



USHBC Blueberry Category Retail Sales Report

Quarter 1

13 Weeks Ending Saturday, April 20, 2024

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have grown in dollar value in three of four regions, lead by the South region, with a **24.4%** increase.
- Fresh Conventional fell in dollar sales by **-2.2%**. Organic grew by **16.0%**.
- The 16-ounce, the best selling fresh blueberry item this period, had a **-0.4%** decrease in dollar sales and a **-16.0%** decrease in units this period.
- Fresh blueberry volume sales, both conventional and organic, have increased by **0.02%**.

Frozen Blueberries (Produce Department)

- \$24.4m frozen blueberries were sold in the quarter, making them the most popular berry. Frozen blueberries remain the market leader in dollars despite a sales decline.
- The largest size, 48 ounces, has fallen **-4.3%** in dollar sales. This size accounts for **70%** of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit product in the US, and gained in dollar sales in the West and Northeast regions.
- Frozen Organic blueberry sales decreased **-13.9%**, while Conventional blueberry sales fell **-9.4%**.

• All comparison are vs year ago

Blueberry Sales By Geography

TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgo	Dollar Share	Sum of Units	Units % Change vs YAgo	Units Share	Sum of Pounds	Pounds % Change vs YAgo	Pounds Share
TOTAL US - MULO	\$702,007K	-0.35%	100.00%	145,101K	-16.29%	100.00%	124,210K	-21.99%	100.00%
NORTH CENTRAL	\$150,146K	-36.94%	21.39%	34,950K	-45.60%	24.09%	30,560K	-92.26%	24.60%
NORTHEAST	\$133,958K	10.32%	19.08%	25,556K	-6.33%	17.61%	23,230K	-9.91%	18.70%
SOUTH	\$262,576K	23.52%	37.40%	54,067K	6.10%	37.26%	46,927K	7.85%	37.78%
WEST	\$155,327K	17.32%	22.13%	30,529K	-1.03%	21.04%	23,495K	-2.10%	18.92%



Blueberry Sales By Geography

TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Units Share	Sum of Pounds	Pounds % Change vs YAgO	Pounds Share
TOTAL US - MULO	\$677,559K	0.02%	100.00%	142,791K	-16.32%	100.00%	118,810K	-22.55%	100.00%
NORTH CENTRAL	\$147,099K	-36.63%	21.71%	34,650K	-45.55%	24.27%	29,905K	-92.27%	25.17%
NORTHEAST	\$125,870K	11.04%	18.58%	24,679K	-6.56%	17.28%	21,351K	-10.99%	17.97%
SOUTH	\$255,391K	24.37%	37.69%	53,447K	6.34%	37.43%	45,284K	8.12%	38.11%
WEST	\$149,199K	17.87%	22.02%	30,015K	-1.02%	21.02%	22,270K	-2.37%	18.74%

TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Units Share	Sum of Pounds	Pounds % Change vs YAgO	Pounds Share
TOTAL US - MULO	\$24,448K	-9.62%	100.00%	2,310K	-14.41%	100.00%	5,400K	-9.61%	100.00%
NORTH CENTRAL	\$3,047K	-48.75%	12.46%	300K	-50.84%	12.99%	654K	-91.69%	12.12%
NORTHEAST	\$8,088K	0.27%	33.08%	877K	0.78%	37.94%	1,878K	2.33%	34.79%
SOUTH	\$7,186K	-0.56%	29.39%	620K	-11.16%	26.84%	1,643K	0.15%	30.42%
WEST	\$6,128K	5.40%	25.06%	514K	-1.41%	22.24%	1,224K	2.82%	22.67%



Blueberry Sales By Segment

CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollar % Change vs YAgO	Sum of Units	Units % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
TOTAL FRESH AND FROZEN		702,007,127	-0.35%	145,101,264	-16.29%	124,210,300	-21.99%
FRESH FRUIT - BLUEBERRY	Total	677,558,941	0.02%	142,791,000	-16.32%	118,810,100	-22.55%
	CONVENTIONAL	582,629,249	-2.17%	125,425,033	-17.36%	107,349,311	-24.35%
	ORGANIC	94,929,691	15.95%	17,365,967	-7.93%	11,460,789	-5.66%
FZ FRUIT - BLUEBERRIES	Total	24,448,186	-9.62%	2,310,264	-14.41%	5,400,200	-9.61%
	CONVENTIONAL	23,050,266	-9.35%	2,150,943	-14.34%	5,216,080	-9.45%
	ORGANIC	1,397,920	-13.87%	159,321	-15.29%	184,120	-14.18%

