



USHBC Blueberry Category Retail Sales Report Period 12

4 Weeks Ending Saturday, November 30, 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)

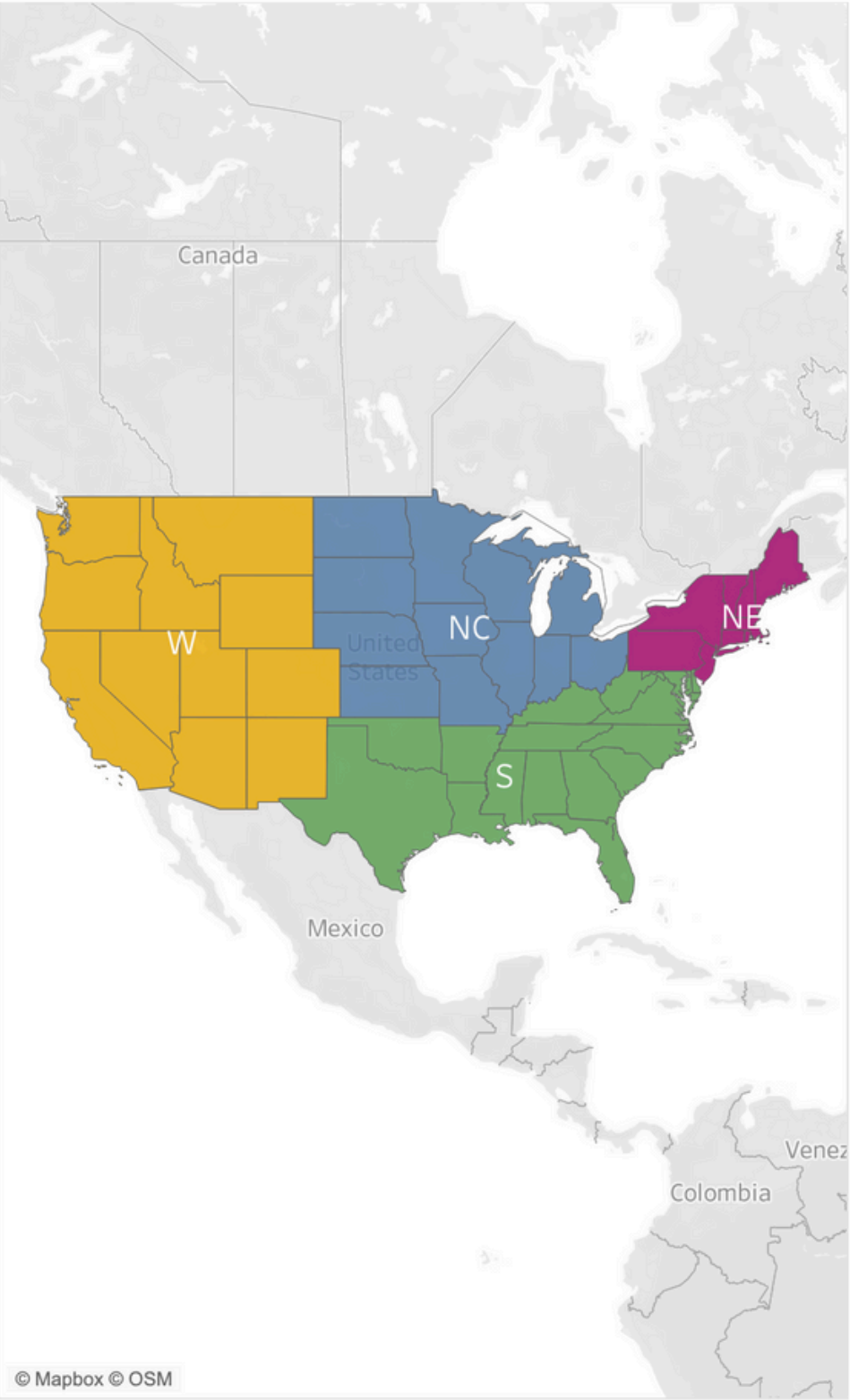
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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	407,189K	13.0%	100.0%	87,552K	48.7%	100.0%	75,673K	56.6%	100.0%
NORTH CENTRAL	52,488K	17.3%	12.9%	12,740K	59.7%	14.6%	11,126K	68.3%	14.7%
NORTHEAST	87,042K	7.7%	21.4%	17,826K	43.9%	20.4%	16,234K	46.5%	21.5%
SOUTH	160,588K	16.2%	39.4%	37,597K	64.4%	42.9%	32,620K	68.2%	43.1%
WEST	107,071K	10.7%	26.3%	19,389K	24.0%	22.1%	15,693K	39.8%	20.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 2024

