



# USHBC Blueberry Category Retail Sales Report Period 1

4 Weeks Ending Saturday, January 25, 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)

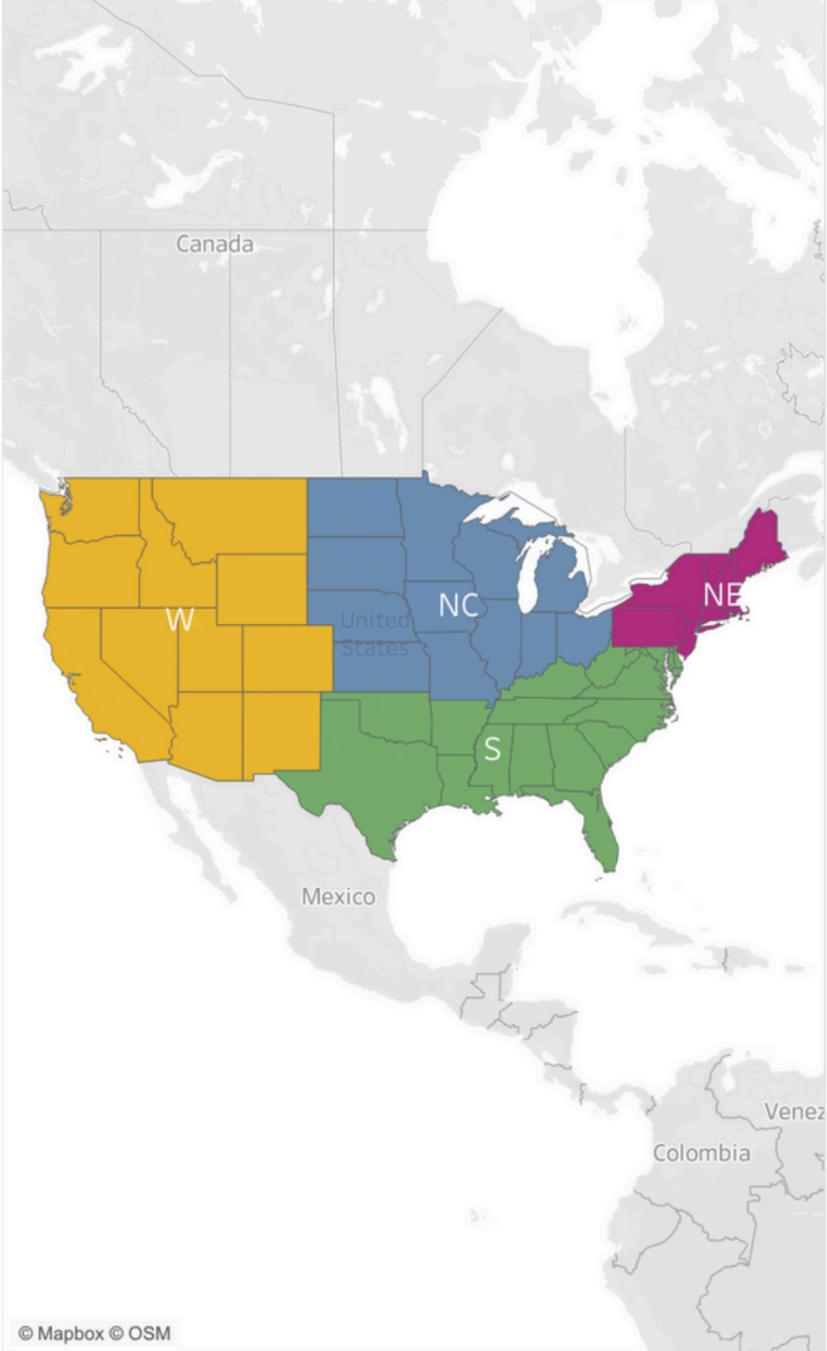
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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 YAgO	Dollar Share	Sum of Units	Unit % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
<b>TOTAL US - MULO</b>	322,315K	-19.9%	100.0%	75,402K	-9.4%	100.0%	66,852K	-6.1%	100.0%
<b>NORTH CENTRAL</b>	40,694K	-18.7%	12.6%	10,836K	-8.8%	14.4%	10,070K	-3.0%	15.1%
<b>NORTHEAST</b>	65,443K	-23.5%	20.3%	15,198K	-9.9%	20.2%	14,196K	-9.0%	21.2%
<b>SOUTH</b>	131,023K	-16.3%	40.7%	32,488K	-2.8%	43.1%	28,418K	-0.8%	42.5%
<b>WEST</b>	85,156K	-22.6%	26.4%	16,879K	-19.9%	22.4%	14,168K	-14.3%	21.2%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