Fresh Blueberry By Size

FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Units Share	Sum of Pounds	Pounds % Change vs YAgO	Pounds Share	Price \$/lb	Price \$/lb % Chg YoY
16 OUNCE	205,440,258	-0.41%	30.32%	51,542,790	-15.98%	36.10%	51,542,790	-19.02%	43.38%	\$3.99	18.53%
18 OUNCE	200,969,266	-6.57%	29.66%	31,626,185	-23.06%	22.15%	35,579,459	-29.97%	29.95%	\$5.65	21.43%
6 OUNCE	73,827,168	-2.62%	10.90%	19,631,056	-14.31%	13.75%	7,361,646	-16.70%	6.20%	\$10.03	13.65%
11 OUNCE	72,471,381	-5.22%	10.70%	13,436,003	-26.43%	9.41%	9,237,252	-35.92%	7.77%	\$7.85	28.82%
9.8 OUNCE	32,605,908	84.74%	4.81%	5,865,909	90.32%	4.11%	3,592,869	47.46%	3.02%	\$9.08	-2.93%
12 OUNCE	26,642,746	-16.43%	3.93%	6,507,927	-33.64%	4.56%	4,880,945	-50.69%	4.11%	\$5.46	25.93%
8 OUNCE	21,268,977	8.59%	3.14%	3,840,694	-17.43%	2.69%	1,920,347	-21.11%	1.62%	\$11.08	31.51%
10 OUNCE	15,465,738	32.99%	2.28%	3,522,686	15.54%	2.47%	2,201,679	13.45%	1.85%	\$7.02	15.10%
1 COUNT	10,820,740	78.65%	1.60%	2,903,927	75.67%	2.03%					
4.4 OUNCE	9,233,861	55.52%	1.36%	2,039,511	15.14%	1.43%	560,865	13.15%	0.47%	\$16.46	35.06%

Frozen Blueberry By Size

FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Units Share	Sum of Pounds	Pounds % Change vs YAgO	Pounds Share	Price \$/lb	Price \$/lb % Chg YoY
48 OUNCE	17,014,437	-4.25%	69.59%	1,300,073	-5.66%	56.27%	3,900,220	-6.00%	72.22%	\$4.36	1.50%
32 OUNCE	1,778,860	-24.75%	7.28%	158,790	-24.77%	6.87%	317,580	-32.92%	5.88%	\$5.60	0.02%
15 OUNCE	1,821,002	-14.39%	7.45%	383,626	-14.74%	16.61%	359,649	-17.28%	6.66%	\$5.06	0.41%
64 OUNCE	1,730,423	-3.64%	7.08%	129,341	0.63%	5.60%	517,366	0.62%	9.58%	\$3.34	-4.24%
12 OUNCE	843,112	-30.45%	3.45%	167,016	-36.32%	7.23%	125,262	-57.03%	2.32%	\$6.73	9.22%
10 OUNCE	582,314	-16.27%	2.38%	105,882	-21.97%	4.58%	66,177	-28.15%	1.23%	\$8.80	7.31%
40 OUNCE	323,517	-6.15%	1.32%	29,671	8.56%	1.28%	74,177	7.88%	1.37%	\$4.36	-13.55%
28 OUNCE	139,998	-37.31%	0.57%	7,886	-40.45%	0.34%	13,800	-67.92%	0.26%	\$10.14	5.27%
8 OUNCE	112,723	-17.81%	0.46%	17,915	-28.65%	0.78%	8,958	-40.16%	0.17%	\$12.58	15.19%
36 OUNCE	55,465	-31.38%	0.23%	4,395	-32.22%	0.19%	9,890	-47.54%	0.18%	\$5.61	1.24%

Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

		Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change	Price \$/lb	Price Per Pound % Change
Grand Total		\$2,257,546,554	-11.57%	512,711,357	-15.78%	\$4.40	2.38%
FRESH BERRIES	Total	\$2,202,407,206	-11.63%	501,381,769	-15.84%	\$4.39	2.37%
	CONVENTIONAL	\$1,918,746,790	-12.95%	465,836,983	-16.63%	\$4.12	1.53%
	ORGANIC	\$283,660,416	-1.50%	35,544,786	-5.46%	\$7.98	3.88%
FROZEN BERRIES	Total	\$55,139,348	-9.16%	11,329,588	-13.09%	\$4.87	2.73%
	CONVENTIONAL	\$51,547,191	-8.73%	10,847,099	-12.94%	\$4.75	3.08%
	ORGANIC	\$3,592,157	-14.92%	482,490	-16.42%	\$7.45	-0.95%

Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

		Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH BERRIES	Total	\$2,202,403,892	-11.63%	501,381,499	-15.84%
	FRESH FRUIT - STRAWBERRY	\$951,740,192	-13.54%	310,239,844	-11.93%
	FRESH FRUIT - BLUEBERRY	\$699,190,288	-2.76%	123,475,561	-18.76%
	FRESH FRUIT - RASPBERRY	\$299,363,677	-22.43%	33,374,234	-34.81%
	FRESH FRUIT - BLACKBERRY	\$251,085,905	-12.26%	34,283,702	-22.22%
	FRESH FRUIT - BERRY OTHER	\$1,023,830	190.62%	8,157	-3.30%
	FROZEN BERRIES	Total	\$55,139,348	-9.16%	11,329,588
FZ FRUIT - BLUEBERRIES		\$24,395,209	-11.66%	5,369,706	-12.08%
FZ FRUIT - MIXED BERRIES		\$18,107,796	-18.02%	3,663,207	-22.17%
FZ FRUIT - STRAWBERRIES		\$10,339,372	20.88%	1,919,698	-0.28%
FZ FRUIT - RASPBERRIES		\$1,768,446	-11.23%	276,215	-12.13%
FZ FRUIT - BLACKBERRIES		\$403,787	13.27%	85,723	15.23%
FZ FRUIT - OTHER BERRIES		\$124,738	33.11%	15,040	22.38%

Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

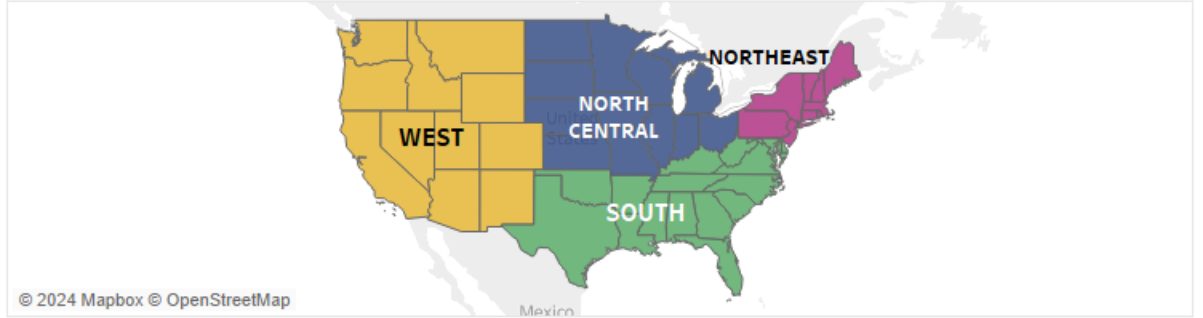
	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH FRUIT - STRAWBERRY	\$751,524,056	1.08%	240,039,226	4.89%
FRESH FRUIT - BLUEBERRY	\$544,662,243	16.16%	92,180,387	3.85%
FRESH FRUIT - ORANGE OTHER	\$344,887,786	0.90%	204,098,300	-3.10%
FRESH FRUIT - RASPBERRY	\$223,371,096	-6.76%	24,178,790	-10.26%
FRESH FRUIT - BLACKBERRY	\$197,296,864	-1.09%	25,487,478	-8.66%
FRESH FRUIT - APPLE	\$188,192,409	0.92%	116,152,204	11.52%
FRESH FRUIT - ORANGE	\$176,064,566	11.02%	135,751,325	6.44%
FRESH FRUIT - GRAPE	\$119,928,596	18.93%	46,475,051	3.15%