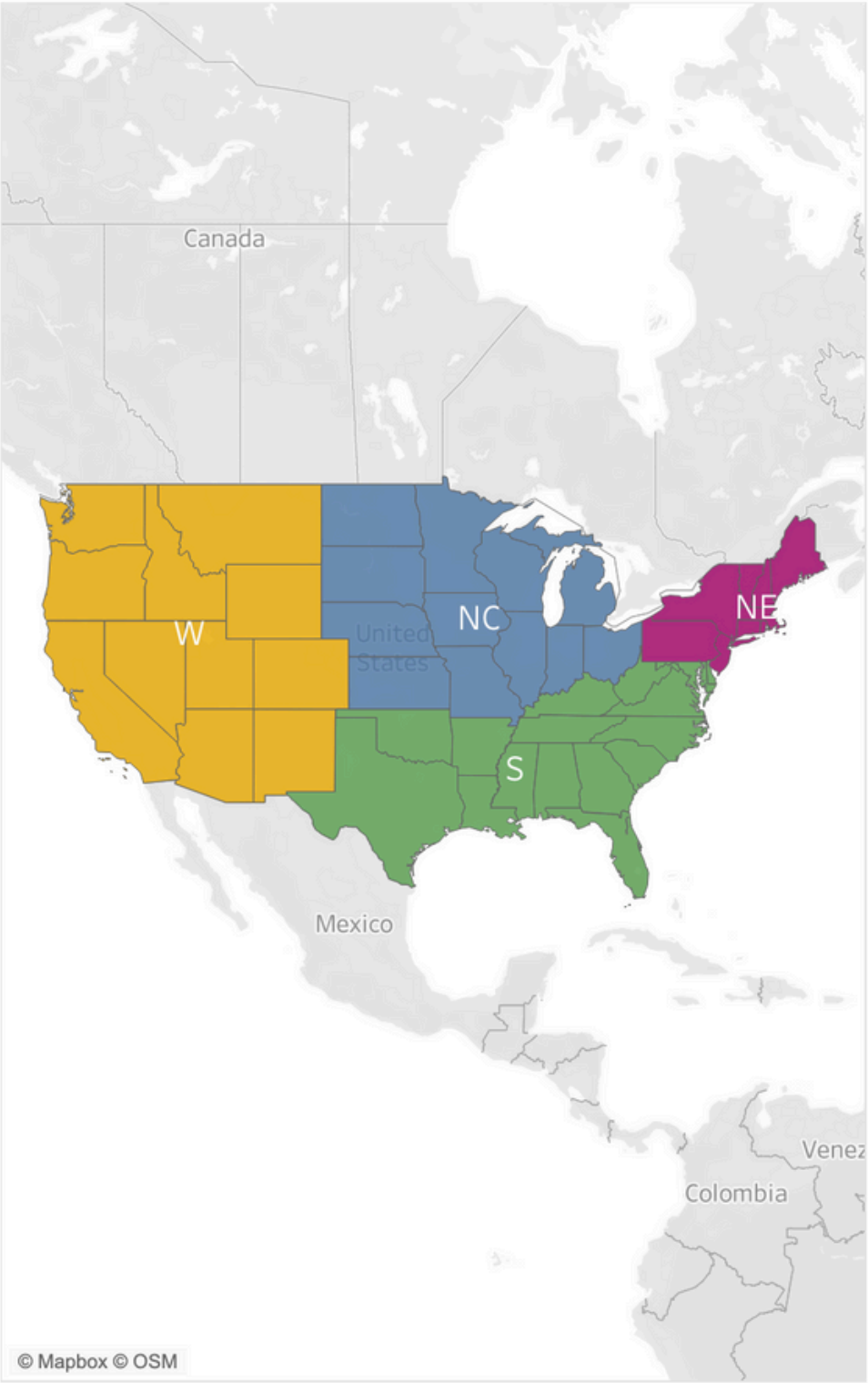
Blueberry Sales By Geography

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	\$394,285K	13.69%	100.00%	86,305K	49.96%	100.00%	72,937K	60.45%	100.00%
NORTH CENTRAL	\$51,691K	17.74%	13.11%	12,663K	60.41%	14.67%	10,960K	70.36%	15.03%
NORTHEAST	\$82,368K	8.15%	20.89%	17,294K	45.75%	20.04%	15,168K	51.03%	20.80%
SOUTH	\$157,022K	16.95%	39.82%	37,293K	65.62%	43.21%	31,838K	71.82%	43.65%
WEST	\$103,205K	11.61%	26.18%	19,054K	24.73%	22.08%	14,972K	43.23%	20.53%

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	12,904K	-5.33%	100.00%	1,247,555	-5.21%	100.00%	2,735,591	-4.09%	100.00%
NORTH CENTRAL	797K	-7.59%	6.18%	76,831	-7.80%	6.16%	166,888	-6.50%	6.10%
NORTHEAST	4,674K	0.60%	36.22%	532,013	1.00%	42.64%	1,065,475	2.61%	38.95%
SOUTH	3,567K	-8.63%	27.64%	303,364	-12.42%	24.32%	782,178	-9.35%	28.59%
WEST	3,866K	-8.36%	29.96%	335,347	-6.76%	26.88%	721,051	-6.69%	26.36%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 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		407,189,216	12.97%	87,552,198	48.72%	75,672,795	56.64%
FRESH FRUIT - BLUEBERRY	Total	394,285,111	13.69%	86,304,643	49.96%	72,937,204	60.45%
	CONVENTIONAL	320,233,828	11.61%	73,559,267	52.28%	63,259,769	60.78%
	ORGANIC	74,051,283	23.66%	12,745,376	37.83%	9,677,435	58.31%
