



# USHBC Blueberry Category Retail Sales Report Period 10

4 Weeks Ending Saturday, October 4, 2025

## Key Insights

### Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have increased in dollar value in almost every region, with the Northeast region leading in growth by **+19.90%**.
- Fresh Conventional and Organic dollar sales increased **+8.69%** and **+5.33%** respectively.
- The 12-ounce, the best selling fresh blueberry item this period, had a **+5.97%** increase in dollar sales and a **+20%** increase in units this period.
- Fresh blueberry volume (pounds), both conventional and organic, increased by **+18.36%**.

### Frozen Blueberries (Produce Department)

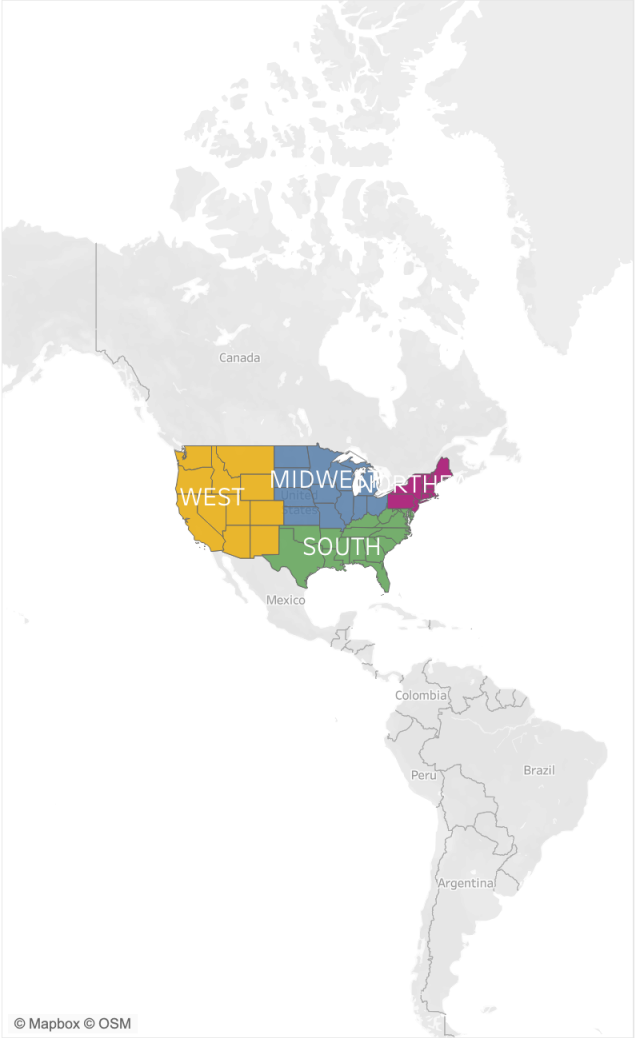
- Over **\$22 million** frozen blueberries were sold in this period, making them the most popular berry and market leader with a sales incline of **+9.15%** from last year.
- The largest size, 48 ounces, has risen **+22.82%** in dollar sales. This size accounts for **75.39%** of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, growing **+53.17%** in the Midwest but falling by **-0.03%** in the Northeast.
- Frozen Organic blueberry sales increased **+1.11%**, and Conventional blueberry sales increased **+5.62%**.

\* all comparison periods are vs a year ago

# Blueberry Sales By Geography

**TOTAL FRESH AND FROZEN BLUEBERRIES**

	Sum of Dollars	Dollar % Change vs YAg0	Dollar Share	Sum of Units	Unit % Change vs YAg0	Unit Share	Sum of Pounds	Pounds % Change vs YAg0	Pound Share
<b>TOTAL US - MULO</b>	<b>\$593.3M</b>	<b>8.2%</b>	<b>100.0%</b>	<b>115.3M</b>	<b>16.7%</b>	<b>100.0%</b>	<b>96.9M</b>	<b>17.8%</b>	<b>100.0%</b>
<b>MIDWEST</b>	<b>\$92.7M</b>	<b>7.3%</b>	<b>15.6%</b>	<b>20.2M</b>	<b>19.4%</b>	<b>17.5%</b>	<b>15.7M</b>	<b>19.7%</b>	<b>16.2%</b>
<b>NORTHEAST</b>	<b>\$157.9M</b>	<b>18.4%</b>	<b>26.6%</b>	<b>29.3M</b>	<b>27.8%</b>	<b>25.4%</b>	<b>26.2M</b>	<b>26.0%</b>	<b>27.0%</b>
<b>SOUTH</b>	<b>\$245.1M</b>	<b>8.1%</b>	<b>41.3%</b>	<b>48.4M</b>	<b>16.8%</b>	<b>42.0%</b>	<b>41.5M</b>	<b>19.5%</b>	<b>42.8%</b>
<b>WEST</b>	<b>\$97.7M</b>	<b>-4.1%</b>	<b>16.5%</b>	<b>17.4M</b>	<b>-0.7%</b>	<b>15.1%</b>	<b>13.5M</b>	<b>-1.0%</b>	<b>14.0%</b>



