



# USHBC Blueberry Category Retail Sales Report Period 10

4 Weeks Ending Saturday, October 5, 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)

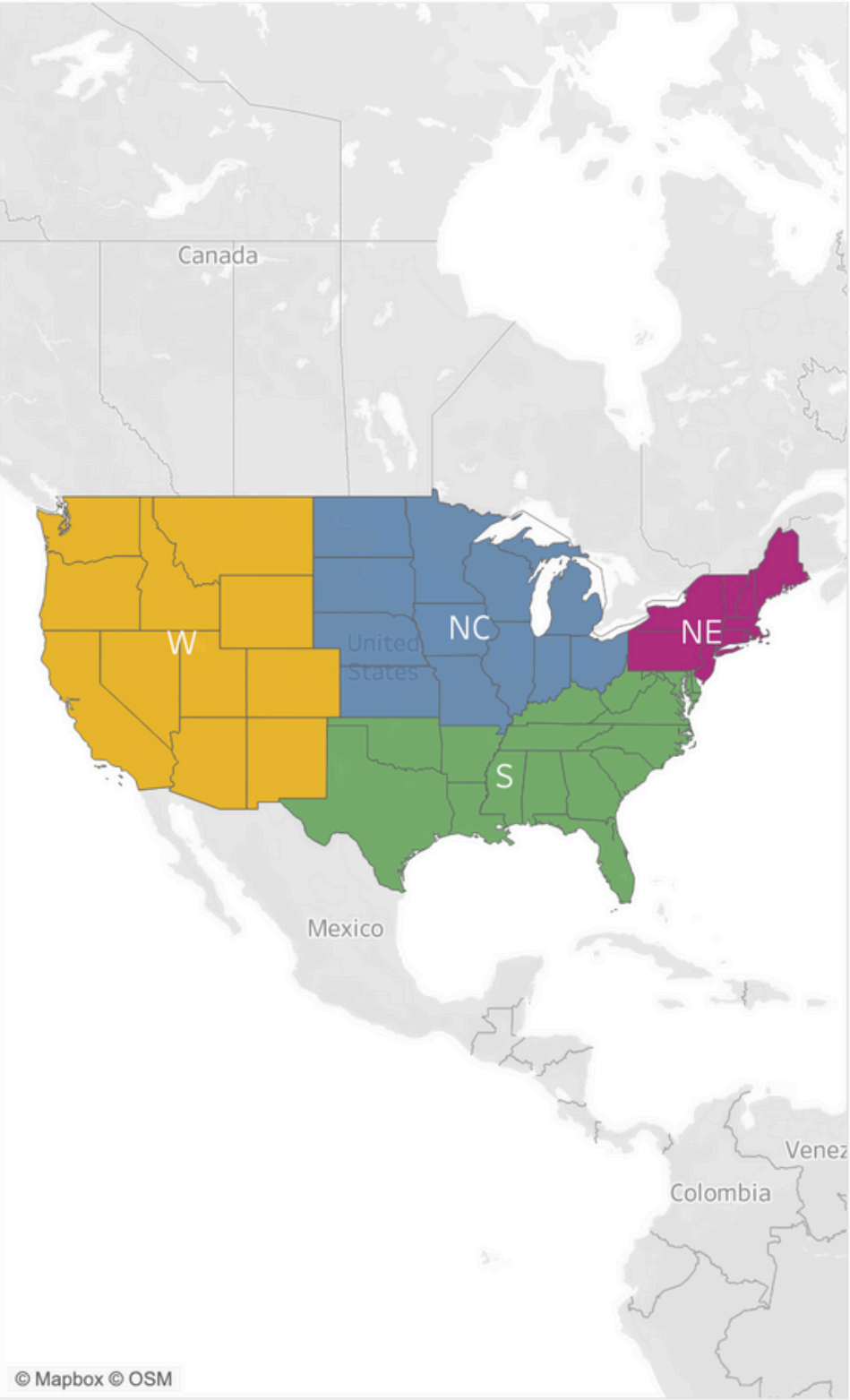
- Over 6.9 million frozen blueberries were sold from the berry patch, making them the most popular berry. Frozen blueberries remain the market leader despite a **2.18%** decline.
- The largest size, 48 ounces, has grown **9.59%** in price. This size accounts for 70% of frozen blueberry sales.
- Frozen 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	370,365K	22.1%	100.0%	62,361K	8.8%	100.0%	52,361K	8.8%	100.0%
NORTH CENTRAL	46,103K	18.9%	12.4%	8,273K	2.3%	13.3%	7,232K	0.7%	13.8%
NORTHEAST	79,699K	13.5%	21.5%	12,526K	0.3%	20.1%	11,111K	-1.2%	21.2%
SOUTH	141,957K	21.9%	38.3%	24,584K	8.5%	39.4%	20,638K	7.0%	39.4%
WEST	102,607K	31.6%	27.7%	16,977K	20.5%	27.2%	13,379K	28.1%	25.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 2024



