	-1.2%	+2.5%	-1.2%	-1.6%	-1.9%	+1.4%	-6.7%	-5.8%	+3.1%	+2.1%	
FROZEN - BLUEBERRIES	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	0.8M	0.8M	1.1M	1.0M	1.0M	1.0M	1.0M	1.0M	0.9M	0.9M	0.9M	0.9M	0.8M	0.8M	
	-5.6%	-8.3%	-11.7%	-11.8%	-7.8%	-0.5%	+3.6%	+1.8%	-5.6%	-8.4%	-4.4%	-4.5%		-6.5%	-0.5%	-1.0%	-1.6%	-3.2%	-3.9%	+0.7%	-3.1%	-5.1%	-3.7%	-2.5%	
	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	

Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 12/31/2022

Nielsen Divisions



Pacific		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.3%	-1.8%
PRODUCE - BERRIES	-0.7%	-6.4%
PRODUCE - BLUEBERRIES	+5.4%	+4.7%
FROZEN	+7.8%	-6.3%
FROZEN - BERRIES	+9.4%	+4.2%
FROZEN - BLUEBERRIES	+5.4%	-4.1%

Mountain		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.8%	-0.4%
PRODUCE - BERRIES	+0.7%	-1.6%
PRODUCE - BLUEBERRIES	+11.3%	+18.0%
FROZEN	+11.1%	-4.6%
FROZEN - BERRIES	+12.5%	+5.6%
FROZEN - BLUEBERRIES	+11.1%	-0.5%

West North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.9%	+0.8%
PRODUCE - BERRIES	+0.7%	-0.9%
PRODUCE - BLUEBERRIES	+5.6%	+6.0%
FROZEN	+17.3%	+0.9%
FROZEN - BERRIES	+11.3%	+1.0%
FROZEN - BLUEBERRIES	+10.1%	+0.5%

West South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.6%	+1.1%
PRODUCE - BERRIES	-1.9%	-5.8%
PRODUCE - BLUEBERRIES	-0.5%	+2.6%
FROZEN	+12.3%	-3.6%
FROZEN - BERRIES	+14.1%	+4.7%
FROZEN - BLUEBERRIES	+9.3%	+2.0%

East North Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.0%	+0.5%
PRODUCE - BERRIES	-1.1%	+1.7%
PRODUCE - BLUEBERRIES	+3.2%	+24.0%
FROZEN	+14.1%	-2.5%
FROZEN - BERRIES	+7.2%	+2.2%
FROZEN - BLUEBERRIES	+2.5%	-4.0%

East South Central		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.6%	-0.7%
PRODUCE - BERRIES	+3.0%	-3.6%
PRODUCE - BLUEBERRIES	+3.3%	+2.3%
FROZEN	+11.1%	-4.7%
FROZEN - BERRIES	+5.2%	-1.8%
FROZEN - BLUEBERRIES	+3.2%	-4.9%

South Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+6.2%	+0.2%
PRODUCE - BERRIES	+2.4%	+1.6%
PRODUCE - BLUEBERRIES	+7.2%	+10.0%
FROZEN	+11.6%	-2.2%
FROZEN - BERRIES	+7.6%	-0.7%
FROZEN - BLUEBERRIES	+5.1%	-8.0%

Middle Atlantic		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.4%	-0.1%
PRODUCE - BERRIES	+2.2%	+1.9%
PRODUCE - BLUEBERRIES	+7.2%	+10.9%
FROZEN	+10.7%	-2.4%
FROZEN - BERRIES	+9.3%	+1.0%
FROZEN - BLUEBERRIES	+4.5%	-7.1%

New England		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+4.3%	-0.1%
PRODUCE - BERRIES	+5.5%	+0.7%
PRODUCE - BLUEBERRIES	+10.4%	+11.0%
FROZEN	+10.9%	-2.7%
FROZEN - BERRIES	+8.1%	-0.7%
FROZEN - BLUEBERRIES	+0.8%	-8.9%

Total US		
	\$ % Chg YoY	Units % Chg YoY
PRODUCE	+5.5%	-0.1%
PRODUCE - BERRIES	+1.1%	-0.8%
PRODUCE - BLUEBERRIES	+6.2%	+11.2%
FROZEN	+11.9%	-3.0%
FROZEN - BERRIES	+9.3%	+1.7%
FROZEN - BLUEBERRIES	+5.5%	-4.5%