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

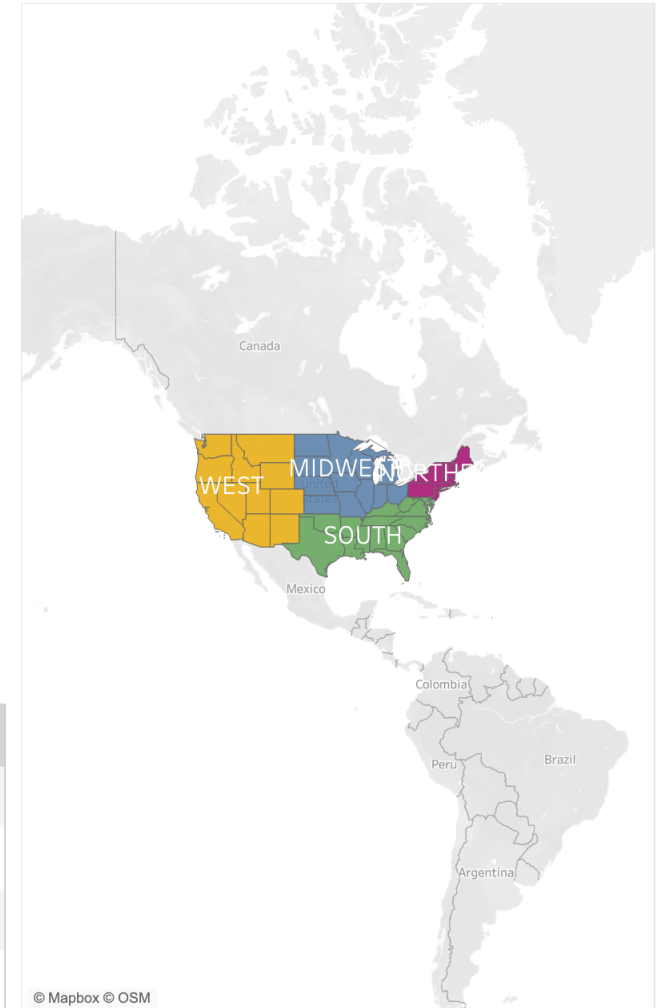
# Blueberry Sales By Geography

## 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	\$571.3M	8.19%	100.00%	113.2M	16.93%	100.00%	92.4M	18.36%	100.00%
MIDWEST	\$89.6M	6.13%	15.67%	19.9M	19.14%	17.55%	15.0M	18.29%	16.28%
NORTHEAST	\$150.2M	19.90%	26.29%	28.5M	29.16%	25.15%	24.5M	29.29%	26.57%
SOUTH	\$237.9M	7.88%	41.64%	47.8M	16.84%	42.25%	40.0M	19.67%	43.30%
WEST	\$93.6M	-4.34%	16.39%	17.0M	-0.71%	15.05%	12.8M	-0.99%	13.86%

## 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 - ..	\$22.01M	9.15%	100.00%	2.1M	4.53%	100.00%	4.58M	6.78%	100.00%
MIDWEST	\$3.15M	53.17%	14.33%	0.3M	35.25%	14.79%	0.67M	62.68%	14.61%
NORTHEAST	\$7.64M	-4.52%	34.70%	0.8M	-5.90%	40.22%	1.62M	-8.67%	35.40%
SOUTH	\$7.17M	17.66%	32.57%	0.6M	12.36%	28.93%	1.54M	14.16%	33.68%
WEST	\$4.05M	0.88%	18.40%	0.3M	-1.10%	16.06%	0.75M	-0.58%	16.31%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 4, 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>		\$593.34M	8.22%	115.3M	16.68%	96.9M	17.76%
<b>FRESH FRUIT - BLUEBERRY</b>	Total	\$571.33M	8.19%	113.2M	16.93%	92.4M	18.36%
	CONVENTIONAL	\$487.49M	8.69%	98.8M	17.43%	81.5M	19.41%
	ORGANIC	\$83.84M	5.33%	14.4M	13.61%	10.9M	11.09%
<b>FZ FRUIT - BLUEBERRIES</b>	Total	\$22.01M	9.15%	2.1M	4.53%	4.6M	6.78%
	CONVENTIONAL	\$20.06M	10.37%	1.8M	5.37%	4.3M	7.18%
	ORGANIC	\$1.95M	-1.99%	0.2M	-1.51%	0.3M	1.02%

Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 4, 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
<b>12 OUNCE</b>	\$139.1M	5.97%	24.34%	31.7M	20.00%	28.05%	23.8M	20.00%	25.78%	\$5.84	-11.68%
<b>18 OUNCE</b>	\$133.3M	5.07%	23.34%	19.8M	15.40%	17.46%	22.2M	15.40%	24.07%	\$6.00	-8.95%
<b>11 OUNCE</b>	\$79.5M	52.53%	13.91%	15.4M	39.02%	13.61%	10.6M	39.02%	11.47%	\$7.50	9.72%
<b>9.8 OUNCE</b>	\$78.1M	4.00%	13.68%	14.4M	11.08%	12.74%	8.8M	11.08%	9.56%	\$8.85	-6.37%
<b>16 OUNCE</b>	\$62.1M	23.08%	10.88%	12.8M	38.52%	11.31%	12.8M	38.52%	13.86%	\$4.86	-11.15%
<b>6 OUNCE</b>	\$36.4M	-26.49%	6.37%	9.1M	-17.49%	8.06%	3.4M	-17.49%	3.71%	\$10.64	-10.90%
<b>4.4 OUNCE</b>	\$10.9M	22.81%	1.90%	2.8M	34.00%	2.47%	0.8M	34.00%	0.83%	\$14.13	-8.35%
<b>18.63 OUNCE</b>	\$7.9M	32.17%	1.38%	1.9M	36.49%	1.71%	2.3M	36.49%	2.45%	\$3.48	-3.16%
<b>10 OUNCE</b>	\$6.3M	-37.75%	1.11%	1.4M	-31.73%	1.22%	0.9M	-31.73%	0.93%	\$7.35	-8.82%
<b>18.6 OUNCE</b>	\$4.8M	206.64%	0.84%	1.0M	165.81%	0.88%	1.2M	165.81%	1.26%	\$4.15	15.36%

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 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
<b>48 OUNCE</b>	\$16.59M	22.82%	75.39%	1,219.1K	20.93%	58.40%	3,657.4K	20.93%	79.89%	\$4.54	1.57%
<b>15 OUNCE</b>	\$1.78M	0.34%	8.08%	354.9K	-4.16%	17.00%	332.7K	-4.16%	7.27%	\$5.34	4.69%
<b>32 OUNCE</b>	\$1.29M	-8.84%	5.86%	117.1K	-8.55%	5.61%	234.2K	-8.55%	5.12%	\$5.51	-0.32%
<b>10 OUNCE</b>	\$0.86M	11.59%	3.91%	159.9K	8.83%	7.66%	100.0K	8.83%	2.18%	\$8.61	2.53%
<b>12 OUNCE</b>	\$0.72M	-10.76%	3.29%	156.6K	-7.47%	7.50%	117.4K	-7.47%	2.56%	\$6.17	-3.55%
<b>40 OUNCE</b>	\$0.35M	2.09%	1.61%	33.2K	5.11%	1.59%	83.1K	5.11%	1.81%	\$4.26	-2.88%
<b>28 OUNCE</b>	\$0.22M	-15.36%	0.99%	14.4K	-16.23%	0.69%	25.3K	-16.23%	0.55%	\$8.67	1.04%
<b>8 OUNCE</b>	\$0.12M	-28.28%	0.55%	22.5K	-26.87%	1.08%	11.2K	-26.87%	0.25%	\$10.78	-1.93%
<b>36 OUNCE</b>	\$0.03M	10.42%	0.16%	3.4K	9.43%	0.16%	7.6K	9.43%	0.17%	\$4.52	0.91%
<b>16 OUNCE</b>	\$0.01M	-58.07%	0.06%	4.1K	-45.58%	0.20%	4.1K	-45.58%	0.09%	\$3.15	-22.96%

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	Price \$/lb
Grand Total		\$1,745,228.6K	4.90%	373.4M	\$4.67
FRESH BERRIES	Total	\$1,699,282.0K	4.89%	364.0M	\$4.67
	CONVENTIONAL	\$1,381,190.3K	3.51%	316.4M	\$4.37
	ORGANIC	\$318,091.7K	11.33%	47.7M	\$6.67
FROZEN BERRIES	Total	\$45,946.6K	5.16%	9.4M	\$4.87
	CONVENTIONAL	\$41,401.6K	5.62%	8.7M	\$4.75
	ORGANIC	\$4,544.9K	1.11%	0.7M	\$6.44