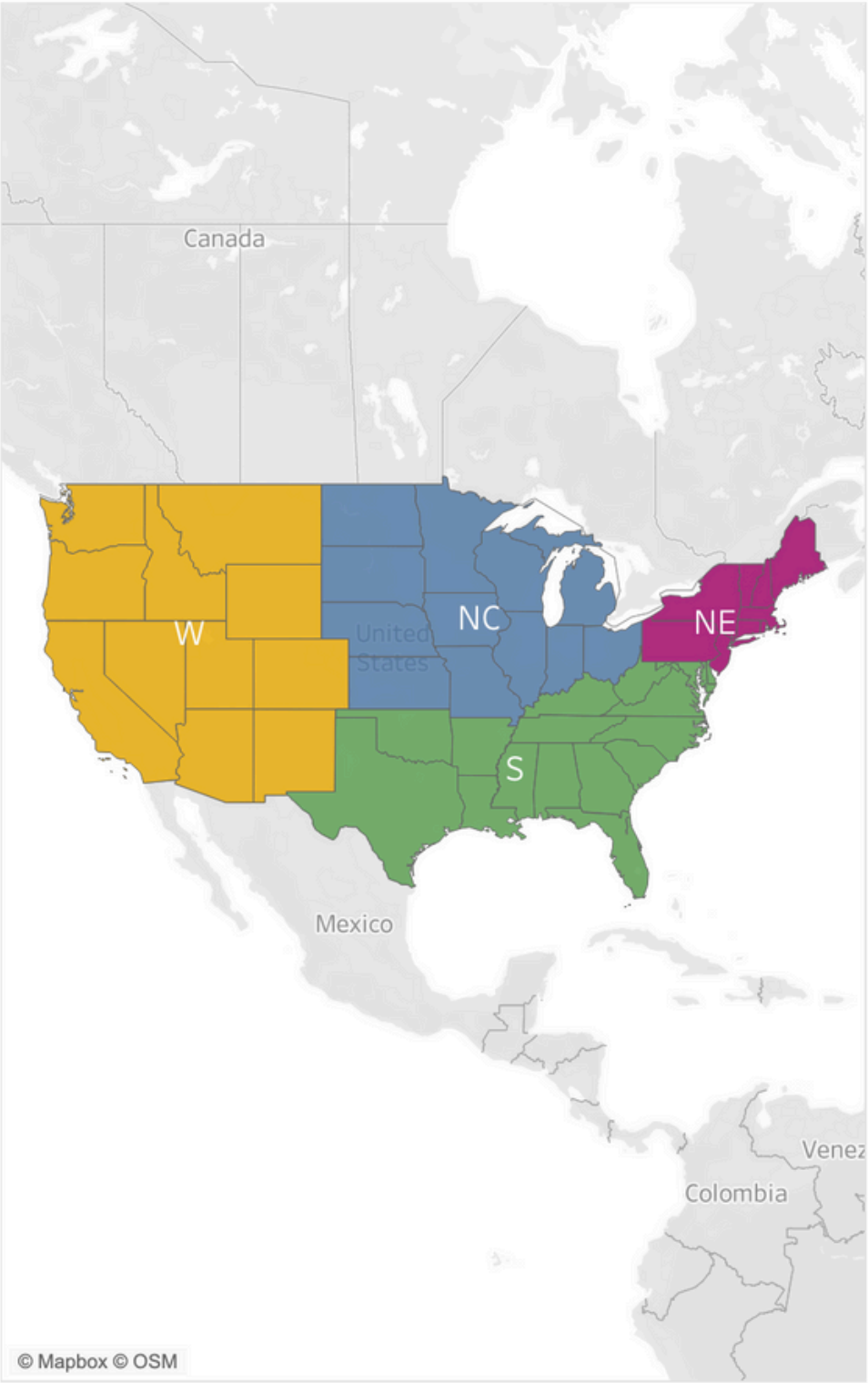
# Blueberry Sales By Geography

## 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	\$356,690K	22.98%	100.00%	61,060K	8.93%	100.00%	49,503K	9.06%	100.00%
NORTH CENTRAL	\$45,256K	19.26%	12.69%	8,192K	2.37%	13.42%	7,053K	0.65%	14.25%
NORTHEAST	\$74,724K	13.81%	20.95%	11,973K	-0.11%	19.61%	10,021K	-2.18%	20.24%
SOUTH	\$138,123K	22.57%	38.72%	24,256K	8.63%	39.72%	19,798K	7.20%	39.99%
WEST	\$98,586K	33.67%	27.64%	16,639K	21.13%	27.25%	12,630K	30.62%	25.51%

## 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	13,675K	2.51%	100.00%	1,300,637	2.47%	100.00%	2,858,123	3.62%	100.00%
NORTH CENTRAL	847K	0.90%	6.19%	81,402	-0.78%	6.26%	178,351	3.50%	6.24%
NORTHEAST	4,974K	9.04%	36.38%	553,052	9.50%	42.52%	1,090,170	9.08%	38.14%
SOUTH	3,833K	2.29%	28.03%	327,543	0.43%	25.18%	840,024	3.33%	29.39%
WEST	4,020K	-4.08%	29.40%	338,641	-4.87%	26.04%	749,578	-3.10%	26.23%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 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		370,364,806	22.08%	62,360,864	8.79%	52,360,856	8.75%
FRESH FRUIT - BLUEBERRY	Total	356,689,532	22.98%	61,060,227	8.93%	49,502,733	9.06%
	CONVENTIONAL	299,906,578	24.00%	52,408,010	10.35%	43,090,800	8.72%
	ORGANIC	56,782,955	17.84%	8,652,217	1.05%	6,411,933	11.41%
FZ FRUIT - BLUEBERRIES	Total	13,675,273	2.51%	1,300,637	2.47%	2,858,123	3.62%
	CONVENTIONAL	12,219,053	2.38%	1,136,728	2.58%	2,659,010	3.39%
	ORGANIC	1,456,220	3.60%	163,909	1.77%	199,113	6.79%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 2024



# 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
16 OUNCE	88,851,470	2.41%	24.91%	16,196,645	-11.66%	26.53%	16,196,645	-11.66%	32.72%	\$5.49	15.92%
18 OUNCE	87,647,752	20.79%	24.57%	10,991,047	6.91%	18.00%	12,364,927	6.91%	24.98%	\$7.09	12.98%