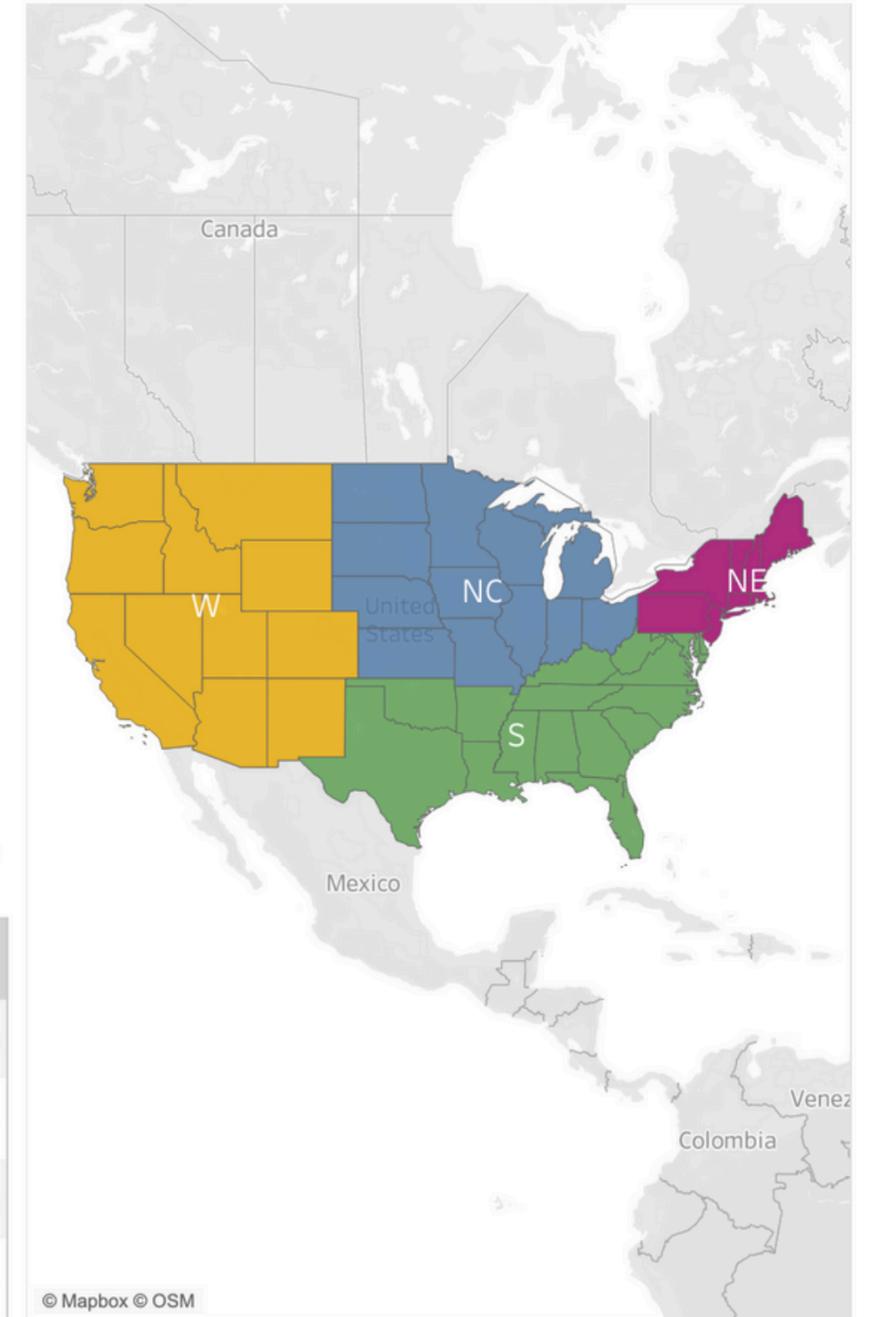
# Blueberry Sales By Geography

## 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	\$311,490K	-19.72%	100.00%	74,340K	-9.19%	100.00%	64,465K	-5.35%	100.00%
NORTH CENTRAL	\$40,010K	-18.58%	12.84%	10,769K	-8.62%	14.49%	9,920K	-2.48%	15.39%
NORTHEAST	\$61,799K	-23.61%	19.84%	14,782K	-9.55%	19.88%	13,355K	-8.28%	20.72%
SOUTH	\$127,821K	-16.20%	41.04%	32,200K	-2.60%	43.31%	27,660K	-0.34%	42.91%
WEST	\$81,860K	-22.36%	26.28%	16,589K	-19.77%	22.32%	13,530K	-13.40%	20.99%