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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
FRESH BERRIES	Total	\$1,699.3M	4.89%	364.02M
	FRESH FRUIT - STRAWBERRIES	\$687.2M	-2.58%	211.32M
	FRESH FRUIT - BLUEBERRY	\$571.3M	8.19%	92.37M
	FRESH FRUIT - RASPBERRIES	\$253.4M	10.65%	35.54M
	FRESH FRUIT - BLACKBERRIES	\$187.1M	18.95%	24.76M
	FRESH FRUIT - OTHER BERRIES	\$0.3M	3.54%	0.02M
	FROZEN BERRIES	Total	\$45.9M	5.16%
	FZ FRUIT - BLUEBERRIES	\$22.0M	9.15%	4.58M
	FZ FRUIT - MIXED BERRIES	\$14.1M	-1.22%	2.80M
	FZ FRUIT - STRAWBERRIES	\$7.4M	5.49%	1.67M
	FZ FRUIT - RASPBERRIES	\$1.8M	6.91%	0.26M
	FZ FRUIT - BLACKBERRIES	\$0.6M	10.49%	0.11M
	FZ FRUIT - OTHER BERRIES	\$0.1M	29.92%	0.01M

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.

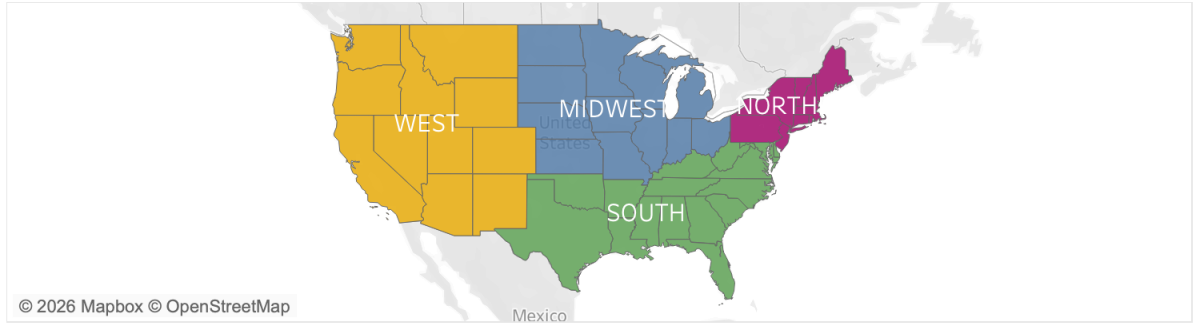
	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$807.4M	-2.99%	253.2M	-0.63%
FRESH FRUIT - BLUEBERRY	\$648.7M	5.95%	106.1M	16.52%
RASPBERRIES	\$302.3M	10.72%	43.7M	34.48%
BLACKBERRIES	\$217.1M	19.27%	29.6M	47.40%
MANDARINS - REGULAR / OTHER	\$181.2M	-34.70%	98.1M	-42.92%
MANDARINS - CLEMENTINE	\$111.2M	-1.84%	74.9M	0.01%
APPLES - GALA	\$110.9M	3.50%	89.7M	4.08%
APPLES - HONEYCRISP	\$98.4M	-14.71%	43.2M	-28.97%

### SOUTH

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$298.4M	-1.49%	93.8M	2.18%
FRESH FRUIT - BLUEBERRY	\$237.8M	7.83%	40.0M	19.64%
RASPBERRIES	\$89.4M	15.44%	12.6M	49.94%
BLACKBERRIES	\$85.1M	25.88%	10.9M	46.70%
MANDARINS - REGULAR / OTHER	\$71.6M	-31.85%	39.6M	-40.08%
MANDARINS - CLEMENTINE	\$57.4M	1.48%	40.5M	3.33%
APPLES - GALA	\$50.1M	1.39%	41.1M	4.70%
LEMONS - REGULAR / OTHER	\$40.0M	12.89%	19.0M	7.97%

### WEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$191.5M	-3.69%	60.5M	-0.53%
FRESH FRUIT - BLUEBERRY	\$144.7M	-6.49%	20.7M	-0.93%
RASPBERRIES	\$73.9M	0.68%	8.7M	10.60%
BLACKBERRIES	\$52.2M	9.07%	6.6M	29.74%
MANDARINS - REGULAR / OTHER	\$43.7M	-37.44%	23.3M	-43.40%
LEMONS - REGULAR / OTHER	\$19.1M	2.62%	8.6M	-7.47%
PEACHES	\$18.0M	3.10%	7.0M	-0.90%
GREEN GRAPES - SEEDLESS	\$17.7M	-45.74%	6.6M	-52.50%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$162.1M	0.11%	47.0M	-0.18%
FRESH FRUIT - BLUEBERRY	\$150.2M	19.90%	24.5M	29.29%
RASPBERRIES	\$59.0M	7.11%	6.7M	16.73%
BLACKBERRIES	\$39.9M	12.33%	4.8M	27.43%
MANDARINS - REGULAR / OTHER	\$39.9M	-20.90%	19.5M	-29.45%
APPLES - GALA	\$21.3M	16.29%	16.8M	15.07%
GREEN GRAPES - SEEDLESS	\$17.7M	-17.18%	6.6M	-18.95%
LEMONS - REGULAR / OTHER	\$17.1M	3.17%	8.0M	3.13%

### MIDWEST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
STRAWBERRIES	\$110.7M	-8.21%	35.1M	-6.73%
FRESH FRUIT - BLUEBERRY	\$89.5M	6.04%	15.0M	18.21%
RASPBERRIES	\$58.6M	17.41%	11.1M	49.03%
BLACKBERRIES	\$30.3M	25.41%	5.2M	89.31%
MANDARINS - REGULAR / OTHER	\$20.3M	-43.93%	11.8M	-52.60%
APPLES - HONEYCRISP	\$18.2M	-11.51%	8.8M	-27.56%
APPLES - GALA	\$15.2M	2.83%	13.0M	-1.64%
GREEN GRAPES - SEEDLESS	\$15.2M	-1.11%	6.2M	-6.01%

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

# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

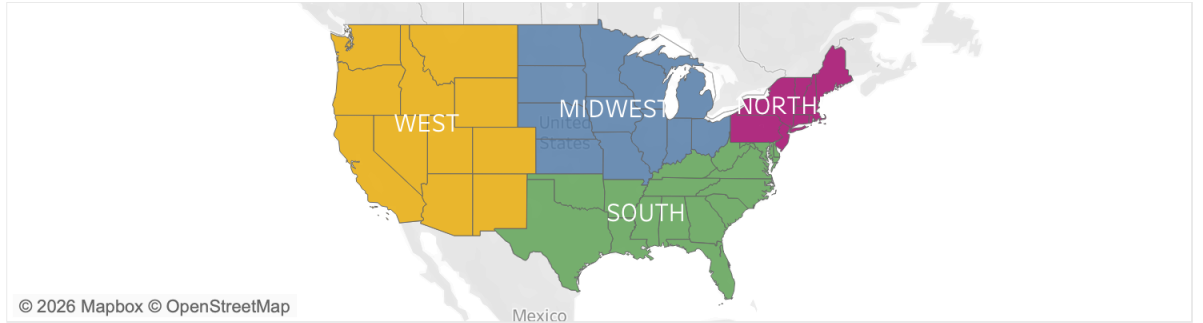
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$23.4M	11.97%	4.9M	10.11%
FZ FRUIT - MIXED FRUIT	\$19.3M	56.66%	4.0M	47.78%
FZ FRUIT - OTHER	\$16.0M	16.62%	3.6M	7.60%
FZ FRUIT - MIXED BERRIES	\$15.5M	-0.50%	3.2M	-0.01%
FZ FRUIT - STRAWBERRIES	\$8.1M	5.62%	1.9M	-0.35%
FZ FRUIT - SMOOTHIE KITS	\$4.9M	-35.31%	0.7M	-38.37%
FZ FRUIT - MANGO	\$4.0M	25.23%	1.1M	43.88%
FZ FRUIT - ACAI	\$4.0M	-11.32%	0.6M	-9.54%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - OTHER	\$9.3M	17.93%	2.3M	12.16%
FZ FRUIT - MIXED FRUIT	\$8.1M	66.05%	1.6M	50.34%
FZ FRUIT - BLUEBERRIES	\$7.2M	17.66%	1.5M	14.16%
FZ FRUIT - MIXED BERRIES	\$5.5M	-3.38%	1.1M	-2.04%
FZ FRUIT - STRAWBERRIES	\$2.7M	16.22%	0.6M	3.83%
FZ FRUIT - SMOOTHIE KITS	\$2.0M	-36.73%	0.3M	-30.79%
FZ FRUIT - ACAI	\$1.8M	-1.24%	0.3M	2.10%
FZ FRUIT - PASSIONFRUIT	\$1.3M	46.81%	0.3M	32.71%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$5.9M	1.77%	1.1M	0.87%
FZ FRUIT - MIXED BERRIES	\$3.9M	-0.62%	0.9M	-1.80%
FZ FRUIT - MIXED FRUIT	\$3.8M	90.95%	0.8M	114.06%
FZ FRUIT - OTHER	\$1.9M	-1.48%	0.3M	-11.09%
FZ FRUIT - STRAWBERRIES	\$1.8M	-5.86%	0.4M	-9.70%
FZ FRUIT - SMOOTHIE KITS	\$1.5M	-15.21%	0.2M	-18.13%
FZ FRUIT - MANGO	\$1.3M	100.29%	0.4M	241.34%
FZ FRUIT - ACAI	\$1.0M	-29.19%	0.1M	-27.02%