6 OUNCE	40,455,450	-6.53%	11.34%	8,765,460	-18.48%	14.36%	3,287,048	-18.48%	6.64%	\$12.31	14.66%
11 OUNCE	24,798,182	11.27%	6.95%	4,616,015	-4.44%	7.56%	3,173,511	-4.44%	6.41%	\$7.81	16.44%
9.8 OUNCE	55,127,173	161.34%	15.46%	9,540,154	176.45%	15.62%	5,843,344	176.45%	11.80%	\$9.43	-5.47%
12 OUNCE	31,971,110	88.01%	8.96%	6,012,778	74.00%	9.85%	4,509,583	74.00%	9.11%	\$7.09	8.06%
8 OUNCE	5,918,231	-23.91%	1.66%	983,680	-32.62%	1.61%	491,840	-32.62%	0.99%	\$12.03	12.93%
10 OUNCE	8,207,961	51.53%	2.30%	1,543,475	41.97%	2.53%	964,672	41.97%	1.95%	\$8.51	6.74%
4.4 OUNCE	3,584,699	-32.03%	1.00%	675,630	-38.59%	1.11%	185,798	-38.59%	0.38%	\$19.29	10.68%
10.99 OUNCE	263,059	-86.66%	0.07%	42,283	-88.15%	0.07%	29,043	-88.15%	0.06%	\$9.06	12.50%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 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	9,481,448	6.13%	69.33%	701,875	6.40%	53.96%	2,105,626	6.40%	73.67%	\$4.50	-0.25%
32 OUNCE	1,037,781	-15.75%	7.59%	90,567	-15.22%	6.96%	181,134	-15.22%	6.34%	\$5.73	-0.63%
15 OUNCE	1,139,499	14.49%	8.33%	237,703	15.20%	18.28%	222,846	15.20%	7.80%	\$5.11	-0.62%
10 OUNCE	529,215	-3.40%	3.87%	94,248	-2.11%	7.25%	58,905	-2.11%	2.06%	\$8.98	-1.31%
12 OUNCE	413,821	-19.51%	3.03%	81,174	-17.56%	6.24%	60,881	-17.56%	2.13%	\$6.80	-2.36%
64 OUNCE	494,358	-3.31%	3.61%	35,599	-1.23%	2.74%	142,394	-1.23%	4.98%	\$3.47	-2.11%
28 OUNCE	223,363	-2.87%	1.63%	14,719	-2.29%	1.13%	25,759	-2.29%	0.90%	\$8.67	-0.59%
40 OUNCE	176,500	-2.07%	1.29%	15,747	-3.54%	1.21%	39,367	-3.54%	1.38%	\$4.48	1.53%
8 OUNCE	125,598	-1.18%	0.92%	23,023	-6.94%	1.77%	11,511	-6.94%	0.40%	\$10.91	6.19%
36 OUNCE	25,865	-33.86%	0.19%	2,274	-33.44%	0.17%	5,115	-33.44%	0.18%	\$5.06	-0.64%

