



USHBC Blueberry Category Retail Sales Report Period 11

4 Weeks Ending Saturday, November 2, 2024

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)

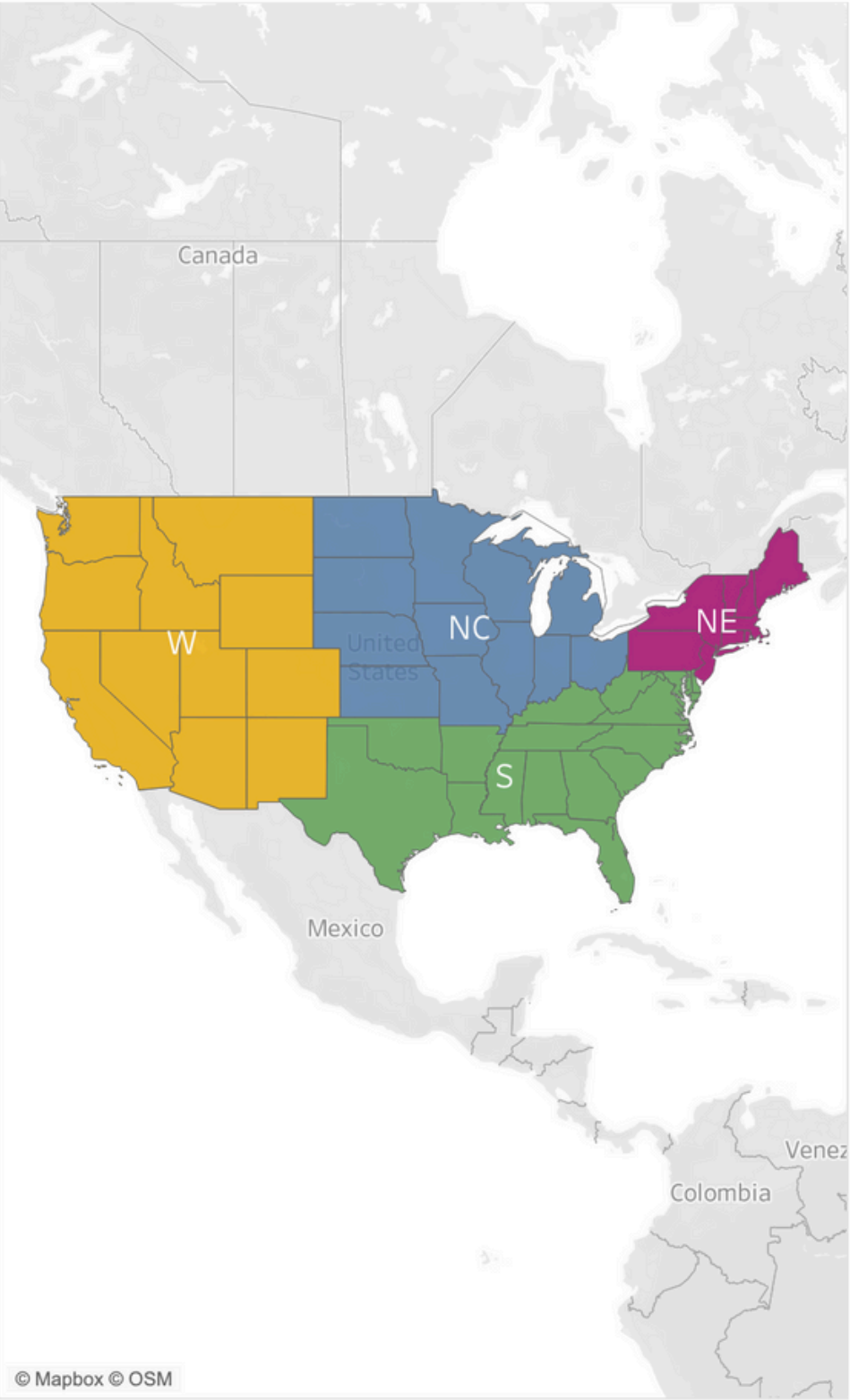
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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	388,557K	23.5%	100.0%	63,499K	23.6%	100.0%	52,084K	23.2%	100.0%
NORTH CENTRAL	47,401K	21.6%	12.2%	8,122K	17.5%	12.8%	6,775K	14.7%	13.0%
NORTHEAST	85,227K	12.1%	21.9%	12,998K	12.1%	20.5%	11,273K	11.2%	21.6%
SOUTH	150,353K	23.1%	38.7%	24,935K	23.3%	39.3%	21,013K	23.5%	40.3%
WEST	105,576K	36.1%	27.2%	17,444K	37.8%	27.5%	13,024K	41.4%	25.0%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