## 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	10,825K	-23.54%	100.00%	1,061,781	-23.81%	100.00%	2,386,709	-22.14%	100.00%
NORTH CENTRAL	684K	-26.57%	6.32%	67,416	-28.37%	6.35%	149,560	-26.98%	6.27%
NORTHEAST	3,644K	-21.86%	33.66%	415,974	-22.08%	39.18%	841,340	-19.27%	35.25%
SOUTH	3,201K	-20.27%	29.57%	288,472	-19.10%	27.17%	757,853	-16.38%	31.75%
WEST	3,296K	-27.52%	30.45%	289,919	-29.13%	27.30%	637,956	-30.05%	26.73%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Blueberry Sales By Segment

## CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAgO	Sum of Units	Units % Change YAgO	Sum of Pounds	Pounds % Change YAgO
<b>TOTAL FRESH AND FROZEN</b>		322,315,306	-19.86%	75,401,568	-9.43%	66,851,861	-6.08%
<b>FRESH FRUIT - BLUEBERRY</b>	Total	311,489,866	-19.72%	74,339,787	-9.19%	64,465,152	-5.35%
	CONVENTIONAL	248,857,781	-22.75%	61,968,481	-11.76%	54,374,906	-9.01%
	ORGANIC	62,632,085	-4.89%	12,371,306	6.33%	10,090,246	20.82%
<b>FZ FRUIT - BLUEBERRIES</b>	Total	10,825,440	-23.54%	1,061,781	-23.81%	2,386,709	-22.14%
	CONVENTIONAL	9,639,654	-24.08%	929,390	-24.48%	2,220,137	-22.52%
	ORGANIC	1,185,786	-18.79%	132,391	-18.74%	166,572	-16.60%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 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
96 OUNCE		-100.00%			-100.00%			-100.00%			-100.00%
9.8 OUNCE	28,770,997	-0.59%	9.24%	5,348,617	1.85%	7.19%	3,276,028	1.85%	5.08%	\$8.78	-2.40%
9.3 OUNCE	713	-52.35%	0.00%	197	-25.79%	0.00%	114	-25.79%	0.00%	\$6.25	-35.78%
9 OUNCE	42,228	-45.49%	0.01%	7,088	-35.06%	0.01%	3,987	-35.06%	0.01%	\$10.59	-16.06%
80 OUNCE	25,656	-15.37%	0.01%	1,026	13.10%	0.00%	5,128	13.10%	0.01%	\$5.00	-25.17%
8 OUNCE	7,803,225	-27.52%	2.51%	1,647,603	-9.83%	2.22%	823,801	-9.83%	1.28%	\$9.47	-19.62%
7.6 OUNCE	283,671	223.52%	0.09%	55,644	301.91%	0.07%	26,431	301.91%	0.04%	\$10.73	-19.50%
64 OUNCE	609,076	53.41%	0.20%	71,827	75.57%	0.10%	287,308	75.57%	0.45%	\$2.12	-12.62%
6.5 OUNCE	279	-14.81%	0.00%	25	-14.19%	0.00%	10	-14.19%	0.00%	\$27.06	-0.73%
6 OUNCE	24,391,043	-45.96%	7.83%	6,920,266	-44.16%	9.31%	2,595,100	-44.16%	4.03%	\$9.40	-3.21%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Frozen Blueberry By Size

