



## NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members  
From: Todd Griffin  
Date: June 13, 2011  
Re: **2010 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2010 is enclosed providing the most recent blueberry production and utilization data as well as an overview of historic statistical figures illustrating how the North American blueberry industry has progressed over the years. Some of the highlights from the data contained in the 2010 statistical report follow:

- North American blueberry production totaled 666,900,000 pounds in 2010, down -2.6% (18,126,000 pounds) from the crop of 685,026,000 pounds produced in 2009 (see page #3). Highbush blueberries represented 73% of total production in 2010 (489,300,000 pounds) and low bush blueberries accounted for 27% of the total (177,600,000 pounds).
- The market for fresh blueberries continued to grow in 2010 with 45% of the total North American blueberry crop sold as fresh blueberries (298,300,000 pounds) and the remaining 55% sold as process berries (368,600,000 pounds). Highbush blueberries accounted for 99% of fresh blueberry movement in 2010 (296,800,000 pounds) and 52% of total process blueberries (192,500,000 pounds). Michigan (55,500,000 pounds) was the top fresh highbush blueberry supplier in 2010 followed by British Columbia (50,000,000 pounds), Georgia (36,000,000 pounds), New Jersey (34,000,000 pounds), and North Carolina (27,500,000 pounds). Michigan was the leading supplier of process highbush blueberries again in 2010 at 51,100,000 pounds followed by British Columbia at 40,000,000 pounds, Washington at 28,500,000 pounds, Oregon at 27,200,000 pounds and Georgia at 20,000,000 pounds (see page #1). The total North American blueberry crop in 2010 came in at 666,900,000 pounds, considerably above the most recent five year average (2005 to 2009) of 576,905,000 pounds but below the total of 685,026,000 pounds harvested in 2009 (see page #3 and #6).
- Fresh market sales of blueberries in 2010 had an estimated farm gate value of \$557,999,000 which is +4.2% greater than the level attained in 2009 (\$535,653,000). Blueberries for processing had an estimated farm gate value of \$267,182,000 in 2010, up +74.3% from the value of \$153,295,000 attained in 2009 (see pages #9 and #11). The 2010 crop of 666,900,000 pounds had an estimated total farm gate value of \$825,181,000 which is +\$136,233,000 more than the total estimated farm gate value of the 2009 crop which totaled \$688,948,000 (see page #17).
- Offshore exports of North American blueberries in 2010 totaled 92,749,000 pounds, which is up +20,801,000 pounds from the total exported offshore in 2009 (71,948,000 pounds) (see page # 28). Offshore exports account for an average of 15% of annual

production over the past ten seasons (see page #28). The top five offshore export markets for North American fresh blueberries (U.S. and Canada combined) in 2010 were Japan (3,823,303 pounds), Hong Kong (732,521 pounds), South Korea (618,782 pounds), Australia (597,109 pounds) and Italy (455,995 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2010 were Japan (20,486,554 pounds), Germany (16,713,425 pounds), Netherlands (9,793,936 pounds), China (6,964,034 pounds), and France (5,134,178 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 748,855,000 pounds in 2010, down -13,992,000 pounds from the 762,847,000 pound total of the previous season (see Page #30). The industry may reduce June 30th carry out frozen inventory from 76,400,000 pounds as of June 30, 2010 to an estimated 60,700,000 pounds on June 30, 2011, representing a decrease in inventory of -15,700,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 34.9 ounces per person in 2010, down -0.9 ounces over the total of 35.8 ounces in 2009. Estimated fresh consumption of 20.3 ounces per person in 2010 represents 58% of total consumption (up from 50% of the total in 2009). Process consumption estimated at 14.6 ounces per person in 2010 represents the remaining 42% of total consumption, compared to 50% of the total in 2009 (see page #32).

If you have any questions concerning this report, or wish to obtain additional copies, please notify the NABC office at (916) 983-2279.

# **BLUEBERRIES 2010**

**BLUEBERRY STATISTICAL RECORD  
2010**

**BLUEBERRY PRODUCTION AND UTILIZATION  
FOR THE 2010 CROP YEAR**



**PREPARED BY**

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**MAY 2011**

# BLUEBERRY STATISTICAL RECORD

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**2010**  
**NORTH AMERICAN BLUEBERRY PRODUCTION**  
**(Millions of Pounds)**

<u>Highbush</u>		Fresh	Process	Total
<b>Western Region</b>				
	British Columbia	50.0	40.0	90.0
	Oregon	26.8	27.2	54.0
	Washington	10.5	28.5	39.0
	California	27.0	1.0	28.0
	<b>Sub-Total</b>	<b>114.3</b>	<b>96.7</b>	<b>211.0</b>
<b>Midwest Region</b>				
	Illinois	1.5	0.0	1.5
	Indiana	2.0	1.6	3.6
	Michigan	55.5	51.1	106.6
	Others 1/	0.4	0.0	0.4
	<b>Sub-Total</b>	<b>59.4</b>	<b>52.7</b>	<b>112.1</b>
<b>Northeast Region</b>				
	New Jersey	34.0	7.0	41.0
	New York	2.0	0.1	2.1
	Ontario	2.3	0.0	2.3
	Others 2/	0.4	0.0	0.4
	<b>Sub-Total</b>	<b>38.7</b>	<b>7.1</b>	<b>45.8</b>
<b>Southern Region</b>				
	Alabama	0.4	0.0	0.4
	Arkansas	0.7	0.0	0.7
	Florida	15.0	0.0	15.0
	Georgia	36.0	20.0	56.0
	Louisiana	1.0	0.0	1.0
	Mississippi	2.0	4.5	6.5
	North Carolina	27.5	11.5	39.0
	Texas	1.5	0.0	1.5
	Others 3/	0.3	0.0	0.3
	<b>Sub-Total</b>	<b>84.4</b>	<b>36.0</b>	<b>120.4</b>
	<b>HIGHBUSH TOTAL:</b>	<b>296.8</b>	<b>192.5</b>	<b>489.3</b>
<b>Lowbush:</b>				
	Maine	0.5	82.5	83.0
	Quebec	1.0	14.0	15.0
	Nova Scotia	0.0	33.2	33.2
	New Brunswick	0.0	33.5	33.5
	Prince Edward Island	0.0	12.4	12.4
	Newfoundland	0.0	0.5	0.5
	<b>Lowbush Total:</b>	<b>1.5</b>	<b>176.1</b>	<b>177.6</b>
	<b>GRAND TOTAL:</b>	<b>298.3</b>	<b>368.6</b>	<b>666.9</b>

1/ Kentucky, Minnesota, Missouri, Ohio, Wisconsin

2/ Connecticut, Maine, Maryland, Massachusetts, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia

3/ Oklahoma, South Carolina, Tennessee

SOURCE:

HIGHBUSH - US & BC (except Alabama/Arkansas/New York) = NABC Area Reps 3/02/11

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2010 Preliminary Summary"

January 2011, USDA/NASS

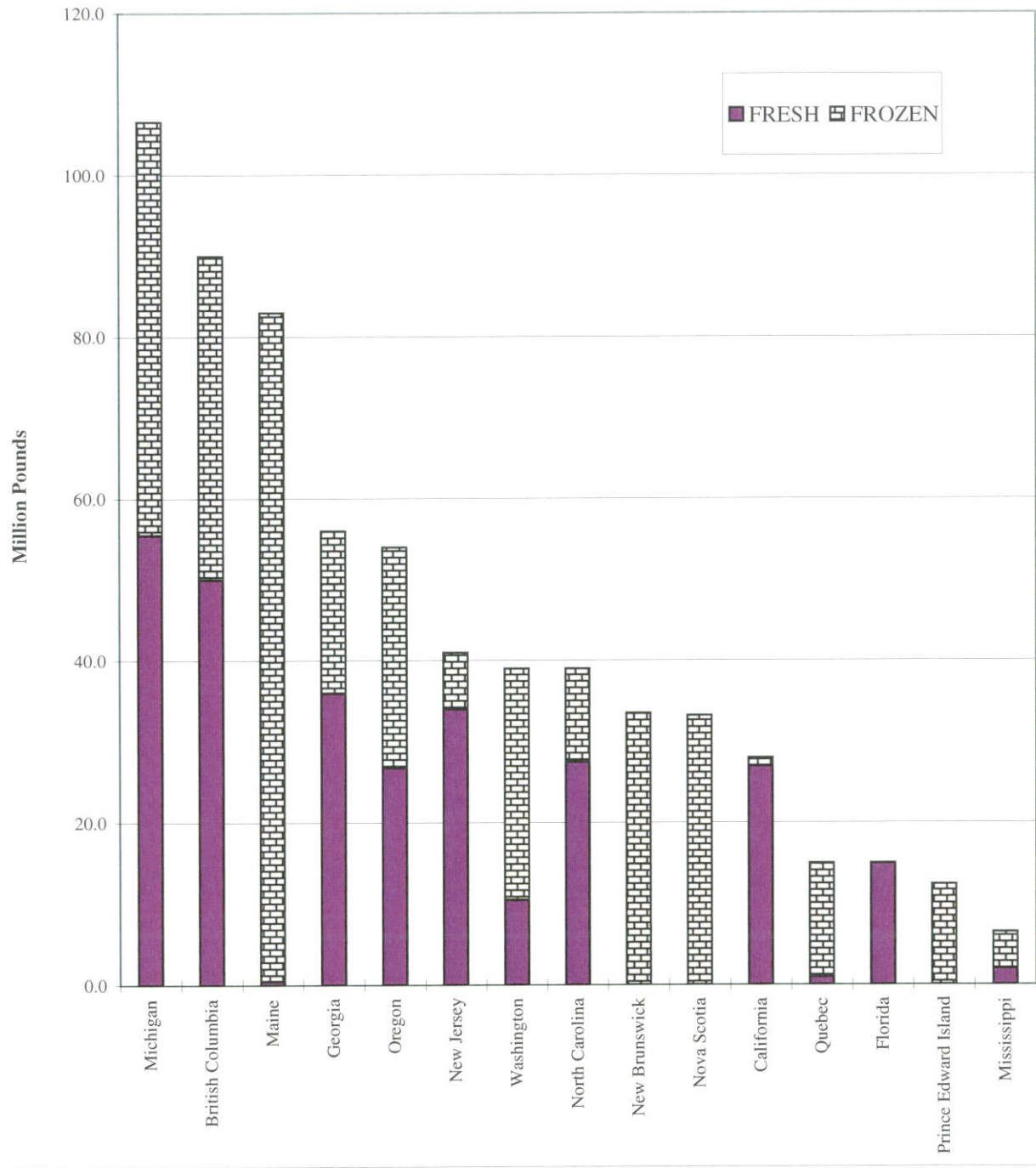
Ontario = Statistics Canada "Fruit & Vegetable Survey-February 2011"

LOWBUSH - Maine = "Maine Wild Blueberries - January 2011 "New England Agricultural Statistics Service

Canada = "Wild Blueberry Newsletter - January 2011" - Univ. of Maine

Canadian Lowbush Fresh = NABC Estimates 3/02/11

**2010**  
**TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS**



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION**  
**2006-2010**  
**(000 Pounds)**

<b>HIGHBUSH</b>		<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
<b>REGION:</b>						
<b>WESTERN</b>	BRITISH COLUMBIA	52,000	73,780	68,000	88,350	90,000
<b>REGION</b>	CALIFORNIA	10,000	16,500	14,000	24,200	28,000
	OREGON	35,600	45,000	43,100	48,000	54,000
	WASHINGTON	19,000	29,600	32,000	39,000	39,000
	<b><u>SUB TOTAL</u></b>	<u>116,600</u>	<u>164,880</u>	<u>157,100</u>	<u>199,550</u>	<u>211,000</u>
<b>MIDWEST</b>	ILLINOIS	600	800	2,100	1,500	1,500
<b>REGION</b>	INDIANA	3,400	1,400	3,800	3,700	3,600
	MICHIGAN	90,000	93,000	110,000	99,000	106,600
	*OTHERS 1/	<u>300</u>	<u>300</u>	<u>400</u>	<u>400</u>	<u>400</u>
	<b><u>SUB TOTAL</u></b>	<u>94,300</u>	<u>95,500</u>	<u>116,300</u>	<u>104,600</u>	<u>112,100</u>
<b>NORTHEAST</b>	NEW JERSEY	52,000	54,000	59,000	53,000	41,000
<b>REGION</b>	NEW YORK	2,000	2,300	2,300	2,100	2,100
	ONTARIO	2,320	2,290	1,840	1,976	2,300
	*OTHERS 2/	<u>300</u>	<u>300</u>	<u>500</u>	<u>400</u>	<u>400</u>
	<b><u>SUB TOTAL</u></b>	<u>56,620</u>	<u>58,890</u>	<u>63,640</u>	<u>57,476</u>	<u>45,800</u>
<b>SOUTHERN</b>	ALABAMA	350	410	360	300	400
<b>REGION</b>	ARKANSAS	1,600	70	800	500	700
	FLORIDA	7,000	7,800	9,800	13,500	15,000
	GEORGIA	31,500	11,000	41,000	43,000	56,000
	LOUISIANA	500	1,100	1,000	1,000	1,000
	MISSISSIPPI	4,600	9,500	4,000	5,900	6,500
	NORTH CAROLINA	26,600	16,200	28,500	32,700	39,000
	TEXAS	1,500	1,600	1,500	1,500	1,500
	*OTHERS 3/	<u>300</u>	<u>100</u>	<u>500</u>	<u>300</u>	<u>300</u>
	<b><u>SUB TOTAL</u></b>	<u>73,950</u>	<u>47,780</u>	<u>87,460</u>	<u>98,700</u>	<u>120,400</u>
	<b>HIGHBUSH TOTAL</b>	<b><u>341,470</u></b>	<b><u>367,050</u></b>	<b><u>424,500</u></b>	<b><u>460,326</u></b>	<b><u>489,300</u></b>
<b>LOWBUSH</b>						
	MAINE	74,600	77,250	89,950	88,100	83,000
	NEWFOUNDLAND	270	500	400	500	500
	NEW BRUNSWICK	20,210	26,010	33,410	23,474	33,500
	NOVA SCOTIA	31,196	27,000	41,500	33,006	33,200
	PRINCE EDWARD ISLAND	8,400	8,300	9,600	10,428	12,400
	QUEBEC	67,546	32,860	55,828	69,192	15,000
	<b><u>LOWBUSH TOTAL</u></b>	<u>202,222</u>	<u>171,920</u>	<u>230,688</u>	<u>224,700</u>	<u>177,600</u>
	<b><u>GRAND TOTAL</u></b>	<u>543,692</u>	<u>538,970</u>	<u>655,188</u>	<u>685,026</u>	<u>666,900</u>

Highbush blueberry production in 2010 is + 6.3% greater than the total for 2009.

Lowbush blueberry production in 2010 is -21.0% less than the total for 2009.

Total blueberry production in 2010 is -2.6% less than the total for the previous year.

The 5 year average of total production from 2006 to 2010 equals 617,955,000 pounds.

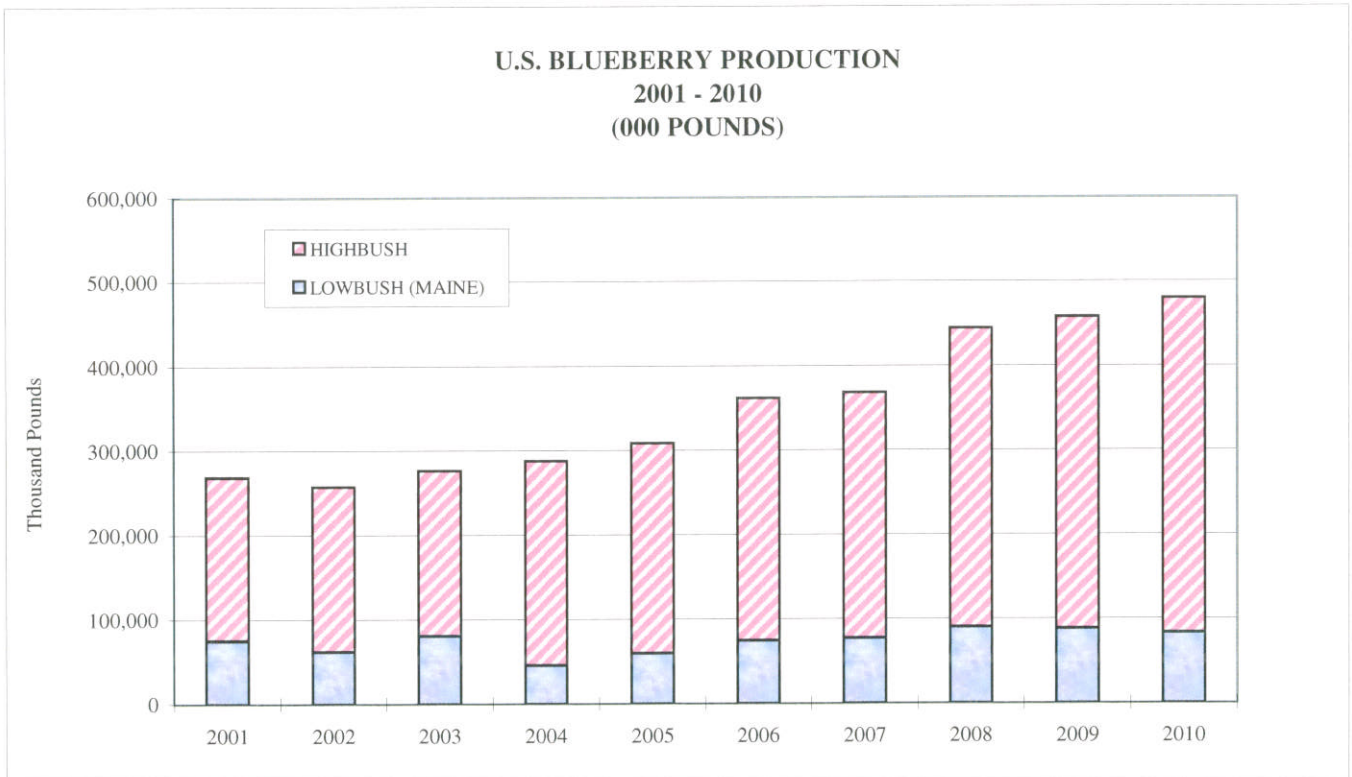
\*Includes: 1/=Kentucky, Minnesota, Missouri, Ohio, Wisconsin 2/=Connecticut, Delaware, Massachusetts, Maine, Maryland, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia 3/=Oklahoma, South Carolina, Tennessee.