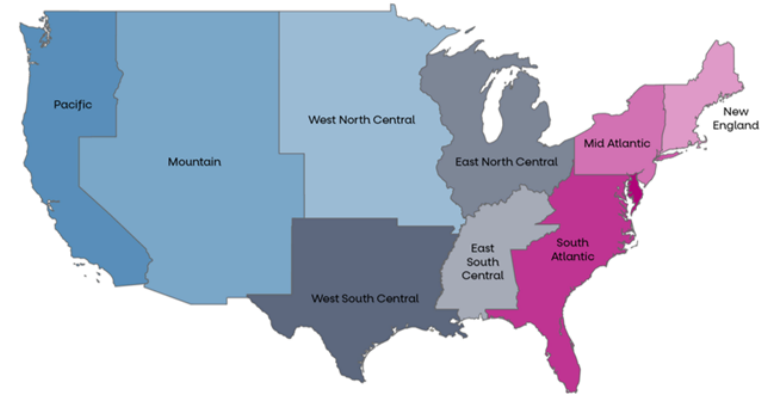
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 12/4/2022 to 12/31/2022

Blueberries - Dollars

TOTAL BLUEBERRIES
\$201,473,985 | ▲ +6.1% YoY

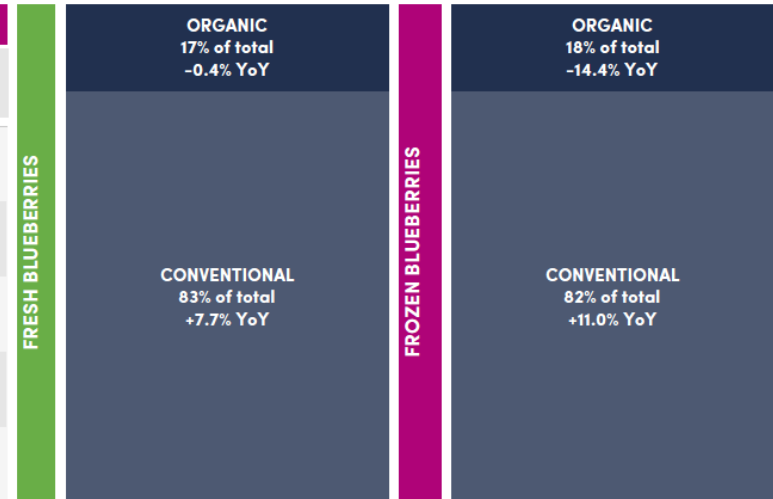
FRESH BLUEBERRIES	
South Atlantic	\$40,173,439 ▲+7.2% 22% of total
Pacific	\$28,654,832 ▲+5.4% 16% of total
Middle Atlantic	\$26,593,412 ▲+7.2% 15% of total
East North Central	\$23,339,436 ▲+3.2% 13% of total
New England	\$15,730,372 ▲+10.4% 9% of total
Mountain	\$14,578,888 ▲+11.3% 8% of total
West South Central	\$11,755,307 ▼-0.5% 7% of total
West North Central	\$10,772,178 ▲+5.6% 6% of total
East South Central	\$7,021,875 ▲+3.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$4,882,653 ▲+5.1% 22% of total
Pacific	\$3,272,985 ▲+5.4% 14% of total
Middle Atlantic	\$2,908,974 ▲+4.5% 13% of total
East North Central	\$2,756,372 ▲+2.5% 12% of total
Mountain	\$2,151,551 ▲+11.1% 9% of total
West South Central	\$2,012,939 ▲+9.3% 9% of total
New England	\$1,971,317 ▲+0.8% 9% of total
West North Central	\$1,744,881 ▲+10.1% 8% of total
East South Central	\$949,911 ▲+3.2% 4% of total



FRESH BLUEBERRIES	
\$178,812,217 ▲ +6.2%	
PINT	\$79,853,674 ▲+9.6% 46% of total \$4.55 Price / Lb (\$0.13) Price Chg
18 OUNCE	\$53,768,570 ▲+5.4% 31% of total \$4.22 Price / Lb (\$0.10) Price Chg
6 OUNCE	\$20,405,786 ▼-17.9% 12% of total \$7.30 Price / Lb (\$1.84) Price Chg
16 OUNCE	\$8,839,018 ▲+8.5% 5% of total \$3.52 Price / Lb (\$0.08) Price Chg
ALL OTHER	\$9,528,044 ▲+35.6% 6% of total \$6.04 Price / Lb \$0.08 Price Chg