FZ FRUIT - BLUEBERRIES	Total	12,904,105	-5.33%	1,247,555	-5.21%	2,735,591	-4.09%
	CONVENTIONAL	11,487,423	-5.75%	1,082,679	-6.12%	2,528,237	-4.66%
	ORGANIC	1,416,682	-1.77%	164,876	1.20%	207,353	3.34%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 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
18 OUNCE	100,114,353	6.06%	25.39%	15,239,799	38.45%	17.66%	17,144,774	38.45%	23.51%	\$5.84	-23.40%
16 OUNCE	115,684,733	24.65%	29.34%	30,786,915	87.24%	35.67%	30,786,915	87.24%	42.21%	\$3.76	-33.43%
6 OUNCE	34,460,846	-39.75%	8.74%	8,749,283	-33.31%	10.14%	3,280,981	-33.31%	4.50%	\$10.50	-9.65%
11 OUNCE	37,281,869	30.77%	9.46%	8,378,426	65.88%	9.71%	5,760,168	65.88%	7.90%	\$6.47	-21.17%
9.8 OUNCE	49,964,527	138.65%	12.67%	9,729,252	208.60%	11.27%	5,959,167	208.60%	8.17%	\$8.38	-22.67%
12 OUNCE	21,564,910	19.27%	5.47%	6,016,705	89.53%	6.97%	4,512,529	89.53%	6.19%	\$4.78	-37.07%
8 OUNCE	10,325,279	-2.63%	2.62%	1,910,379	18.49%	2.21%	955,189	18.49%	1.31%	\$10.81	-17.82%
10 OUNCE	7,936,146	-1.27%	2.01%	2,278,596	62.01%	2.64%	1,424,123	62.01%	1.95%	\$5.57	-39.06%
4.4 OUNCE	4,616,590	-24.22%	1.17%	904,011	-21.89%	1.05%	248,603	-21.89%	0.34%	\$18.57	-2.98%
18.6 OUNCE	1,170,407	-62.34%	0.30%	325,126	-36.52%	0.38%	377,959	-36.52%	0.52%	\$3.10	-40.67%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 2024