Source: 2010 see page #1  
2006 to 2009 Highbush = USDA/ERS; Statistics Canada; NABC for Illinois, Mississippi, Louisiana, Texas and Others.  
2006 to 2009 Lowbush Canadian=Statistics Canada  
2006 to 2009 Lowbush Maine = USDA/ERS

**UNITED STATES BLUEBERRY PRODUCTION  
2001 -2010  
(000 Pounds)**

YEAR	MICHIGAN/ INDIANA	NEW JERSEY	MAINE	NORTH CAROLINA	WASHINGTON/ OREGON	SOUTHERN STATES & OTHERS*	TOTAL
2001	71,500	37,000	75,200	13,500	43,500	28,350	<b>269,050</b>
2002	67,000	42,000	62,400	15,500	40,150	30,800	<b>257,850</b>
2003	63,800	40,000	80,400	22,500	37,100	32,800	<b>276,600</b>
2004	83,000	39,000	46,000	22,900	52,000	44,770	<b>287,670</b>
2005	69,500	45,000	60,150	26,000	54,100	54,170	<b>308,920</b>
2006	93,400	52,000	74,600	26,600	54,600	60,550	<b>361,750</b>
2007	94,400	54,000	77,250	16,200	74,600	51,780	<b>368,230</b>
2008	113,800	59,000	89,950	28,500	75,100	78,260	<b>444,610</b>
2009	102,700	53,000	88,100	32,700	87,000	94,600	<b>458,100</b>
2010	110,200	41,000	83,000	39,000	93,000	113,800	<b>480,000</b>
TEN YEAR AVERAGE 2001-2010							
	86,930	46,200	73,705	24,340	61,115	58,988	<b>351,278</b>
MOST RECENT THREE YEAR AVERAGE 2008-2010							
	108,900	51,000	87,017	33,400	85,033	95,553	<b>460,903</b>

\* Also includes: Georgia, Arkansas, Florida, Alabama, Mississippi, Louisiana, New York  
California, Connecticut, Delaware, Illinois, Kentucky, Massachusetts, Maryland, Minnesota, Missouri, New Hampshire, Ohio, Oklahoma,  
Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Wisconsin, West Virginia



Source: see page #3.

# CANADIAN BLUEBERRY PRODUCTION

**2001 - 2010**  
**(000 Pounds)**

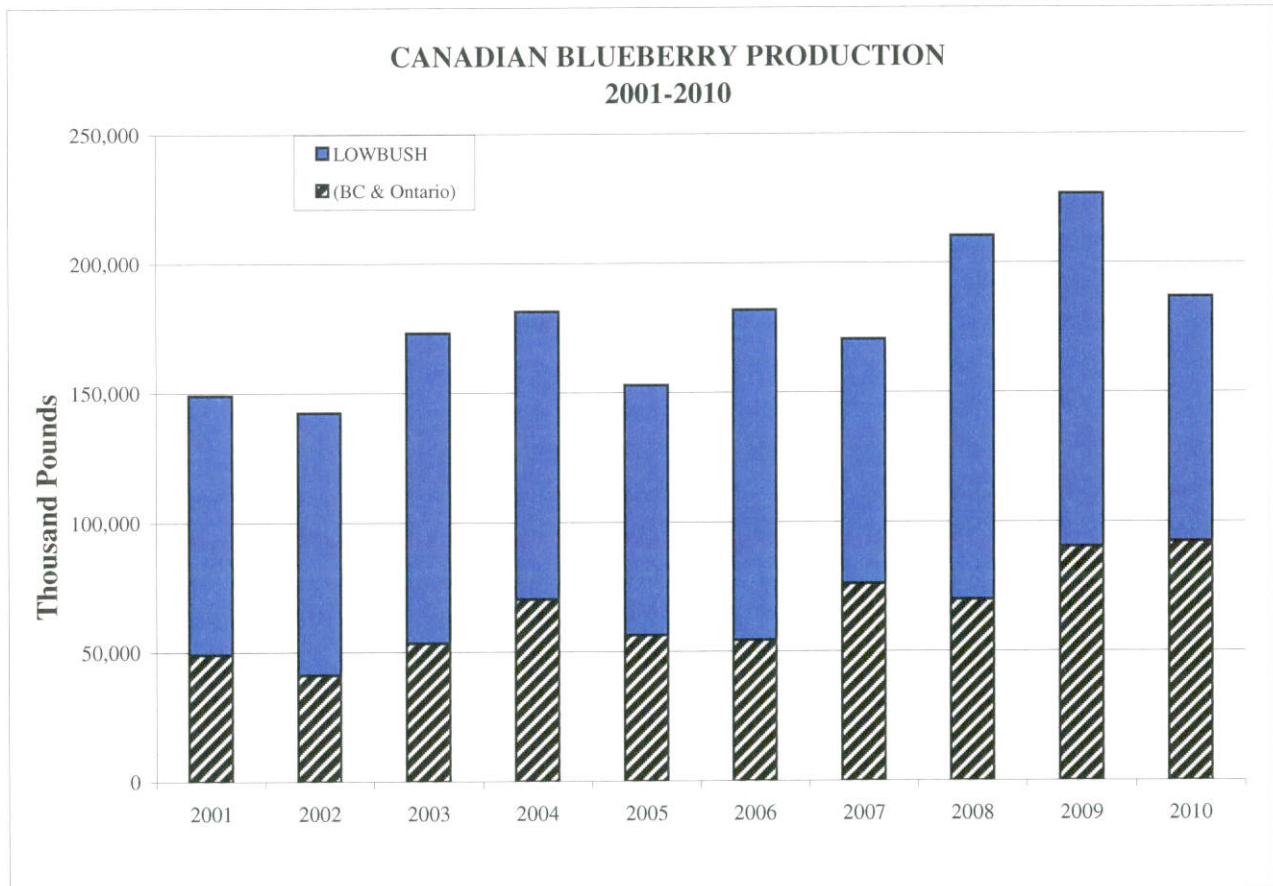
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2001	300	5,300	28,756	10,550	55,206	1,270	47,800	<b>149,182</b>
2002	500	4,400	39,800	15,316	41,336	1,260	39,900	<b>142,512</b>
2003	450	7,350	58,250	24,210	29,710	870	52,460	<b>173,300</b>
2004	396	8,316	38,550	19,110	44,890	1,360	68,850	<b>181,472</b>
2005	500	8,350	34,886	20,126	32,900	1,120	55,150	<b>153,032</b>
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	<b>181,942</b>
2007	500	8,300	27,000	26,010	32,860	2,290	73,780	<b>170,740</b>
2008	400	9,600	41,500	33,410	55,828	1,840	68,000	<b>210,578</b>
2009	500	10,428	33,006	23,474	69,192	1,976	88,350	<b>226,926</b>
2010	500	12,400	33,200	33,500	15,000	2,300	90,000	<b>186,900</b>

TEN YEAR AVERAGE 2001-2010

432	8,284	36,614	22,592	44,447	1,661	63,629	<b>177,658</b>
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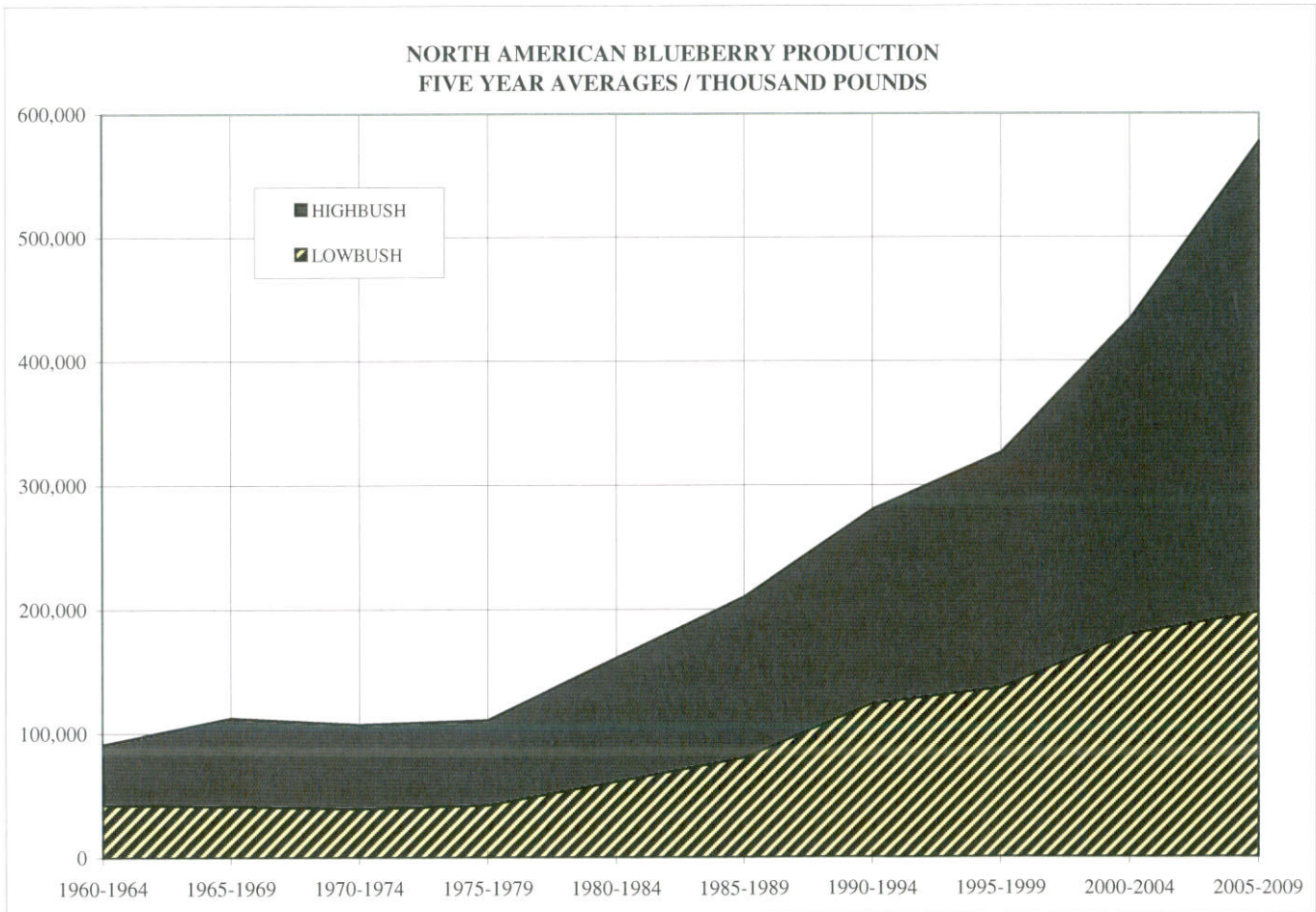
MOST RECENT THREE YEAR AVERAGE 2008-2010

467	10,809	35,902	30,128	46,673	2,039	82,117	<b>208,135</b>
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**NORTH AMERICAN BLUEBERRY PRODUCTION  
5 YEAR AVERAGES (1960-2009)  
(000 Pounds)**

<u>YEARS</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
1960-1964	42,517	49,160	91,677
1965-1969	41,299	71,169	112,468
1970-1974	39,309	68,091	107,400
1975-1979	41,815	68,981	110,796
1980-1984	60,816	100,059	160,875
1985-1989	80,037	130,083	210,120
1990-1994	123,606	157,003	280,609
1995-1999	136,149	190,090	326,239
2000-2004	179,291	254,739	434,030
2005-2009	197,288	379,677	576,965
(2010*)	177,600	489,300	666,900

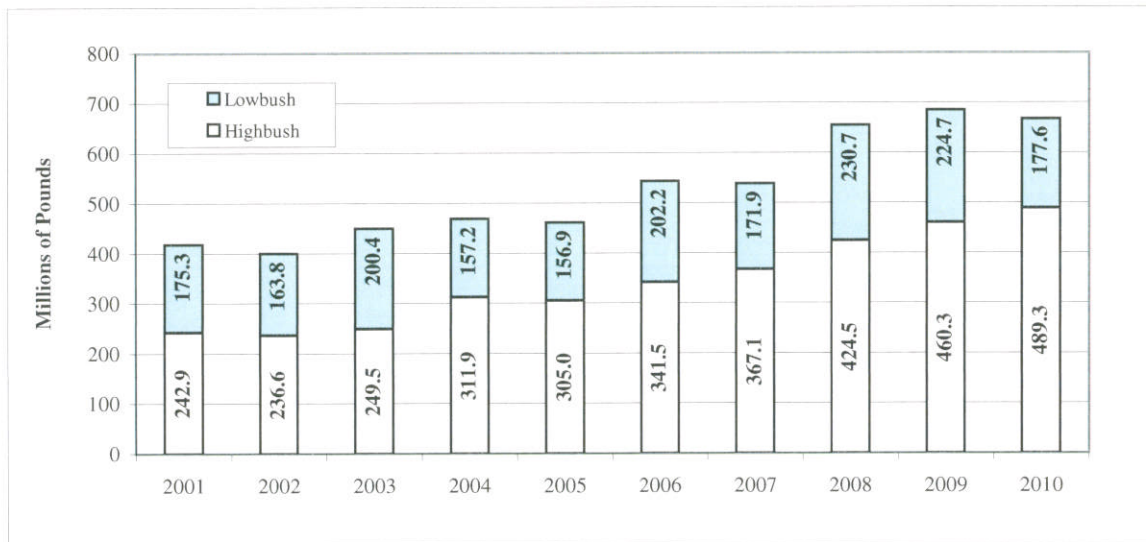


From 1960 to 2009 Average Total Production has increased more than six fold. The five year production average for 2005 to 2009 is +33% above the previous five year average (2000 to 2004)

\* current year

# NORTH AMERICAN BLUEBERRY PRODUCTION 2001-2010 (Millions of Pounds)

	<u>Highbush</u>	<u>Lowbush</u>	<u>Total</u>
2001	242.9	175.3	418.2
2002	236.6	163.8	400.4
2003	249.5	200.4	449.9
2004	311.9	157.2	469.1
2005	305.0	156.9	461.9
2006	341.5	202.2	543.7
2007	367.1	171.9	539.0
2008	424.5	230.7	655.2
2009	460.3	224.7	685.0
2010	489.3	177.6	666.9



### Production Averages Last 5 Years

2006 Highbush total production 341,470,000 pounds = 62.8%  
 Lowbush total production 202,222,000 pounds = 37.2%

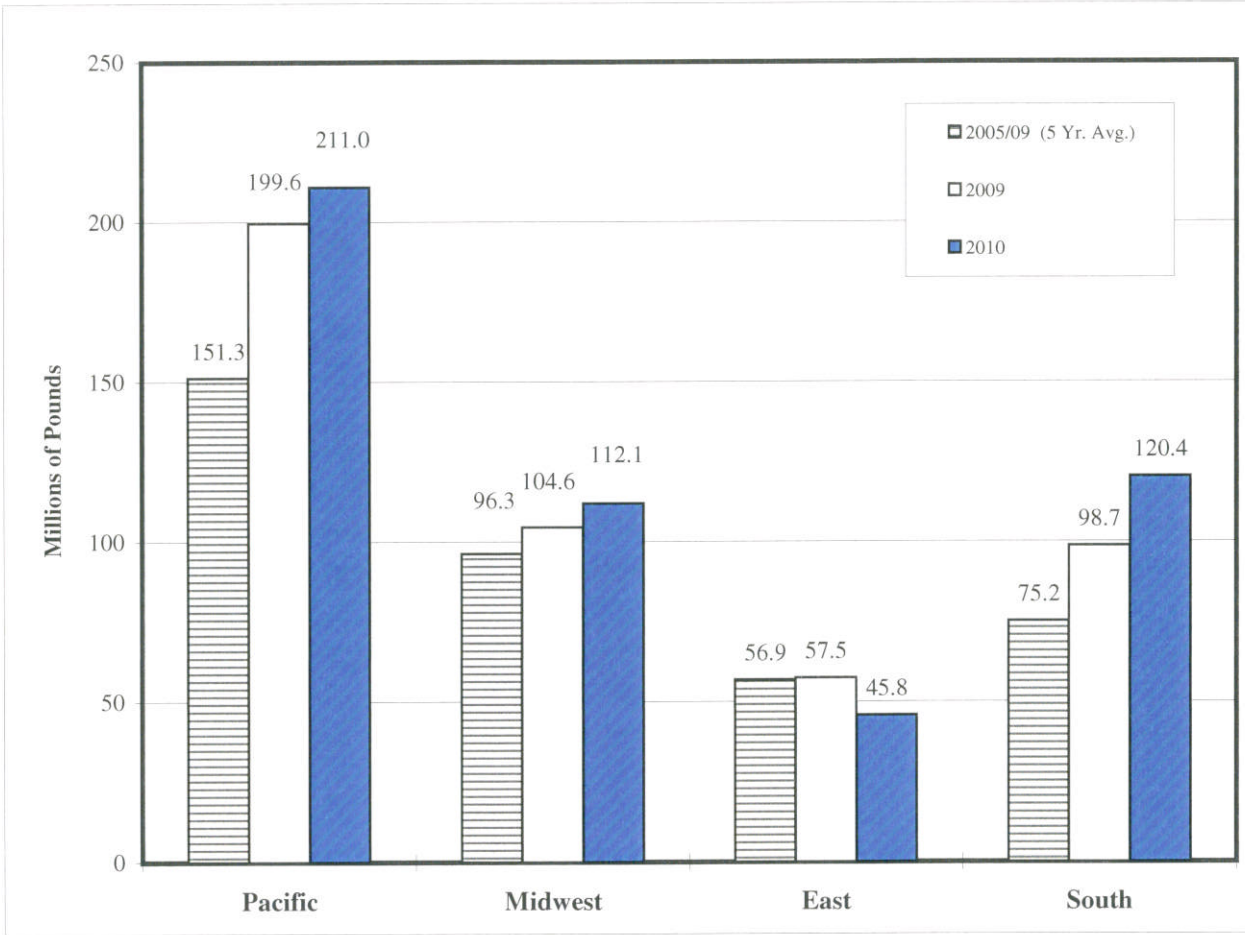
2007 Highbush total production 367,050,000 pounds = 68.1%  
 Lowbush total production 171,920,000 pounds = 31.9%