FROZEN BLUEBERRIES	
\$22,661,768 ▲ +5.5%	
48 OUNCE	\$10,380,154 ▲+12.0% 46% of total \$3.56 Price / Lb \$0.29 Price Chg
32 OUNCE	\$2,430,738 ▼-11.2% 11% of total \$4.81 Price / Lb \$0.30 Price Chg
16 OUNCE	\$2,552,666 ▲+15.6% 11% of total \$3.37 Price / Lb \$0.41 Price Chg
ALL OTHER	\$5,665,172 ▼-1.6% 25% of total \$4.71 Price / Lb \$0.27 Price Chg
64 OUNCE	\$1,633,037 ▲+8.8% 7% of total \$2.96 Price / Lb \$0.25 Price Chg



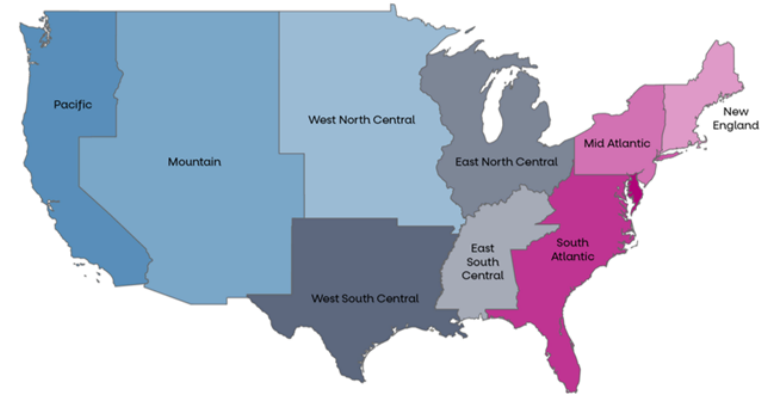
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 12/4/2022 to 12/31/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 45,120,310 Lbs | ▲ +9.9% YoY

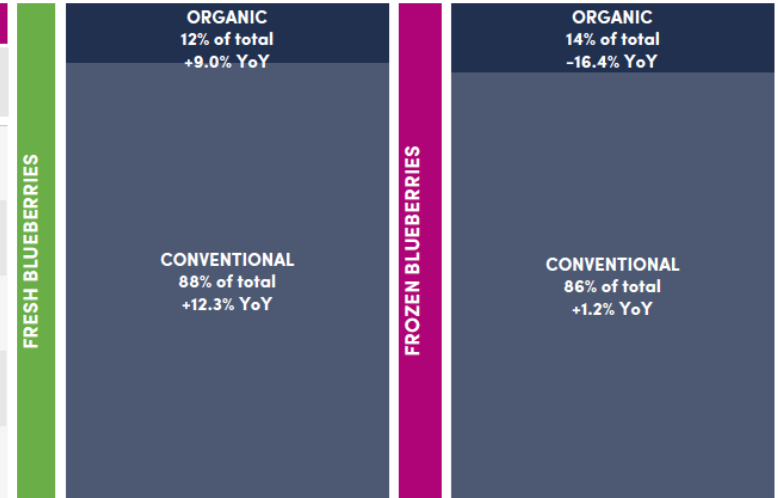
FRESH BLUEBERRIES	
South Atlantic	8,833,486 Lbs ▲+13.6% 23% of total
Pacific	4,889,270 Lbs ▲+10.5% 12% of total
Middle Atlantic	6,084,858 Lbs ▲+11.9% 16% of total
East North Central	6,280,390 Lbs ▲+16.3% 16% of total
New England	3,355,024 Lbs ▲+8.5% 9% of total
Mountain	3,028,533 Lbs ▲+20.2% 8% of total
West South Central	2,883,349 Lbs ▲+6.4% 7% of total
West North Central	2,198,000 Lbs ▲+5.6% 6% of total
East South Central	1,613,351 Lbs ▲+3.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	1,285,336 Lbs ▼-3.3% 22% of total
Pacific	756,983 Lbs ▼-0.7% 13% of total
Middle Atlantic	718,900 Lbs ▼-3.5% 12% of total
East North Central	757,944 Lbs ▲+0.8% 13% of total
Mountain	575,307 Lbs ▲+2.3% 10% of total
West South Central	595,682 Lbs ▲+0.7% 10% of total
New England	500,891 Lbs ▼-8.2% 8% of total
West North Central	475,294 Lbs ▲+2.3% 8% of total
East South Central	264,954 Lbs ▼-6.2% 4% of total