## FROZEN 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
80 OUNCE	2,162	-34.52%	0.02%	70	-32.07%	0.01%	351	-32.07%	0.01%	\$6.17	-3.61%
8 OUNCE	84,613	-25.61%	0.78%	14,259	-29.11%	1.34%	7,130	-29.11%	0.30%	\$11.87	4.93%
64 OUNCE	444,886	-16.58%	4.11%	33,987	-15.75%	3.20%	135,948	-15.75%	5.70%	\$3.27	-0.98%
48 OUNCE	7,500,405	-21.32%	69.28%	591,839	-19.96%	55.74%	1,775,516	-19.96%	74.39%	\$4.22	-1.71%
40 OUNCE	135,846	-37.22%	1.25%	11,946	-43.41%	1.13%	29,865	-43.41%	1.25%	\$4.55	10.95%
36 OUNCE	42,724	8.71%	0.39%	4,054	29.44%	0.38%	9,120	29.44%	0.38%	\$4.68	-16.02%
32 OUNCE	813,688	-35.69%	7.52%	71,270	-35.94%	6.71%	142,540	-35.94%	5.97%	\$5.71	0.39%
28 OUNCE	192,282	-21.51%	1.78%	13,059	-20.11%	1.23%	22,854	-20.11%	0.96%	\$8.41	-1.75%
24 OUNCE	11,953	-29.70%	0.11%	801	-29.97%	0.08%	1,202	-29.97%	0.05%	\$9.95	0.39%
16 OUNCE	6,084	-16.42%	0.06%	1,533	-17.39%	0.14%	1,533	-17.39%	0.06%	\$3.97	1.18%

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		965,811,141	-18.32%	187,534,154	-13.04%	\$5.15	-6.07%
FRESH BERRIES	Total	941,983,405	-18.18%	182,383,261	-12.76%	\$5.16	-6.21%
	CONVENTIONAL	800,664,620	-18.74%	164,305,066	-13.65%	\$4.87	-5.89%
	ORGANIC	141,318,785	-14.84%	18,078,195	-3.75%	\$7.82	-11.53%
FROZEN BERRIES	Total	23,827,736	-23.50%	5,150,893	-21.68%	\$4.63	-2.32%
	CONVENTIONAL	21,167,070	-23.67%	4,779,447	-21.81%	\$4.43	-2.38%
	ORGANIC	2,660,666	-22.10%	371,446	-19.94%	\$7.16	-2.70%

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
FRESH BERRIES	Total	941,983,405	-18.18%	182,383,261	-12.76%
	FRESH FRUIT - STRAWBERRIES	404,329,788	-16.88%	91,689,265	-16.35%
	FRESH FRUIT - BLUEBERRY	311,489,866	-19.72%	64,465,152	-5.35%
	FRESH FRUIT - RASPBERRIES	128,772,555	-22.10%	14,151,663	-21.80%
	FRESH FRUIT - BLACKBERRIES	96,019,464	-12.48%	11,927,752	-8.62%
	FRESH FRUIT - OTHER BERRIES	1,371,732	-24.09%	149,429	-26.32%
	FROZEN BERRIES	Total	23,827,736	-23.50%	5,150,893
	FZ FRUIT - BLUEBERRIES	10,825,440	-23.54%	2,386,709	-22.14%
	FZ FRUIT - MIXED BERRIES	8,011,693	-25.95%	1,681,986	-23.75%
	FZ FRUIT - STRAWBERRIES	3,758,814	-15.80%	896,958	-13.69%
	FZ FRUIT - RASPBERRIES	898,309	-30.91%	128,523	-35.02%
	FZ FRUIT - BLACKBERRIES	258,293	-15.42%	47,429	-15.39%
	FZ FRUIT - OTHER BERRIES	75,188	-24.79%	9,289	-25.58%