2008 Highbush total production 424,500,000 pounds = 64.8%  
 Lowbush total production 230,688,000 pounds = 35.2%

2009 Highbush total production 460,326,000 pounds = 67.2%  
 Lowbush total production 224,700,000 pounds = 32.8%

2010 Highbush total production 489,300,000 pounds = 73.4%  
 Lowbush total production 177,600,000 pounds = 26.6%

# HIGHBUSH BLUEBERRY PRODUCTION BY REGION (Millions of Pounds)



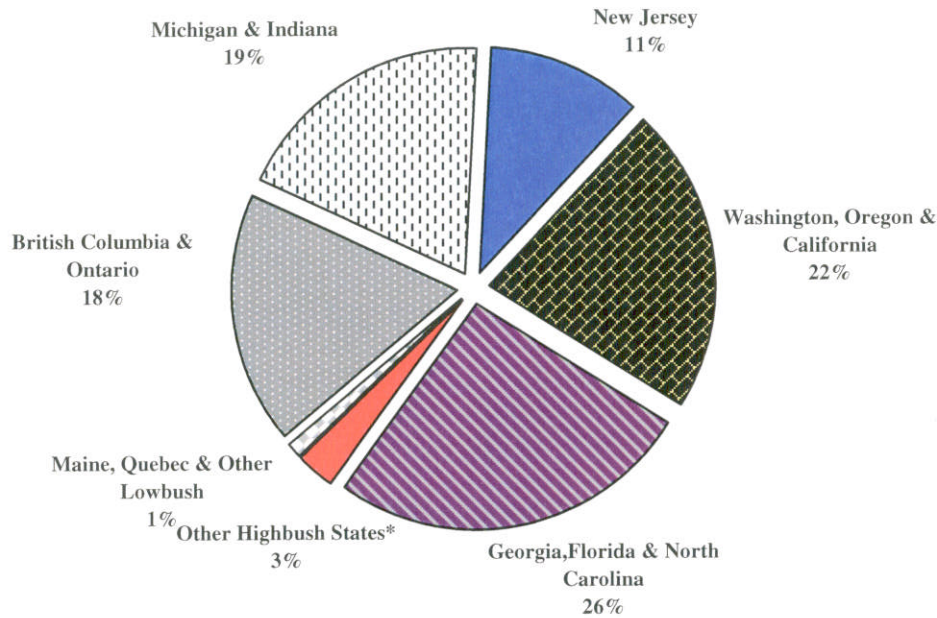
Pacific = Oregon, Washington, British Columbia, California

Midwest = Kentucky, Michigan, Indiana, Illinois, Minnesota, Missouri, Ohio, Wisconsin

East = New Jersey, New York, Ontario, Connecticut, Delaware, Massachusetts, Maine, Maryland, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia

South = North Carolina, Georgia, Florida, Arkansas, Alabama, Mississippi, Louisiana, Texas, Oklahoma, South Carolina, Tennessee

**2010  
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH IN 2010

**298,300,000**

FRESH MARKET BLUEBERRY SALES TOTALED AN ESTIMATED FARM GATE VALUE OF:

**\$557,999,000**

Fresh market consumption equals 45% of North American total production.

Fresh market income equals 68% of North American total income.

Highbush fresh market sales equal 61% of highbush production.

2010 total fresh pounds increased by + 5.4% over 2009 (298.3 million pounds versus 282.9 million pounds).

2010 fresh sales dollars increased + 4.2% over 2009 level (\$558 million versus \$535.7 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", USDA ERS Tables, March 2011; Stats Canada "Fruit & Vegetable Production" Table 001-0009 February 2011

\*Other Highbush States = Alabama, Arkansas, Connecticut, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Maine, Minnesota, Mississippi, Missouri, New York, New Hampshire, Oklahoma, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, West Virginia, Wisconsin

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION  
2001-2010  
(000 Pounds)**

<u>YEAR</u>	<u>NEW JERSEY</u>	<u>MICHIGAN/ INDIANA</u>	<u>NORTH CAROLINA</u>	<u>GEORGIA/ FLORIDA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA*</u>	<u>SOUTHERN STATES &amp; OTHERS**</u>	<u>CANADA</u>	<u>TOTAL</u>
2001	29,000	21,900	10,500	8,800	15,900	3,400	22,800	<b>112,300</b>
2002	37,000	23,500	11,300	10,900	15,250	3,850	26,800	<b>128,600</b>
2003	33,000	25,300	16,100	11,500	16,800	3,400	32,000	<b>138,100</b>
2004	33,000	37,500	16,400	15,600	23,000	2,300	37,900	<b>165,700</b>
2005	33,000	27,000	16,100	17,200	26,800	6,000	36,100	<b>162,200</b>
2006	40,000	30,900	18,600	23,000	28,400	2,900	26,100	<b>169,900</b>
2007	41,000	30,800	11,000	16,800	42,500	4,291	27,009	<b>173,400</b>
2008	46,000	42,200	20,000	33,800	45,600	5,960	38,300	<b>231,860</b>
2009	45,000	51,700	25,500	36,500	58,700	7,650	57,877	<b>282,927</b>
2010	34,000	57,500	27,500	51,000	64,300	10,200	53,800	<b>298,300</b>

TEN YEAR AVERAGE 2001-2010

37,100	34,830	17,300	22,510	33,725	4,995	35,869	186,329
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MOST RECENT THREE YEAR AVERAGE 2008-2010

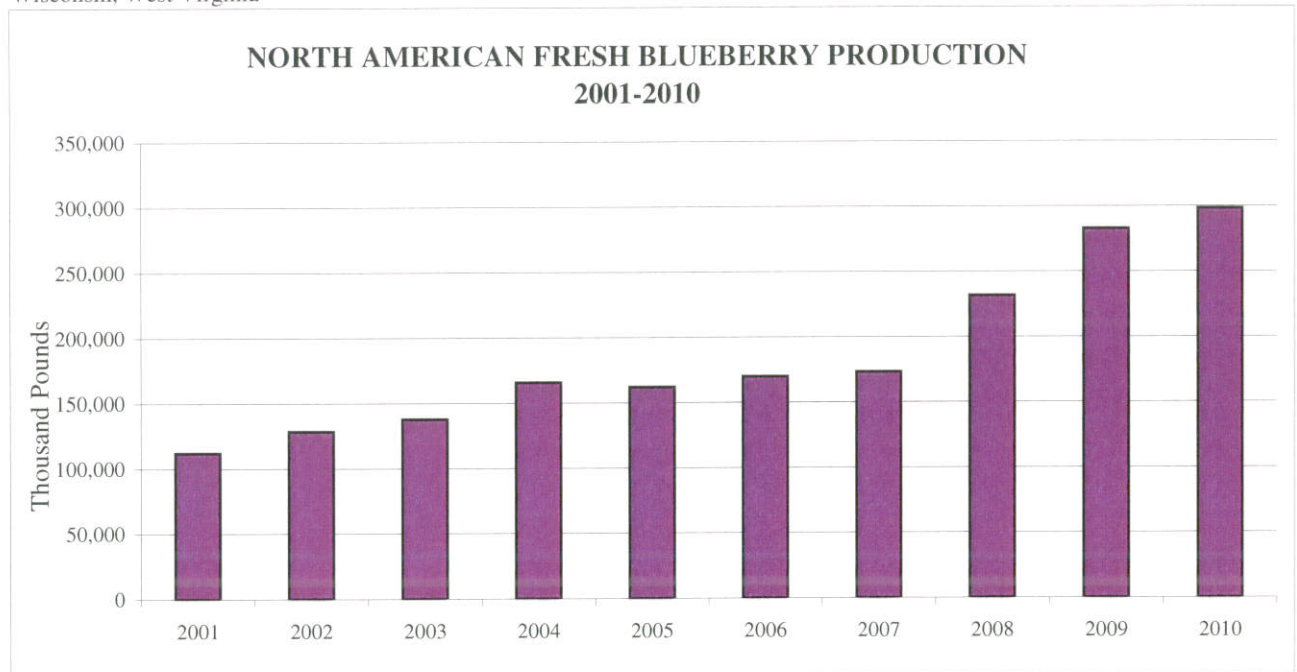
41,667	50,467	24,333	40,433	56,200	7,937	49,992	271,029
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\*\* Also includes: Maine, New York, Arkansas, Alabama, Mississippi,

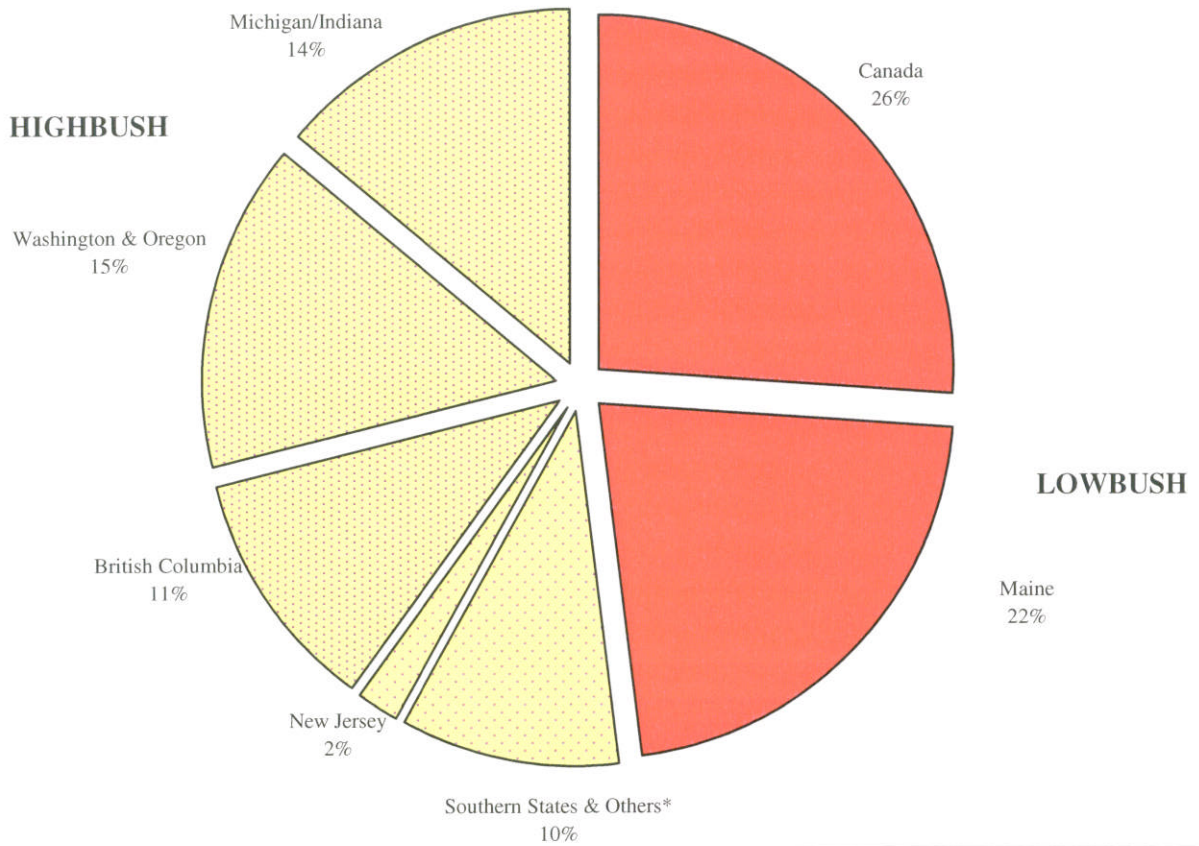
Connecticut, Delaware, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota

Missouri, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont

Wisconsin, West Virginia



**2010**  
**NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2010:  
**368,600,000 POUNDS**

BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM LEVEL VALUE OF:  
**\$267,182,000**

Maine, Lowbush Canadian and Michigan blueberries combined represent 61.6% of process tonnage  
(227,200,000 Pounds)

2010 total North American process tonnage decreased by - 8.3% compared to 2009 total  
(368.6 million pounds versus 402.1 million pounds).

2010 total farm level income from North American process tonnage increased by 74.3% compared to 2009 (\$267.2 million versus \$153.3 million).

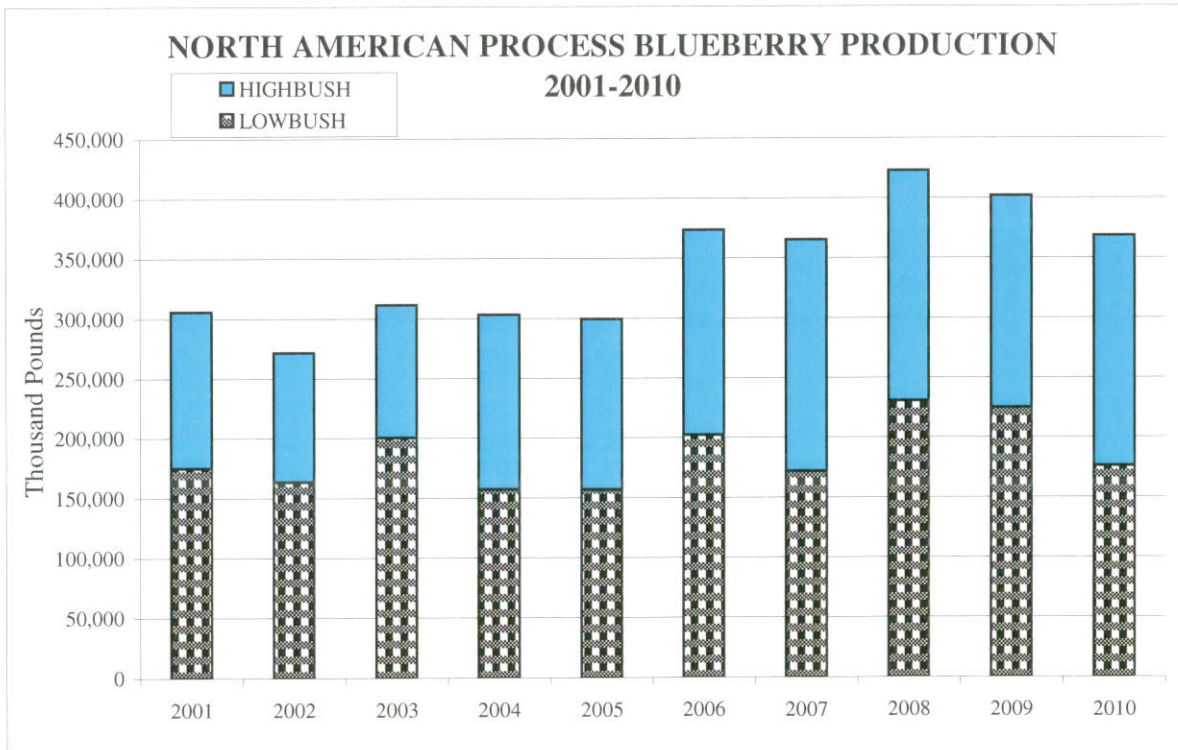
In 2010, process utilization was 55% of total production and 32% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA ERS Tables, March 2011  
Stats Canada "Fruit & Vegetable Production," Table 001 - 0009 February 2011

# NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION LOWBUSH VS. Highbush 2001-2010

(000 Pounds)

<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>Highbush</u>	<u>%</u>	<u>TOTAL</u>
2001	175,312	57.3%	130,620	42.7%	<b>305,932</b>
2002	163,752	60.3%	108,010	39.7%	<b>271,762</b>
2003	200,370	64.3%	111,430	35.7%	<b>311,800</b>
2004	157,262	51.8%	146,180	48.2%	<b>303,442</b>
2005	156,912	52.3%	142,840	47.7%	<b>299,752</b>
2006	202,222	54.1%	171,570	45.9%	<b>373,792</b>
2007	171,920	47.0%	193,650	53.0%	<b>365,570</b>
2008	230,688	54.5%	192,640	45.5%	<b>423,328</b>
2009	224,700	55.9%	177,399	44.1%	<b>402,099</b>
2010	176,100	47.8%	192,500	52.2%	<b>368,600</b>
<b>TEN YEAR AVERAGE 2001-2010</b>					
	185,924	54.5%	156,684	45.5%	342,608
<b>MOST RECENT THREE YEAR AVERAGE 2008-2010</b>					
	210,496	52.7%	187,513	47.3%	398,009