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	8,719,426	-2.53%	67.57%	647,540	-1.37%	51.90%	1,942,621	-1.37%	71.01%	\$4.49	-1.18%
32 OUNCE	1,032,192	-21.70%	8.00%	94,074	-23.66%	7.54%	188,147	-23.66%	6.88%	\$5.49	2.57%
15 OUNCE	1,061,937	-4.38%	8.23%	221,986	-5.20%	17.79%	208,112	-5.20%	7.61%	\$5.10	0.87%
64 OUNCE	606,259	-3.37%	4.70%	47,087	-2.75%	3.77%	188,347	-2.75%	6.89%	\$3.22	-0.64%
10 OUNCE	555,081	-6.20%	4.30%	103,409	-6.47%	8.29%	64,631	-6.47%	2.36%	\$8.59	0.29%
12 OUNCE	383,320	-15.62%	2.97%	78,770	-10.27%	6.31%	59,077	-10.27%	2.16%	\$6.49	-5.97%
28 OUNCE	205,429	-10.24%	1.59%	13,672	-6.26%	1.10%	23,926	-6.26%	0.87%	\$8.59	-4.24%
40 OUNCE	170,333	-7.57%	1.32%	15,327	-7.65%	1.23%	38,317	-7.65%	1.40%	\$4.45	0.09%
8 OUNCE	106,355	5.27%	0.82%	19,004	14.64%	1.52%	9,502	14.64%	0.35%	\$11.19	-8.18%
36 OUNCE	44,214	10.89%	0.34%	4,310	26.96%	0.35%	9,698	26.96%	0.35%	\$4.56	-12.65%

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		1,088,381,425	7.81%	207,378,499	18.41%	\$5.25	-8.96%
FRESH BERRIES	Total	1,060,825,103	8.15%	201,655,027	19.14%	\$5.26	-9.22%
	CONVENTIONAL	869,903,329	5.86%	179,154,423	18.14%	\$4.86	-10.39%
	ORGANIC	190,921,774	19.98%	22,500,604	27.71%	\$8.49	-6.05%
FROZEN BERRIES	Total	27,556,322	-3.99%	5,723,471	-2.46%	\$4.81	-1.56%
	CONVENTIONAL	24,387,931	-4.04%	5,259,476	-2.91%	\$4.64	-1.16%
	ORGANIC	3,168,392	-3.63%	463,995	2.94%	\$6.83	-6.38%

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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	1,060,825,103	8.15%	201,655,027	19.14%
	FRESH FRUIT - STRAWBERRIES	412,231,044	10.97%	99,024,011	10.55%
	FRESH FRUIT - BLUEBERRY	394,285,111	13.69%	72,937,204	60.45%
	FRESH FRUIT - RASPBERRIES	151,596,200	-11.98%	18,006,940	-23.92%
	FRESH FRUIT - BLACKBERRIES	102,124,752	13.50%	11,623,649	10.45%
	FRESH FRUIT - OTHER BERRIES	587,995	58.25%	63,223	57.68%
FROZEN BERRIES	Total	27,556,322	-3.99%	5,723,471	-2.46%
	FZ FRUIT - BLUEBERRIES	12,904,105	-5.33%	2,735,591	-4.09%
	FZ FRUIT - MIXED BERRIES	8,460,427	-9.74%	1,676,408	-8.73%
	FZ FRUIT - STRAWBERRIES	4,404,824	15.00%	1,032,531	15.67%
	FZ FRUIT - RASPBERRIES	1,250,852	-8.61%	187,043	-8.10%
	FZ FRUIT - BLACKBERRIES	369,555	9.53%	71,198	12.85%
	FZ FRUIT - OTHER BERRIES	166,560	3.42%	20,702	5.35%