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

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

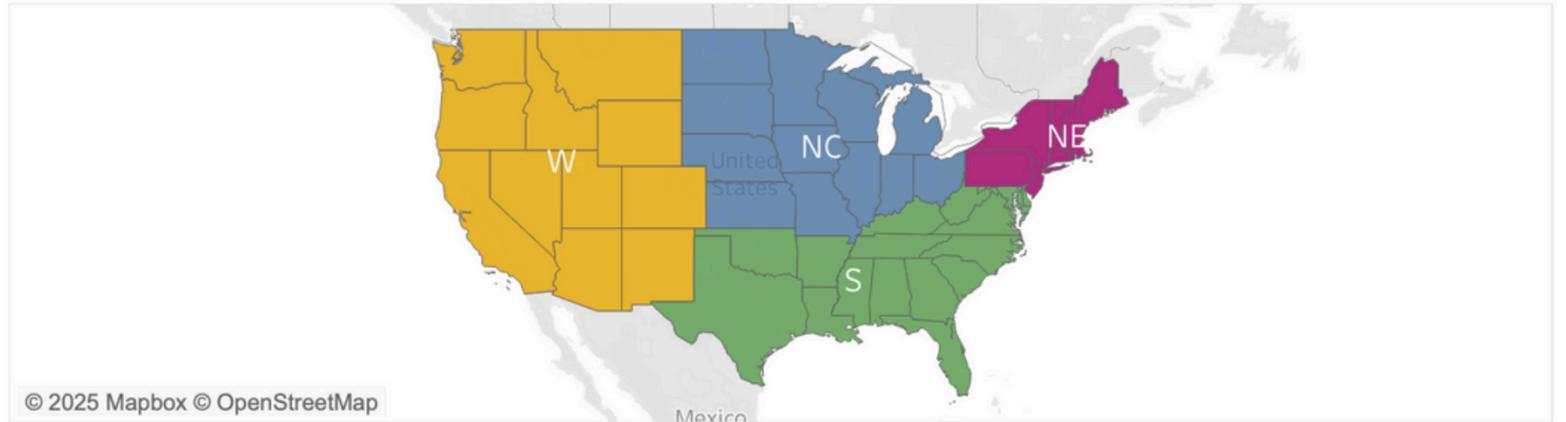
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	442,597,588	-16.73%	101,974,053	-14.84%
FRESH FRUIT - BLUEBERRY	343,894,111	-19.44%	72,385,291	-4.88%
MANDARINS - REGULAR / OTHER	191,573,069	-24.36%	120,762,519	-24.52%
RASPBERRIES	143,707,024	-22.00%	15,791,585	-22.26%
BLACKBERRIES	105,696,135	-12.44%	13,307,087	-8.28%
ORANGES - NAVEL / REGULAR	66,089,025	-19.39%	62,297,287	-14.98%
SMOOTHIE / SHAKE / NECTAR	54,958,865	-23.87%	21,315,785	-22.25%
APPLES - HONEYCRISP	52,138,524	-18.47%	25,605,503	-20.17%

### SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	174,520,877	-16.82%	40,086,936	-19.02%
FRESH FRUIT - BLUEBERRY	127,821,240	-16.20%	27,660,451	-0.34%
MANDARINS - REGULAR / OTHER	71,731,145	-26.47%	44,591,650	-27.74%
RASPBERRIES	43,377,969	-21.42%	5,087,153	-17.86%
BLACKBERRIES	40,022,959	-10.78%	5,069,281	-6.66%
ORANGES - NAVEL / REGULAR	28,790,618	-18.77%	26,508,780	-13.76%
APPLES - GALA	21,359,990	-21.88%	16,256,655	-20.85%
SMOOTHIE / SHAKE / NECTAR	20,044,174	-18.41%	8,065,601	-15.42%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
STRAWBERRIES	96,438,681	-17.68%	21,214,595	-20.19%
FRESH FRUIT - BLUEBERRY	81,859,571	-22.36%	13,529,637	-13.40%
MANDARINS - REGULAR / OTHER	45,886,488	-18.90%	28,846,518	-19.56%
RASPBERRIES	38,633,122	-19.54%	3,879,632	-21.52%
BLACKBERRIES	24,974,822	-17.69%	2,858,425	-15.86%
SMOOTHIE / SHAKE / NECTAR	15,759,271	-28.18%	6,063,119	-27.43%
APPLES - HONEYCRISP	8,698,718	-16.10%	3,895,118	-15.24%
ORANGES - NAVEL / REGULAR	7,942,843	-19.09%	7,598,440	-15.53%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	77,349,229	-18.09%	15,947,902	-13.64%
FRESH FRUIT - BLUEBERRY	61,799,340	-23.61%	13,354,997	-8.28%
MANDARINS - REGULAR / OTHER	30,221,333	-26.18%	17,375,028	-21.04%
RASPBERRIES	27,095,487	-29.10%	2,809,547	-31.70%
BLACKBERRIES	19,387,368	-9.40%	2,293,239	-5.99%
ORANGES - NAVEL / REGULAR	12,918,451	-21.79%	11,449,477	-15.06%
SMOOTHIE / SHAKE / NECTAR	9,034,750	-26.30%	3,283,055	-24.18%
APPLES - GALA	8,750,787	-17.53%	6,942,810	-11.82%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	56,021,001	-13.88%	14,439,832	-4.11%
FRESH FRUIT - BLUEBERRY	40,009,715	-18.58%	9,920,067	-2.48%
MANDARINS - REGULAR / OTHER	25,872,183	-24.96%	18,089,009	-25.51%
RASPBERRIES	19,665,976	-17.62%	2,375,331	-16.53%
BLACKBERRIES	11,634,314	-11.27%	1,706,807	-4.42%
APPLES - HONEYCRISP	10,598,473	-9.41%	5,520,639	-12.06%
ORANGES - NAVEL / REGULAR	9,682,504	-18.26%	9,642,521	-16.30%
APPLES - GALA	6,854,167	-25.13%	5,567,241	-25.25%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