**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION  
CANADA VS. UNITED STATES  
2001-2010  
(000,000 Pounds)**

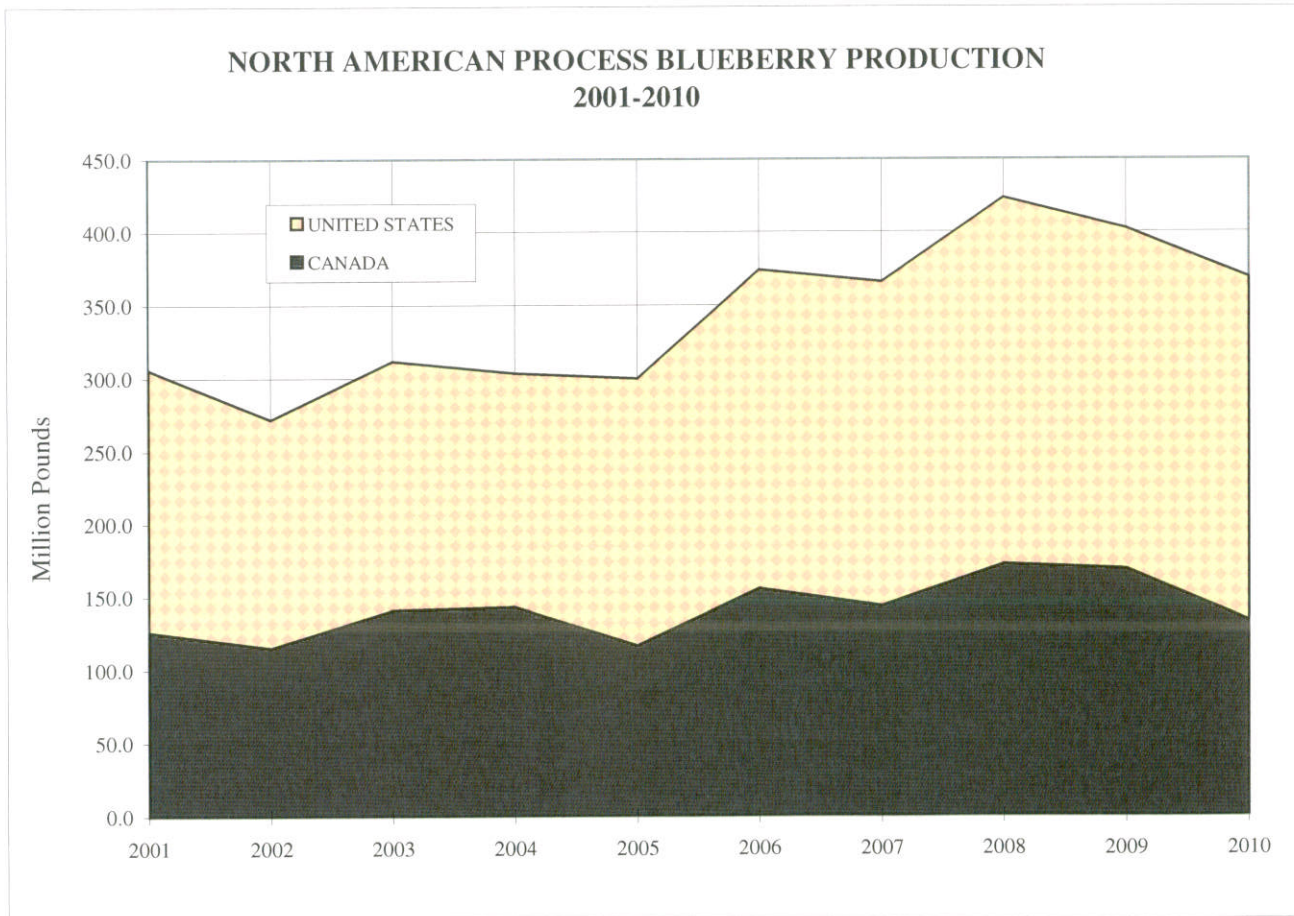
<u>YEAR</u>	<u>CANADA</u>	<u>UNITED STATES</u>	<u>TOTAL</u>
2001	126.3	179.6	305.9
2002	115.7	156.1	271.8
2003	141.3	170.5	311.8
2004	143.5	159.9	303.4
2005	117.0	182.8	299.8
2006	155.8	218.0	373.8
2007	143.8	221.8	365.6
2008	172.2	251.1	423.3
2009	169.0	233.1	402.1
2010	133.6	235.0	368.6

10 YEAR AVERAGE 2001-2010

**141.8                      200.8                      342.6**

3 YEAR AVERAGE 2008-2010

**158.3                      239.7                      398.0**



**UNITED STATES PROCESS BLUEBERRY PRODUCTION  
2001-2010  
(000 Pounds)**

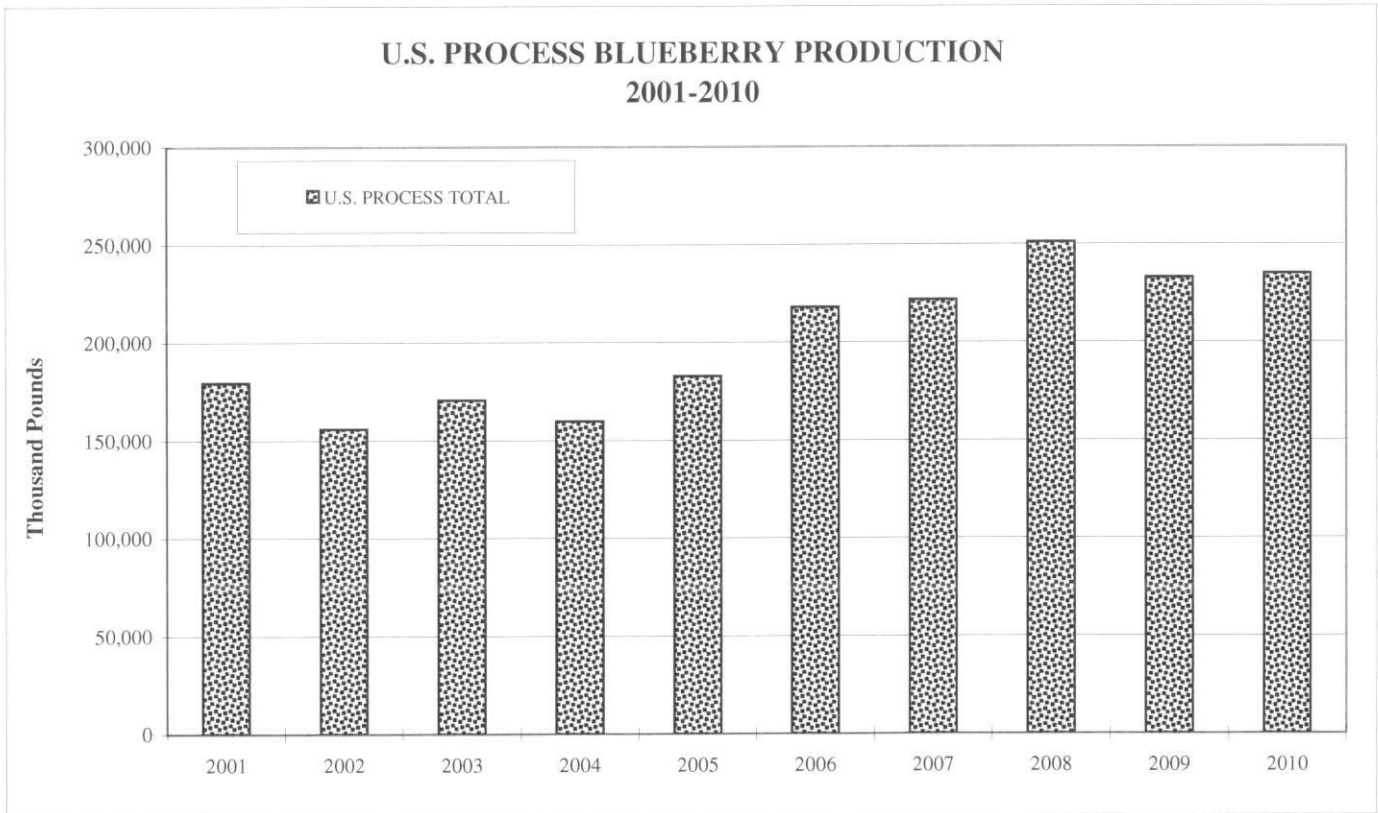
<u>YEAR</u>	<u>MAINE</u>	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>WASH/ OREGON</u>	<u>SOUTHERN STATES &amp; OTHERS*</u>	<u>U.S. PROCESS TOTAL</u>	<u>FROZEN &amp; FRESH IMPORTS</u>	<u>TOTAL INCLUDING IMPORTS</u>
2001	74,850	49,600	8,000	28,400	18,700	<b>179,550</b>	98,441	277,991
2002	62,000	43,500	5,000	26,300	19,250	<b>156,050</b>	96,657	252,707
2003	80,000	38,500	7,000	23,300	21,700	<b>170,500</b>	119,098	289,598
2004	45,700	45,500	6,000	33,600	29,070	<b>159,870</b>	134,765	294,635
2005	59,800	42,500	12,000	36,400	32,120	<b>182,820</b>	139,162	321,982
2006	74,200	62,500	12,000	36,200	33,050	<b>217,950</b>	145,954	363,904
2007	76,800	63,600	13,000	46,600	21,839	<b>221,839</b>	157,849	379,688
2008	89,400	71,600	13,000	43,500	33,550	<b>251,050</b>	208,175	459,225
2009	87,500	51,000	8,000	52,500	34,050	<b>233,050</b>	218,449	451,499
2010	82,500	52,700	7,000	55,700	37,100	<b>235,000</b> **	262,110	497,110
<b>TEN YEAR AVERAGE 2000-2009</b>								
	73,275	52,100	9,100	38,250	28,043	200,768	158,066	358,834
<b>MOST RECENT THREE YEAR AVERAGE 2007-2009</b>								
	86,467	58,433	9,333	50,567	34,900	239,700	229,578	469,278

Source: 2010 Production - See Page 1. 2001 to 2009 = USDA - ERS - Non Citrus Fruits & Nuts 2010 Preliminary-January 2011

Imports- U.S. Dept. of Commerce Jan-Dec year

\*Also Includes North Carolina, Georgia, Florida, Arkansas, Alabama, Mississippi, Louisiana, New York, Texas, and California

\*\*Highbush for 2010 totals 152,500; Lowbush for 2010 totals 82,500



## CANADIAN PROCESS BLUEBERRY PRODUCTION\* 2001-2010

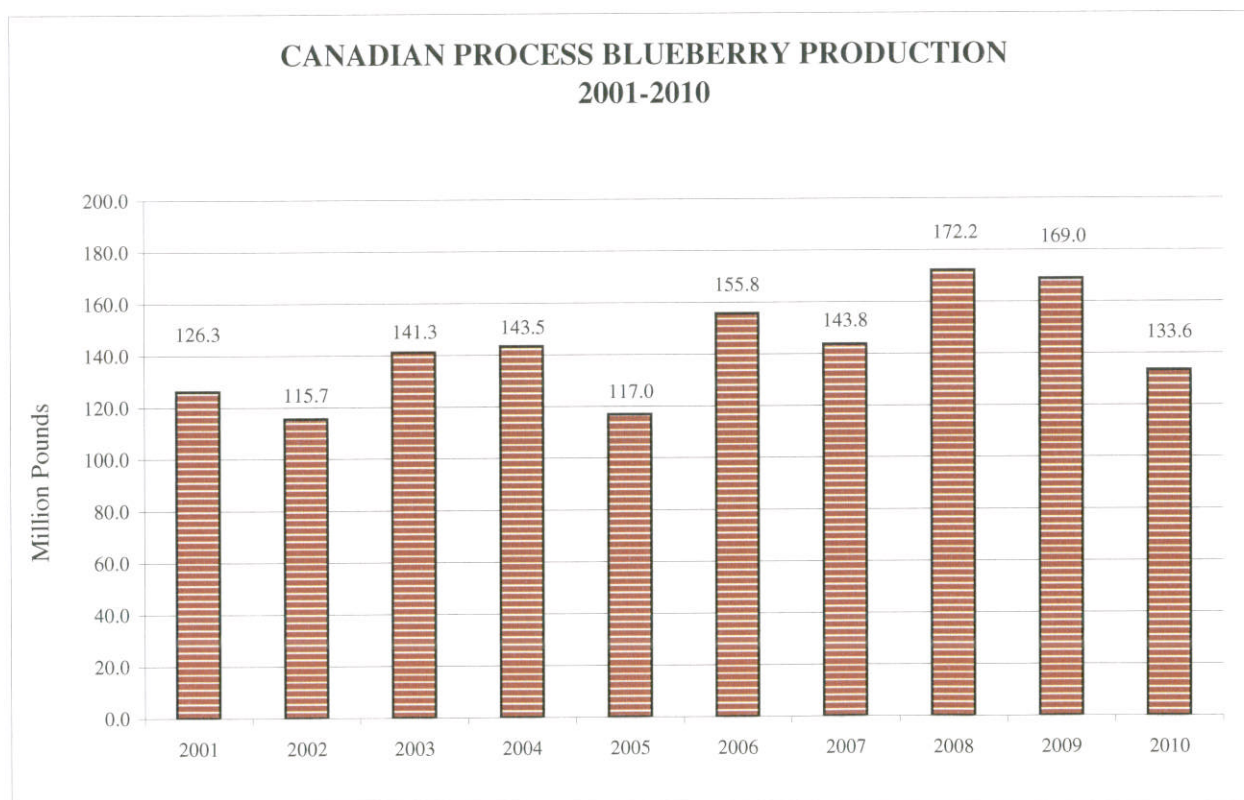
(000,000 Pounds)

<u>YEAR</u>	<u>NOVA SCOTIA</u>	<u>QUEBEC</u>	<u>BRITISH COLUMBIA</u>	<u>NEW BRUNS.</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>TOTAL</u>
2001	28.3	53.2	28.6	10.6	0.3	5.3	<b>126.3</b>
2002	39.3	39.3	16.9	15.3	0.5	4.4	<b>115.7</b>
2003	58.3	27.6	23.3	24.2	0.5	7.4	<b>141.3</b>
2004	38.5	42.9	34.3	19.1	0.4	8.3	<b>143.5</b>
2005	34.9	30.9	22.2	20.1	0.5	8.4	<b>117.0</b>
2006	31.2	65.5	30.2	20.2	0.3	8.4	<b>155.8</b>
2007	27.0	30.9	51.1	26.0	0.5	8.3	<b>143.8</b>
2008	41.5	53.8	33.5	33.4	0.4	9.6	<b>172.2</b>
2009	33.0	67.2	34.4	23.5	0.5	10.4	<b>169.0</b>
2010	33.2	14.0	40.0	33.5	0.5	12.4	<b>133.6</b>
<b>10 YEAR AVERAGE 2001-2010</b>							
	36.5	42.5	31.5	22.6	0.4	8.3	141.8 **
<b>MOST RECENT 3 YEAR AVERAGE 2008-2010</b>							
	35.9	45.0	36.0	30.1	0.5	10.8	158.3

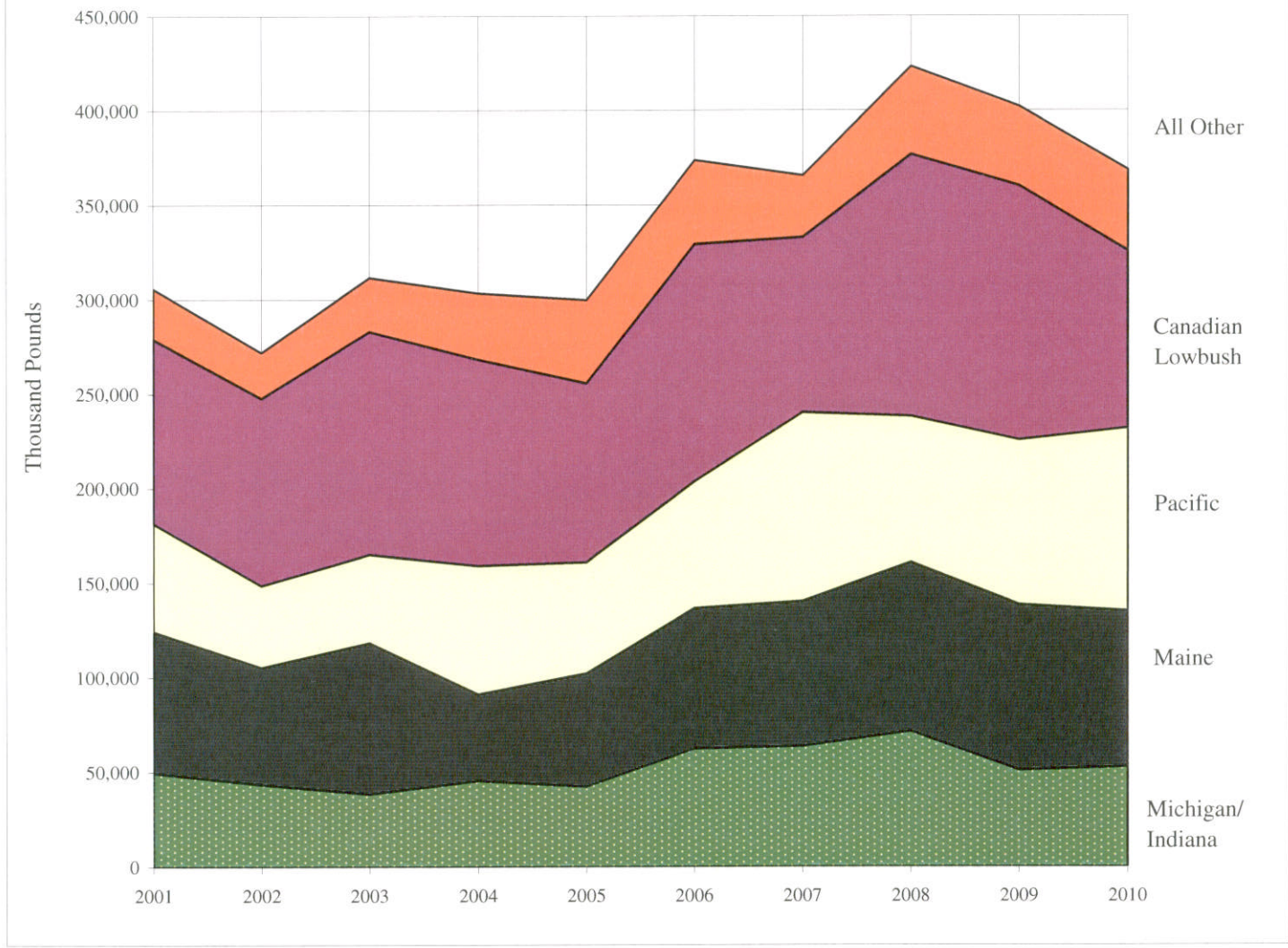
\*Ontario not included, 0 process production to date.