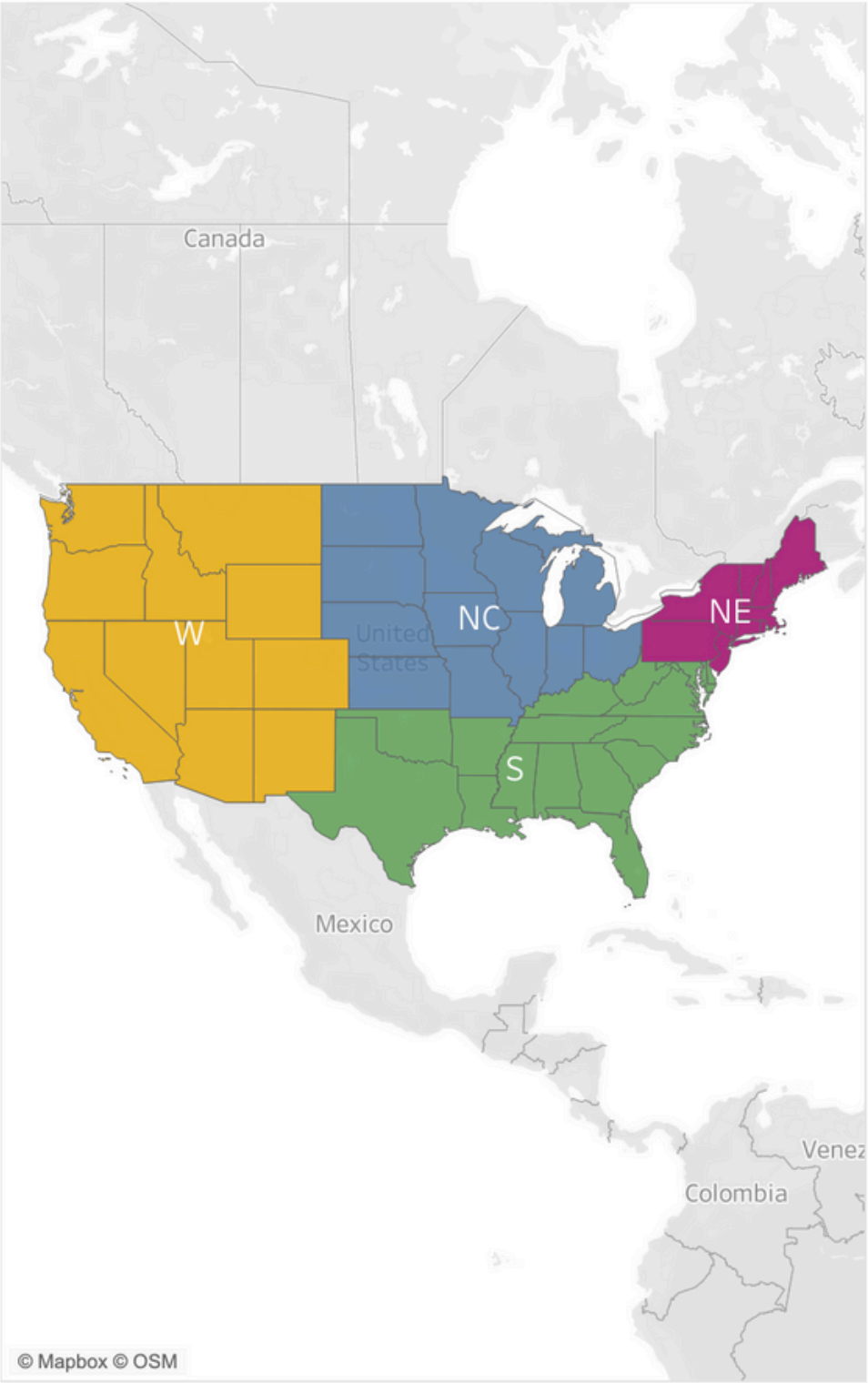
Blueberry Sales By Geography

TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollars % Change YAg	Dollar Share	Sum of Units	Units % Change YAg	Unit Share	Sum of Pounds	Pounds % Change YAg	Pound Share
TOTAL US - MULO	\$375,153K	24.78%	100.00%	62,200K	24.29%	100.00%	49,228K	25.17%	100.00%
NORTH CENTRAL	\$46,571K	22.15%	12.41%	8,041K	17.78%	12.93%	6,599K	15.30%	13.40%
NORTHEAST	\$80,479K	12.96%	21.45%	12,453K	12.57%	20.02%	10,197K	12.29%	20.71%
SOUTH	\$146,558K	23.97%	39.07%	24,608K	23.73%	39.56%	20,166K	24.75%	40.96%
WEST	\$101,546K	39.01%	27.07%	17,099K	39.37%	27.49%	12,266K	46.72%	24.92%

TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollars % Change YAg	Dollar Share	Sum of Units	Units % Change YAg	Unit Share	Sum of Pounds	Pounds % Change YAg	Pound Share
TOTAL US - MULO	13,403K	-4.20%	100.00%	1,298,426	-3.44%	100.00%	2,855,907	-2.76%	100.00%
NORTH CENTRAL	830K	-3.76%	6.19%	80,941	-5.12%	6.23%	176,097	-3.78%	6.17%
NORTHEAST	4,747K	-0.08%	35.42%	544,949	2.22%	41.97%	1,075,765	2.15%	37.67%
SOUTH	3,795K	-2.12%	28.31%	327,318	-3.60%	25.21%	846,756	-0.55%	29.65%
WEST	4,031K	-10.44%	30.07%	345,219	-10.74%	26.59%	757,288	-10.86%	26.52%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

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		388,556,814	23.50%	63,498,668	23.56%	52,083,979	23.23%
FRESH FRUIT - BLUEBERRY	Total	375,153,491	24.78%	62,200,242	24.29%	49,228,072	25.17%
	CONVENTIONAL	308,554,347	24.61%	52,285,496	26.21%	42,030,794	24.98%
	ORGANIC	66,599,144	25.62%	9,914,747	15.05%	7,197,278	26.28%
FZ FRUIT - BLUEBERRIES	Total	13,403,323	-4.20%	1,298,426	-3.44%	2,855,907	-2.76%
	CONVENTIONAL	11,948,693	-4.70%	1,135,854	-4.09%	2,655,062	-3.37%
	ORGANIC	1,454,631	0.03%	162,572	1.32%	200,844	6.12%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

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
16 OUNCE	96,896,040	17.64%	25.83%	16,433,800	15.49%	26.42%	16,433,800	15.49%	33.38%	\$5.90	1.87%
18 OUNCE	85,503,591	22.93%	22.79%	10,292,347	21.77%	16.55%	11,578,890	21.77%	23.52%	\$7.38	0.95%
6 OUNCE	41,364,202	-12.27%	11.03%	9,501,925	-6.49%	15.28%	3,563,222	-6.49%	7.24%	\$11.61	-6.18%
11 OUNCE	31,005,593	11.40%	8.26%	5,129,133	-0.06%	8.25%	3,526,279	-0.06%	7.16%	\$8.79	11.47%
9.8 OUNCE	61,728,243	135.82%	16.45%	10,938,579	168.66%	17.59%	6,699,880	168.66%	13.61%	\$9.21	-12.22%
12 OUNCE	26,362,017	39.70%	7.03%	4,628,005	37.10%	7.44%	3,471,003	37.10%	7.05%	\$7.59	1.89%
8 OUNCE	10,248,817	6.07%	2.73%	1,596,909	1.40%	2.57%	798,454	1.40%	1.62%	\$12.84	4.60%
4.4 OUNCE	4,686,880	-19.33%	1.25%	825,058	-25.09%	1.33%	226,891	-25.09%	0.46%	\$20.66	7.68%
10 OUNCE	5,204,480	7.98%	1.39%	925,874	15.51%	1.49%	578,671	15.51%	1.18%	\$8.99	-6.51%
48 OUNCE	1,153,839	-42.48%	0.31%	113,674	-26.41%	0.18%	341,022	-26.41%	0.69%	\$3.38	-21.84%

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
48 OUNCE	9,148,462	-2.22%	68.26%	694,582	-1.34%	53.49%	2,083,745	-1.34%	72.96%	\$4.39	-0.89%
32 OUNCE	1,063,006	-17.15%	7.93%	92,822	-17.17%	7.15%	185,643	-17.17%	6.50%	\$5.73	0.02%
15 OUNCE	1,113,084	2.87%	8.30%	233,547	3.23%	17.99%	218,951	3.23%	7.67%	\$5.08	-0.35%
10 OUNCE	559,745	-5.82%	4.18%	99,478	-6.42%	7.66%	62,174	-6.42%	2.18%	\$9.00	0.64%
64 OUNCE	539,170	-4.16%	4.02%	39,229	-2.17%	3.02%	156,915	-2.17%	5.49%	\$3.44	-2.04%
12 OUNCE	408,797	-19.61%	3.05%	82,991	-16.24%	6.39%	62,243	-16.24%	2.18%	\$6.57	-4.02%
28 OUNCE	212,682	-13.25%	1.59%	13,804	-11.18%	1.06%	24,157	-11.18%	0.85%	\$8.80	-2.33%
40 OUNCE	176,334	-0.23%	1.32%	15,925	1.30%	1.23%	39,811	1.30%	1.39%	\$4.43	-1.51%
8 OUNCE	115,797	-0.07%	0.86%	19,243	5.68%	1.48%	9,621	5.68%	0.34%	\$12.04	-5.44%
36 OUNCE	44,389	25.67%	0.33%	3,959	41.64%	0.30%	8,908	41.64%	0.31%	\$4.98	-11.27%

