



USHBC Blueberry Category Retail Sales Report Period 2

4 Weeks Ending Saturday, February 22, 2025

Key Insights

Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have declined in dollar value in three of four regions, but the South region has grown by **4.19%**.
- Fresh Conventional and Organic fell **1.29%** and **0.89%**, respectively.
- The 16-ounce fresh blueberry size sold best, followed by the 18-ounce size in dollar sales. However, 18-ounce sales have dropped **11.40%**.
- Fresh blueberry volume sales, both conventional and organic, have dropped **23.6%**. The change in pricing has stabilized revenue.

Frozen Blueberries (Produce Department)

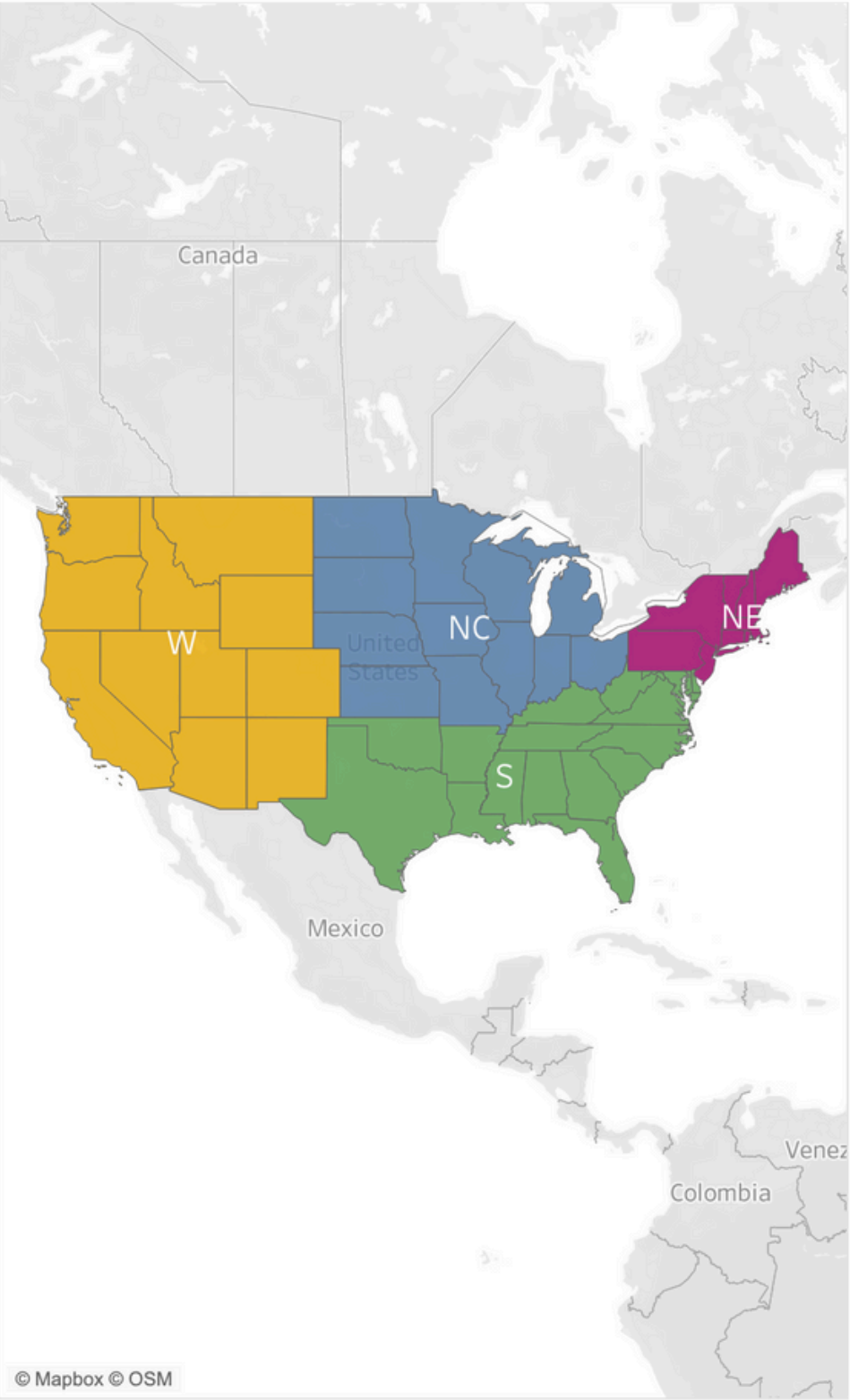
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling product in the US, growing **6%** in the Northeast and **5%** in the North Central.
- Organic blueberry sales dropped **8.7%**, while conventional blueberry sales fell **0.37%**.