SOUTH

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH FRUIT - STRAWBERRY	\$389,874,037	3.88%	132,218,961	8.55%
FRESH FRUIT - BLUEBERRY	\$263,676,373	21.54%	47,464,488	11.67%
FRESH FRUIT - ORANGE OTHER	\$174,056,963	-6.09%	105,387,045	-10.26%
FRESH FRUIT - APPLE	\$117,113,701	-0.42%	71,642,047	10.93%
FRESH FRUIT - ORANGE	\$115,268,377	13.82%	90,616,487	8.54%
FRESH FRUIT - RASPBERRY	\$97,257,928	-9.33%	10,811,037	-13.32%
FRESH FRUIT - BLACKBERRY	\$97,746,650	-3.38%	12,818,076	-15.70%
FRESH FRUIT - GRAPE	\$66,177,642	19.00%	29,438,230	9.47%

WEST

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH FRUIT - STRAWBERRY	\$200,658,747	-1.47%	63,499,909	0.94%
FRESH FRUIT - BLUEBERRY	\$149,296,820	13.16%	22,147,344	-2.22%
FRESH FRUIT - ORANGE OTHER	\$93,586,352	0.29%	59,213,924	-3.57%
FRESH FRUIT - RASPBERRY	\$59,930,554	-7.56%	6,139,174	-16.29%
FRESH FRUIT - BLACKBERRY	\$55,744,353	-0.25%	7,320,200	-2.06%
FRESH FRUIT - APPLE	\$31,718,681	1.20%	18,506,689	14.68%
FRESH FRUIT - OTHER	\$31,673,728	3.62%	7,379,893	-2.11%
FRESH FRUIT - ORANGE	\$32,692,439	11.88%	23,762,329	6.76%



NORTHEAST

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH FRUIT - STRAWBERRY	\$160,990,634	-2.18%	44,320,285	-0.35%
FRESH FRUIT - BLUEBERRY	\$131,686,375	9.70%	22,568,356	-6.64%
FRESH FRUIT - ORANGE OTHER	\$77,244,471	22.31%	39,497,332	16.70%
FRESH FRUIT - RASPBERRY	\$66,182,614	-1.89%	7,228,579	-0.57%
FRESH FRUIT - BLACKBERRY	\$43,805,861	3.29%	5,349,201	-0.82%
FRESH FRUIT - APPLE	\$39,360,027	4.89%	26,003,469	10.87%
FRESH FRUIT - ORANGE	\$28,103,750	0.06%	21,372,509	-2.83%
FRESH FRUIT - GRAPE	\$21,794,769	0.03%	6,699,559	-24.27%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FRESH FRUIT - STRAWBERRY	\$200,217,414	-43.96%	70,200,760	-69.47%
FRESH FRUIT - BLUEBERRY	\$154,533,394	-38.21%	31,295,573	-85.36%
FRESH FRUIT - ORANGE OTHER	\$106,643,051	-44.72%	69,609,472	-89.99%
FRESH FRUIT - RASPBERRY	\$75,992,581	-48.07%	9,195,444	-99.34%
FRESH FRUIT - APPLE	\$75,153,495	-38.58%	50,941,297	-37.50%
FRESH FRUIT - BLACKBERRY	\$53,789,041	-37.96%	8,796,224	-61.49%
FRESH FRUIT - ORANGE	\$48,192,212	-41.52%	38,870,582	-70.19%
FRESH FRUIT - GRAPE	\$29,254,740	-34.58%	10,413,207	-102.42%

Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.