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		1,091,740,313	12.71%	217,337,305	10.58%	\$5.02	1.92%
FRESH BERRIES	Total	1,063,965,071	13.18%	211,534,724	10.97%	\$5.03	2.00%
	CONVENTIONAL	867,809,187	12.28%	187,152,170	11.52%	\$4.64	0.68%
	ORGANIC	196,155,884	17.36%	24,382,554	6.87%	\$8.04	9.82%
FROZEN BERRIES	Total	27,775,242	-2.96%	5,802,581	-1.76%	\$4.79	-1.22%
	CONVENTIONAL	24,661,958	-2.94%	5,374,029	-1.96%	\$4.59	-1.01%
	ORGANIC	3,113,284	-3.06%	428,551	0.81%	\$7.26	-3.85%

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4 Weeks Ending Saturday, November 2, 2024

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	1,063,965,071	13.18%	211,534,724	10.97%
	FRESH FRUIT - STRAWBERRIES	424,066,761	10.46%	129,745,501	10.24%
	FRESH FRUIT - BLUEBERRY	375,153,491	24.78%	49,228,072	25.17%
	FRESH FRUIT - RASPBERRIES	162,831,395	-1.35%	21,246,972	-7.57%
	FRESH FRUIT - BLACKBERRIES	101,692,954	12.63%	11,289,966	6.47%
	FRESH FRUIT - OTHER BERRIES	220,470	72.79%	24,213	60.22%
FROZEN BERRIES	Total	27,775,242	-2.96%	5,802,581	-1.76%
	FZ FRUIT - BLUEBERRIES	13,403,323	-4.20%	2,855,907	-2.76%
	FZ FRUIT - MIXED BERRIES	8,976,615	-7.70%	1,804,376	-7.10%
	FZ FRUIT - STRAWBERRIES	3,996,414	15.59%	924,667	15.01%
	FZ FRUIT - RASPBERRIES	979,967	-7.40%	146,489	-5.96%
	FZ FRUIT - BLACKBERRIES	323,407	9.37%	59,513	7.26%
	FZ FRUIT - OTHER BERRIES	95,515	1.79%	11,630	-0.42%