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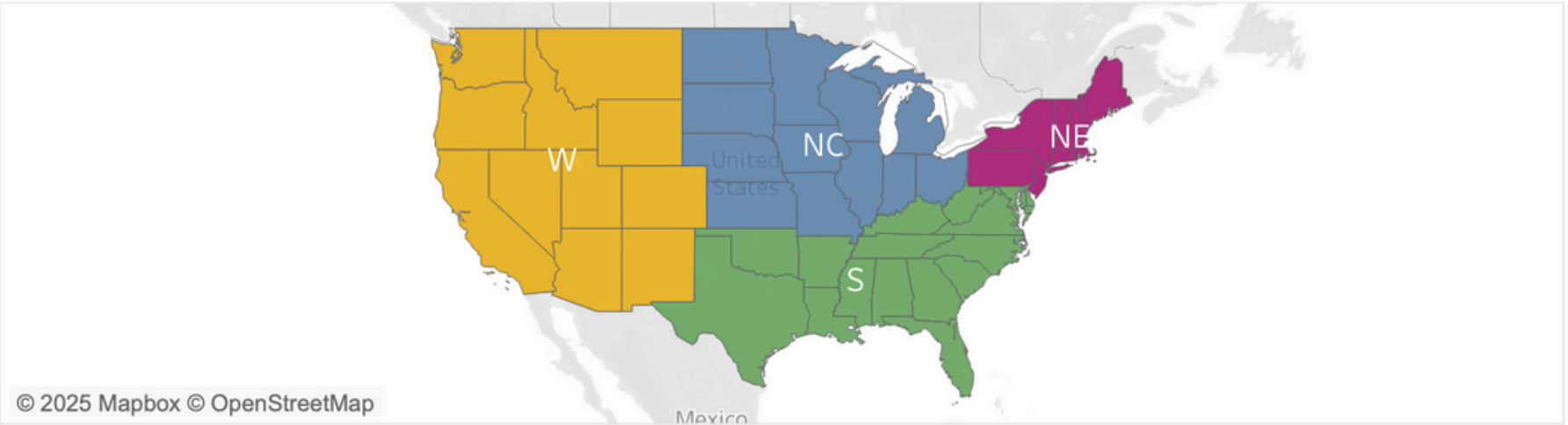
Top Fresh Fruits, Dollar Sales By Geography

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%
GREEN GRAPES - SEEDLESS	22,597,387	113.66%	10,204,818	119.88%

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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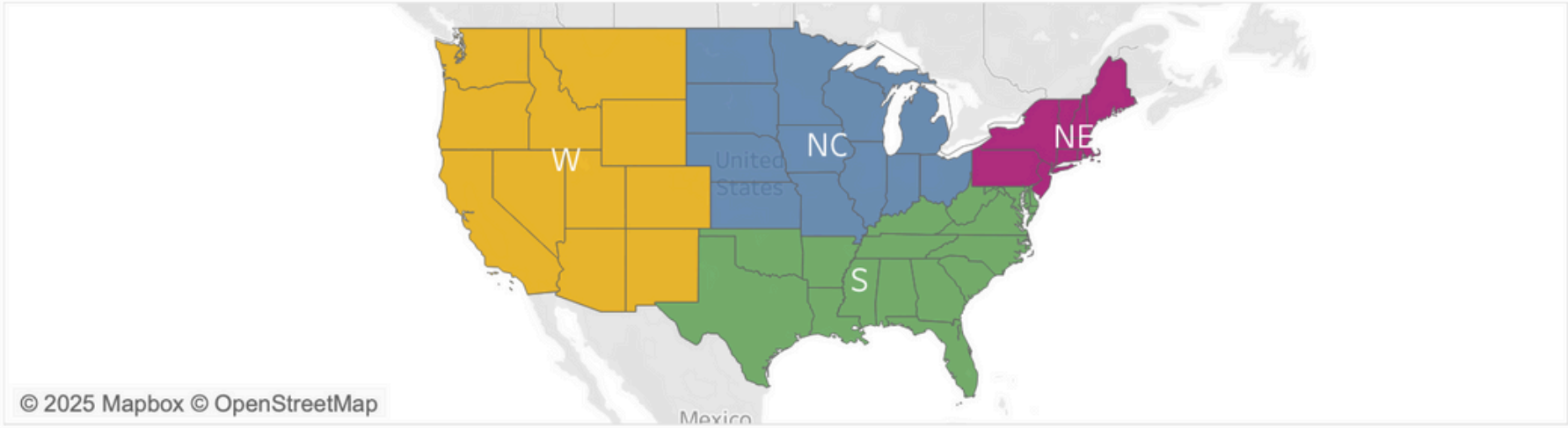
Top Frozen Fruits, Dollar Sales By Geography

TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change v..	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)
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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			\$5.38	\$-2.08	-27.87%	\$4.16	\$0.02	0.37%	\$8.35	\$0.81	10.81%
FRESH FRUIT	Total		\$5.41	\$-2.22	-29.14%	\$4.16	\$0.02	0.38%	\$8.55	\$0.88	11.45%
	CONVENTIONAL		\$5.06	\$-2.23	-30.58%	\$3.87	\$-0.05	-1.40%	\$7.83	\$0.79	11.19%
	ORGANIC		\$7.65	\$-2.14	-21.89%	\$7.22	\$0.64	9.76%	\$12.97	\$0.59	4.78%
FZ FRUIT	Total		\$4.72	\$-0.06	-1.29%	\$4.27	\$-0.02	-0.58%	\$5.24	\$-0.05	-1.01%
	CONVENTIONAL		\$4.54	\$-0.05	-1.15%	\$4.07	\$0.03	0.67%	\$5.08	\$-0.02	-0.44%
	ORGANIC		\$6.83	\$-0.36	-4.95%	\$6.74	\$-0.75	-9.98%	\$6.86	\$-0.48	-6.53%

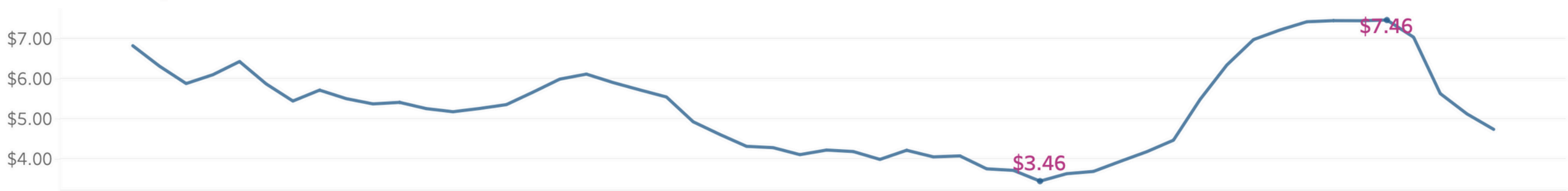
BERRY PATCH PROMOTION PRICING

			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			\$5.25	\$5.07	-5.44%	\$5.39	-9.39%
FRESH FRUIT	Total		\$5.26	\$5.08	-5.55%	\$5.41	-9.72%
	CONVENTIONAL	OTHER BERRIES	\$9.29	\$11.39	29.16%	\$9.26	-0.13%
		BLACKBERRIES	\$7.99	\$7.34	8.75%	\$8.84	2.38%
		RASPBERRIES	\$7.74	\$7.06	14.46%	\$9.13	16.67%
		MIXED BERRIES	\$7.38	\$6.66	-7.82%	\$8.22	8.66%
		BLUEBERRIES	\$5.06	\$4.66	-29.84%	\$6.34	-16.18%
		STRAWBERRIES	\$3.87	\$3.43	-1.41%	\$3.98	-2.68%
	ORGANIC	OTHER BERRIES	\$53.97			\$53.97	
		BLACKBERRIES	\$12.57	\$10.52	-6.68%	\$12.93	3.63%
		RASPBERRIES	\$13.35	\$11.59	8.63%	\$13.75	5.51%