FRESH BLUEBERRIES	
39,186,518 Lbs ▲+11.9%	
PINT	17,567,087 Lbs ▲+12.8% 47% of total \$4.55 Price / Lb (\$0.13) Price Chg
18 OUNCE	12,738,453 Lbs ▲+7.8% 34% of total \$4.22 Price / Lb (\$0.10) Price Chg
6 OUNCE	2,795,084 Lbs ▲+2.8% 8% of total \$7.30 Price / Lb (\$1.84) Price Chg
16 OUNCE	2,512,692 Lbs ▲+10.8% 7% of total \$3.52 Price / Lb (\$0.08) Price Chg
ALL OTHER	1,577,259 Lbs ▲+33.9% 4% of total \$6.04 Price / Lb \$0.08 Price Chg

FROZEN BLUEBERRIES	
5,933,792 Lbs ▼-1.7%	
48 OUNCE	2,917,061 Lbs ▲+2.9% 49% of total \$3.56 Price / Lb \$0.29 Price Chg
32 OUNCE	505,307 Lbs ▼-16.8% 9% of total \$4.81 Price / Lb \$0.30 Price Chg
16 OUNCE	756,516 Lbs ▲+1.6% 13% of total \$3.37 Price / Lb \$0.41 Price Chg
ALL OTHER	1,203,067 Lbs ▼-7.2% 20% of total \$4.71 Price / Lb \$0.27 Price Chg
64 OUNCE	551,842 Lbs ▼-0.6% 9% of total \$2.96 Price / Lb \$0.25 Price Chg

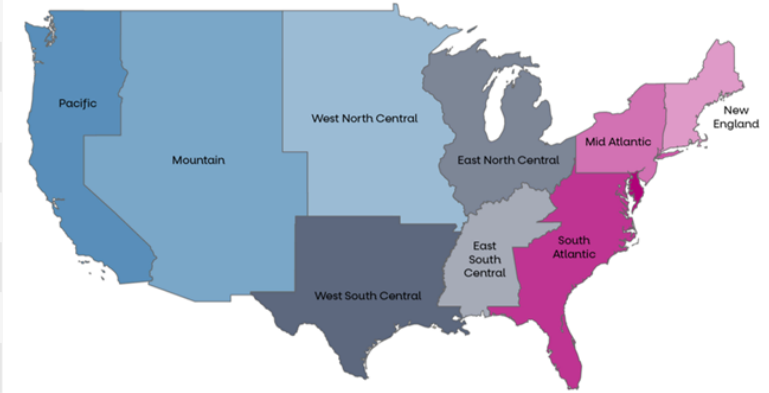


Blueberries - Units

TOTAL BLUEBERRIES
52,388,043 Units | ▲ +10.0% YoY

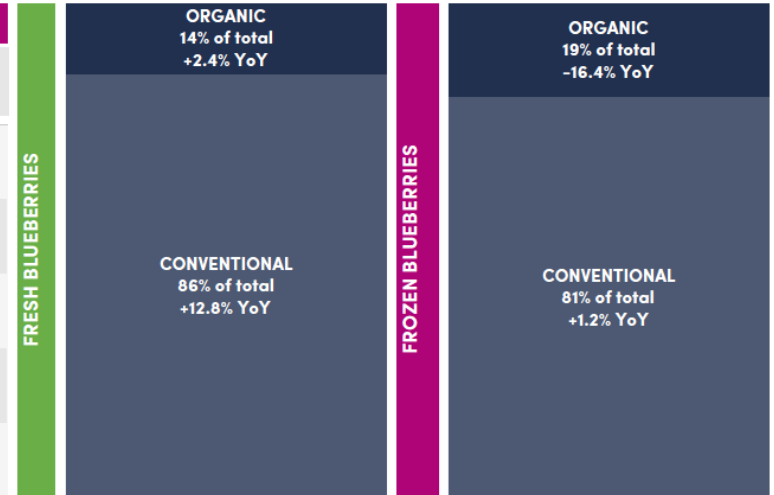
FRESH BLUEBERRIES	
South Atlantic	10,847,474 Units ▲+10.0% 22% of total
Pacific	6,508,523 Units ▲+4.7% 13% of total
Middle Atlantic	6,853,816 Units ▲+10.9% 14% of total
East North Central	8,451,837 Units ▲+24.0% 17% of total
New England	3,993,505 Units ▲+11.0% 8% of total
Mountain	4,270,081 Units ▲+18.0% 9% of total
West South Central	3,376,259 Units ▲+2.6% 7% of total
West North Central	2,865,660 Units ▲+6.0% 6% of total
East South Central	1,936,558 Units ▲+2.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	663,931 Units ▼-8.0% 20% of total
Pacific	423,298 Units ▼-4.1% 13% of total
Middle Atlantic	396,936 Units ▼-7.1% 12% of total
East North Central	421,649 Units ▼-4.0% 13% of total
Mountain	293,993 Units ▼-0.5% 9% of total
West South Central	354,670 Units ▲+2.0% 11% of total
New England	277,645 Units ▼-8.9% 9% of total
West North Central	269,203 Units ▲+0.5% 8% of total
East South Central	154,837 Units ▼-4.9% 5% of total