* all comparison periods are vs year ago

Blueberry Sales By Geography

TOTAL FRESH AND FROZEN BLUEBERRIES

	Sum of Dollars	Dollar % Change vs YAgg	Dollar Share	Sum of Units	Unit % Change vs YAgg	Unit Share	Sum of Pounds	Pounds % Change vs YAgg	Pound Share
TOTAL US - MULO	412,729K	-3.1%	100.0%	93,196K	7.2%	100.0%	82,511K	9.8%	100.0%
NORTH CENTRAL	55,397K	3.4%	13.4%	14,653K	13.6%	15.7%	13,567K	14.8%	16.4%
NORTHEAST	84,394K	-4.1%	20.4%	19,345K	16.6%	20.8%	17,920K	18.6%	21.7%
SOUTH	159,722K	-4.0%	38.7%	37,045K	5.9%	39.7%	32,138K	6.7%	38.9%
WEST	113,215K	-4.0%	27.4%	22,153K	-1.5%	23.8%	18,886K	4.3%	22.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

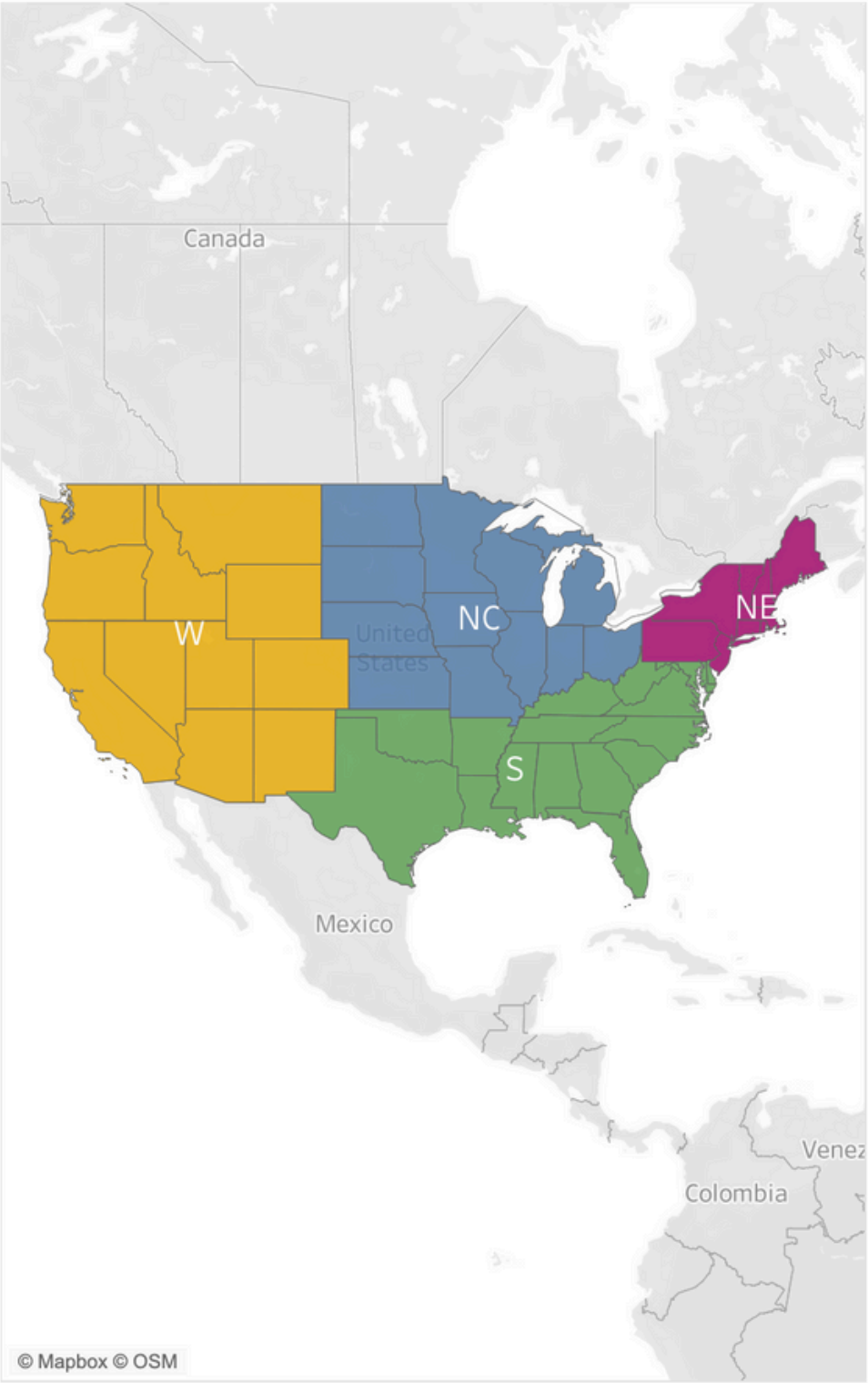
Blueberry Sales By Geography

TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change YAgo	Pound Share
TOTAL US - MULO	\$398,748K	-3.07%	100.00%	91,840K	7.33%	100.00%	79,515K	10.28%	100.00%
NORTH CENTRAL	\$54,495K	3.53%	13.67%	14,563K	13.67%	15.86%	13,369K	15.10%	16.81%
NORTHEAST	\$79,604K	-4.13%	19.96%	18,801K	17.22%	20.47%	16,839K	20.20%	21.18%
SOUTH	\$155,841K	-4.03%	39.08%	36,708K	6.03%	39.97%	31,272K	6.99%	39.33%
WEST	\$108,808K	-3.99%	27.29%	21,768K	-1.50%	23.70%	18,035K	4.57%	22.68%

TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgo	Dollar Share	Sum of Units	Units % Change YAgo	Unit Share	Sum of Pounds	Pounds % Change YAgo	Pound Share
TOTAL US - MULO	13,981K	-3.77%	100.00%	1,355,663	-2.65%	100.00%	2,995,291	-2.02%	100.00%
NORTH CENTRAL	903K	-4.25%	6.46%	89,730	-1.24%	6.62%	197,581	-1.10%	6.60%
NORTHEAST	4,790K	-3.20%	34.26%	543,721	-2.35%	40.11%	1,081,055	-1.67%	36.09%
SOUTH	3,881K	-4.02%	27.76%	336,702	-4.80%	24.84%	865,847	-3.51%	28.91%
WEST	4,407K	-4.06%	31.52%	385,511	-1.44%	28.44%	850,807	-1.14%	28.40%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

Blueberry Sales By Segment