\*\*Average of 110.3 million pounds Lowbush; 31.5 million pounds Highbush.

Source: 2010 production- see Page 1. 2001-2009=Stats Canada with NABC adjustments for estimated fresh production.



## NORTH AMERICAN PROCESS BLUEBERRY TREND BY PRODUCTION AREA 2001-2010

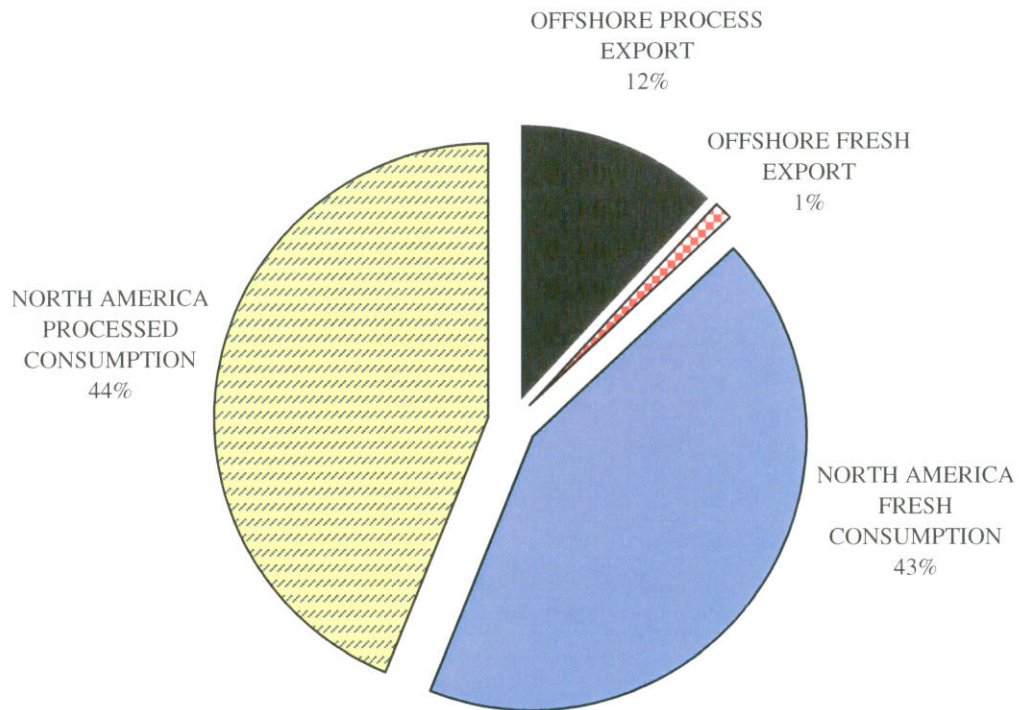


PACIFIC: British Columbia, Oregon, Washington and California combined.

ALL OTHER AREAS: New Jersey, New York, North Carolina, Georgia, Arkansas, Florida, Mississippi & Other Southern States.

CANADIAN LOWBUSH: Nova Scotia, Quebec, New Brunswick, Newfoundland, & Prince Edward Island.

**2010  
ESTIMATED UTILIZATION OF  
NORTH AMERICAN BLUEBERRIES**



2010 CROP PRODUCTION TOTAL:  
**666,900,000**

TOTAL ESTIMATED FARM GATE VALUE:  
**\$825,181,000**

**ESTIMATED 2010 CROP UTILIZATION:**

NORTH AMERICA FRESH CONSUMPTION: 289,804,281 POUNDS

OFFSHORE FRESH EXPORT: 8,495,719 POUNDS

NORTH AMERICAN PROCESSED CONSUMPTION 300,000,000 POUNDS

OFFSHORE PROCESS EXPORT: 84,253,082 POUNDS

TOTAL CONSUMPTION: 682,553,082 POUNDS

2009 AND 2010 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

UNITED STATES

IMPORTS			EXPORTS		
FRESH:	<u>2009 POUNDS</u>	<u>2010 POUNDS</u>	FRESH:	<u>2009 POUNDS</u>	<u>2010 POUNDS</u>
CHILE	74,221,616	100,957,715	CANADA	58,817,739	62,475,428
CANADA	41,085,759	43,427,997	JAPAN	3,257,495	3,712,778
ARGENTINA	15,881,736	20,503,058	HONG KONG	399,292	707,309
MEXICO	790,473	2,098,219	SOUTH KOREA	290,703	528,777
URUGUAY	1,032,110	1,757,972	SINGAPORE	179,441	369,123
NEW ZEALAND	251,624	230,949	TAIWAN	223,073	236,454
PERU	1,786	107,926	NETHERLANDS	60,368	219,137
NETHERLANDS	0	60,728	UNITED KINGDOM	634,392	204,138
EQUADOR	0	39,264	CHILE	0	109,079
BRAZIL	2,381	3,243	AUSTRALIA	41,528	101,998
COLUMBIA	0	1,437	MEXICO	48,960	80,871
<b>FRESH TOTAL:</b>	<b>133,267,485</b>	<b>169,188,508</b>	IRELAND	0	75,005
			BELGIUM	0	50,044
			CHINA	0	39,683
			ICELAND	65,695	39,021
			BRAZIL	11,144	30,128
			BERMUDA	14,952	24,324
			NEW ZEALAND	3,999	18,653
<b>FROZEN:</b>			GERMANY	0	16,947
CANADA	73,536,970	79,470,947	BAHAMAS	15,267	12,258
CHILE	8,955,974	10,839,491	COSTA RICA	34,853	4,425
ARGENTINA	2,469,725	2,230,545	RUSSIA	0	4,400
NETHERLANDS	152,117	250,002	THAILAND	0	4,233
POLAND	8,906	34,299	POLAND	77,501	0
RUSSIA	13,177	30,864	UNITED ARAB EMIRATES	8,430	0
MEXICO	0	30,150	CZECHOSLOVAKIA	6,390	0
BELGIUM	0	20,393	MALI	5,454	0
CHINA	37,699	9,608	MALAYSIA	635	0
LITHUANIA	0	4,012	CAYMAN ISLANDS	359	0
FRANCE	1,874	882	SWITZERLAND	227	0
UNITED ARAB EMIRATES	4,804	0	<b>FRESH TOTAL:</b>	<b>64,197,897</b>	<b>69,064,213</b>
<b>FROZEN TOTAL</b>	<b>85,181,246</b>	<b>92,921,193</b>	<b>FROZEN:</b>		
			CANADA	5,983,624	15,995,757
			JAPAN	6,305,690	6,041,098
			CHINA	1,534,511	2,447,395
			SOUTH KOREA	521,066	2,083,803
			MEXICO	2,019,506	2,017,930
			GERMANY	653,450	1,024,255
			CHILE	0	686,737
			AUSTRALIA	985,119	576,188
			HONG KONG	17,026	380,135
			UNITED KINGDOM	458,251	349,240
			NETHERLANDS	47,999	274,129
			DENMARK	917,338	235,010
			TAIWAN	93,479	217,890
			ISRAEL	105,188	156,610
			THAILAND	61,231	83,530
			FRANCE	0	53,999
			TRINIDAD	49,749	43,252
			INDONESIA	33,616	41,200
			POLAND	79,158	39,599
			SINGAPORE	11,120	31,413
			SOUTH AFRICA	2,729	29,647
			NEW ZEALAND	46,204	29,138
			BARBADO	0	22,262
			JAMAICA	12,478	7,207
			COSTA RICA	0	4,202
			PHILIPPINES	2,392	3,794
			GUATEMALA	1,316	1,345
			VIETNAM	33,001	1,080
<b>GRAND TOTAL:</b>	<b><u>218,448,731</u></b>	<b><u>262,109,701</u></b>			

SOURCE: US Bureau of Census, Department of  
Commerce Foreign Trade Division.  
CALENDAR YEAR (JANUARY TO DECEMBER)  
TOTAL = BOTH HIGHBUSH & LOWBUSH BLUEBERRIES

UNITED ARAB EMIRATES	21,204	0
HONDURAS	4,478	0
PANAMA	1,323	0
<b>FROZEN TOTAL:</b>	<b>20,002,246</b>	<b>32,877,845</b>
<b><u>GRAND TOTAL:</u></b>	<b><u>84,200,143</u></b>	<b><u>101,942,058</u></b>

**2009 AND 2010 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS**

**CANADA**

	IMPORTS			EXPORTS	
	2009 POUNDS	2010 POUNDS		2009 POUNDS	2010 POUNDS
<b>FRESH:</b>			<b>FRESH:</b>		
UNITED STATES	58,582,468	63,067,349	UNITED STATES	41,112,426	43,427,997
CHILE	9,934,961	14,206,109	AUSTRALIA	95,999	495,111
ARGENTINA	3,036,693	4,737,266	ITALY	53,999	455,995
MEXICO	13,900	259,982	CHINA	1,543	364,535
URUGUAY	197,850	209,605	UNITED KINGDOM	28,391	120,686
NEW ZEALAND	39,515	4,740	GERMANY	725,801	113,678
SWITZERLAND	0	4,244	JAPAN	172,175	110,525
ANTIGUA BARBUDA	0	3,168	SOUTH KOREA	0	90,005
BELGIUM	0	126	FINLAND	0	53,999
CHINA	0	99	DENMARK	0	51,039
BELIZE	0	20	HONG KONG	40,364	25,212
NEW CALEDONIA	26,208	0	TAIWAN	17,039	7,288
GUATEMALA	1,433	0	IRELAND	0	7,174
SOUTH AFRICA	1,429	0	ICELAND	0	6,045
PERU	99	0	VIET NAM	0	2,835
			FRANCE	291	1,728
			MALAYSIA	0	847
<b>FRESH TOTAL:</b>	<b>71,834,556</b>	<b>82,492,708</b>	SAINT PIERRE	60	214
			BURKINA FASO	0	18
			NETHERLANDS	107,999	0
			SPAIN	53,999	0
			SINGAPORE	15,087	0
<b>FROZEN:</b>			INDONESIA	9,989	0
UNITED STATES	5,365,053	17,821,598	THAILAND	1,314	0
ARGENTINA	98,215	190,674			
CHILE	444,247	118,116	<b>FRESH TOTAL</b>	<b>42,436,476</b>	<b>45,334,931</b>
GERMANY	0	52,549			
MEXICO	0	40,798	<b>FROZEN:</b>		
CHINA	0	7,771	UNITED STATES	73,590,286	79,606,083
POLAND	630	3,417	GERMANY	14,816,876	15,689,170
LITHUANIA	2,275	952	JAPAN	10,857,311	14,445,456
BRAZIL	49	0	NETHERLANDS	4,471,079	9,519,807
			FRANCE	4,151,798	5,080,179
<b>FROZEN TOTAL:</b>	<b>5,910,469</b>	<b>18,235,875</b>	UNITED KINGDOM	5,259,258	4,283,659
			CHINA	2,908,317	4,516,639
<b>GRAND TOTAL:</b>	<b>77,745,025</b>	<b>100,728,583</b>	BELGIUM	3,352,809	4,209,948
			AUSTRALIA	2,108,425	3,183,200
			SOUTH KOREA	173,004	1,871,856
			ITALY	155,997	775,270
			AUSTRIA	527,812	741,557
			RUSSIA	0	593,829
			NEW ZEALAND	607,162	530,167
			PHILIPPINES	459,115	367,502
			TAIWAN	225,401	276,607
			POLAND	51,451	220,773
			NORWAY	0	158,995
			IRELAND	152,997	152,997
			MALAYSIA	0	108,248
			SOUTH AFRICA	24,299	79,782
			THAILAND	27,899	79,489
			ISREAL	0	79,077
			LITHUANIA	0	73,371
			CHILE	0	56,286
			SWEDEN	27,086	53,999
			TURKEY	0	51,449
			BRAZIL	0	51,200
			SINGAPORE	0	48,025
			DENMARK	0	25,113
			SPAIN	0	20,595
			FINLAND	0	20,115
			HONG KONG	9,993	3,137

SOURCE: STATISTICS CANADA "TOTAL IMPORTS AND TOTAL EXPORTS 2010" CODE CRO-0121472

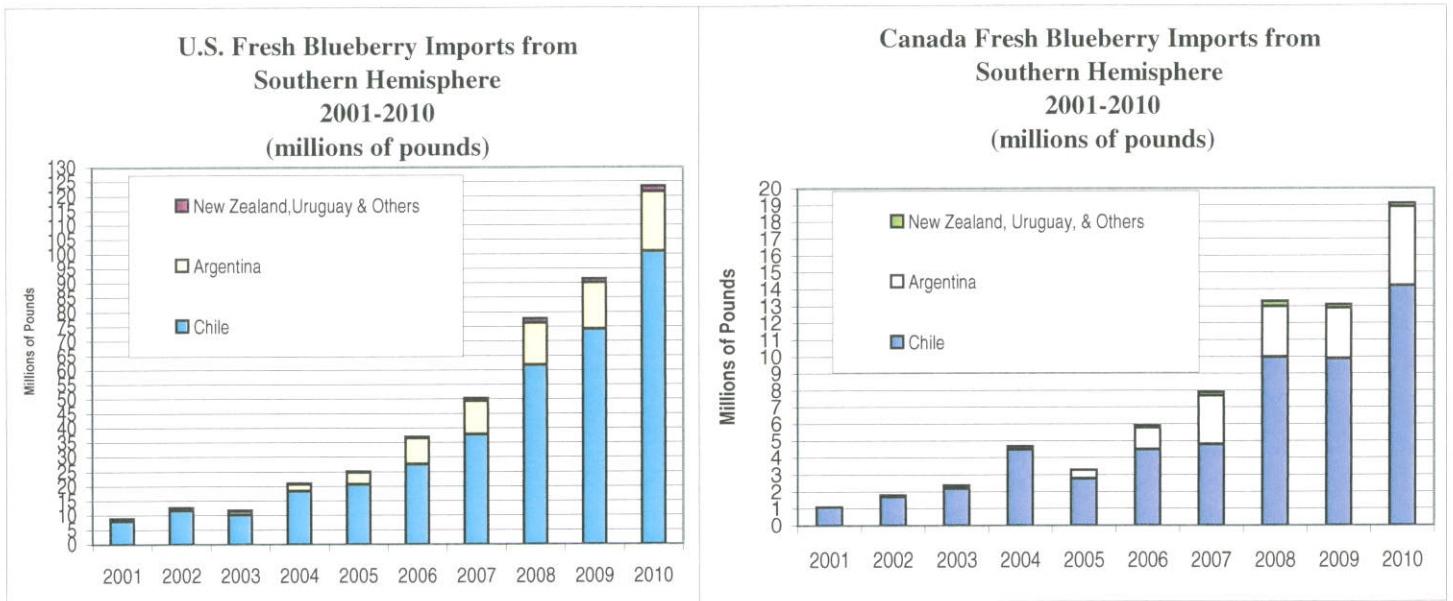
KENYA	0	1,213
NETHERLANDS ANTILLES	699	679
UNITED ARAB EMIRATES	3,935	661
MADAGASCAR	0	525
VIET NAM	0	419
LUXEMBOURG	317,696	0
SWITZERLAND	287,390	0
NORTH KOREA	144,002	0
EGYPT	50,999	0
CZECHOSLOVAKIA	19,841	0
ARUBA	16,340	0
KUWAIT	10,567	0
QATAR	5,176	0
<b>FROZEN TOTAL:</b>	<b>124,815,020</b>	<b>146,977,077</b>
<b>GRAND TOTAL:</b>	<b><u>167,251,496</u></b>	<b><u>192,312,008</u></b>

**NORTH AMERICAN FRESH IMPORTS OF  
SOUTHERN HEMISPHERE BLUEBERRIES  
2001-2010  
(Millions of Pounds)**

**FRESH IMPORTS**

YEAR	U.S. IMPORTS					CANADIAN IMPORTS					North America Total
	Chile	Argentina	New Zealand	Uruguay	Others	Chile	Argentina	New Zealand	Uruguay	Others	
2001	8.1	0.6	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	10.0
2002	11.7	0.8	0.2	0.0	0.0	1.7	0.1	0.0	0.0	0.0	14.5
2003	10.3	1.2	0.3	0.0	0.0	2.2	0.1	0.0	0.0	0.1	14.2
2004	18.4	2.4	0.3	0.0	0.0	4.5	0.2	0.0	0.0	0.0	25.8
2005	20.8	4.0	0.3	0.0	0.1	2.8	0.5	0.0	0.0	0.0	28.5
2006	27.6	9.0	0.4	0.0	0.0	4.5	1.3	0.0	0.0	0.1	42.9
2007	37.9	11.5	0.4	0.3	0.0	4.8	2.9	0.1	0.1	0.0	58.0
2008	61.9	14.4	0.3	1.3	0.0	10.0	3.0	0.0	0.3	0.0	91.2
2009	74.2	15.9	0.3	1.0	0.0	9.9	3.0	0.0	0.2	0.0	104.5
2010	101.0	20.5	0.2	1.8	0.1	14.2	4.7	0.0	0.2	0.0	142.7
10 YEAR AVERAGE 2001-2010	37.19	8.03	0.293	0.44	0.02	5.57	1.58	0.01	0.08	0.02	53.23
3 YEAR AVERAGE 2008-2010	79.0	16.9	0.3	1.4	0.0	11.4	3.6	0.0	0.2	0.0	112.8