FRESH BLUEBERRIES	
49,130,572 Units ▲+11.2%	
PINT	23,926,139 Units ▲+12.8% 51% of total \$3.34 Price / Unit (\$0.08) Price Chg
6 OUNCE	7,453,557 Units ▲+2.8% 16% of total \$2.74 Price / Unit (\$0.69) Price Chg
18 OUNCE	11,323,070 Units ▲+7.8% 24% of total \$4.75 Price / Unit (\$0.11) Price Chg
16 OUNCE	2,512,692 Units ▲+10.8% 5% of total \$3.52 Price / Unit (\$0.08) Price Chg
ALL OTHER	1,919,172 Units ▲+33.9% 4% of total \$4.96 Price / Unit (\$0.04) Price Chg

FROZEN BLUEBERRIES	
3,257,471 Units ▼-4.5%	
48 OUNCE	972,354 Units ▲+2.9% 30% of total \$10.68 Price / Unit \$0.86 Price Chg
32 OUNCE	252,653 Units ▼-16.8% 8% of total \$9.62 Price / Unit \$0.60 Price Chg
16 OUNCE	752,726 Units ▲+2.1% 23% of total \$3.39 Price / Unit \$0.40 Price Chg
ALL OTHER	1,141,777 Units ▼-11.3% 35% of total \$4.96 Price / Unit \$0.49 Price Chg
64 OUNCE	137,960 Units ▼-0.6% 4% of total \$11.84 Price / Unit \$1.02 Price Chg