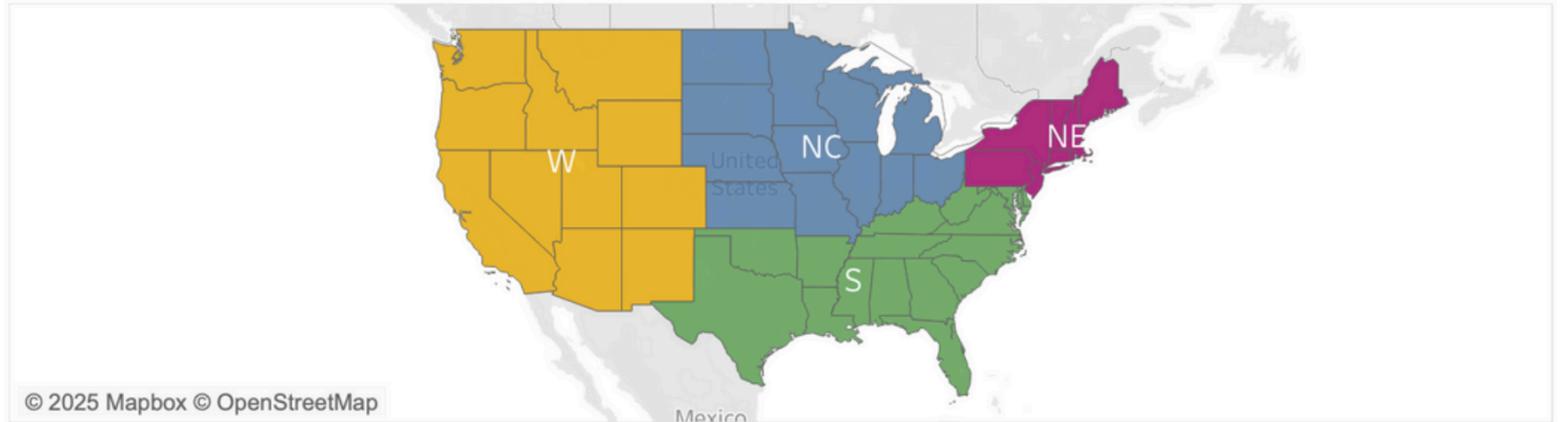
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	11,530,970	-23.77%	2,525,045	-22.58%
FZ FRUIT - MIXED BERRIES	8,567,392	-26.00%	1,784,454	-24.15%
FZ FRUIT - MIXED FRUIT	7,776,471	-1.69%	1,740,835	-0.28%
FZ FRUIT - OTHER	6,828,355	-23.81%	1,684,902	-24.55%
FZ FRUIT - STRAWBERRIES	4,144,511	-16.41%	977,651	-14.54%
FZ FRUIT - SMOOTHIE KITS	3,281,034	-57.15%	421,131	-67.89%
FZ FRUIT - ACAI	2,362,189	-10.12%	345,848	-8.39%
FZ FRUIT - MANGO	1,771,459	-31.39%	414,958	-31.16%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	3,819,135	-23.03%	1,036,268	-23.38%
FZ FRUIT - BLUEBERRIES	3,201,395	-20.27%	757,853	-16.38%
FZ FRUIT - MIXED FRUIT	3,174,478	9.96%	749,278	12.46%
FZ FRUIT - MIXED BERRIES	3,029,881	-26.83%	661,675	-22.83%
FZ FRUIT - STRAWBERRIES	1,258,515	-7.17%	324,579	-6.38%
FZ FRUIT - SMOOTHIE KITS	1,192,667	-66.63%	156,067	-77.44%
FZ FRUIT - ACAI	977,510	-4.98%	147,450	-3.46%
FZ FRUIT - PASSIONFRUIT	423,013	-9.02%	93,869	-6.13%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	3,296,166	-27.52%	637,956	-30.05%
FZ FRUIT - MIXED BERRIES	1,939,759	-28.10%	374,802	-29.66%
FZ FRUIT - MIXED FRUIT	1,160,244	-22.82%	235,814	-25.49%
FZ FRUIT - OTHER	1,003,410	-19.69%	197,352	-20.65%
FZ FRUIT - SMOOTHIE KITS	936,877	-31.15%	99,707	-41.94%
FZ FRUIT - STRAWBERRIES	854,738	-12.00%	177,106	-11.47%
FZ FRUIT - ACAI	629,528	-21.98%	86,695	-19.69%
FZ FRUIT - MANGO	392,553	-19.75%	78,709	-18.29%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	3,644,086	-21.86%	841,340	-19.27%
FZ FRUIT - MIXED FRUIT	2,618,394	1.24%	602,583	2.64%
FZ FRUIT - MIXED BERRIES	2,485,793	-22.99%	533,606	-19.17%
FZ FRUIT - OTHER	1,600,018	-26.76%	370,904	-28.40%
FZ FRUIT - STRAWBERRIES	1,351,873	-23.28%	330,834	-19.37%
FZ FRUIT - MANGO	704,718	-22.71%	170,460	-20.19%
FZ FRUIT - CHERRIES	595,614	-14.36%	98,725	-13.27%
FZ FRUIT - SMOOTHIE KITS	572,052	-60.95%	87,826	-64.37%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	683,794	-26.57%	149,560	-26.98%
FZ FRUIT - MIXED BERRIES	556,260	-26.16%	111,904	-28.12%
FZ FRUIT - MIXED FRUIT	451,534	-12.18%	83,851	-10.85%
FZ FRUIT - SMOOTHIE KITS	326,327	-54.38%	43,760	-62.25%
FZ FRUIT - STRAWBERRIES	293,688	-21.75%	64,439	-21.59%
FZ FRUIT - OTHER	249,571	-30.06%	50,084	-30.53%
FZ FRUIT - ACAI	220,418	14.30%	34,425	13.03%
FZ FRUIT - MANGO	102,968	-18.16%	22,838	-17.28%