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		1,103,720,133	9.68%	220,543,362	3.94%	\$5.00	5.52%
FRESH BERRIES	Total	1,074,989,696	9.92%	214,633,056	3.99%	\$5.01	5.71%
	CONVENTIONAL	873,447,708	11.42%	188,550,276	7.15%	\$4.63	3.98%
	ORGANIC	201,541,989	3.87%	26,082,780	-14.29%	\$7.73	21.20%
FROZEN BERRIES	Total	28,730,437	1.10%	5,910,306	2.04%	\$4.86	-0.92%
	CONVENTIONAL	25,503,309	1.47%	5,472,075	2.31%	\$4.66	-0.82%
	ORGANIC	3,227,128	-1.68%	438,231	-1.22%	\$7.36	-0.47%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 2024



# 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	1,074,989,696	9.92%	214,633,056	3.99%
	FRESH FRUIT - STRAWBERRIES	456,354,597	8.31%	136,004,453	6.58%
	FRESH FRUIT - BLUEBERRY	356,689,532	22.98%	49,502,733	9.06%
	FRESH FRUIT - RASPBERRIES	157,486,943	0.77%	18,040,887	-5.20%
	FRESH FRUIT - BLACKBERRIES	104,288,399	-5.31%	11,064,540	-22.87%
	FRESH FRUIT - OTHER BERRIES	170,225	20.72%	20,443	22.13%
FROZEN BERRIES	Total	28,730,437	1.10%	5,910,306	2.04%
	FZ FRUIT - BLUEBERRIES	13,675,273	2.51%	2,858,123	3.62%
	FZ FRUIT - MIXED BERRIES	9,343,951	-5.39%	1,840,609	-4.66%
	FZ FRUIT - STRAWBERRIES	4,221,932	14.58%	978,306	13.21%
	FZ FRUIT - RASPBERRIES	1,059,962	-5.78%	159,589	-6.33%
	FZ FRUIT - BLACKBERRIES	331,386	13.25%	61,446	8.65%
	FZ FRUIT - OTHER BERRIES	97,932	-0.44%	12,234	-2.57%