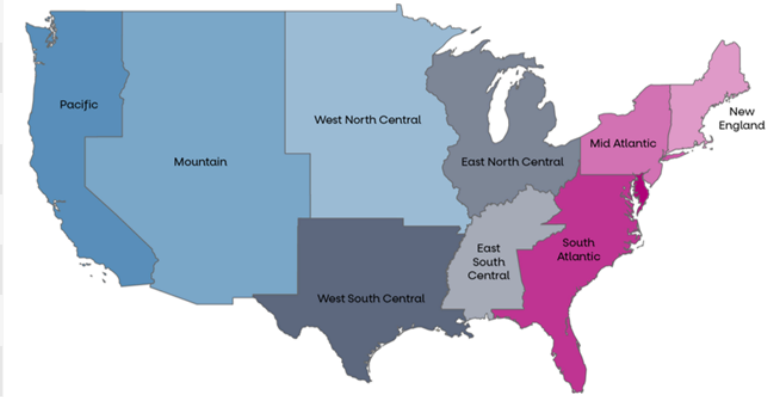


Blueberries - Dollars

TOTAL BLUEBERRIES
\$2,782,784,683 | ▲ +3.6% YoY

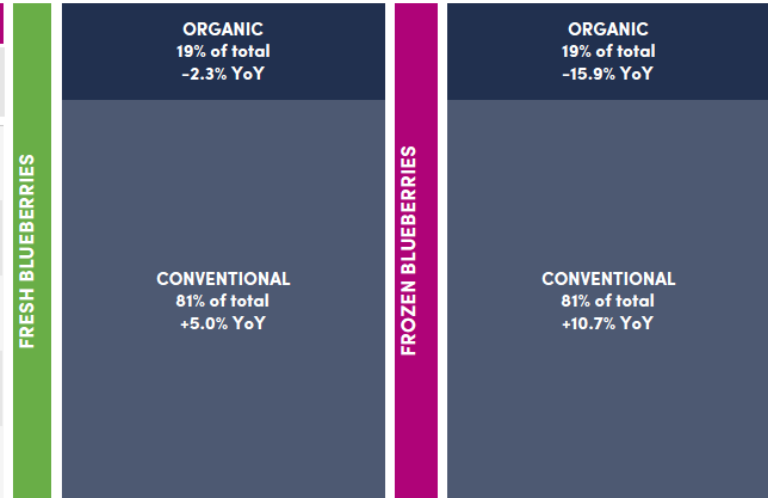
FRESH BLUEBERRIES	
South Atlantic	\$540,462,027 ▲+5.0% 22% of total
Pacific	\$381,126,200 ▲+5.5% 16% of total
Middle Atlantic	\$372,599,900 ▲+1.6% 15% of total
East North Central	\$332,796,017 ▲+2.4% 14% of total
New England	\$219,227,204 ▲+1.9% 9% of total
Mountain	\$191,931,981 ▲+5.4% 8% of total
West South Central	\$167,306,249 ▲+3.5% 7% of total
West North Central	\$144,529,365 ▼-0.5% 6% of total
East South Central	\$100,566,046 ▲+3.7% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	\$71,424,483 ▲+7.2% 22% of total
Pacific	\$48,595,935 ▲+1.5% 15% of total
Middle Atlantic	\$42,515,327 ▲+2.2% 13% of total
East North Central	\$40,250,182 ▲+4.2% 12% of total
Mountain	\$30,330,165 ▲+3.3% 9% of total
New England	\$29,077,543 ▲+0.2% 9% of total
West South Central	\$28,844,387 ▲+7.3% 9% of total
West North Central	\$24,613,579 ▲+9.7% 7% of total
East South Central	\$14,027,361 ▲+3.6% 4% of total



FRESH BLUEBERRIES	
\$2,452,986,431 ▲+3.5%	
PINT	\$1,067,267,328 ▲+4.7% 45% of total \$4.97 Price / Lb \$0.28 Price Chg
18 OUNCE	\$685,537,898 ▲+11.3% 29% of total \$4.57 Price / Lb \$0.21 Price Chg
6 OUNCE	\$338,386,791 ▼-12.3% 14% of total \$9.13 Price / Lb \$0.00 Price Chg
16 OUNCE	\$102,954,028 ▲+9.8% 4% of total \$4.03 Price / Lb \$0.05 Price Chg
ALL OTHER	\$177,973,429 ▼-5.0% 8% of total \$5.10 Price / Lb \$0.91 Price Chg

FROZEN BLUEBERRIES	
\$329,798,252 ▲+4.3%	
48 OUNCE	\$145,563,172 ▲+11.0% 44% of total \$3.41 Price / Lb \$0.28 Price Chg
32 OUNCE	\$37,586,799 ▼-17.5% 11% of total \$4.80 Price / Lb \$0.57 Price Chg
16 OUNCE	\$34,895,895 ▲+8.9% 11% of total \$3.06 Price / Lb \$0.14 Price Chg
ALL OTHER	\$86,447,855 ▲+1.5% 26% of total \$4.63 Price / Lb \$0.47 Price Chg
64 OUNCE	\$25,304,531 ▲+13.9% 8% of total \$2.87 Price / Lb \$0.47 Price Chg



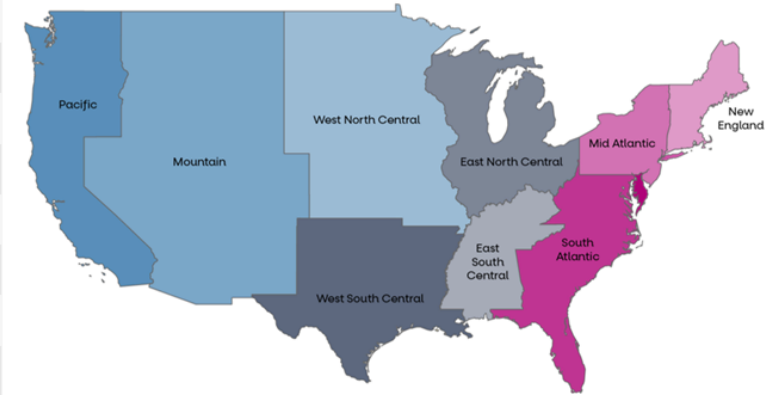
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 12/31/2022