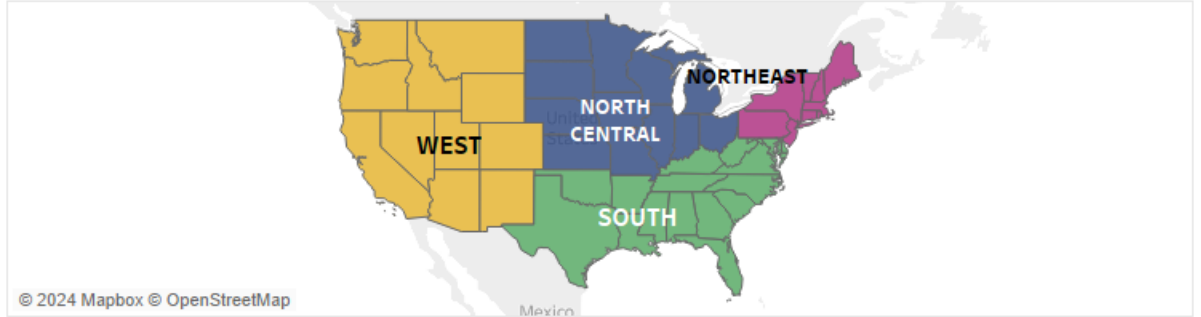
	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$21,387,237	-0.42%	4,729,781	-0.09%
FZ FRUIT - OTHER	\$16,862,926	7.70%	4,145,834	-2.07%
FZ FRUIT - MIXED BERRIES	\$15,771,765	-5.37%	3,200,898	-6.37%
FZ FRUIT - MIXED FRUIT	\$12,284,459	-11.83%	2,667,654	-15.79%
FZ FRUIT - SMOOTHIE KITS	\$12,664,630	-3.02%	2,189,704	-1.54%
FZ FRUIT - STRAWBERRIES	\$8,722,478	49.49%	1,647,783	17.28%
FZ FRUIT - ACAI	\$3,967,542	-16.56%	563,832	-23.29%
FZ FRUIT - MANGO	\$3,339,628	-21.41%	787,503	-42.29%

SOUTH

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	\$10,245,289	9.84%	2,742,328	-0.62%
FZ FRUIT - BLUEBERRIES	\$7,141,758	-3.27%	1,625,528	-2.72%
FZ FRUIT - SMOOTHIE KITS	\$7,040,520	-2.92%	1,282,282	2.12%
FZ FRUIT - MIXED BERRIES	\$6,971,264	6.46%	1,426,930	5.64%
FZ FRUIT - MIXED FRUIT	\$4,967,282	-13.22%	1,087,623	-20.90%
FZ FRUIT - STRAWBERRIES	\$3,755,233	77.45%	642,939	16.18%
FZ FRUIT - ACAI	\$1,808,198	-8.18%	264,403	-10.81%
FZ FRUIT - MANGO	\$1,349,886	-29.75%	333,593	-59.29%

WEST

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$6,019,146	1.76%	1,191,135	-1.03%
FZ FRUIT - MIXED BERRIES	\$3,609,023	-11.00%	699,051	-15.42%
FZ FRUIT - SMOOTHIE KITS	\$2,619,268	0.82%	358,638	-8.72%
FZ FRUIT - OTHER	\$2,607,466	20.82%	460,216	2.53%
FZ FRUIT - MIXED FRUIT	\$2,157,518	-11.76%	406,043	-21.54%
FZ FRUIT - ACAI	\$1,237,278	-16.49%	168,519	-20.83%
FZ FRUIT - STRAWBERRIES	\$1,466,098	41.01%	203,812	-4.27%
FZ FRUIT - MANGO	\$572,174	-17.35%	115,325	-40.14%