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	\$4.82	\$-0.83	-14.67%	\$4.41	\$-0.03	-0.65%	\$8.37	\$-0.17	-2.01%
FRESH FRUIT Total	\$4.83	\$-0.86	-15.18%	\$4.41	\$-0.03	-0.64%	\$8.62	\$-0.20	-2.31%
CONVENTIONAL	\$4.58	\$-0.81	-15.11%	\$4.24	\$-0.01	-0.23%	\$7.99	\$-0.24	-2.90%
ORGANIC	\$6.21	\$-1.68	-21.28%	\$7.61	\$0.08	1.12%	\$12.92	\$0.17	1.33%
FZ FRUIT Total	\$4.54	\$-0.08	-1.80%	\$4.19	\$-0.11	-2.45%	\$4.95	\$-0.12	-2.29%
CONVENTIONAL	\$4.34	\$-0.09	-2.01%	\$3.97	\$-0.08	-2.01%	\$4.77	\$-0.11	-2.25%
ORGANIC	\$7.12	\$-0.19	-2.63%	\$7.28	\$-0.13	-1.76%	\$7.17	\$-0.23	-3.13%

## 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		\$5.16	\$4.48	-8.71%	\$5.95	-1.68%
FRESH FRUIT Total		\$5.17	\$4.49	-8.82%	\$5.98	-1.81%
CONVENTIONAL	OTHER BERRIES	\$9.18	\$7.97	8.29%	\$9.89	3.30%
	RASPBERRIES	\$8.54	\$7.22	-6.70%	\$9.64	3.76%
	MIXED BERRIES	\$8.07	\$7.26	-3.00%	\$8.26	5.82%
	BLACKBERRIES	\$7.28	\$6.58	-6.06%	\$8.37	-2.98%
	BLUEBERRIES	\$4.58	\$4.19	-14.51%	\$5.54	-15.62%
	STRAWBERRIES	\$4.24	\$3.84	1.53%	\$4.60	0.59%
ORGANIC	OTHER BERRIES	\$53.43			\$53.43	-0.73%
	RASPBERRIES	\$13.56	\$12.56	4.59%	\$13.66	1.85%
	BLACKBERRIES	\$12.36	\$10.66	-3.18%	\$12.86	1.40%
	STRAWBERRIES	\$7.61	\$7.06	-0.34%	\$7.76	1.80%
	BLUEBERRIES	\$6.21	\$5.10	-24.86%	\$7.69	-14.32%
FZ FRUIT Total		\$4.63	\$4.08	-3.75%	\$5.06	0.49%
CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.09	\$7.16	4.44%	\$8.25	0.81%
	FZ FRUIT - RASPBERRIES	\$6.50	\$6.22	29.83%	\$6.56	3.54%
	FZ FRUIT - MIXED BERRIES	\$4.63	\$4.09	-4.97%	\$5.07	0.23%