### NORTHEAST

	Sum of Dollars	Dollars % Change vs ..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$7.6M	-4.52%	1.6M	-8.67%
FZ FRUIT - MIXED FRUIT	\$5.7M	22.18%	1.2M	10.51%
FZ FRUIT - MIXED BERRIES	\$4.8M	-1.52%	1.0M	-1.61%
FZ FRUIT - OTHER	\$4.1M	23.72%	0.8M	4.91%
FZ FRUIT - STRAWBERRIES	\$2.8M	6.30%	0.7M	4.19%
FZ FRUIT - MANGO	\$1.5M	1.82%	0.4M	2.89%
FZ FRUIT - CHERRIES	\$1.0M	-4.86%	0.2M	-2.33%
FZ FRUIT - PASSIONFRUIT	\$1.0M	53.76%	0.2M	33.94%

### MIDWEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change
FZ FRUIT - BLUEBERRIES	\$3.2M	53.17%	668.8K	62.68%
FZ FRUIT - MIXED FRUIT	\$1.6M	69.00%	306.5K	72.84%
FZ FRUIT - MIXED BERRIES	\$1.6M	9.05%	293.2K	11.68%
FZ FRUIT - STRAWBERRIES	\$1.1M	-0.42%	238.3K	-4.08%
FZ FRUIT - OTHER	\$0.7M	24.25%	127.5K	10.90%
FZ FRUIT - SMOOTHIE KITS	\$0.5M	-34.32%	69.3K	-43.18%
FZ FRUIT - MANGO	\$0.4M	21.29%	93.1K	24.47%
FZ FRUIT - CHERRIES	\$0.4M	3.24%	72.6K	0.92%

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	Price \$/lb	Price \$/lb
<b>Grand Total</b>	<b>\$6.12</b>	<b>\$3.26</b>	<b>\$7.21</b>
<b>FRESH FRUIT</b> Total	<b>\$6.19</b>	<b>\$3.25</b>	<b>\$7.31</b>
CONVENTIONAL	\$5.98	\$3.02	\$6.70
ORGANIC	\$7.69	\$4.84	\$10.44
<b>FZ FRUIT</b> Total	<b>\$4.81</b>	<b>\$4.45</b>	<b>\$5.19</b>
CONVENTIONAL	\$4.67	\$4.29	\$5.12
ORGANIC	\$6.94	\$6.94	\$5.83