NORTHEAST

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$8,226,333	0.58%	1,913,117	2.73%
FZ FRUIT - MIXED BERRIES	\$5,191,478	-14.38%	1,074,916	-16.43%
FZ FRUIT - MIXED FRUIT	\$5,159,659	-10.48%	1,173,988	-9.07%
FZ FRUIT - OTHER	\$4,010,171	-3.88%	943,291	-8.54%
FZ FRUIT - SMOOTHIE KITS	\$3,004,842	-6.37%	548,784	-5.43%
FZ FRUIT - STRAWBERRIES	\$3,501,146	30.69%	801,031	23.66%
FZ FRUIT - MANGO	\$1,417,567	-3.48%	338,585	-4.23%
FZ FRUIT - ACAI	\$922,066	-29.29%	130,911	-51.66%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$3,007,973	-50.98%	639,925	-100.67%
FZ FRUIT - SMOOTHIE KITS	\$2,654,490	-58.55%	432,406	-140.63%
FZ FRUIT - MIXED BERRIES	\$2,336,031	-56.91%	462,309	-131.52%
FZ FRUIT - MIXED FRUIT	\$1,657,233	-57.78%	277,268	-159.39%
FZ FRUIT - STRAWBERRIES	\$1,616,894	-40.53%	271,915	-106.69%
FZ FRUIT - OTHER	\$1,285,995	-47.64%	261,282	-93.27%
FZ FRUIT - ACAI	\$615,367	-53.59%	92,172	-114.39%
FZ FRUIT - MANGO	\$427,183	-67.36%	90,497	-231.75%

Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES			STRAWBERRIES			ALL OTHER BERRIES		
		Price \$/lb	Price Per Pound Change	Price Per Pound % Change	Price \$/lb	Price Per Pound Change	Price Per Pound % Change	Price \$/lb	Price Per Pound Change	Price Per Pound % Change
TOTAL FRESH & FZ		\$5.62	\$0.73	14.83%	\$3.08	-\$0.09	-2.99%	\$7.98	\$0.38	5.01%
FRESH FRUIT	Total	\$5.66	\$0.76	15.49%	\$3.07	-\$0.10	-3.22%	\$8.15	\$0.41	5.32%
	CONVENTIONAL	\$5.41	\$0.70	14.95%	\$2.94	-\$0.11	-3.50%	\$7.58	\$0.30	4.13%
	ORGANIC	\$8.03	\$0.82	11.38%	\$5.62	-\$0.16	-2.79%	\$12.25	\$0.82	7.20%
FZ FRUIT	Total	\$4.54	-\$0.05	-0.99%	\$5.39	\$0.94	21.21%	\$5.05	\$0.01	0.25%
	CONVENTIONAL	\$4.44	-\$0.04	-0.85%	\$5.29	\$0.99	23.04%	\$4.92	\$0.01	0.28%
	ORGANIC	\$7.47	-\$0.21	-2.70%	\$8.22	\$0.27	3.45%	\$7.21	-\$0.06	-0.79%

BERRY PATCH PROMOTION PRICING

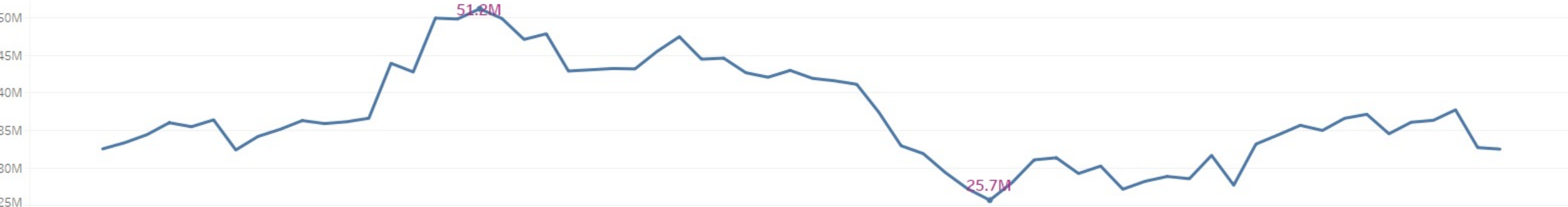
		Price \$/lb	Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change
TOTAL FRESH & FZ		\$4.40	\$3.81	4.49%	\$5.61	10.04%
FRESH FRUIT	Total	\$4.39	\$3.81	4.53%	\$5.64	10.40%
	CONVENTIONAL					
	RASPBERRY	\$8.36	\$7.49	1.68%	\$9.37	5.58%
	BLACKBERRY	\$6.79	\$6.30	10.25%	\$7.78	8.23%
	BLUEBERRY	\$5.41	\$4.91	21.28%	\$6.10	20.12%
	STRAWBERRY	\$2.94	\$2.80	-1.86%	\$3.37	-1.49%
	ORGANIC					
	RASPBERRY	\$13.00	\$12.57	11.46%	\$13.14	5.92%
	BLACKBERRY	\$11.43	\$10.94	14.72%	\$11.62	7.21%
	BLUEBERRY	\$8.03	\$7.31	15.66%	\$8.58	14.38%
	STRAWBERRY	\$5.62	\$5.06	-4.22%	\$6.44	1.62%
FZ FRUIT	Total	\$4.87	\$4.22	-0.23%	\$5.08	4.32%
	CONVENTIONAL					
	OTHER BERRIES	\$8.29	\$6.06	-37.15%	\$8.79	11.90%
	RASPBERRIES	\$5.95	\$4.88	7.14%	\$6.25	-0.75%
	MIXED BERRIES	\$4.85	\$4.42	2.48%	\$4.97	0.22%
	STRAWBERRIES	\$5.29	\$3.90	2.56%	\$5.83	30.73%
	BLUEBERRIES	\$4.44	\$4.03	-1.38%	\$4.57	-0.02%
	BLACKBERRIES	\$3.96	\$4.17	-7.50%	\$3.94	2.10%
	ORGANIC					
	RASPBERRIES	\$11.05	\$9.03	-1.64%	\$11.70	3.37%
	OTHER BERRIES					
	STRAWBERRIES	\$8.22	\$6.95	9.70%	\$8.59	2.94%
	BLUEBERRIES	\$7.47	\$5.97	-9.01%	\$7.92	-0.84%
	BLACKBERRIES	\$6.92	\$4.51	-27.84%	\$8.35	0.65%
	MIXED BERRIES	\$6.74	\$5.68	-8.88%	\$7.16	3.16%