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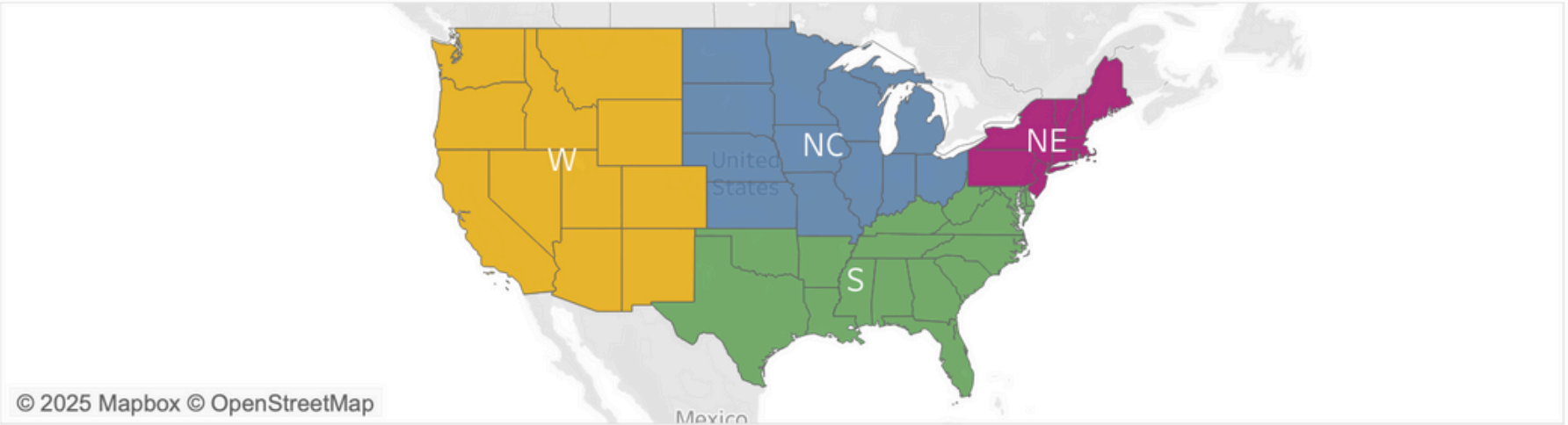
Top Fresh Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	500,673,538	116.46%	149,853,246	111.44%
FRESH FRUIT - BLUEBERRY	389,471,756	153.23%	54,376,984	142.34%
RASPBERRIES	178,957,616	97.13%	21,300,386	83.37%
MANDARINS - REGULAR / OTHER	166,649,583	139.75%	101,696,726	134.35%
BLACKBERRIES	114,044,647	90.63%	12,134,962	61.84%
APPLES - HONEYCRISP	73,455,536	135.94%	39,267,035	159.82%
GREEN GRAPES - SEEDLESS	71,041,947	143.11%	29,621,506	156.25%
SMOOTHIE / SHAKE / NECTAR	65,632,000	83.68%	24,579,783	88.22%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	183,063,033	113.05%	55,573,183	108.69%
FRESH FRUIT - BLUEBERRY	138,123,355	151.36%	19,798,475	138.40%
MANDARINS - REGULAR / OTHER	63,270,822	132.69%	38,938,054	122.48%
RASPBERRIES	49,868,766	96.02%	5,526,925	79.54%
BLACKBERRIES	41,251,265	85.48%	4,418,916	59.19%
APPLES - HONEYCRISP	29,615,773	146.58%	15,358,891	171.66%
APPLES - GALA	29,328,585	82.17%	24,239,520	84.52%
MANDARINS - CLEMENTINE	24,744,581	62.86%	14,790,955	41.55%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	116,202,902	116.31%	34,736,788	107.71%
FRESH FRUIT - BLUEBERRY	98,586,264	172.59%	12,629,832	176.02%
RASPBERRIES	47,988,635	111.18%	5,162,831	112.59%
MANDARINS - REGULAR / OTHER	39,917,854	157.71%	23,366,088	156.17%
BLACKBERRIES	29,174,478	82.43%	3,011,313	60.79%
SMOOTHIE / SHAKE / NECTAR	20,113,406	77.63%	7,576,645	82.14%
GREEN GRAPES - SEEDLESS	19,846,068	117.72%	8,129,445	142.49%
RED GRAPES - SEEDLESS	12,871,873	105.48%	5,199,898	120.15%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	93,337,887	110.84%	25,028,490	109.13%
FRESH FRUIT - BLUEBERRY	74,724,384	142.48%	10,021,049	132.40%
RASPBERRIES	34,149,326	88.25%	3,542,320	74.53%
MANDARINS - REGULAR / OTHER	32,048,449	117.26%	17,395,820	114.89%
BLACKBERRIES	21,523,683	97.96%	2,180,742	64.70%
GREEN GRAPES - SEEDLESS	13,380,352	210.89%	4,909,075	233.52%
APPLES - HONEYCRISP	11,761,014	146.60%	5,946,718	157.33%
SMOOTHIE / SHAKE / NECTAR	11,385,171	84.93%	4,086,595	89.34%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	63,750,776	131.33%	20,665,992	126.70%
FRESH FRUIT - BLUEBERRY	45,255,530	143.44%	7,053,377	123.57%
RASPBERRIES	25,480,216	92.92%	3,808,812	75.79%
MANDARINS - REGULAR / OTHER	17,488,518	158.38%	12,135,717	148.28%
APPLES - HONEYCRISP	13,343,230	133.25%	8,023,844	163.30%
BLACKBERRIES	12,338,973	108.38%	1,453,569	70.28%
GREEN GRAPES - SEEDLESS	9,148,547	168.47%	3,990,442	183.31%
APPLES - GALA	8,686,620	71.54%	7,688,454	69.11%

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.