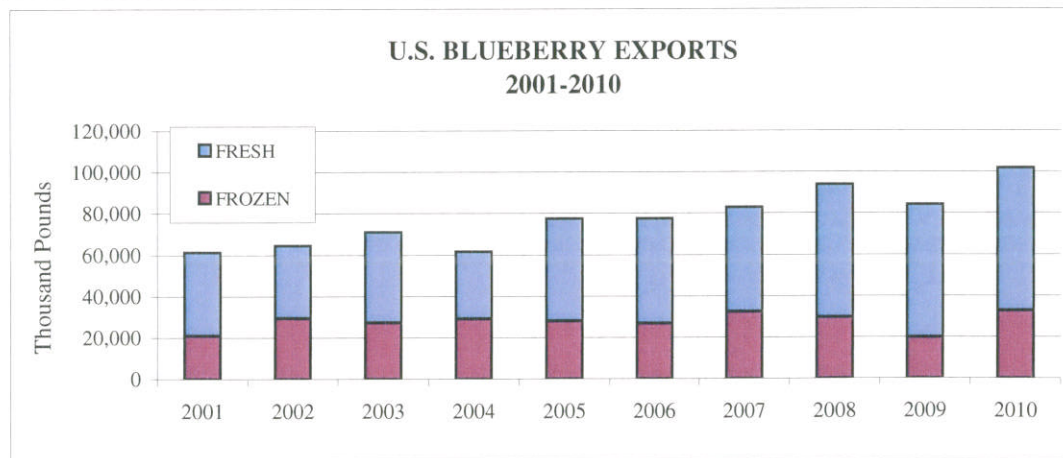
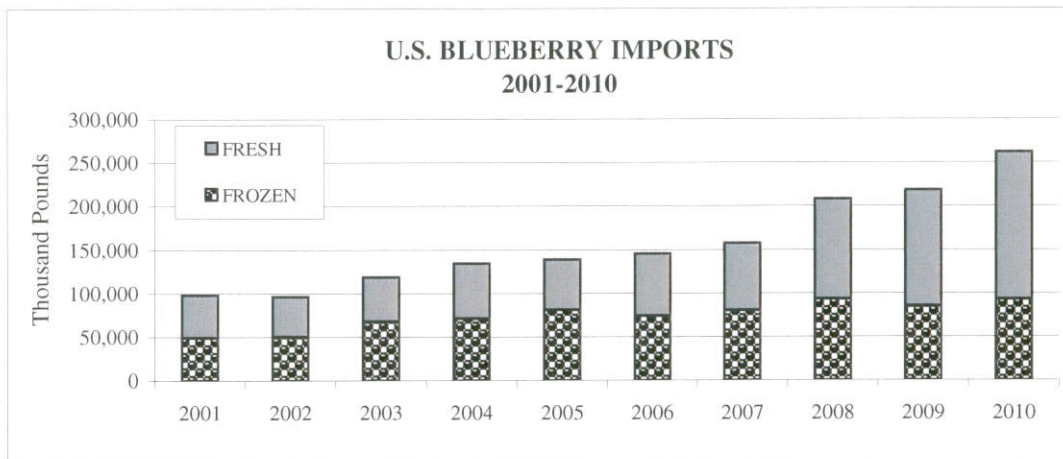
Source: U.S. Bureau of Census Department of Commerce, Foreign Trade Division, and Stats Canada (Calendar Year).



## UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2001-2010 (000 Pounds)

YEAR	IMPORTS:			EXPORTS:		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2001	49,087	49,354	<b>98,441</b>	21,014	40,462	<b>61,476</b>
2002	50,132	46,525	<b>96,657</b>	29,609	35,124	<b>64,733</b>
2003	67,932	51,166	<b>119,098</b>	27,462	43,597	<b>71,059</b>
2004	71,101	63,664	<b>134,765</b>	29,300	32,454	<b>61,754</b>
2005	81,138	58,024	<b>139,162</b>	28,241	49,390	<b>77,631</b>
2006	74,080	71,873	<b>145,953</b>	26,984	50,600	<b>77,584</b>
2007	80,412	77,436	<b>157,848</b>	32,468	50,487	<b>82,955</b>
2008	93,224	114,951	<b>208,175</b>	29,742	64,187	<b>93,929</b>
2009	85,181	133,267	<b>218,448</b>	20,002	64,198	<b>84,200</b>
2010	92,921	169,189	<b>262,110</b>	32,878	69,064	<b>101,942</b>
10 YEAR AVERAGE 2001-2010	74,521	83,545	<b>158,066</b>	27,770	49,956	<b>77,726</b>
3 YEAR AVERAGE 2008-2010	90,442	139,136	<b>229,578</b>	27,541	65,816	<b>93,357</b>

Source: U.S. Bureau of Census Calendar Year



**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS  
(JULY TO JUNE)  
2000/01 TO 2009/10  
(THOUSANDS OF POUNDS)**

<u>CROP YEAR</u>	<u>FRESH EXPORTS*</u>			<u>FROZEN EXPORTS*</u>		
	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
2000/01	37,422	5,426	<b>42,848</b>	22,404	8,472	<b>30,876</b>
2001/02	35,281	6,320	<b>41,601</b>	19,397	7,891	<b>27,288</b>
2002/03	26,876	9,453	<b>36,329</b>	15,352	9,537	<b>24,889</b>
2003/04	30,543	16,317	<b>46,860</b>	23,273	8,041	<b>31,314</b>
2004/05	17,350	15,736	<b>33,086</b>	17,682	9,703	<b>27,385</b>
2005/06	31,758	22,248	<b>54,006</b>	13,366	10,428	<b>23,794</b>
2006/07	28,194	20,423	<b>48,617</b>	19,025	13,210	<b>32,235</b>
2007/08	28,466	26,439	<b>54,905</b>	20,344	16,265	<b>36,609</b>
2008/09	34,973	32,414	<b>67,387</b>	10,641	9,950	<b>20,591</b>
2009/10	31,744	37,588	<b>69,332</b>	7,621	14,951	<b>22,572</b>

Source: Derived from U.S. Bureau of Census - Department of Commerce, Foreign Trade Division Data.

\* Includes exports to Canada.

**2010 U.S. FRESH BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FRESH EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL U.S. EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL U.S. EXPORT</b>	<b>2010 TOTAL</b>
CANADA	33,743,557	54%	28,731,871	46%	<b>62,475,428</b>
JAPAN	2,565,833	69%	1,146,945	31%	<b>3,712,778</b>
HONG KONG	600,388	85%	106,921	15%	<b>707,309</b>
SOUTH KOREA	456,019	86%	72,758	14%	<b>528,777</b>
SINGAPORE	314,641	85%	54,482	15%	<b>369,123</b>
TAIWAN	235,555	100%	899	0%	<b>236,454</b>
NETHERLANDS	1,693	1%	217,444	99%	<b>219,137</b>
UNITED KINGDOM	156,139	76%	47,999	24%	<b>204,138</b>
CHILE	109,079	100%	0	0%	<b>109,079</b>
AUSTRALIA	0	0%	101,998	100%	<b>101,998</b>
MEXICO	80,871	100%	0	0%	<b>80,871</b>
IRELAND	75,005	100%	0	0%	<b>75,005</b>
BELGIUM	0	0%	50,044	100%	<b>50,044</b>
CHINA	0	0%	39,683	100%	<b>39,683</b>
ICELAND	39,021	100%	0	0%	<b>39,021</b>
BRAZIL	20,229	67%	9,899	33%	<b>30,128</b>
BERMUDA	22,776	94%	1,548	6%	<b>24,324</b>
NEW ZEALAND	18,653	100%	0	0%	<b>18,653</b>
GERMANY	16,947	100%	0	0%	<b>16,947</b>
BAHAMAS	12,258	100%	0	0%	<b>12,258</b>
COSTA RICA	4,425	100%	0	0%	<b>4,425</b>
RUSSIA	0	0%	4,400	100%	<b>4,400</b>
THAILAND	4,233	100%	0	0%	<b>4,233</b>
<b>FRESH TOTAL:</b>	<b>38,477,322</b>	<b>56%</b>	<b>30,586,891</b>	<b>44%</b>	<b>69,064,213</b>

Note: Fresh exports excluding Canada total 6,588,785 pounds of which Highbush accounts for 72% (4,733,765 pounds) and Lowbush accounts for 28% ( 1,855,020 pounds )

Source: U.S. Bureau of Census-Department of Commerce, Foreign Trade Division.

**2010 U.S. FROZEN BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FROZEN EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL U.S. EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL U.S. EXPORT</b>	<b>2010 TOTAL</b>
CANADA	7,620,592	48%	8,375,165	52%	15,995,757
JAPAN	3,668,199	61%	2,372,899	39%	6,041,098
CHINA	147,406	6%	2,299,989	94%	2,447,395
SOUTH KOREA	1,654,107	79%	429,696	21%	2,083,803
MEXICO	981,298	49%	1,036,632	51%	2,017,930
GERMANY	741,980	72%	282,275	28%	1,024,255
CHILE	118,854	17%	567,883	83%	686,737
AUSTRALIA	489,060	85%	87,128	15%	576,188
HONG KONG	21,702	6%	358,433	94%	380,135
UNITED KINGDOM	121,921	35%	227,319	65%	349,240
NETHERLANDS	0	0%	274,129	100%	274,129
DENMARK	23,512	10%	211,498	90%	235,010
TAIWAN	76,317	35%	141,573	65%	217,890
ISRAEL	0	0%	156,610	100%	156,610
THAILAND	1,188	1%	82,342	99%	83,530
FRANCE	0	0%	53,999	100%	53,999
TRINIDAD	10,000	23%	33,252	77%	43,252
INDONESIA	41,200	100%	0	0%	41,200
POLAND	39,599	100%	0	0%	39,599
SINGAPORE	5,703	18%	25,710	82%	31,413
SOUTH AFRICA	29,647	100%	0	0%	29,647
NEW ZEALAND	0	0%	29,138	100%	29,138
BARBADO	0	0%	22,262	100%	22,262
JAMAICA	7,207	100%	0	0%	7,207
COSTA RICA	2,967	71%	1,235	29%	4,202
PHILIPPINES	0	0%	3,794	100%	3,794
GUATEMALA	1,345	100%	0	0%	1,345
VIETNAM	1,080	100%	0	0%	1,080
<b>FROZEN TOTAL:</b>	<b>15,804,884</b>	<b>48%</b>	<b>17,072,961</b>	<b>52%</b>	<b>32,877,845</b>

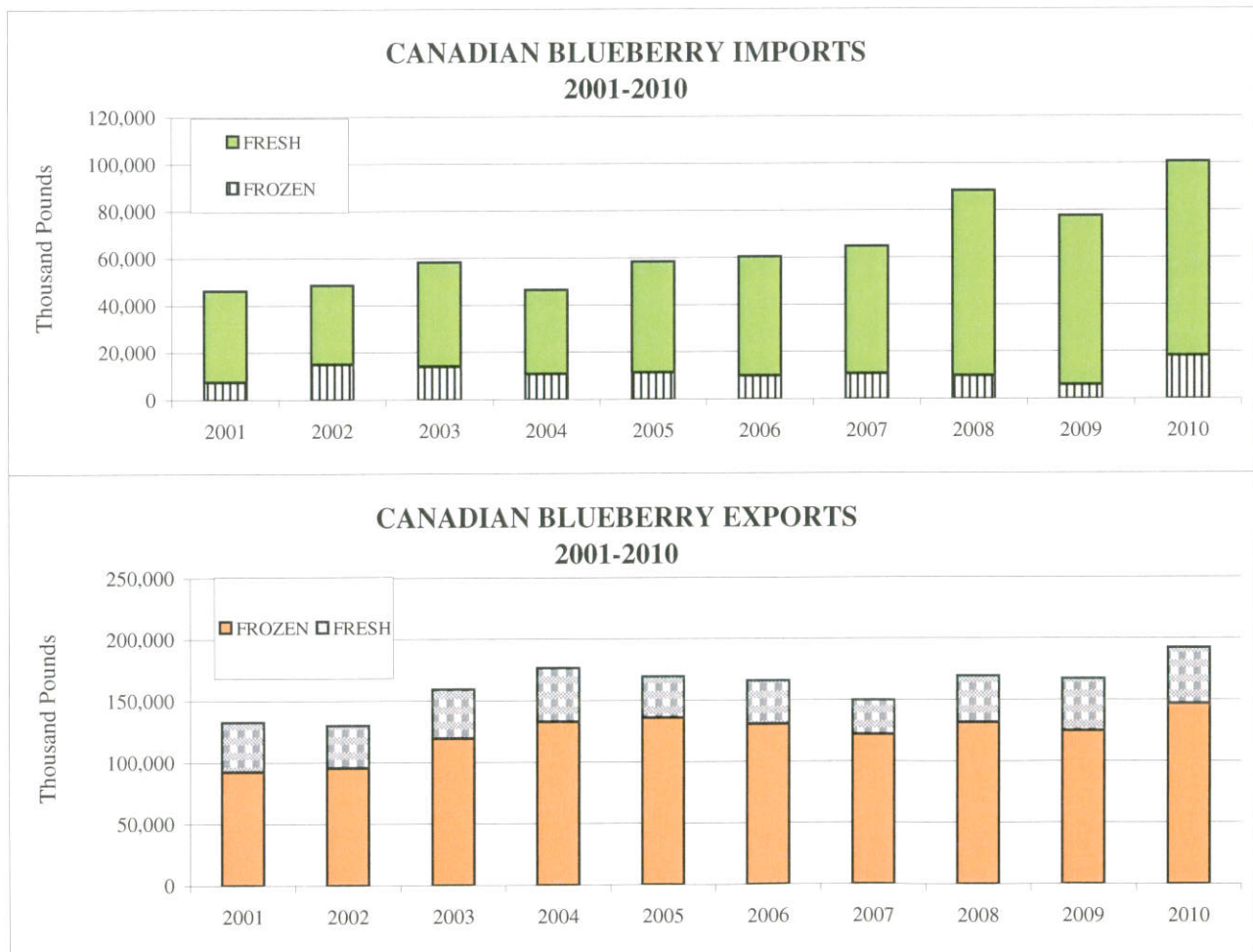
Note: Frozen exports excluding Canada total 16,882,088 pounds of which Highbush accounts for 48% of the total (8,184,292 pounds) and Lowbush accounts for 52% of the total (8,697,796 pounds)

Source: U.S. Bureau of Census - Department of Commerce, Foreign Trade Division

**CANADIAN BLUEBERRY IMPORTS & EXPORTS  
2001-2010  
(000 POUNDS)**

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2001	7,537	38,831	46,368	92,563	40,549	133,112
2002	14,982	33,678	48,660	95,523	34,592	130,115
2003	14,120	44,227	58,347	119,490	39,998	159,488
2004	10,872	35,760	46,632	132,927	43,599	176,526
2005	11,470	47,072	58,542	135,960	33,444	169,404
2006	9,968	50,612	60,580	130,798	35,085	165,883
2007	10,755	54,138	64,893	122,026	28,153	150,179
2008	9,868	78,483	88,351	131,803	37,590	169,393
2009	5,910	71,835	77,745	124,815	42,436	167,251
2010	18,236	82,493	100,729	146,977	45,335	192,312
<b>10 year average 2001-2010</b>	11,372	53,713	65,085	123,288	38,078	161,366
<b>3 year average 2008-2010</b>	11,338	77,604	88,942	134,532	41,787	176,319

Source: Stats Canada



**2010 CANADIAN FRESH BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FRESH EXPORTS:**

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2010 TOTAL
UNITED STATES	30,405,524	70%	13,022,473	30%	43,427,997
AUSTRALIA	0	0%	495,111	100%	495,111
ITALY	0	0%	455,995	100%	455,995
CHINA	0	0%	364,535	100%	364,535
UNITED KINGDOM	15,688	13%	104,998	87%	120,686
GERMANY	1,422	1%	112,256	99%	113,678
JAPAN	108,003	98%	2,522	2%	110,525
SOUTH KOREA	0	0%	90,005	100%	90,005
FINLAND	0	0%	53,999	100%	53,999
DENMARK	0	0%	51,039	100%	51,039
HONG KONG	24,661	98%	551	2%	25,212
TAIWAN	7,288	100%	0	0%	7,288
IRELAND	7,174	100%	0	0%	7,174
ICELAND	6,045	100%	0	0%	6,045
VIET NAM	0	0%	2,835	100%	2,835
FRANCE	1,296	75%	432	25%	1,728
MALAYSIA	847	100%	0	0%	847
SAINT PIERRE	9	4%	205	96%	214
BURKINA FASO	18	100%	0	0%	18
<b>FRESH TOTAL:</b>	<b>30,577,975</b>	<b>67%</b>	<b>14,756,956</b>	<b>33%</b>	<b>45,334,931</b>

Note: Fresh exports excluding the United States total 1,906,934 pounds of which Highbush accounts for 9% of the total (172,451 pounds) and Lowbush accounts for 91% of the total (1,734,483 pounds).