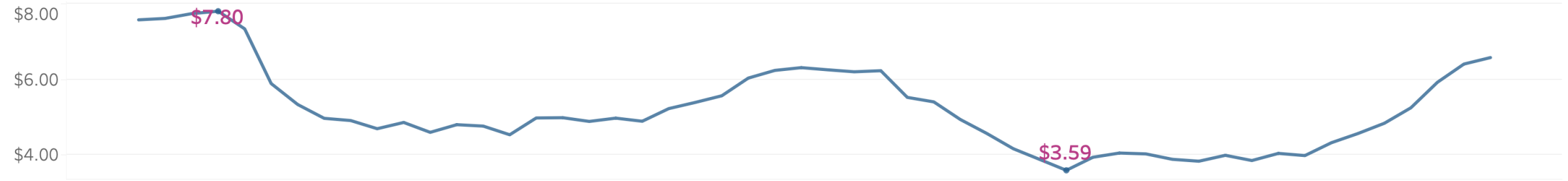
## BERRY PATCH PROMOTION PRICING

	Price \$/lb	Rma Price \$/lb Promo Any	Rma Price \$/lb Promo No
<b>Grand Total</b>	<b>\$4.68</b>	<b>\$4.48</b>	<b>\$4.77</b>
<b>FRESH FRUIT</b> Total	<b>\$4.68</b>	<b>\$4.48</b>	<b>\$4.77</b>
CONVENTIONAL			
OTHER BERRIES	\$12.95	\$11.11	\$13.01
MIXED BERRIES	\$7.60	\$7.10	\$8.17
BLACKBERRIES	\$7.05	\$6.44	\$7.64
RASPBERRIES	\$6.44	\$6.13	\$6.91
BLUEBERRIES	\$5.98	\$5.22	\$6.24
STRAWBERRIES	\$3.02	\$2.79	\$3.12
ORGANIC			
MIXED BERRIES	\$16.19	\$15.04	\$16.24
RASPBERRIES	\$11.41	\$10.06	\$12.73
OTHER BERRIES	\$10.26	\$8.40	\$10.48
BLACKBERRIES	\$9.50	\$8.87	\$10.12
BLUEBERRIES	\$7.69	\$7.78	\$7.68
STRAWBERRIES	\$4.84	\$4.13	\$5.12
<b>FZ FRUIT</b> Total	<b>\$4.87</b>	<b>\$4.42</b>	<b>\$5.02</b>
CONVENTIONAL			
FZ FRUIT - OTHER BERRIES	\$8.70	\$7.65	\$8.80
FZ FRUIT - RASPBERRIES	\$6.37	\$5.42	\$6.67
FZ FRUIT - MIXED BERRIES	\$5.01	\$4.45	\$5.15
FZ FRUIT - BLUEBERRIES	\$4.67	\$4.36	\$4.77
FZ FRUIT - BLACKBERRIES	\$4.49	\$3.65	\$4.66
FZ FRUIT - STRAWBERRIES	\$4.29	\$3.98	\$4.40
ORGANIC			
FZ FRUIT - RASPBERRIES	\$9.45	\$7.68	\$11.66
FZ FRUIT - BLACKBERRIES	\$7.46	\$6.39	\$9.14
FZ FRUIT - STRAWBERRIES	\$6.94	\$6.56	\$7.11
FZ FRUIT - BLUEBERRIES	\$6.94	\$6.69	\$7.02
FZ FRUIT - MIXED BERRIES	\$5.19	\$3.61	\$6.93

