



# 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)

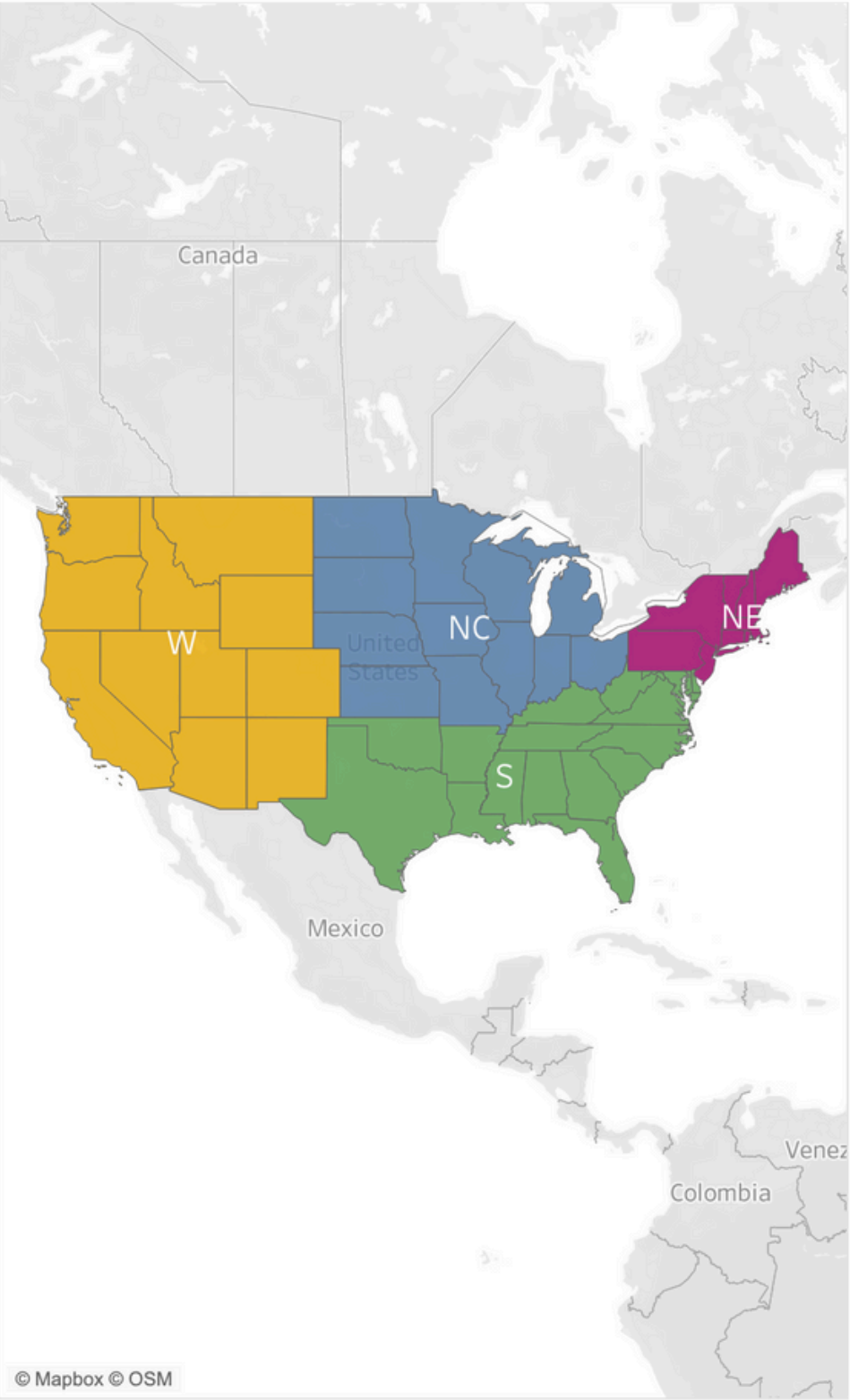
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen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