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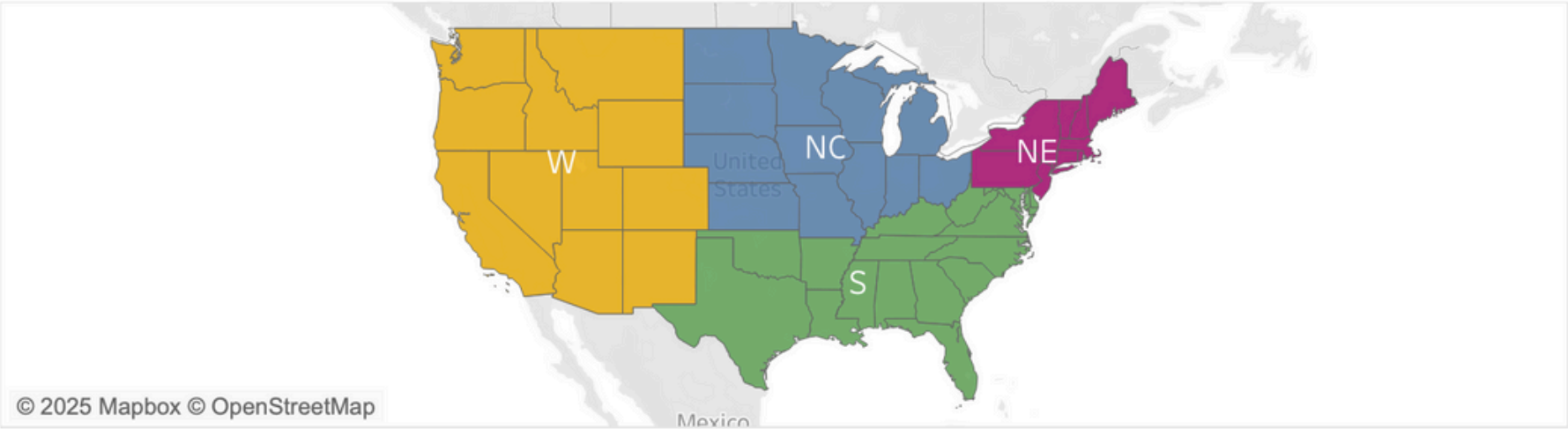
# Top Fresh Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

TOTAL U.S.				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	500,673,538	8.52%	149,853,246	6.55%
FRESH FRUIT - BLUEBERRY	389,471,756	22.44%	54,376,984	8.12%
RASPBERRIES	178,957,616	0.69%	21,300,386	-5.83%
MANDARINS - REGULAR / OTHER	166,649,583	24.85%	101,696,726	18.46%
BLACKBERRIES	114,044,647	-5.04%	12,134,962	-23.58%
APPLES - HONEYCRISP	73,455,536	22.20%	39,267,035	39.15%
GREEN GRAPES - SEEDLESS	71,041,947	31.65%	29,621,506	36.54%
SMOOTHIE / SHAKE / NECTAR	65,632,000	-8.49%	24,579,783	-6.43%

SOUTH				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	183,063,033	8.08%	55,573,183	8.29%
FRESH FRUIT - BLUEBERRY	138,123,355	22.57%	19,798,475	7.20%
MANDARINS - REGULAR / OTHER	63,270,822	17.36%	38,938,054	9.52%
RASPBERRIES	49,868,766	-0.69%	5,526,925	-9.73%
BLACKBERRIES	41,251,265	-9.35%	4,418,916	-27.63%
APPLES - HONEYCRISP	29,615,773	27.42%	15,358,891	48.11%
APPLES - GALA	29,328,585	-12.70%	24,239,520	-10.53%
MANDARINS - CLEMENTINE	24,744,581	-16.48%	14,790,955	-27.41%

WEST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	116,202,902	7.91%	34,736,788	2.54%
FRESH FRUIT - BLUEBERRY	98,586,264	33.67%	12,629,832	30.62%
RASPBERRIES	47,988,635	7.13%	5,162,831	7.56%
MANDARINS - REGULAR / OTHER	39,917,854	38.35%	23,366,088	36.28%
BLACKBERRIES	29,174,478	-5.46%	3,011,313	-18.87%
SMOOTHIE / SHAKE / NECTAR	20,113,406	-10.09%	7,576,645	-7.96%
GREEN GRAPES - SEEDLESS	19,846,068	11.90%	8,129,445	22.12%
RED GRAPES - SEEDLESS	12,871,873	10.15%	5,199,898	14.20%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	93,337,887	5.44%	25,028,490	5.02%
FRESH FRUIT - BLUEBERRY	74,724,384	13.81%	10,021,049	-2.18%
RASPBERRIES	34,149,326	-5.81%	3,542,320	-12.18%
MANDARINS - REGULAR / OTHER	32,048,449	14.18%	17,395,820	7.83%
BLACKBERRIES	21,523,683	-0.71%	2,180,742	-17.07%
GREEN GRAPES - SEEDLESS	13,380,352	59.99%	4,909,075	68.53%
APPLES - HONEYCRISP	11,761,014	25.41%	5,946,718	34.92%
SMOOTHIE / SHAKE / NECTAR	11,385,171	-9.52%	4,086,595	-7.61%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	63,750,776	14.37%	20,665,992	11.20%
FRESH FRUIT - BLUEBERRY	45,255,530	19.26%	7,053,377	0.65%
RASPBERRIES	25,480,216	1.87%	3,808,812	-6.54%
MANDARINS - REGULAR / OTHER	17,488,518	36.38%	12,135,717	25.94%
APPLES - HONEYCRISP	13,343,230	21.48%	8,023,844	40.34%
BLACKBERRIES	12,338,973	2.08%	1,453,569	-23.44%
GREEN GRAPES - SEEDLESS	9,148,547	50.61%	3,990,442	52.20%
APPLES - GALA	8,686,620	-13.97%	7,688,454	-13.43%