Conventional Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



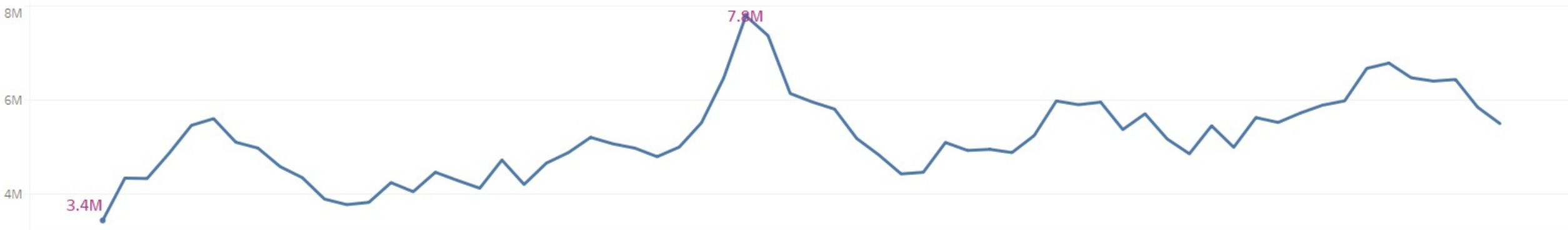
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 13 Weeks Ending Saturday, April 20, 2024

Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
13 Weeks Ending Saturday, April 20, 2024

Frozen Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
13 Weeks Ending Saturday, April 20, 2024

APPENDIX - MULO UNIVERSE INCLUDED RETAILERS

MULTI-OUTLET + CONVENIENCE

The multi-outlet + Convenience outlet is an aggregation of the multi-outlet universe and the convenience universe, detailed in the sections below.

MULTI-OUTLET UNIVERSE

Multi-Outlet reporting includes the aggregation of the following:

- Grocery Outlet - Stores with \$2M + annual ACV
- Drug Outlet - All chain and independent drug retailers, excluding Rx sales
- Census Mass Merchandiser Outlet - Target and Kmart
- Census Walmart - Census data from Supercenters, Division 1 and Neighborhood Market
- Census Club - BJ's and Sam's Club
- Census Dollar - Dollar General and Family Dollar
- Census Military - Defense Commissary Agency, Army & Air Force Exchange Service, Navy, Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange
- Census Amazon F3 - Amazon Fresh, Prime Now, Go

Please note the following retailers are NOT included in multi-outlet reporting:

- Costco
- Dollar Tree