Blueberries - Pounds

TOTAL BLUEBERRIES
 574,866,935 Lbs | ▼ -1.2% YoY

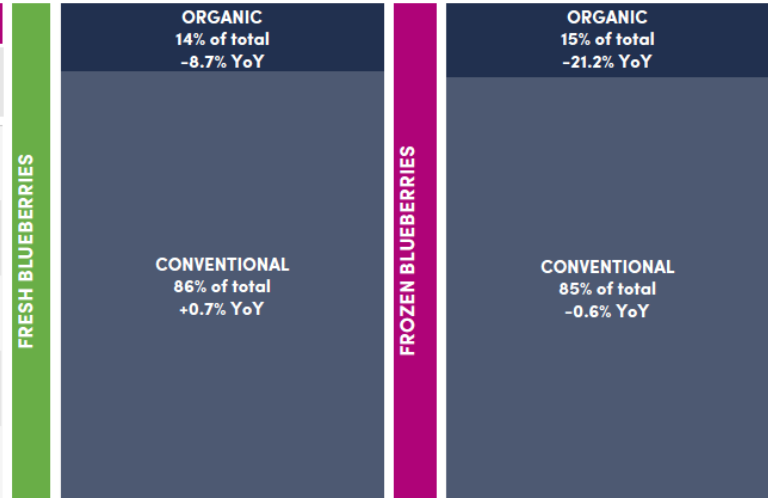
FRESH BLUEBERRIES	
South Atlantic	106,064,584 Lbs ▲+2.4% 22% of total
Pacific	61,605,313 Lbs ▲+0.5% 13% of total
Middle Atlantic	78,201,643 Lbs ▼-2.7% 16% of total
East North Central	75,074,685 Lbs ▼-2.8% 15% of total
New England	44,428,687 Lbs ▼-0.4% 9% of total
Mountain	36,448,095 Lbs ▲+1.2% 8% of total
West South Central	34,584,993 Lbs ▼-1.5% 7% of total
West North Central	27,473,597 Lbs ▼-6.1% 6% of total
East South Central	21,310,042 Lbs ▲+1.2% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	19,673,160 Lbs ▼-1.7% 22% of total
Pacific	11,534,936 Lbs ▼-7.2% 13% of total
Middle Atlantic	11,020,847 Lbs ▼-3.7% 12% of total
East North Central	11,203,611 Lbs ▼-5.0% 13% of total
Mountain	8,408,331 Lbs ▼-6.9% 9% of total
New England	7,696,792 Lbs ▼-6.0% 9% of total
West South Central	8,827,677 Lbs ▼-1.8% 10% of total
West North Central	6,918,864 Lbs ▼-2.0% 8% of total
East South Central	4,104,023 Lbs ▼-7.0% 5% of total



FRESH BLUEBERRIES	
485,451,821 Lbs ▼ -0.7%	
PINT	214,725,903 Lbs ▼-1.1% 46% of total \$4.97 Price / Lb \$0.28 Price Chg
18 OUNCE	150,108,387 Lbs ▲+6.3% 32% of total \$4.57 Price / Lb \$0.21 Price Chg
6 OUNCE	37,044,466 Lbs ▼-12.3% 8% of total \$9.13 Price / Lb \$0.00 Price Chg
16 OUNCE	25,518,782 Lbs ▲+8.3% 6% of total \$4.03 Price / Lb \$0.05 Price Chg
ALL OTHER	34,902,514 Lbs ▼-22.0% 8% of total \$5.10 Price / Lb \$0.91 Price Chg

FROZEN BLUEBERRIES	
89,415,114 Lbs ▼ -4.3%	
48 OUNCE	42,701,966 Lbs ▲+1.9% 48% of total \$3.41 Price / Lb \$0.28 Price Chg
32 OUNCE	7,837,767 Lbs ▼-27.3% 9% of total \$4.80 Price / Lb \$0.57 Price Chg
16 OUNCE	11,414,983 Lbs ▲+3.8% 13% of total \$3.06 Price / Lb \$0.14 Price Chg
ALL OTHER	18,658,192 Lbs ▼-8.8% 21% of total \$4.63 Price / Lb \$0.47 Price Chg
64 OUNCE	8,802,205 Lbs ▼-4.9% 10% of total \$2.87 Price / Lb \$0.47 Price Chg