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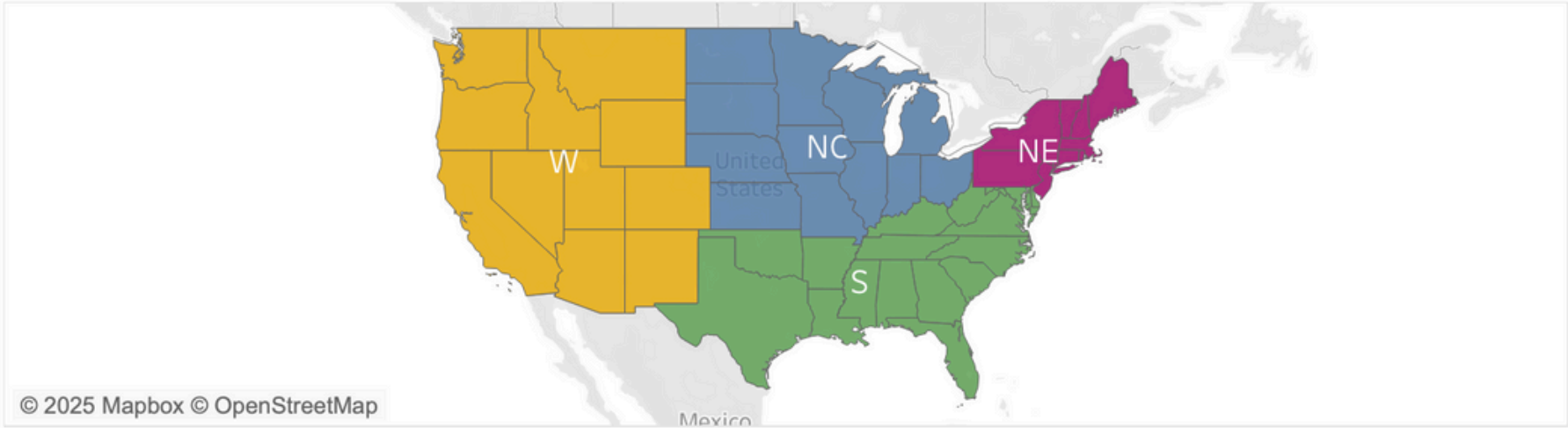
# Top Frozen Fruits, Dollar Sales By Geography

## 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	2.21%	3,026,028	3.31%
FZ FRUIT - MIXED BERRIES	9,963,032	-5.41%	1,949,093	-4.93%
FZ FRUIT - OTHER	8,488,667	3.35%	2,083,342	1.02%
FZ FRUIT - MIXED FRUIT	8,051,221	9.62%	1,720,279	8.67%
FZ FRUIT - SMOOTHIE KITS	4,785,549	-35.59%	676,012	-43.07%
FZ FRUIT - STRAWBERRIES	4,665,699	14.51%	1,069,132	13.26%
FZ FRUIT - ACAI	2,930,922	14.93%	397,392	13.50%
FZ FRUIT - MANGO	2,259,964	-4.30%	527,563	5.28%

SOUTH				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	4,838,982	7.11%	1,285,319	4.50%
FZ FRUIT - BLUEBERRIES	3,833,311	2.29%	840,024	3.33%
FZ FRUIT - MIXED BERRIES	3,596,097	-6.89%	716,084	-5.47%
FZ FRUIT - MIXED FRUIT	3,086,342	11.02%	673,006	5.84%
FZ FRUIT - SMOOTHIE KITS	1,874,016	-45.75%	272,669	-53.01%
FZ FRUIT - STRAWBERRIES	1,397,774	13.30%	356,820	9.19%
FZ FRUIT - ACAI	1,165,411	19.20%	158,646	16.86%
FZ FRUIT - MANGO	575,246	-31.59%	161,861	-12.82%