CONVENTIONAL & ORGANIC BLUEBERRRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAg	Sum of Units	Units % Change YAg	Sum of Pounds	Pounds % Change YAg
TOTAL FRESH AND FROZEN		412,728,535	-3.09%	93,196,116	7.17%	82,510,607	9.78%
FRESH FRUIT - BLUEBERRY	Total	398,747,781	-3.07%	91,840,453	7.33%	79,515,317	10.28%
	CONVENTIONAL	322,719,605	-4.45%	77,427,141	6.94%	67,767,582	8.20%
	ORGANIC	76,028,175	3.25%	14,413,312	9.46%	11,747,734	24.06%
FZ FRUIT - BLUEBERRIES	Total	13,980,755	-3.77%	1,355,663	-2.65%	2,995,291	-2.02%
	CONVENTIONAL	12,332,775	-5.13%	1,172,870	-4.21%	2,770,928	-2.84%
	ORGANIC	1,647,979	7.83%	182,793	8.74%	224,363	9.40%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

Fresh Blueberry By Size

FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change YAgO	Dollar Share	Sum of Units	Units % Change YAgO	Unit Share	Sum of Pounds	Pounds % Change YAgO	Pound Share	Price \$/lb	Price \$/lb % Change YAgO
9.8 OUNCE	34,425,460	59.32%	8.63%	6,070,390	63.11%	6.61%	3,718,114	63.11%	4.68%	\$9.26	-2.32%
9.3 OUNCE	698	-50.96%	0.00%	198	-16.48%	0.00%	115	-16.48%	0.00%	\$6.05	-41.28%
9 OUNCE	258,538	60.54%	0.06%	43,257	100.06%	0.05%	24,332	100.06%	0.03%	\$10.63	-19.76%
80 OUNCE	37,675	4.58%	0.01%	1,282	15.59%	0.00%	6,412	15.59%	0.01%	\$5.88	-9.53%
8 OUNCE	8,083,469	-35.14%	2.03%	1,668,562	-25.03%	1.82%	834,281	-25.03%	1.05%	\$9.69	-13.48%
7.6 OUNCE	212,872	223.45%	0.05%	36,682	251.92%	0.04%	17,424	251.92%	0.02%	\$12.22	-8.09%
64 OUNCE	841,436	39.85%	0.21%	99,233	29.53%	0.11%	396,932	29.53%	0.50%	\$2.12	7.96%
6.5 OUNCE	426	69.37%	0.00%	39	71.93%	0.00%	16	71.93%	0.00%	\$26.77	-1.49%
6 OUNCE	37,699,350	-19.22%	9.45%	9,976,609	-18.10%	10.86%	3,741,228	-18.10%	4.71%	\$10.08	-1.38%
5.6 OUNCE	306	23.66%	0.00%	131	67.05%	0.00%	46	67.05%	0.00%	\$6.67	-25.97%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Frozen Blueberry By Size

FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change Y Ago	Dollar Share	Sum of Units	Units % Change Y Ago	Unit Share	Sum of Pounds	Pounds % Change Y Ago	Pound Share	Price \$/lb	Price \$/lb % Change Y Ago
80 OUNCE	5,093	-31.74%	0.04%	169	-33.86%	0.01%	845	-33.86%	0.03%	\$6.03	3.20%
8 OUNCE	112,575	-3.93%	0.81%	18,714	-6.31%	1.38%	9,357	-6.31%	0.31%	\$12.03	2.54%
64 OUNCE	559,117	-7.44%	4.00%	43,254	-6.81%	3.19%	173,018	-6.81%	5.78%	\$3.23	-0.68%
48 OUNCE	9,572,297	-1.32%	68.47%	732,018	0.65%	54.00%	2,196,053	0.65%	73.32%	\$4.36	-1.95%
40 OUNCE	164,383	-14.13%	1.18%	14,204	-16.20%	1.05%	35,509	-16.20%	1.19%	\$4.63	2.47%
36 OUNCE	52,680	33.00%	0.38%	5,157	72.46%	0.38%	11,602	72.46%	0.39%	\$4.54	-22.88%
32 OUNCE	1,067,004	-20.71%	7.63%	92,171	-20.20%	6.80%	184,342	-20.20%	6.15%	\$5.79	-0.64%
28 OUNCE	247,436	-1.91%	1.77%	16,109	-1.70%	1.19%	28,190	-1.70%	0.94%	\$8.78	-0.22%
24 OUNCE	13,830	-23.91%	0.10%	931	-23.94%	0.07%	1,397	-23.94%	0.05%	\$9.90	0.05%
16 OUNCE	10,182	31.96%	0.07%	2,696	39.83%	0.20%	2,696	39.83%	0.09%	\$3.78	-5.63%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Berry Patch Performance By Berry Type

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

		Sum of Dollars	Dollar % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO	Price \$/lb	Price Per Pound % Change
Grand Total		1,327,852,387	2.40%	277,311,039	6.40%	\$4.79	-3.76%
FRESH BERRIES	Total	1,296,852,356	2.50%	270,793,671	6.55%	\$4.79	-3.80%
	CONVENTIONAL	1,107,117,863	1.67%	247,060,444	5.70%	\$4.48	-3.82%
	ORGANIC	189,734,494	7.67%	23,733,227	16.25%	\$7.99	-7.38%
FROZEN BERRIES	Total	31,000,030	-1.70%	6,517,368	0.48%	\$4.76	-2.16%
	CONVENTIONAL	27,393,058	-1.95%	6,017,065	0.25%	\$4.55	-2.20%
	ORGANIC	3,606,972	0.23%	500,303	3.21%	\$7.21	-2.89%

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Berry Patch Performance By Berry Type

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

		Sum of Dollars ₹	Dollar % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
FRESH BERRIES	Total	1,296,852,356	2.50%	270,793,671	6.55%
	FRESH FRUIT - STRAWBERRIES	595,541,868	7.03%	157,370,848	6.04%
	FRESH FRUIT - BLUEBERRY	398,747,781	-3.07%	79,515,317	10.28%
	FRESH FRUIT - RASPBERRIES	168,904,029	-0.68%	16,992,100	-4.89%
	FRESH FRUIT - BLACKBERRIES	131,384,124	5.90%	16,640,953	8.10%
	FRESH FRUIT - OTHER BERRIES	2,274,555	-30.31%	274,454	-26.70%
FROZEN BERRIES	Total	31,000,030	-1.70%	6,517,368	0.48%
	FZ FRUIT - BLUEBERRIES	13,980,755	-3.77%	2,995,291	-2.02%
	FZ FRUIT - MIXED BERRIES	10,208,928	-4.79%	2,064,166	-2.79%
	FZ FRUIT - STRAWBERRIES	5,126,750	12.95%	1,208,016	15.79%
	FZ FRUIT - RASPBERRIES	1,237,041	-7.52%	176,508	-9.16%
	FZ FRUIT - BLACKBERRIES	339,385	9.13%	60,516	6.88%
	FZ FRUIT - OTHER BERRIES	107,171	10.12%	12,870	9.95%