Source: Stats Canada "Total Imports and Exports 2010" Code CRO 0121472

**2010 CANADIAN FROZEN BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FROZEN EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL EXPORT</b>	<b>2010 TOTAL</b>
UNITED STATES	39,617,886	50%	39,988,197	50%	79,606,083
GERMANY	277,755	2%	15,411,415	98%	15,689,170
JAPAN	4,460,042	31%	9,985,414	69%	14,445,456
NETHERLANDS	655,148	7%	8,864,659	93%	9,519,807
FRANCE	25,809	1%	5,054,370	99%	5,080,179
UNITED KINGDOM	710,082	17%	3,573,577	83%	4,283,659
CHINA	452,668	10%	4,063,971	90%	4,516,639
BELGIUM	1,134,639	27%	3,075,309	73%	4,209,948
AUSTRALIA	2,305,754	72%	877,446	28%	3,183,200
SOUTH KOREA	97,221	5%	1,774,635	95%	1,871,856
ITALY	50,999	7%	724,271	93%	775,270
AUSTRIA	0	0%	741,557	100%	741,557
RUSSIA	0	0%	593,829	100%	593,829
NEW ZEALAND	186,882	35%	343,285	65%	530,167
PHILIPPINES	0	0%	367,502	100%	367,502
TAIWAN	86,861	31%	189,746	69%	276,607
POLAND	0	0%	220,773	100%	220,773
NORWAY	53,997	34%	104,998	66%	158,995
IRELAND	50,999	33%	101,998	67%	152,997
MALAYSIA	53,997	50%	54,251	50%	108,248
SOUTH AFRICA	52,798	66%	26,984	34%	79,782
THAILAND	52,498	66%	26,991	34%	79,489
ISREAL	8,166	10%	70,911	90%	79,077
LITHUANIA	0	0%	73,371	100%	73,371
CHILE	56,286	100%	0	0%	56,286
SWEDEN	0	0%	53,999	100%	53,999
TURKEY	0	0%	51,449	100%	51,449
BRAZIL	51,200	100%	0	0%	51,200
SINGAPORE	0	0%	48,025	100%	48,025
DENMARK	0	0%	25,113	100%	25,113
SPAIN	20,595	100%	0	0%	20,595
FINLAND	0	0%	20,115	100%	20,115
HONG KONG	3,137	100%	0	0%	3,137
KENYA	1,213	100%	0	0%	1,213
NETHERLANDS ANTILLES	0	0%	679	100%	679
UNITED ARAB EMIRATES	0	0%	661	100%	661
MADAGASCAR	525	100%	0	0%	525
VIET NAM	0	0%	419	100%	419
<b>FROZEN TOTAL:</b>	<b>50,467,157</b>	<b>34%</b>	<b>96,509,920</b>	<b>66%</b>	<b>146,977,077</b>

Note: Frozen exports excluding shipments to the United States total 67,370,994 pounds of which Highbush represents 16% of shipments (10,849,271 pounds) and Lowbush represents 84% of shipments (56,521,723 pounds).

Source: Stats Canada "Total Imports and Exports 2010" Code CRO - 0121472

CNDNXPRTRZ

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT  
2001-2010  
(000 POUNDS)**

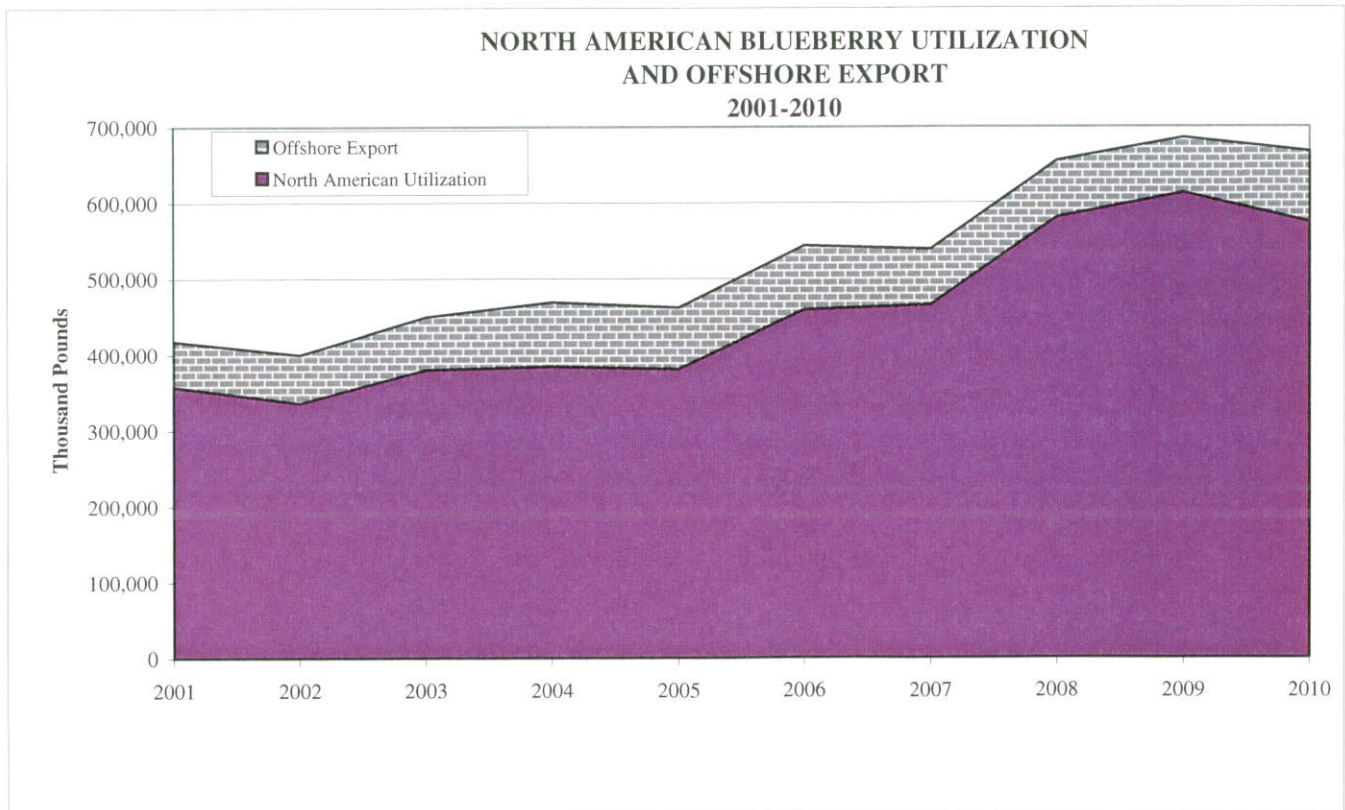
YEAR	NORTH AMERICAN TOTAL PRODUCTION	OFFSHORE EXPORT*	OFFSHORE EXPORT AS % OF PRODUCTION
2001	418,232	59,935	14%
2002	400,362	63,449	16%
2003	449,900	69,124	15%
2004	469,142	84,478	18%
2005	461,952	80,455	17%
2006	543,692	84,274	16%
2007	538,970	73,510	14%
2008	655,188	74,353	11%
2009	685,026	71,948	11%
2010	666,900	92,749	14%

**Ten Year Average 2001-2010**                      **528,936**                      **75,428**                      **15%**

The ten year average (2001-2010) for offshore export is 15% of the average of blueberry production from 2001 to 2010

North American offshore exports in 2010 total 92,748,801 pounds of which 8,495,719 pounds (9%) were fresh blueberries and 84,253,082 pounds (91%) were frozen blueberries.

\*Exports calendar year basis, fresh and process (excluding U.S. and Canada).



**NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET**  
**1988-2010**  
**(000,000 Pounds)**

YEAR	JULY 1															
	FROZEN CARRY-IN*	PRODUCTION	TOTAL SUPPLY	FRESH PRODUCTION	PROCESSED AVAILABLE	FROZEN CARRY-OUT JUNE 30*	PROCESSED OFFSHORE CONSUMPTION	PROCESSED EXPORT	DOMESTIC PROCESSED CONSUMPTION	HIGHBUSH FROZEN MARKET**	LOWBUSH FROZEN MARKET**					
1988/89	17.5	+	231.4	=	194.7	-	54.2	=	167.9	-	40.2	=	127.7	=	1.05-0.86	0.98-1.00
1989/90	26.8	+	220.9	=	183.9	-	63.8	=	149.1	-	25.0	=	124.1	=	0.85-0.61	1.01-1.12
1990/91	34.8	+	267.5	=	236.9	-	65.4	=	203.7	-	56.6	=	147.1	=	0.57-0.71	1.10-0.95
1991/92	33.2	+	243.3	=	214.1	-	62.4	=	172.4	-	58.8	=	113.6	=	0.74-0.86	0.97-1.05
1992/93	41.7	+	281.7	=	267.9	-	55.5	=	220.8	-	40.7	=	180.1	=	0.92-0.77	0.99-0.85
1993/94	47.1	+	319.8	=	289.5	-	77.4	=	230.7	-	44.6	=	186.1	=	0.62-0.51	0.85-0.75
1994/95	58.8	+	285.5	=	262.7	-	81.6	=	219.1	-	44.9	=	174.2	=	0.51-0.59	0.75-0.79
1995/96	43.6	+	321.9	=	275.5	-	90.0	=	243.8	-	50.9	=	192.9	=	0.48-0.83	0.79-0.88
1996/97	31.7	+	297.1	=	251.5	-	77.3	=	222.2	-	47.6	=	174.6	=	0.99-1.01	1.00-0.94
1997/98	29.3	+	333.3	=	277.1	-	85.5	=	213.7	-	46.6	=	167.1	=	0.97-0.63	0.94-0.87
1998/99	63.4	+	288.8	=	257.8	-	94.4	=	224.0	-	57.4	=	166.6	=	0.60-0.92	0.87-1.50
1999/00	33.8	+	390.0	=	332.0	-	91.8	=	300.6	-	58.2	=	242.4	=	0.88-1.00	0.50-1.15
2000/01	31.4	+	432.5	=	359.3	-	104.6	=	300.1	-	60.1	=	240.0	=	0.99-0.83	1.15-0.94
2001/02	59.2	+	418.2	=	365.1	-	112.3	=	296.1	-	56.9	=	239.2	=	0.78-0.76	0.94-0.68
2002/03	69.0	+	400.4	=	340.8	-	128.6	=	301.2	-	59.5	=	241.7	=	0.76-1.09	0.78-90
2003/04	39.6	+	449.9	=	351.4	-	138.1	=	306.0	-	66.1	=	239.9	=	1.04-1.07	0.90-1.05
2004/05	45.4	+	469.1	=	348.8	-	165.7	=	311.2	-	81.2	=	230.0	=	1.08-1.18	1.08-1.43
2005/06	37.6	+	462.0	=	337.4	-	162.2	=	301.7	-	74.1	=	227.6	=	1.13-1.93	1.43-N/A
2006/07	35.7	+	543.7	=	409.5	-	169.9	=	359.2	-	78.3	=	280.9	=	1.75- 2.10	N/A
2007/08	50.3	+	539.0	=	415.9	-	173.4	=	346.6	-	69.1	=	277.5	=	2.10 - 1.32	N/A
2008/09	69.3	+	655.2	=	492.6	-	231.9	=	384.1	-	69.2	=	314.9	=	1.15-0.66	N/A
2009/10	108.5	+	685.0	=	510.6	-	282.9	=	434.2	-	65.2	=	369.0	=	0.65 - 1.09	1.10 - 1.13
2010/11	76.4	+	666.9	=	445.0	-	298.3	=	384.3	-	84.3	=	300.0	=	1.09 - TBD	1.13 - TBD
2011/12	60.7	***							***=							

2010/11 vs. 2009/10 -29.6% -2.6% -6.3% +5.4% -12.8% -20.5% -11.5% +29.3% -18.7%

5 Year Average 2006/07-2010/11 68.0 618.0 686.0 231.3 454.7 73.0 381.7 73.2 308.5

Total Domestic Process Consumption has averaged 308,500,000 pounds for the past 5 years. Total 2010 Process Consumption (Domestic & Export): 384,300,000 pounds.  
 Total 2010 Production: 666,900,000 pounds. Estimated decrease in carry over inventory 6/30/11 versus 6/30/10 - 15,700,000 pounds

\* = Beginning with 1995/96 crop year, figures are estimates based on actual U.S. cold storage inventory figure and estimate of Canadian total based upon historic percentages.  
 \*\*Average July price versus average June price (following year) for Michigan (highbush) and Maine (lowbush) as reported by Food Institute Reports, estimates for months when data not available.  
 Note: Food Institute did not report lowbush from January 2006 through 2009  
 \*\*\*=Estimate based on 3/30/11 U.S. cold storage figure, estimates of U.S. consumption from 4/1/11 to 6/30/11, estimate of Canadian inventory as of 6/30/11

**TOTAL NORTH AMERICAN CONSUMPTION**  
**1990-2010**  
**(1,000's Pounds)**

Year	Total Fresh Productio	Fresh Offshore Exports	Fresh Offshore Imports	Domestic Fresh Consumption	Domestic Process Consumpt	Process Offshore Imports	Total North American Consumpti	North American Per Capita
1990	65,400	-	664	66,047	147,100	60	213,207	0.77
1991	62,400	1,432	707	61,675	113,600	3	175,278	0.63
1992	55,502	1,474	701	54,729	180,100	18	234,847	0.83
1993	77,367	1,540	1,112	76,939	186,100	11	263,050	0.92
1994	81,644	1,764	1,011	80,891	174,200	32	255,123	0.88
1995	90,000	2,201	2,048	89,847	192,900	27	282,774	0.97
1996	77,310	2,583	2,603	77,330	174,600	133	252,063	0.85
1997	85,549	2,107	3,192	86,634	167,100	419	254,153	0.85
1998	94,363	2,881	4,257	95,739	166,600	637	262,976	0.88
1999	91,831	3,649	5,739	93,921	242,400	549	336,870	1.11
2000	104,630	3,541	8,107	109,196	240,000	530	349,726	1.12
2001	112,300	3,058	10,150	119,392	239,200	490	359,082	1.14
2002	128,600	3,974	14,471	139,097	241,700	663	381,460	1.20
2003	138,100	3,049	14,316	149,367	239,900	1,259	390,526	1.21
2004	165,700	3,317	25,952	188,335	230,000	921	419,256	1.29
2005	162,200	6,367	28,780	184,613	227,600	2,478	414,691	1.26
2006	169,900	5,979	43,100	207,021	280,900	5,008	492,929	1.49
2007	173,400	4,428	58,072	227,044	277,500	6,539	511,083	1.53
2008	231,860	5,154	91,521	318,227	315,100	12,264	645,591	1.91
2009	282,927	6,704	105,434	381,657	369,000	12,190	762,847	2.24
2010	298,300	8,496	145,186	434,990	300,000 *	13,865	748,855 *	2.18*

\* = Estimate based on projections to end of 2010 Crop Year (July 2010 to June 2011)

**NORTH AMERICAN POPULATION 1990 to 2010 (millions)**

YEAR	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	
Canada	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	
USA	249.5	252.2	255.0	257.8	260.3	262.8	265.2	267.8	270.2	272.7	
<b>North American Total:</b>	<b>277.3</b>	<b>280.3</b>	<b>283.5</b>	<b>286.7</b>	<b>289.6</b>	<b>292.4</b>	<b>294.9</b>	<b>297.8</b>	<b>300.4</b>	<b>303.2</b>	
<b>YEAR</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Canada	30.8	31.1	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	34.1
USA	281.4	284.8	287.4	291.5	293.6	296.5	299.1	302.2	304.5	306.8	309.6
<b>North American Total:</b>	<b>312.2</b>	<b>315.9</b>	<b>318.7</b>	<b>323.1</b>	<b>325.5</b>	<b>328.7</b>	<b>331.7</b>	<b>335.1</b>	<b>337.8</b>	<b>340.5</b>	<b>343.7</b>

Source: Population Reference Bureau ( www.prb.org)

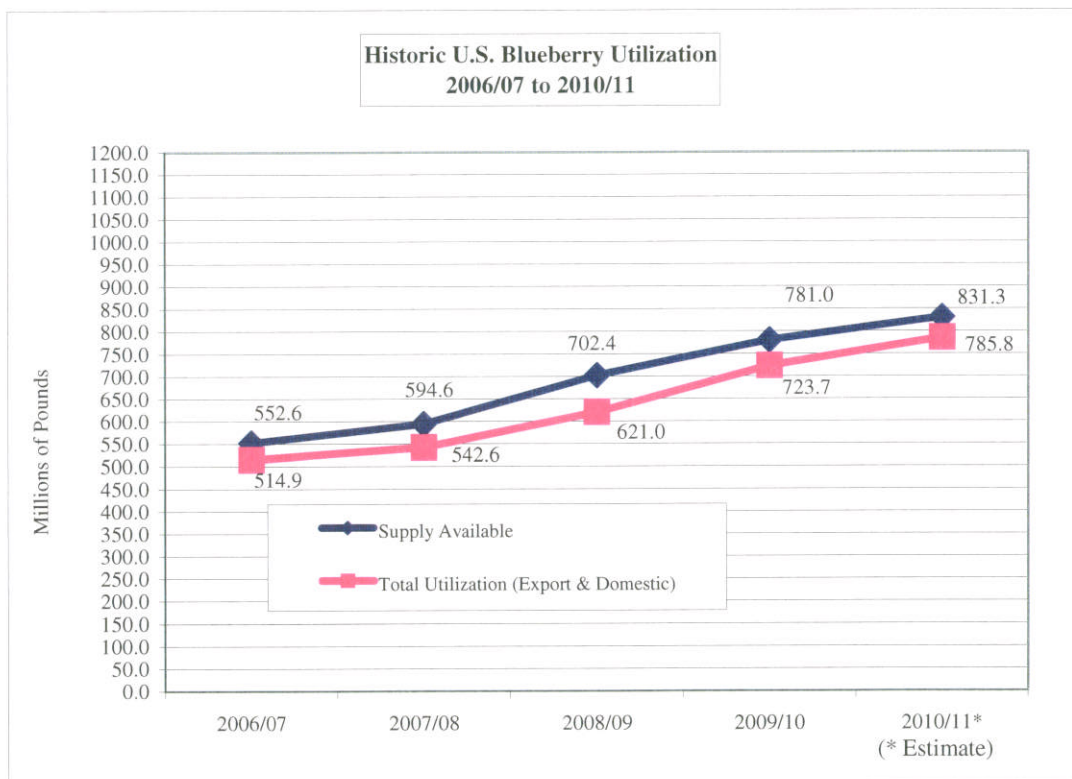
## U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH 2006/07 TO 2010/11 (Millions of Pounds)

	CROP YEAR			PROJECTION	
	2006/07	2007/08	2008/09	2009/10	2010/11
July 1st Frozen Carry In	26.8	37.7	52.0	81.4	57.3
+ Frozen Imports (7/1 to 6/30)	83.1	95.8	76.0	92.4	96.0*
+ Fresh Imports (7/1 to 6/30)	80.9	92.9	129.8	149.1	198.0*
+ US Production	361.8	368.2	444.6	458.1	480.0
= Supply Available	552.6	594.6	702.4	781.0	831.3
- Fresh Domestic Consumption (7/1 to 6/30) <sup>1/</sup>	176.1	184.4	255.9	304.8	381.4*
- Frozen Domestic Consumption (7/1 to 6/30)	306.6	321.6	344.5	396.3	364.4*
- Frozen Exports (7/1 to 6/30)	32.2	36.6	20.6	22.6	40.0*
= June 30th Frozen Carry Out	37.7	52.0	81.4	57.3	45.5*

\* Estimated based on actual figures from 7/10 to 12/10 and projections for final 6 months of crop year.