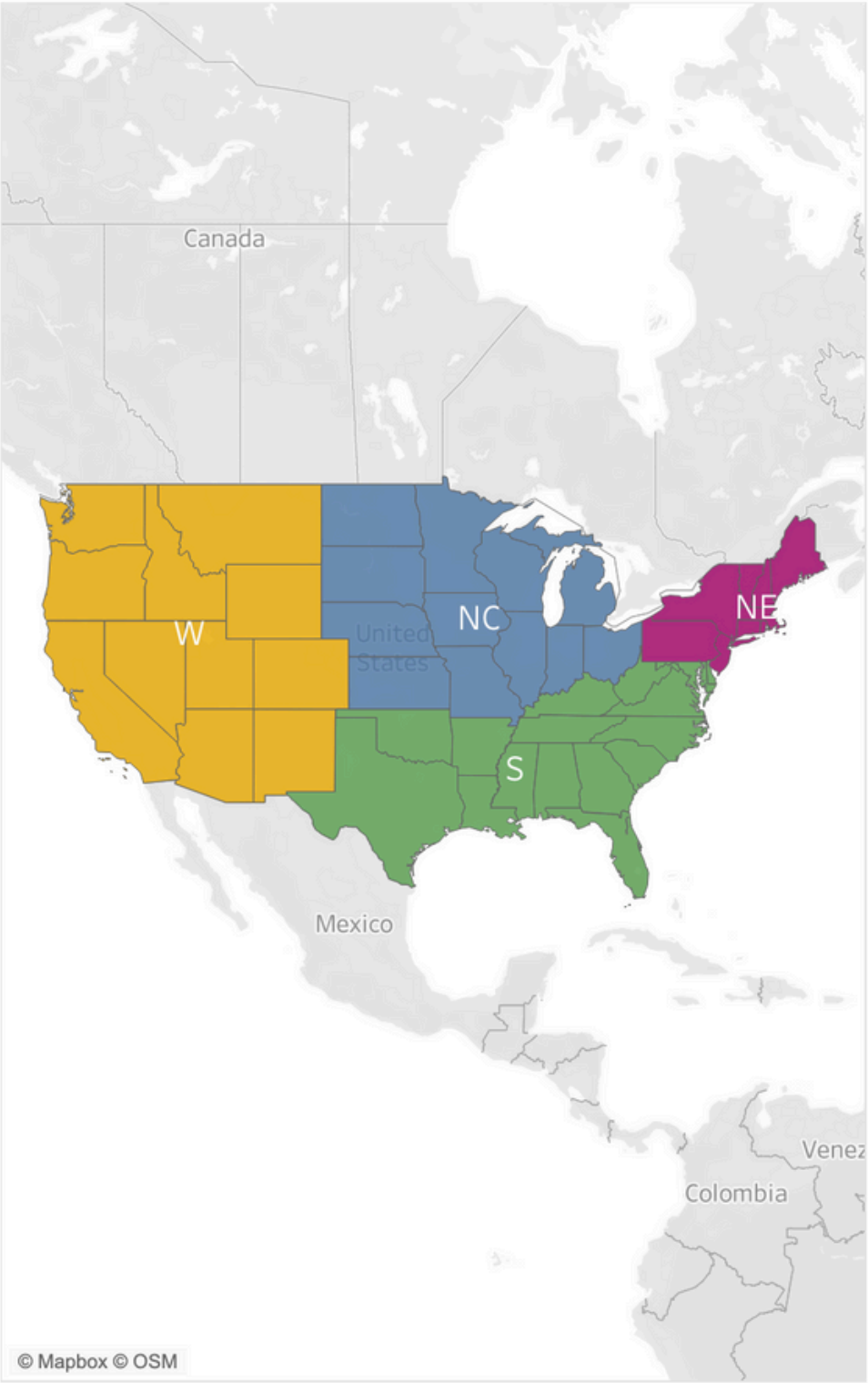
# Blueberry Sales By Geography

## 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 BLUEBERRRIES BREAKOUT

		Sum of Dollars	Dollars % Change YAg	Sum of Units	Units % Change YAg	Sum of Pounds	Pounds % Change YAg
TOTAL FRESH AND FROZEN		322,315,306	-19.86%	75,401,568	-9.43%	66,851,861	-6.08%
FRESH FRUIT - BLUEBERRY	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%
FZ FRUIT - BLUEBERRIES	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 YAg	Dollar Share	Sum of Units	Units % Change YAg	Unit Share	Sum of Pounds	Pounds % Change YAg	Pound Share	Price \$/lb	Price \$/lb % Change YAg
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)  
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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	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)  
4 Weeks Ending Saturday, January 25, 2025