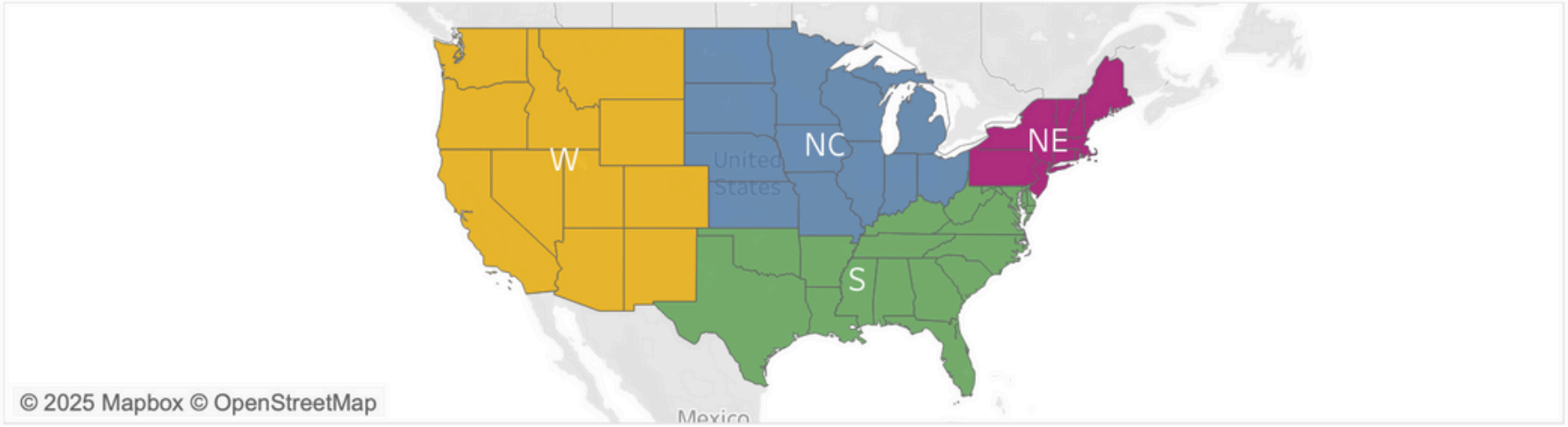
	Sum of Dollars	Dollars % Change vs Year Ago	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	14,570,174	97.66%	3,026,028	98.07%
FZ FRUIT - MIXED BERRIES	9,963,032	89.71%	1,949,093	88.55%
FZ FRUIT - OTHER	8,488,667	110.38%	2,083,342	105.04%
FZ FRUIT - MIXED FRUIT	8,051,221	123.68%	1,720,279	120.70%
FZ FRUIT - SMOOTHIE KITS	4,785,549	33.33%	676,012	18.07%
FZ FRUIT - STRAWBERRIES	4,665,699	136.02%	1,069,132	131.78%
FZ FRUIT - ACAI	2,930,922	138.39%	397,392	137.72%
FZ FRUIT - MANGO	2,259,964	98.04%	527,563	115.41%

SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	4,838,982	117.94%	1,285,319	111.63%
FZ FRUIT - BLUEBERRIES	3,833,311	98.01%	840,024	99.13%
FZ FRUIT - MIXED BERRIES	3,596,097	85.97%	716,084	86.05%
FZ FRUIT - MIXED FRUIT	3,086,342	126.57%	673,006	116.27%
FZ FRUIT - SMOOTHIE KITS	1,874,016	13.02%	272,669	-2.63%
FZ FRUIT - STRAWBERRIES	1,397,774	129.35%	356,820	121.91%
FZ FRUIT - ACAI	1,165,411	147.19%	158,646	141.85%
FZ FRUIT - MANGO	575,246	41.50%	161,861	78.30%

WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,020,343	84.96%	749,578	84.70%
FZ FRUIT - MIXED BERRIES	2,181,986	79.12%	401,677	76.41%
FZ FRUIT - MIXED FRUIT	1,353,043	99.81%	260,166	100.08%
FZ FRUIT - OTHER	1,215,573	116.15%	236,784	114.85%
FZ FRUIT - SMOOTHIE KITS	1,108,699	65.67%	115,789	31.84%
FZ FRUIT - STRAWBERRIES	957,682	164.04%	186,093	162.40%
FZ FRUIT - ACAI	895,346	127.60%	115,648	122.09%
FZ FRUIT - MANGO	467,982	125.78%	91,050	147.42%



NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,974,489	112.02%	1,090,170	110.58%
FZ FRUIT - MIXED BERRIES	2,956,542	108.28%	603,894	108.02%
FZ FRUIT - MIXED FRUIT	2,809,060	137.44%	639,958	135.96%
FZ FRUIT - OTHER	1,961,506	94.56%	464,849	87.15%
FZ FRUIT - STRAWBERRIES	1,540,659	125.65%	365,950	125.61%
FZ FRUIT - SMOOTHIE KITS	1,069,002	58.31%	177,944	58.92%
FZ FRUIT - MANGO	922,076	134.42%	213,346	134.59%
FZ FRUIT - CHERRIES	693,644	120.06%	113,895	120.50%

NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	847,129	93.55%	178,351	96.24%
FZ FRUIT - MIXED BERRIES	609,327	79.87%	118,953	76.16%
FZ FRUIT - MIXED FRUIT	424,766	107.14%	76,790	120.98%
FZ FRUIT - SMOOTHIE KITS	388,992	18.19%	59,421	12.27%
FZ FRUIT - STRAWBERRIES	325,818	146.27%	69,443	148.01%
FZ FRUIT - OTHER	293,269	89.79%	60,444	90.56%
FZ FRUIT - ACAI	233,557	183.42%	34,292	183.42%
FZ FRUIT - CHERRIES	110,322	89.67%	18,760	86.93%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

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			\$7.46	\$0.02	0.22%	\$3.28	\$0.01	0.21%	\$7.95	\$0.49	6.62%
FRESH FRUIT	Total		\$7.62	\$-0.02	-0.31%	\$3.27	\$0.01	0.20%	\$8.12	\$0.52	6.83%
	CONVENTIONAL		\$7.34	\$-0.02	-0.30%	\$3.02	\$-0.06	-1.96%	\$7.42	\$0.41	5.90%
	ORGANIC		\$9.25	\$-0.05	-0.52%	\$5.69	\$0.82	16.89%	\$12.03	\$1.01	9.20%
FZ FRUIT	Total		\$4.69	\$-0.07	-1.48%	\$4.32	\$0.02	0.51%	\$5.13	\$-0.03	-0.56%
	CONVENTIONAL		\$4.50	\$-0.06	-1.37%	\$4.09	\$0.07	1.79%	\$4.95	\$-0.02	-0.41%
	ORGANIC		\$7.24	\$-0.44	-5.74%	\$7.41	\$-0.26	-3.33%	\$7.23	\$-0.14	-1.92%

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			\$5.03	\$4.35	8.25%	\$5.46	-3.71%
FRESH FRUIT	Total		\$5.03	\$4.36	8.49%	\$5.47	-4.02%
	CONVENTIONAL	OTHER BERRIES	\$9.09	\$11.02	23.76%	\$9.00	6.89%
		BLACKBERRIES	\$8.24	\$6.96	1.28%	\$9.09	9.07%
		BLUEBERRIES	\$7.34	\$7.18	-1.04%	\$7.39	0.20%
		RASPBERRIES	\$7.00	\$6.58	7.80%	\$7.92	1.44%
		MIXED BERRIES	\$7.29	\$6.71	-10.97%	\$7.66	-2.42%
		STRAWBERRIES	\$3.02	\$2.79	-2.90%	\$3.19	-4.25%
	ORGANIC	OTHER BERRIES	\$53.83		-100.00%	\$53.83	
		BLACKBERRIES	\$12.50	\$10.64	6.69%	\$12.79	5.23%
		BLUEBERRIES	\$9.25	\$8.25	-8.81%	\$9.45	1.20%
		RASPBERRIES	\$11.72	\$9.63	2.47%	\$13.03	5.79%
		STRAWBERRIES	\$5.69	\$4.67	8.29%	\$6.03	15.50%
FZ FRUIT	Total		\$4.79	\$4.18	-3.82%	\$5.10	2.02%
	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.21	\$7.48	6.57%	\$8.32	2.80%
		FZ FRUIT - RASPBERRIES	\$6.16	\$5.00	-10.92%	\$6.58	5.20%
		FZ FRUIT - BLACKBERRIES	\$4.43	\$5.34	5.21%	\$4.33	4.26%
		FZ FRUIT - MIXED BERRIES	\$4.84	\$4.25	-3.27%	\$5.14	2.42%
		FZ FRUIT - BLUEBERRIES	\$4.50	\$4.06	-3.02%	\$4.75	1.49%
		FZ FRUIT - STRAWBERRIES	\$4.09	\$3.60	-4.82%	\$4.34	6.04%
	ORGANIC	FZ FRUIT - OTHER BERRIES					-100.00%
		FZ FRUIT - RASPBERRIES	\$10.52	\$8.64	0.29%	\$11.33	-5.02%
		FZ FRUIT - BLACKBERRIES	\$7.63	\$5.98	5.38%	\$8.65	0.70%
		FZ FRUIT - MIXED BERRIES	\$6.72	\$5.39	4.36%	\$7.58	2.54%
		FZ FRUIT - BLUEBERRIES	\$7.24	\$6.11	-7.41%	\$7.58	-4.44%
		FZ FRUIT - STRAWBERRIES	\$7.41	\$6.10	-7.98%	\$7.82	-0.60%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