WEST				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,020,343	-4.08%	749,578	-3.10%
FZ FRUIT - MIXED BERRIES	2,181,986	-9.93%	401,677	-10.54%
FZ FRUIT - MIXED FRUIT	1,353,043	0.40%	260,166	1.68%
FZ FRUIT - OTHER	1,215,573	5.23%	236,784	3.03%
FZ FRUIT - SMOOTHIE KITS	1,108,699	-18.84%	115,789	-36.27%
FZ FRUIT - STRAWBERRIES	957,682	25.99%	186,093	25.38%
FZ FRUIT - ACAI	895,346	10.45%	115,648	5.51%
FZ FRUIT - MANGO	467,982	10.89%	91,050	21.32%



NORTHEAST				
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	4,974,489	9.04%	1,090,170	9.08%
FZ FRUIT - MIXED BERRIES	2,956,542	0.81%	603,894	1.64%
FZ FRUIT - MIXED FRUIT	2,809,060	14.02%	639,958	14.64%
FZ FRUIT - OTHER	1,961,506	-3.97%	464,849	-7.10%
FZ FRUIT - STRAWBERRIES	1,540,659	8.72%	365,950	10.40%
FZ FRUIT - SMOOTHIE KITS	1,069,002	-23.82%	177,944	-23.75%
FZ FRUIT - MANGO	922,076	11.45%	213,346	13.79%
FZ FRUIT - CHERRIES	693,644	6.80%	113,895	7.31%

NORTH CENTRAL				
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	847,129	0.90%	178,351	3.50%
FZ FRUIT - MIXED BERRIES	609,327	-7.51%	118,953	-8.35%
FZ FRUIT - MIXED FRUIT	424,766	3.14%	76,790	10.12%
FZ FRUIT - SMOOTHIE KITS	388,992	-42.45%	59,421	-45.80%
FZ FRUIT - STRAWBERRIES	325,818	19.04%	69,443	20.88%
FZ FRUIT - OTHER	293,269	-7.25%	60,444	-7.05%
FZ FRUIT - ACAI	233,557	40.56%	34,292	41.26%
FZ FRUIT - CHERRIES	110,322	-6.55%	18,760	-7.52%

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		\$7.07	\$0.77	12.25%	\$3.36	\$0.05	1.64%	\$8.73	\$0.91	11.69%
FRESH FRUIT	Total	\$7.21	\$0.82	12.76%	\$3.36	\$0.05	1.63%	\$8.98	\$0.99	12.45%
	CONVENTIONAL	\$6.96	\$0.86	14.05%	\$3.10	\$-0.00	-0.11%	\$8.24	\$0.81	10.90%
	ORGANIC	\$8.86	\$0.48	5.77%	\$5.54	\$1.07	24.03%	\$12.39	\$1.77	16.61%
FZ FRUIT	Total	\$4.78	\$-0.05	-1.07%	\$4.32	\$0.05	1.21%	\$5.22	\$-0.03	-0.50%
	CONVENTIONAL	\$4.60	\$-0.05	-0.98%	\$4.08	\$0.08	1.95%	\$5.03	\$-0.03	-0.56%
	ORGANIC	\$7.31	\$-0.23	-2.99%	\$7.29	\$-0.09	-1.28%	\$7.45	\$0.19	2.59%