# Berry Patch Performance By Berry Type

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

		Sum of Dollars ₹	Dollar % Change vs Y Ago	Sum of Pounds	Pounds % Change vs Y Ago
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	-21.68%
	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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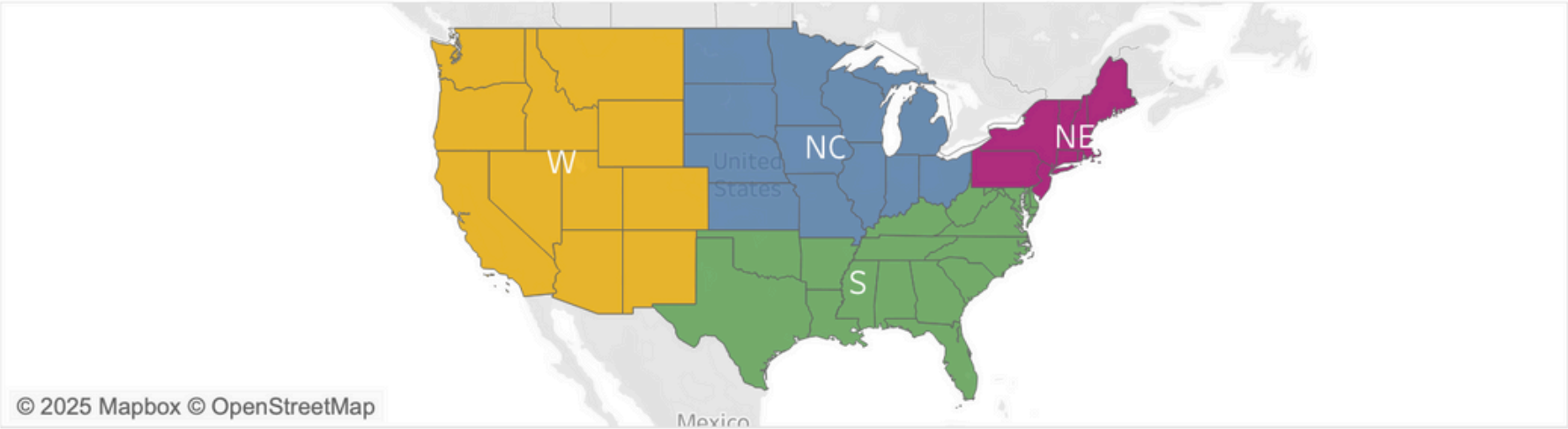
# Top Fresh Fruits, Dollar Sales By Geography

## 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.

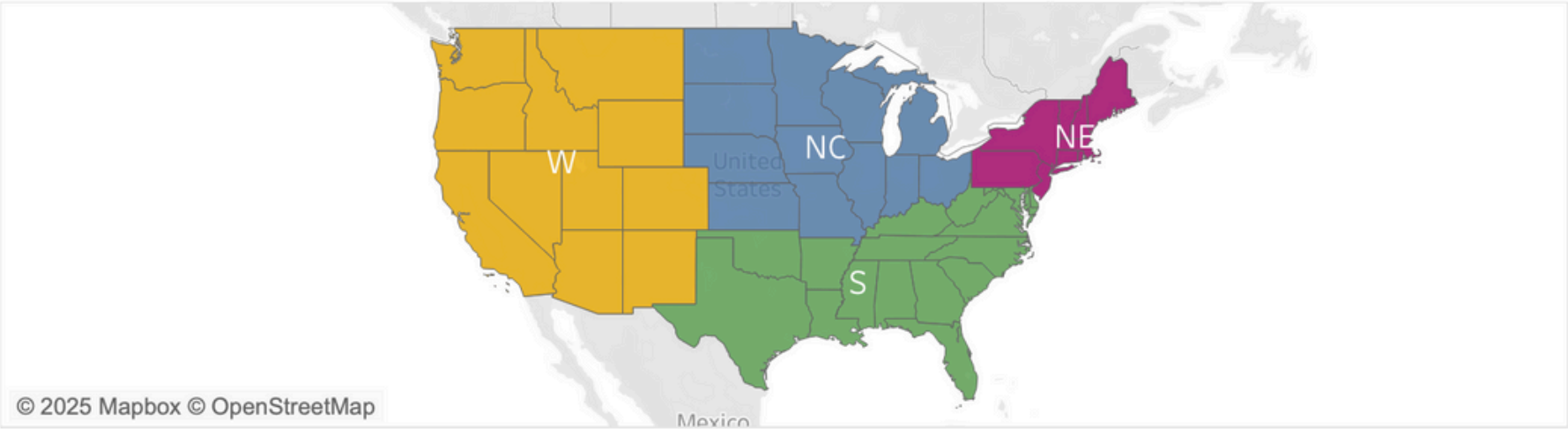
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	11,530,970	-23.77%	2,525,045	-22.58%
FZ FRUIT - MIXED BERRIES	8,567,392	-26.00%	1,784,454	-24.15%
FZ FRUIT - MIXED FRUIT	7,776,471	-1.69%	1,740,835	-0.28%
FZ FRUIT - OTHER	6,828,355	-23.81%	1,684,902	-24.55%
FZ FRUIT - 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%
	Total		\$4.63	\$4.08	-3.75%	\$5.06	0.49%
FZ FRUIT	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