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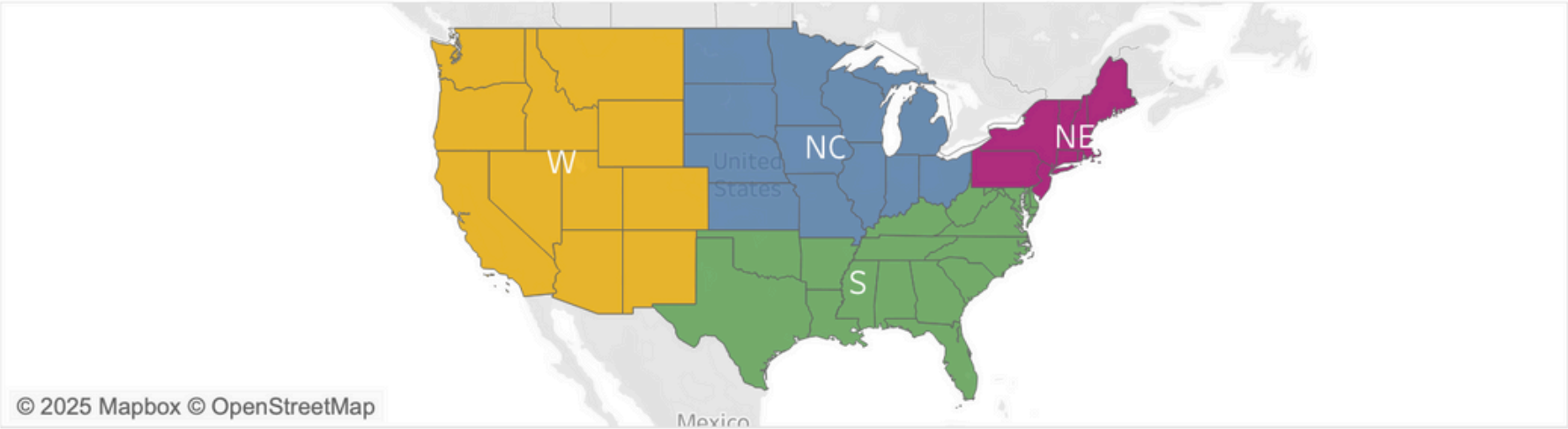
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	650,639,188	6.85%	172,650,138	5.70%
FRESH FRUIT - BLUEBERRY	441,679,855	-2.34%	89,984,004	10.66%
MANDARINS - REGULAR / OTHER	278,687,847	0.10%	178,662,001	2.41%
RASPBERRIES	188,107,393	-0.68%	19,048,251	-5.00%
BLACKBERRIES	145,063,232	5.24%	18,834,721	6.93%
ORANGES - NAVEL / REGULAR	84,807,263	4.41%	78,123,476	5.68%
SMOOTHIE / SHAKE / NECTAR	68,613,362	-8.58%	25,872,056	-6.77%
GREEN GRAPES - SEEDLESS	68,281,798	24.33%	28,600,330	18.93%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	260,699,140	2.95%	73,535,287	3.48%
FRESH FRUIT - BLUEBERRY	155,841,203	-4.03%	31,271,790	6.99%
MANDARINS - REGULAR / OTHER	106,618,468	-0.57%	68,756,415	1.95%
BLACKBERRIES	56,406,019	7.92%	7,164,162	10.06%
RASPBERRIES	56,213,109	1.01%	5,719,242	-3.57%
ORANGES - NAVEL / REGULAR	36,935,290	4.86%	33,936,571	7.17%
GREEN GRAPES - SEEDLESS	25,935,447	18.56%	10,965,845	13.31%
APPLES - GALA	25,928,077	-4.68%	19,066,996	-7.32%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	145,875,966	17.46%	35,142,029	11.73%
FRESH FRUIT - BLUEBERRY	108,808,427	-3.99%	18,035,451	4.57%
MANDARINS - REGULAR / OTHER	63,104,175	1.21%	39,983,234	0.23%
RASPBERRIES	48,391,953	-4.23%	4,588,732	-9.42%
BLACKBERRIES	32,402,400	-0.21%	3,675,015	-0.35%
SMOOTHIE / SHAKE / NECTAR	19,616,442	-13.57%	7,423,435	-11.35%
GREEN GRAPES - SEEDLESS	13,961,282	17.18%	6,159,018	23.32%
APPLES - HONEYCRISP	10,319,990	-8.71%	4,467,611	-12.73%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	110,017,147	4.90%	25,812,803	5.89%
FRESH FRUIT - BLUEBERRY	79,603,528	-4.13%	16,839,082	20.20%
MANDARINS - REGULAR / OTHER	44,819,136	-1.71%	26,246,422	6.25%
RASPBERRIES	39,182,254	-0.17%	3,888,135	-1.93%
BLACKBERRIES	26,066,927	13.03%	3,164,065	21.55%
ORANGES - NAVEL / REGULAR	17,793,145	-3.54%	15,200,004	-2.91%
GREEN GRAPES - SEEDLESS	13,354,772	55.46%	5,160,658	38.58%
SMOOTHIE / SHAKE / NECTAR	11,828,992	-8.65%	4,241,521	-8.00%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	78,949,614	6.52%	22,880,728	6.32%
FRESH FRUIT - BLUEBERRY	54,494,622	3.53%	13,368,994	15.10%
MANDARINS - REGULAR / OTHER	38,120,526	0.36%	26,383,879	2.22%
RASPBERRIES	25,116,713	1.98%	2,795,990	-3.68%
BLACKBERRIES	16,508,779	1.52%	2,637,710	1.72%
APPLES - HONEYCRISP	13,539,596	4.15%	6,830,505	-5.96%
ORANGES - NAVEL / REGULAR	12,249,509	8.83%	11,676,564	7.80%