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

# Conventional Fresh Blueberry Trend over Time

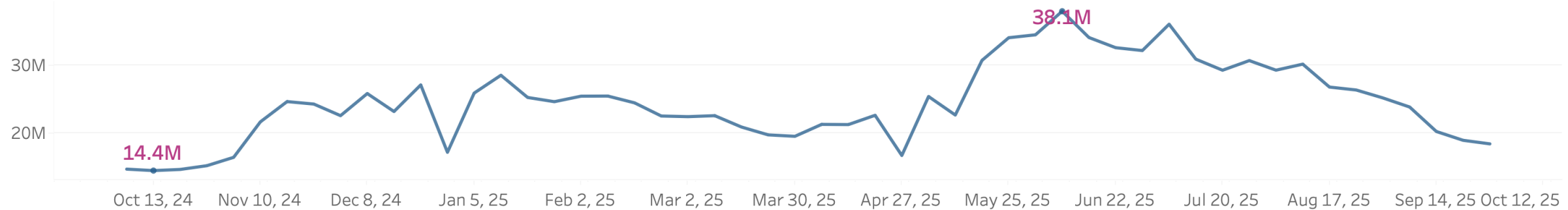
Retail Price in \$USD/lb



Retail Dollars in \$USD



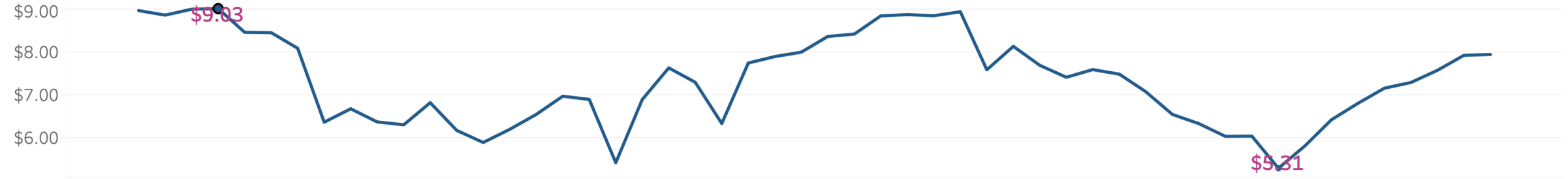
Retail Volume in Pounds



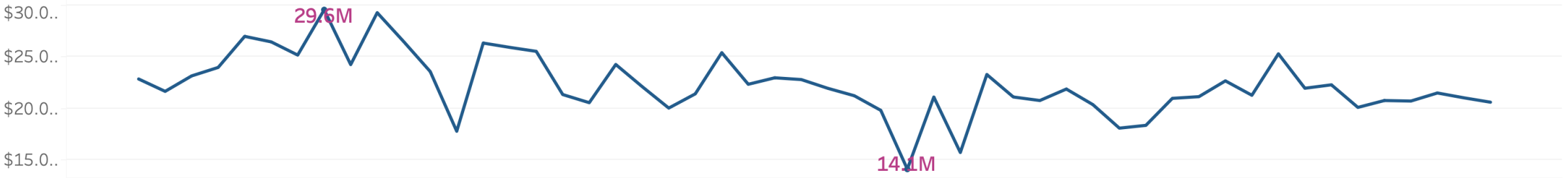
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, October 4, 2025

# Organic Fresh Blueberry 52 Week Trend

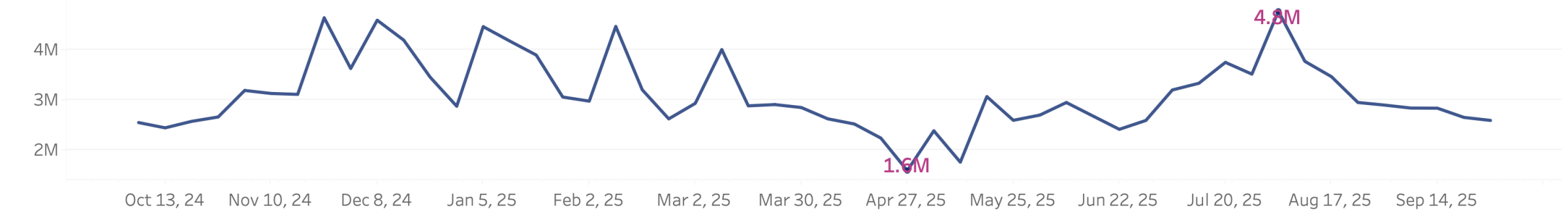
Retail Price in \$USD/lb



Retail Dollars in \$USD



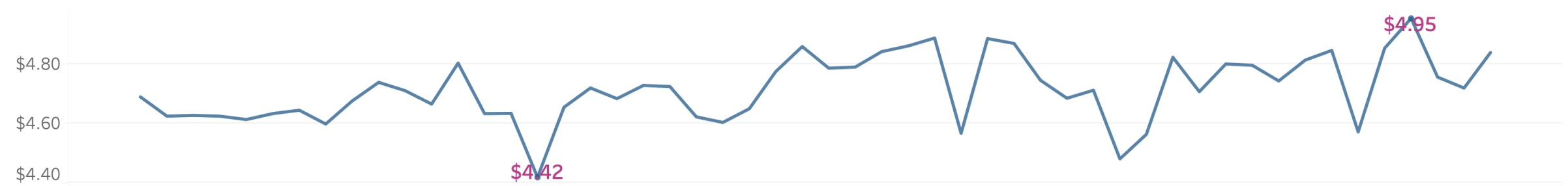
Retail Volume in Pounds



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

# Frozen Blueberry 52 Week Trend

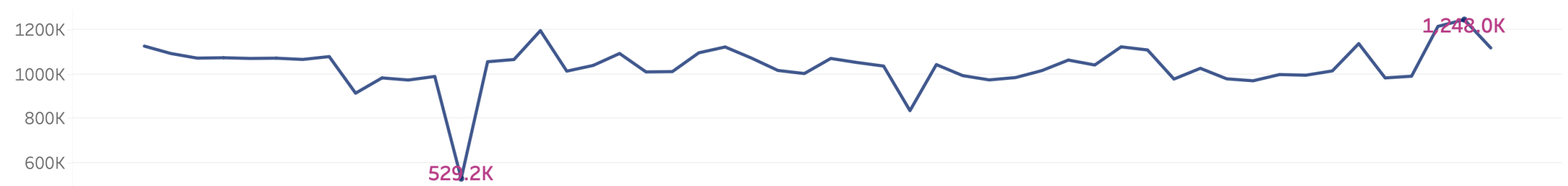
Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Oct 27, 24

Dec 8, 24

Jan 19, 25

Mar 2, 25

Apr 13, 25

May 25, 25

Jul 6, 25

Aug 17, 25

Sep 28, 25

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

# Appendix - MULO Universe Included Retailers

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
- 99 Cent Only Stores ..