	FZ FRUIT - BLACKBERRIES	\$4.49	\$6.65	18.79%	\$4.25	-1.18%
	FZ FRUIT - BLUEBERRIES	\$4.34	\$3.97	-3.33%	\$4.64	-0.64%
	FZ FRUIT - STRAWBERRIES	\$3.97	\$3.55	-3.32%	\$4.40	4.49%
ORGANIC	FZ FRUIT - RASPBERRIES	\$10.08	\$8.78	2.57%	\$10.98	-5.24%
	FZ FRUIT - STRAWBERRIES	\$7.28	\$6.75	3.03%	\$7.45	-3.36%
	FZ FRUIT - BLUEBERRIES	\$7.12	\$6.19	-1.59%	\$7.54	-0.86%
	FZ FRUIT - BLACKBERRIES	\$7.06	\$5.72	-1.60%	\$8.58	-1.48%
	FZ FRUIT - MIXED BERRIES	\$6.71	\$5.74	0.99%	\$7.41	1.70%
	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, January 25, 2025

# Conventional Fresh Blueberry Trend over Time

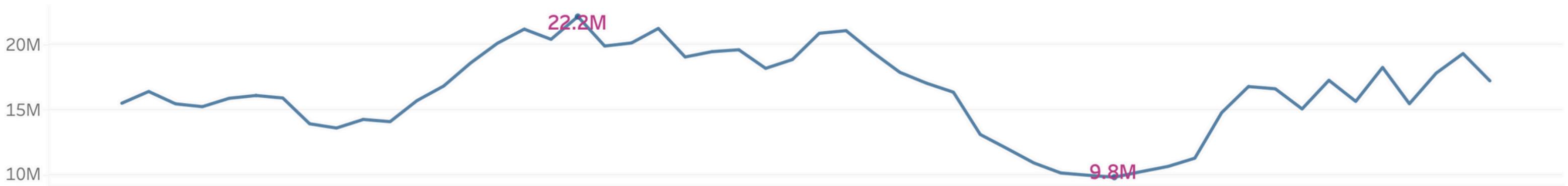
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Feb 4, 24    Mar 3, 24    Mar 31, 24    Apr 28, 24    May 26, 24    Jun 23, 24    Jul 21, 24    Aug 18, 24    Sep 15, 24    Oct 13, 24    Nov 10, 24    Dec 8, 24    Jan 5, 25    Feb 2, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Organic Fresh Blueberry 52 Week Trend

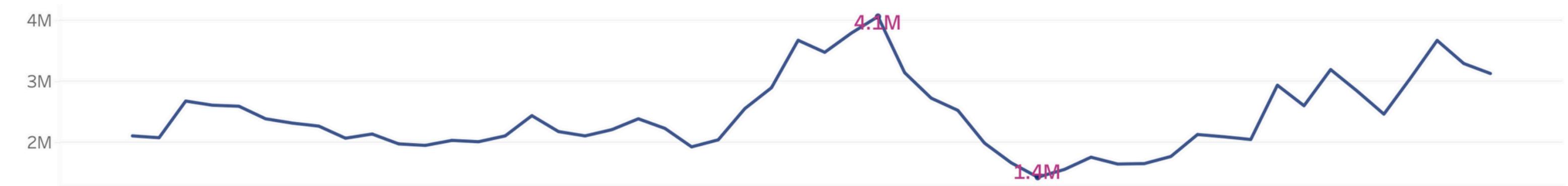
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Feb 4, 24    Mar 3, 24    Mar 31, 24    Apr 28, 24    May 26, 24    Jun 23, 24    Jul 21, 24    Aug 18, 24    Sep 15, 24    Oct 13, 24    Nov 10, 24    Dec 8, 24    Jan 5, 25    Feb 2, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Frozen Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Feb 18, 24

Mar 31, 24

May 12, 24

Jun 23, 24

Aug 4, 24

Sep 15, 24

Oct 27, 24

Dec 8, 24

Jan 19, 25

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 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 ..