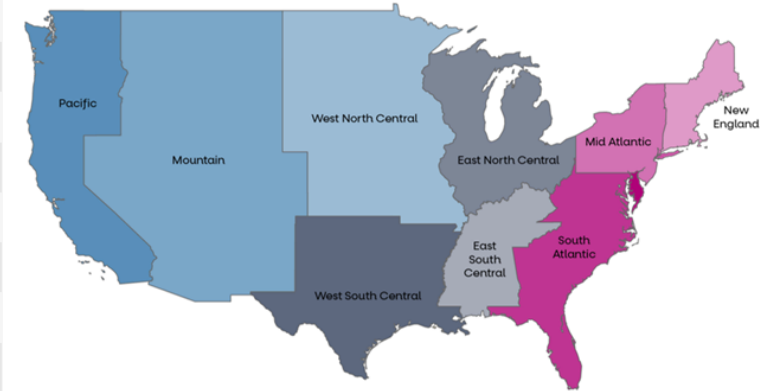
Source: Category Partners, LLC analysis of Nielsen Total U.S. xAOC from 1/2/2022 to 12/31/2022

Blueberries - Units

TOTAL BLUEBERRIES
656,086,421 Units | ▼ -1.6% YoY

FRESH BLUEBERRIES	
South Atlantic	134,593,694 Units ▲+1.7% 22% of total
Pacific	82,359,568 Units ▼-1.8% 14% of total
Middle Atlantic	88,175,801 Units ▼-4.6% 15% of total
East North Central	93,707,987 Units ▼-1.7% 15% of total
New England	52,667,330 Units ▼-2.6% 9% of total
Mountain	51,343,053 Units ▲+1.2% 8% of total
West South Central	41,840,345 Units ▼-0.8% 7% of total
West North Central	35,411,287 Units ▼-4.9% 6% of total
East South Central	25,815,337 Units ▲+0.3% 4% of total

FROZEN BLUEBERRIES	
South Atlantic	10,273,940 Units ▼-4.2% 21% of total
Pacific	6,701,406 Units ▼-7.6% 13% of total
Middle Atlantic	6,133,434 Units ▼-7.3% 12% of total
East North Central	6,447,506 Units ▼-5.7% 13% of total
Mountain	4,451,492 Units ▼-5.9% 9% of total
New England	4,249,200 Units ▼-10.9% 9% of total
West South Central	5,241,067 Units ▼-0.3% 11% of total
West North Central	3,938,401 Units ▼-1.8% 8% of total
East South Central	2,346,032 Units ▼-6.3% 5% of total



FRESH BLUEBERRIES	
606,287,391 Units ▼ -1.3%	
PINT	293,043,334 Units ▼-1.1% 50% of total \$3.64 Price / Unit \$0.20 Price Chg
6 OUNCE	98,785,244 Units ▼-12.3% 17% of total \$3.43 Price / Unit \$0.00 Price Chg
18 OUNCE	133,429,677 Units ▲+6.3% 23% of total \$5.14 Price / Unit \$0.23 Price Chg
16 OUNCE	25,518,782 Units ▲+8.3% 4% of total \$4.03 Price / Unit \$0.05 Price Chg
ALL OTHER	32,358,586 Units ▼-22.0% 6% of total \$5.50 Price / Unit \$0.35 Price Chg

FROZEN BLUEBERRIES	
49,799,030 Units ▼ -5.5%	
48 OUNCE	14,233,989 Units ▲+1.9% 29% of total \$10.23 Price / Unit \$0.84 Price Chg
32 OUNCE	3,918,884 Units ▼-27.3% 8% of total \$9.59 Price / Unit \$1.14 Price Chg
16 OUNCE	11,337,617 Units ▲+4.3% 23% of total \$3.08 Price / Unit \$0.13 Price Chg
ALL OTHER	18,107,990 Units ▼-10.1% 36% of total \$4.77 Price / Unit \$0.55 Price Chg
64 OUNCE	2,200,551 Units ▼-4.9% 4% of total \$11.50 Price / Unit \$1.90 Price Chg