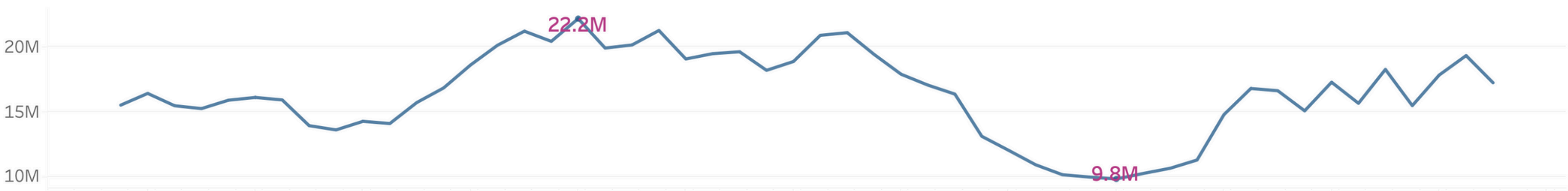
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



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

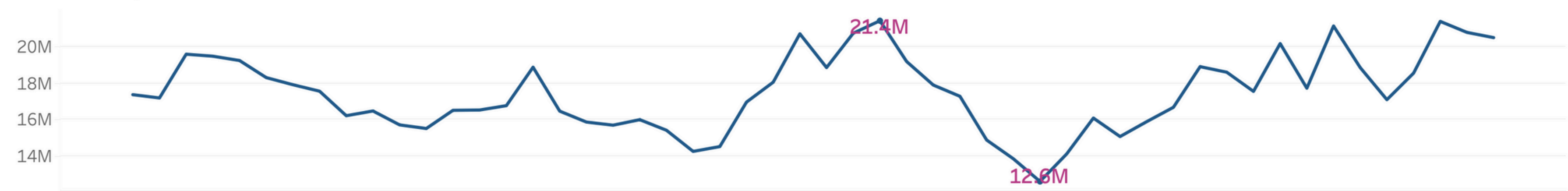


# Organic Fresh Blueberry 52 Week Trend

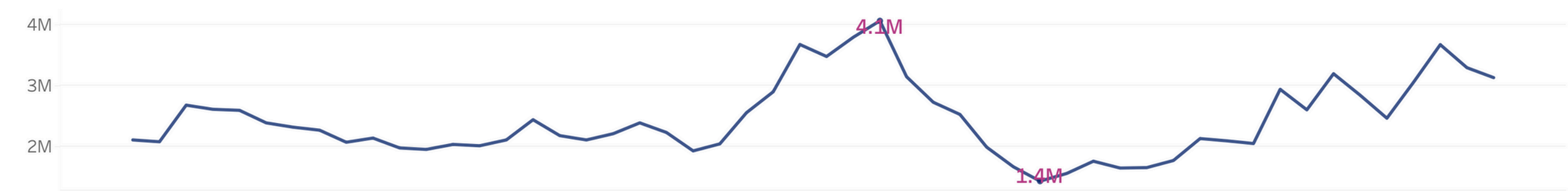
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



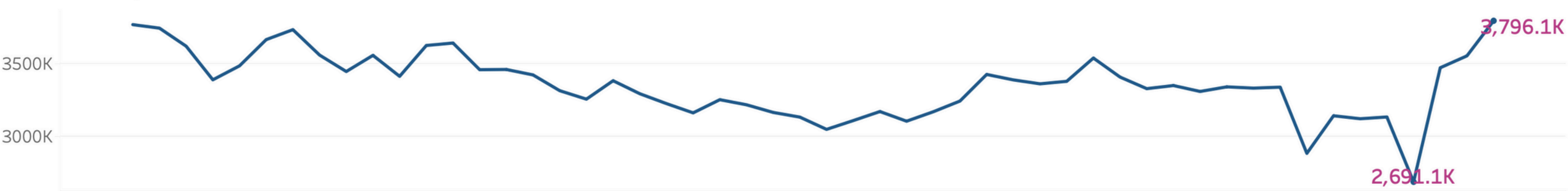
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, January 25, 2025

# Frozen Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



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 ..