		BLUEBERRIES	\$7.65	\$6.90	-28.84%	\$8.50	-13.38%
		STRAWBERRIES	\$7.22	\$6.48	2.99%	\$7.30	10.28%
FZ FRUIT	Total		\$4.81	\$4.33	-3.26%	\$4.98	-0.24%
	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.05	\$6.78	-5.64%	\$8.28	-0.70%
		FZ FRUIT - RASPBERRIES	\$6.23	\$5.82	4.57%	\$6.43	1.45%
		FZ FRUIT - BLACKBERRIES	\$4.60	\$6.68	7.76%	\$4.19	2.13%
		FZ FRUIT - MIXED BERRIES	\$4.93	\$4.32	-3.91%	\$5.05	0.07%
		FZ FRUIT - BLUEBERRIES	\$4.54	\$3.91	-2.98%	\$4.74	0.25%
		FZ FRUIT - STRAWBERRIES	\$4.07	\$3.78	-4.64%	\$4.21	3.47%
	ORGANIC	FZ FRUIT - OTHER BERRIES					-100.00%
		FZ FRUIT - RASPBERRIES	\$10.07	\$8.77	-2.47%	\$11.29	-4.57%
		FZ FRUIT - BLACKBERRIES	\$6.10	\$5.05	1.27%	\$8.94	0.38%
		FZ FRUIT - MIXED BERRIES	\$6.48	\$5.47	-6.80%	\$7.23	-1.36%
		FZ FRUIT - BLUEBERRIES	\$6.83	\$5.92	0.15%	\$7.66	-3.11%
		FZ FRUIT - STRAWBERRIES	\$6.74	\$5.53	-18.58%	\$8.12	5.65%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 2024

Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



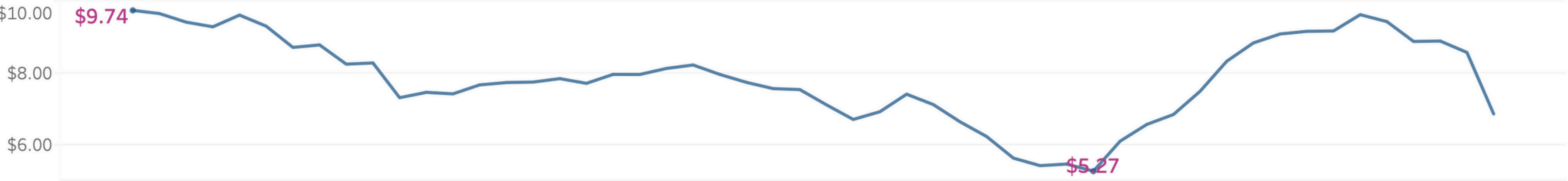
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 2024

Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



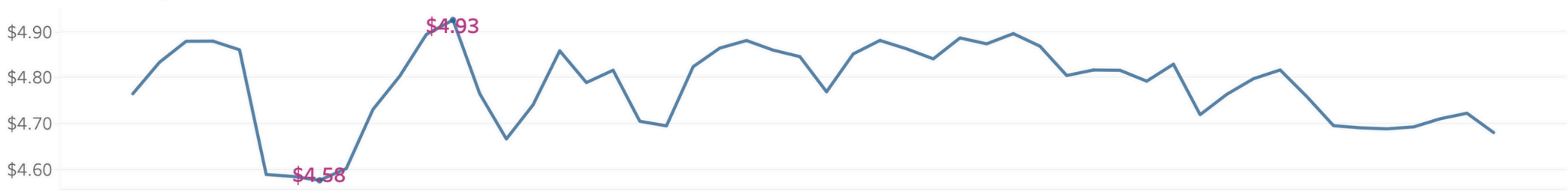
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)
4 Weeks Ending Saturday, November 30, 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 30, 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 ..