GREEN GRAPES - SEEDLESS	10,316,076	9.51%	4,605,021	-0.09%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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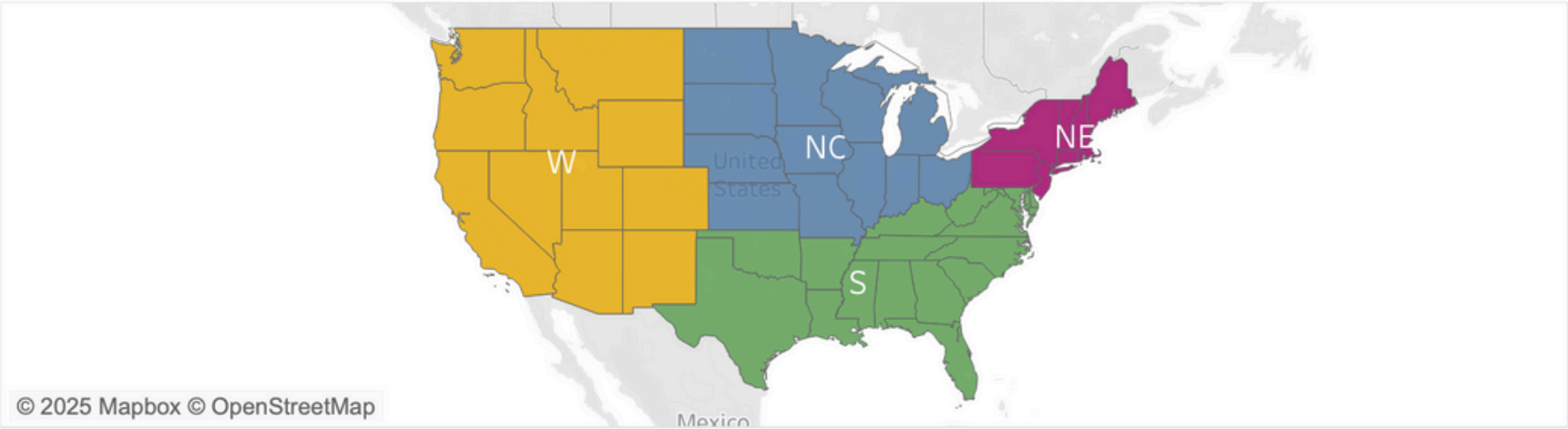
Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	14,928,921	-3.58%	3,182,804	-1.71%
FZ FRUIT - MIXED BERRIES	10,936,223	-4.36%	2,200,366	-2.35%
FZ FRUIT - MIXED FRUIT	9,650,505	22.84%	2,073,929	23.64%
FZ FRUIT - OTHER	8,835,848	-0.56%	2,097,915	-3.71%
FZ FRUIT - STRAWBERRIES	5,699,779	13.93%	1,332,060	16.78%
FZ FRUIT - SMOOTHIE KITS	4,015,108	-51.88%	486,594	-63.40%
FZ FRUIT - ACAI	2,662,364	4.82%	364,920	6.57%
FZ FRUIT - MANGO	2,328,971	-10.07%	539,685	-5.97%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	4,936,581	1.59%	1,292,888	-0.40%
FZ FRUIT - BLUEBERRIES	3,881,068	-4.02%	865,847	-3.51%
FZ FRUIT - MIXED BERRIES	3,769,415	-8.26%	771,096	-6.48%
FZ FRUIT - MIXED FRUIT	3,765,658	37.50%	822,146	34.01%
FZ FRUIT - STRAWBERRIES	1,689,176	28.55%	425,427	31.20%
FZ FRUIT - SMOOTHIE KITS	1,464,017	-60.85%	177,303	-71.83%
FZ FRUIT - ACAI	1,140,768	19.59%	159,101	21.74%
FZ FRUIT - PASSIONFRUIT	573,490	27.01%	120,476	21.37%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,406,911	-4.06%	850,807	-1.14%
FZ FRUIT - MIXED BERRIES	2,475,780	-1.79%	470,932	1.34%
FZ FRUIT - MIXED FRUIT	1,440,761	-0.73%	291,639	5.12%
FZ FRUIT - OTHER	1,288,888	2.77%	242,050	-0.34%
FZ FRUIT - STRAWBERRIES	1,212,629	34.39%	252,970	52.27%
FZ FRUIT - SMOOTHIE KITS	1,147,528	-20.64%	114,058	-37.71%
FZ FRUIT - ACAI	714,671	-8.26%	93,595	-6.49%
FZ FRUIT - MANGO	502,847	0.19%	97,893	3.19%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,790,070	-3.20%	1,081,055	-1.67%
FZ FRUIT - MIXED FRUIT	3,337,850	20.26%	747,096	18.44%
FZ FRUIT - MIXED BERRIES	3,219,916	-3.95%	669,461	-2.52%
FZ FRUIT - OTHER	2,075,326	-4.75%	461,026	-10.68%
FZ FRUIT - STRAWBERRIES	1,786,457	-9.59%	428,450	-10.16%
FZ FRUIT - MANGO	922,677	-3.95%	219,688	-1.13%
FZ FRUIT - CHERRIES	772,769	6.00%	127,700	6.24%
FZ FRUIT - SMOOTHIE KITS	708,431	-58.93%	107,627	-63.03%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	902,706	-4.25%	197,581	-1.10%
FZ FRUIT - MIXED BERRIES	743,818	0.45%	152,677	3.55%
FZ FRUIT - MIXED FRUIT	610,666	18.49%	117,389	36.18%
FZ FRUIT - STRAWBERRIES	438,489	26.56%	101,169	33.12%
FZ FRUIT - SMOOTHIE KITS	385,629	-53.03%	49,124	-62.72%
FZ FRUIT - OTHER	328,423	-14.97%	64,154	-18.65%
FZ FRUIT - ACAI	243,707	29.93%	35,721	31.13%
FZ FRUIT - MANGO	141,213	12.61%	31,375	18.43%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
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Berry Price Per Pound

CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES			STRAWBERRIES			ALL OTHER BERRIES		
		Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change
Grand Total		\$5.00	\$-0.66	-11.73%	\$3.79	\$0.03	0.92%	\$8.68	\$0.08	0.95%
FRESH FRUIT	Total	\$5.01	\$-0.69	-12.11%	\$3.78	\$0.04	0.94%	\$8.92	\$0.08	0.94%
	CONVENTIONAL	\$4.76	\$-0.63	-11.69%	\$3.59	\$0.00	0.05%	\$8.31	\$0.04	0.44%
	ORGANIC	\$6.47	\$-1.30	-16.77%	\$7.45	\$0.25	3.54%	\$13.20	\$0.72	5.80%
FZ FRUIT	Total	\$4.67	\$-0.08	-1.78%	\$4.24	\$-0.11	-2.45%	\$5.14	\$-0.09	-1.65%
	CONVENTIONAL	\$4.45	\$-0.11	-2.35%	\$4.02	\$-0.07	-1.78%	\$4.97	\$-0.06	-1.17%
	ORGANIC	\$7.35	\$-0.11	-1.43%	\$7.31	\$-0.03	-0.39%	\$7.01	\$-0.42	-5.70%

BERRY PATCH PROMOTION PRICING

			Price \$/lb	Rma Price \$/lb Promo Any	Avg Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg Price Per Pound Non-Promo % Change
Grand Total			\$4.79	\$3.93	-7.63%	\$6.29	-0.32%
FRESH FRUIT	Total		\$4.79	\$3.93	-7.66%	\$6.35	-0.48%
	CONVENTIONAL	RASPBERRIES	\$9.39	\$8.27	0.62%	\$10.00	5.62%
		MIXED BERRIES	\$8.54	\$7.41	-6.08%	\$8.75	7.81%
		OTHER BERRIES	\$8.29	\$7.64	-5.27%	\$10.21	4.62%
		BLACKBERRIES	\$7.18	\$6.57	-7.03%	\$7.89	-2.58%
		BLUEBERRIES	\$4.76	\$4.15	-13.81%	\$5.63	-13.51%
		STRAWBERRIES	\$3.59	\$3.29	-0.66%	\$4.52	3.99%
	ORGANIC	OTHER BERRIES	\$53.93			\$53.93	
		RASPBERRIES	\$14.08	\$12.90	0.90%	\$14.17	4.03%
		BLACKBERRIES	\$12.42	\$11.79	12.60%	\$12.63	6.29%
		STRAWBERRIES	\$7.45	\$6.72	0.82%	\$7.69	3.62%