Conventional Fresh Blueberry Trend over Time

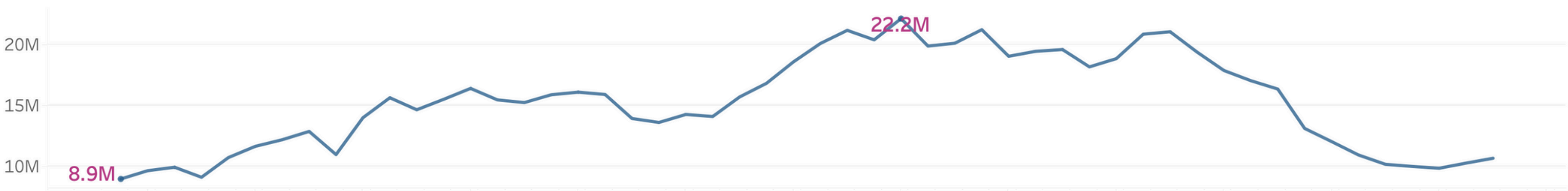
Retail Price in \$USD/lb



Retail Dollars in \$USD



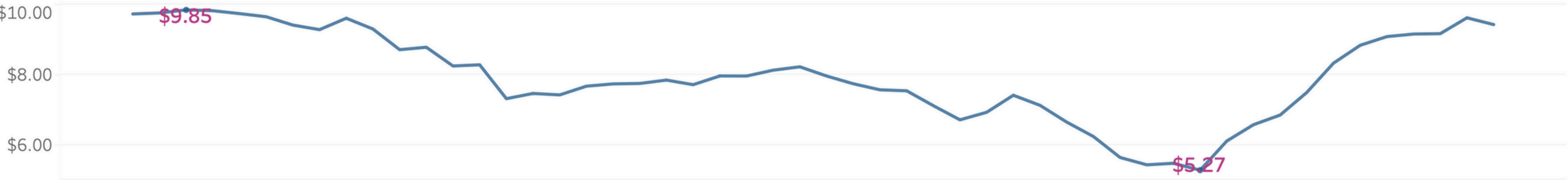
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



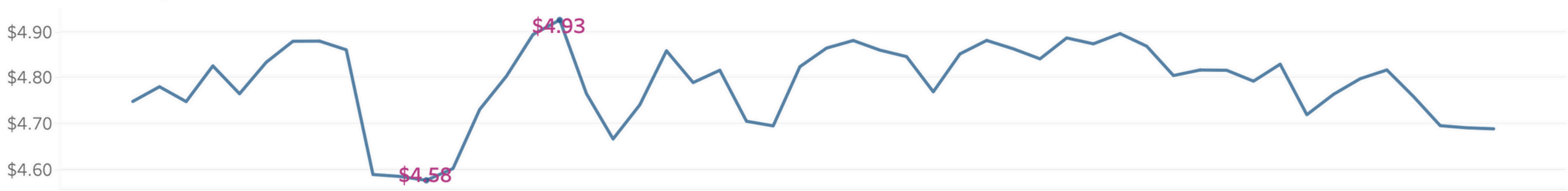
Retail Volume in Pounds



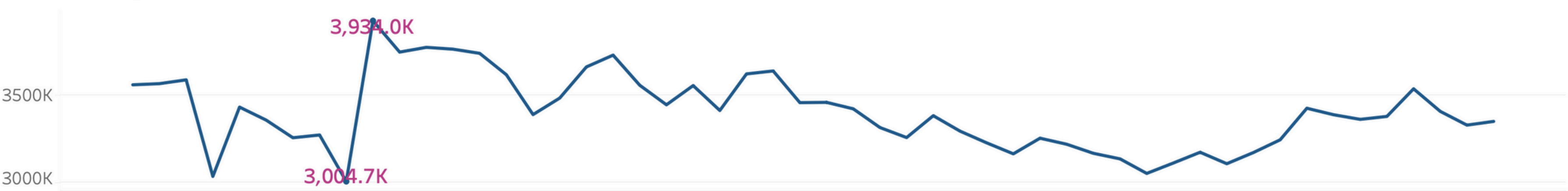
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)
4 Weeks Ending Saturday, November 2, 2024

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)
4 Weeks Ending Saturday, November 2, 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 ..