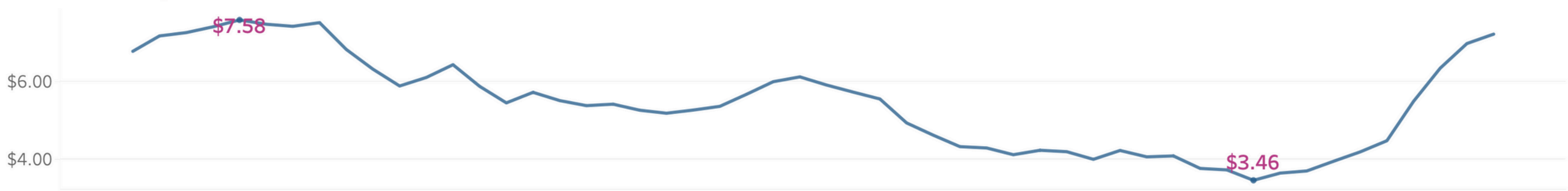
## BERRY PATCH PROMOTION PRICING

			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			\$5.01	\$4.45	7.65%	\$5.22	0.41%
FRESH FRUIT	Total		\$5.01	\$4.45	7.80%	\$5.22	0.40%
	CONVENTIONAL	RASPBERRIES	\$7.99	\$7.31	-3.22%	\$8.62	13.85%
		BLACKBERRIES	\$8.70	\$7.56	15.92%	\$9.06	16.29%
		OTHER BERRIES	\$8.31	\$7.24	-19.95%	\$8.38	-0.45%
		MIXED BERRIES	\$7.56	\$7.45	-6.30%	\$7.65	-6.35%
		BLUEBERRIES	\$6.96	\$7.11	21.08%	\$6.93	12.81%
		STRAWBERRIES	\$3.10	\$2.86	0.42%	\$3.20	-4.59%
	ORGANIC	RASPBERRIES	\$12.50	\$10.61	-3.64%	\$13.28	4.75%
		BLACKBERRIES	\$12.25	\$11.26	32.19%	\$12.47	22.11%
		OTHER BERRIES	\$53.76			\$53.76	
		BLUEBERRIES	\$8.86	\$8.76	4.63%	\$8.86	5.88%
		STRAWBERRIES	\$5.54	\$5.06	20.10%	\$5.64	16.99%
	Total		\$4.86	\$4.42	-2.03%	\$4.99	-0.29%
FZ FRUIT	CONVENTIONAL	FZ FRUIT - OTHER BERRIES	\$8.00	\$5.82	-7.85%	\$8.35	3.88%
		FZ FRUIT - RASPBERRIES	\$6.09	\$4.77	4.83%	\$6.52	2.75%
		FZ FRUIT - BLACKBERRIES	\$4.34	\$5.49	38.99%	\$4.25	-0.37%
		FZ FRUIT - MIXED BERRIES	\$4.94	\$4.35	-2.45%	\$5.11	0.33%
		FZ FRUIT - BLUEBERRIES	\$4.60	\$4.23	-1.01%	\$4.69	-0.69%
		FZ FRUIT - STRAWBERRIES	\$4.08	\$3.68	-1.06%	\$4.22	3.36%
	ORGANIC	FZ FRUIT - OTHER BERRIES					-100.00%
		FZ FRUIT - RASPBERRIES	\$10.21	\$8.81	3.02%	\$11.52	-1.03%
		FZ FRUIT - BLACKBERRIES	\$7.53	\$6.71	11.75%	\$7.99	-0.80%
		FZ FRUIT - MIXED BERRIES	\$6.98	\$6.45	10.41%	\$7.13	-1.39%
		FZ FRUIT - BLUEBERRIES	\$7.31	\$7.01	1.71%	\$7.41	-4.88%
		FZ FRUIT - STRAWBERRIES	\$7.29	\$6.87	3.13%	\$7.47	-2.46%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 5, 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, October 5, 2024



# Organic Fresh Blueberry 52 Week Trend

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



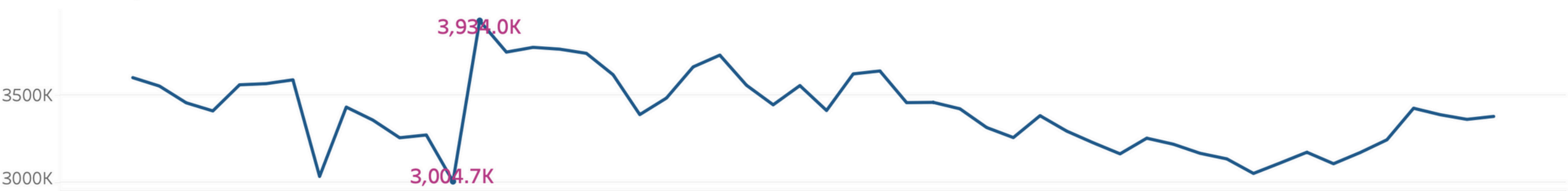
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MUL0 (powered by Circana)  
4 Weeks Ending Saturday, October 5, 2024

# 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, October 5, 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 ..