		BLUEBERRIES	\$6.47	\$5.32	-22.45%	\$7.76	-12.39%
	Total		\$4.76	\$4.06	-5.00%	\$5.07	-0.12%
FZ FRUIT	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.33	\$7.21	4.72%	\$8.40	0.02%
		FZ FRUIT - RASPBERRIES	\$6.52	\$5.36	20.64%	\$6.83	4.96%
		FZ FRUIT - MIXED BERRIES	\$4.83	\$4.17	-4.36%	\$5.09	-0.33%
		FZ FRUIT - BLACKBERRIES	\$4.56	\$5.51	27.58%	\$4.50	2.24%
		FZ FRUIT - BLUEBERRIES	\$4.45	\$3.94	-3.50%	\$4.69	-1.23%
		FZ FRUIT - STRAWBERRIES	\$4.02	\$3.58	-0.39%	\$4.31	0.90%
	ORGANIC	FZ FRUIT - RASPBERRIES	\$10.49	\$8.55	-1.05%	\$11.42	-2.88%
		FZ FRUIT - BLACKBERRIES	\$7.48	\$6.28	2.26%	\$8.01	-3.47%
		FZ FRUIT - BLUEBERRIES	\$7.35	\$6.42	-0.77%	\$7.56	-2.89%
		FZ FRUIT - STRAWBERRIES	\$7.31	\$5.90	-8.24%	\$7.73	-0.60%
		FZ FRUIT - MIXED BERRIES	\$6.43	\$4.72	-14.26%	\$7.41	-2.37%
		FZ FRUIT - OTHER BERRIES					-100.00%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

Conventional Fresh Blueberry Trend over Time

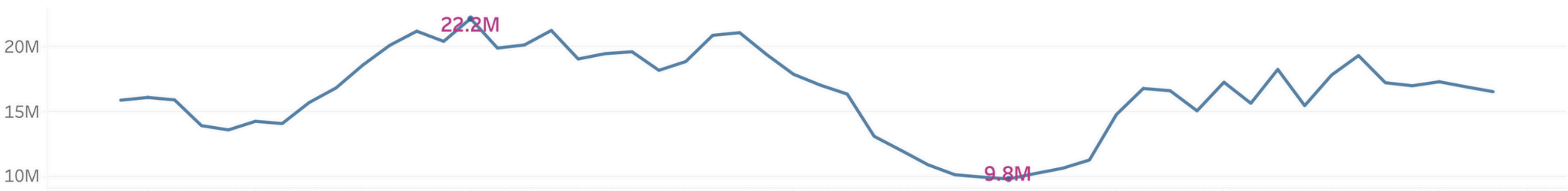
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



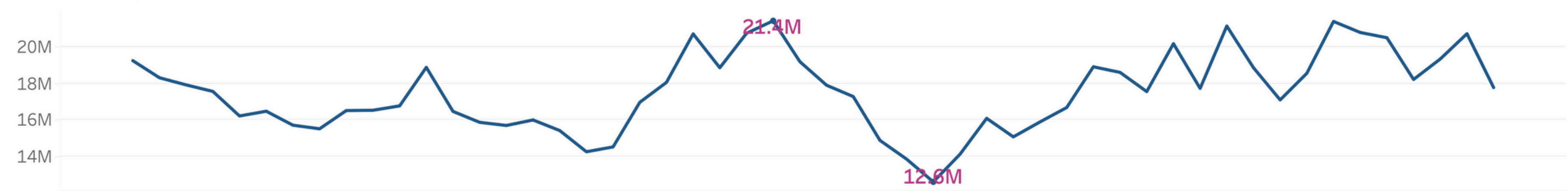
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

Organic Fresh Blueberry 52 Week Trend

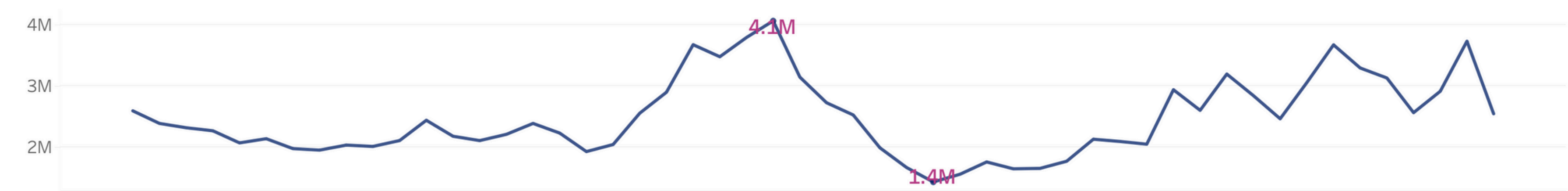
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, February 22, 2025

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)
4 Weeks Ending Saturday, February 22, 2025

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 ..