Exports include shipments to Canada, Imports include shipments from Canada

<sup>1/</sup> Fresh domestic consumption = total U.S. fresh production + fresh imports - fresh exports.



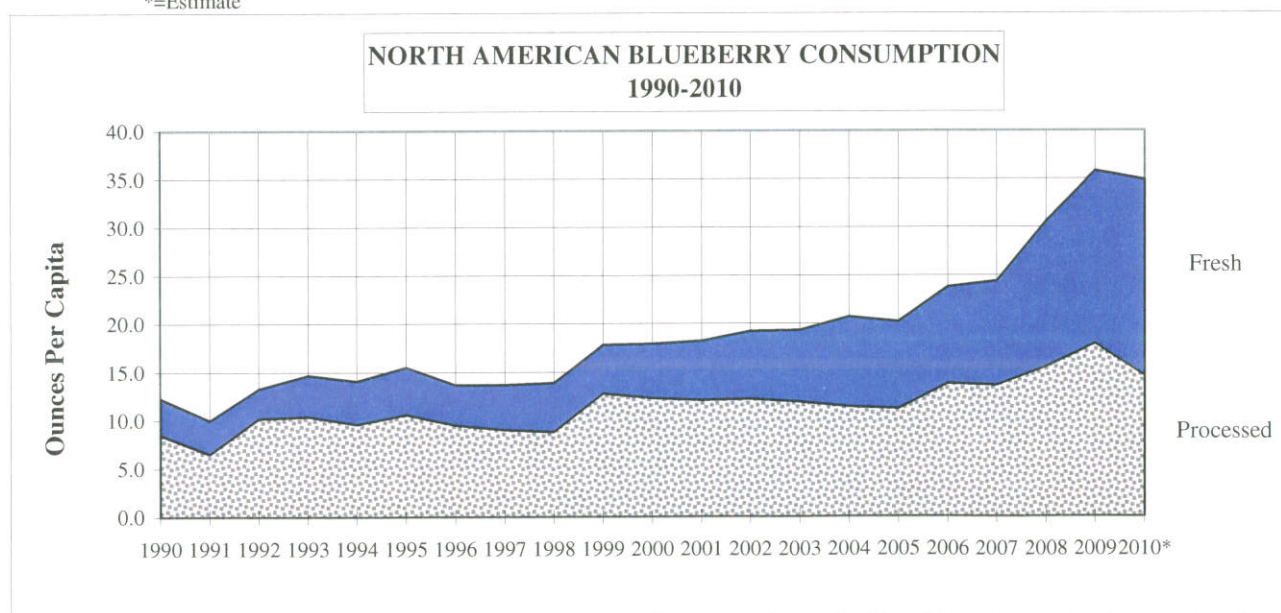
## NORTH AMERICAN BLUEBERRY CONSUMPTION 1990-2010

### DOMESTIC PER CAPITA CONSUMPTION OF FRESH & PROCESSED BLUEBERRIES

(Includes Offshore Imports)

YEAR	FRESH BLUEBERRIES		PROCESSED BLUEBERRIES		TOTAL CONSUMPTION	
	POUNDS	OUNCES	POUNDS	OUNCES	POUNDS	OUNCES
1990	0.238	3.8	0.531	8.5	0.769	12.3
1991	0.220	3.5	0.405	6.5	0.625	10.0
1992	0.193	3.1	0.635	10.2	0.828	13.3
1993	0.268	4.3	0.649	10.4	0.917	14.7
1994	0.280	4.5	0.602	9.6	0.882	14.1
1995	0.308	4.9	0.660	10.6	0.968	15.5
1996	0.262	4.2	0.593	9.5	0.855	13.7
1997	0.291	4.7	0.563	9.0	0.854	13.7
1998	0.319	5.1	0.553	8.8	0.872	13.9
1999	0.310	5.0	0.801	12.8	1.111	17.8
2000	0.350	5.6	0.771	12.3	1.121	17.9
2001	0.378	6.1	0.759	12.1	1.137	18.2
2002	0.437	7.0	0.761	12.2	1.198	19.2
2003	0.462	7.4	0.746	11.9	1.208	19.3
2004	0.579	9.3	0.709	11.4	1.288	20.7
2005	0.562	9.0	0.700	11.2	1.262	20.2
2006	0.624	10.0	0.862	13.8	1.486	23.8
2007	0.678	10.8	0.848	13.6	1.526	24.4
2008	0.942	15.1	0.969	15.5	1.911	30.6
2009	1.121	17.9	1.120	17.9	2.241	35.8
2010*	1.266	20.3	0.913	14.6	2.179	34.9

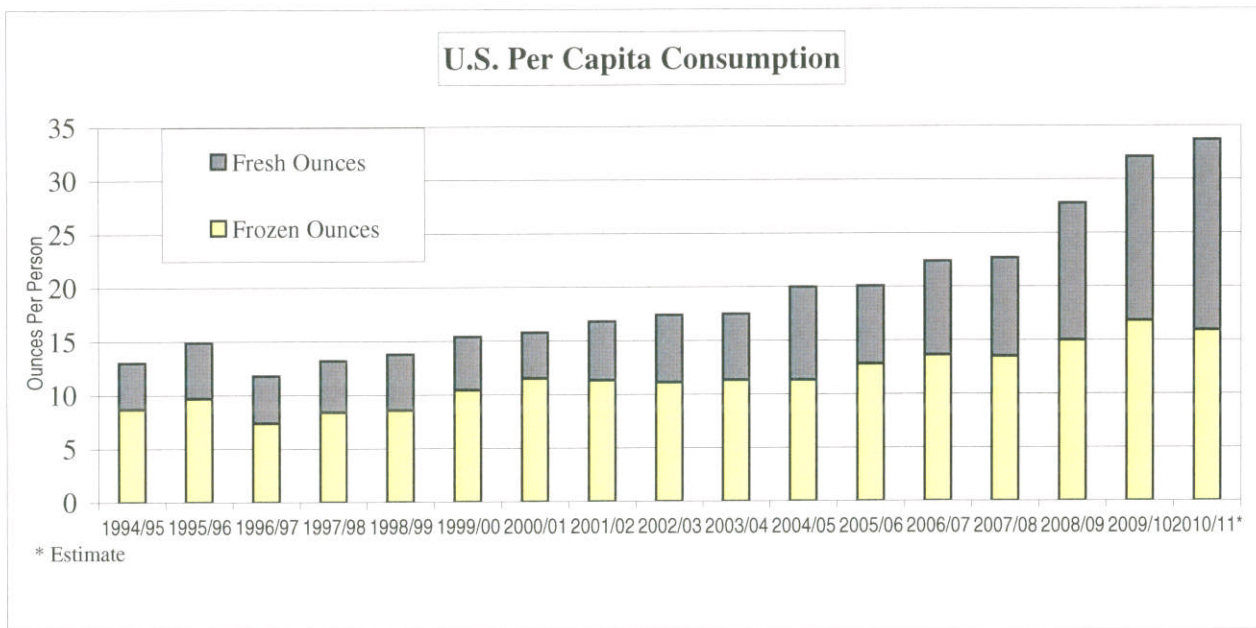
\*=Estimate



## U.S. PER CAPITA CONSUMPTION 1994/95 TO 2010/11

Crop Year	<u>FRESH BLUEBERRIES</u>		<u>PROCESSED BLUEBERRIES</u>		<u>TOTAL CONSUMPTION</u>	
	Fresh Pounds	Fresh Ounces	Frozen Pounds	Frozen Ounces	Pounds	Ounces
1994/95	0.268	4.3	0.544	8.7	0.812	13.0
1995/96	0.325	5.2	0.606	9.7	0.931	14.9
1996/97	0.274	4.4	0.463	7.4	0.737	11.8
1997/98	0.300	4.8	0.523	8.4	0.823	13.2
1998/99	0.326	5.2	0.534	8.6	0.860	13.8
1999/00	0.313	5.0	0.651	10.4	0.964	15.4
2000/01	0.266	4.3	0.719	11.5	0.985	15.8
2001/02	0.346	5.5	0.703	11.3	1.049	16.8
2002/03	0.394	6.3	0.691	11.1	1.085	17.4
2003/04	0.390	6.2	0.709	11.3	1.099	17.5
2004/05	0.542	8.7	0.707	11.3	1.249	20.0
2005/06	0.454	7.3	0.800	12.8	1.254	20.1
2006/07	0.552	8.8	0.850	13.6	1.402	22.4
2007/08	0.574	9.2	0.846	13.5	1.420	22.7
2008/09	0.802	12.8	0.936	15.0	1.738	27.8
2009/10	0.959	15.3	1.051	16.8	2.010	32.1
2010/11*	1.113	17.8	0.991	15.9	2.104	33.7

(Crop Year = July 1 to June 30)      \*= Estimate



**PRICE TRENDS FROZEN BLUEBERRIES**  
**1989-2010**  
**CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS**

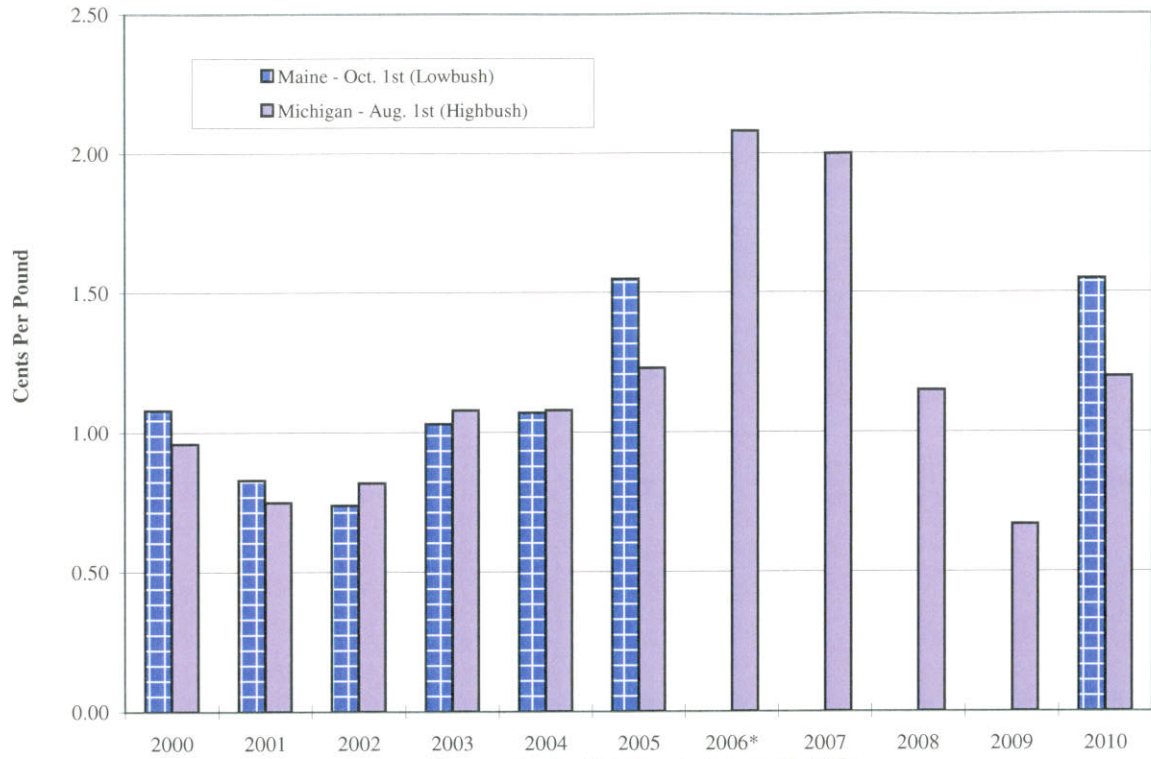
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>1989</b>	Michigan	100	95-100	95-90	90-85	90	85-87	85	79-80	72-76	70-74	70-65	56-58
	<i>Maine</i>	<i>98-100</i>	<i>98</i>	<i>100-102</i>	<i>98-100</i>	<i>98</i>	<i>100</i>	<i>100-102</i>	<i>105-107</i>	<i>110-115</i>	<i>108-115</i>	<i>108-110</i>	<i>108-115</i>
<b>1990</b>	Michigan	56-58	57-60	57-60	62-64	62	60-63	55-60	58-62	60-62	60-63	65-68	65-68
	<i>Maine</i>	<i>108-112</i>	<i>110-115</i>	<i>112-115</i>	<i>115</i>	<i>115</i>	<i>110-115</i>	<i>110</i>	<i>110</i>	<i>98</i>	<i>98</i>	<i>95-98</i>	<i>98</i>
<b>1991</b>	Michigan	68-70	72-75	76-79	82-85	85-87	70-73	73-75	73-75	74-76	74-77	75-80	78-80
	<i>Maine</i>	<i>95-98</i>	<i>94-97</i>	<i>95</i>	<i>93-95</i>	<i>95</i>	<i>95</i>	<i>95-98</i>	<i>100-106</i>	<i>100-106</i>	<i>100-107</i>	<i>103-108</i>	<i>103-108</i>
<b>1992</b>	Michigan	80-82	80-82	80-82	80-82	82-84	85-88	90-95	95-105	92-96	92-95	88-93	86-90
	<i>Maine</i>	<i>103-108</i>	<i>103-108</i>	<i>103-108</i>	<i>103-108</i>	<i>103-108</i>	<i>103-108</i>	<i>98-100</i>	<i>93-96</i>	<i>92-94</i>	<i>92-95</i>	<i>90-95</i>	<i>90-93</i>
<b>1993</b>	Michigan	82-85	84-88	84-88	84-88	82	75-79	60-64	55-60	48-54	50-54	50-54	50-54
	<i>Maine</i>	<i>90-92</i>	<i>88-90</i>	<i>87-89</i>	<i>87-89</i>	<i>87-89</i>	<i>85</i>	<i>85</i>	<i>79</i>	<i>75</i>	<i>72-75</i>	<i>70-73</i>	<i>68-72</i>
<b>1994</b>	Michigan	50-54	50-54	50-52	50-52	50-52	50-52	50-52	58-60	58	59	60	60
	<i>Maine</i>	<i>69</i>	<i>69</i>	<i>69</i>	<i>75</i>	<i>75</i>	<i>75</i>	<i>75</i>	<i>*</i>	<i>76-78</i>	<i>78</i>	<i>79-81</i>	<i>79-81</i>
<b>1995</b>	Michigan	60	60	60	58-60	58-60	58-60	48	50	55-58	58-60	64-65	67-70
	<i>Maine</i>	<i>78-80</i>	<i>78-80</i>	<i>78-80</i>	<i>78-80</i>	<i>78-80</i>	<i>78-80</i>	<i>*</i>	<i>*</i>	<i>78-80</i>	<i>78-80</i>	<i>80-83</i>	<i>80-85</i>
<b>1996</b>	Michigan	68-72	70-72	75	78-80	78-80	80-85	98-99	105-110	105-110	105-108	110-112	110
	<i>Maine</i>	<i>80-85</i>	<i>85</i>	<i>85</i>	<i>85-90</i>	<i>85-90</i>	<i>85-90</i>	<i>*</i>	<i>*</i>	<i>110-115</i>	<i>110-115</i>	<i>115</i>	<i>115-118</i>
<b>1997</b>	Michigan	107-110	110-112	110-112	108	108	*	*	92-95	89-90	80-85	78-80	75-79
	<i>Maine</i>	<i>115-118</i>	<i>115-118</i>	<i>110-114</i>	<i>110-118</i>	<i>110-118</i>	<i>92-95</i>	<i>92-95</i>	<i>98</i>	<i>95-98</i>	<i>90-95</i>	<i>90-92</i>	<i>90-92</i>
<b>1998</b>	Michigan	65-70	61-66	62-68	62-65	60-65	60-65	60	75-79	79	80-82	80-82	85
	<i>Maine</i>	<i>91-93</i>	<i>87-92</i>	<i>87-92</i>	<i>87-92</i>	<i>85-88</i>	<i>85-88</i>	<i>85-88</i>	<i>85-88</i>	<i>110-112</i>	<i>110-112</i>	<i>110-112</i>	<i>115</i>
<b>1999</b>	Michigan	92-97	92-97	92-97	88-92	88-92	88-95	*	85-87	88-90	97-100	97-100	104-110
	<i>Maine</i>	<i>125-140</i>	<i>125-140</i>	<i>125-140</i>	<i>150</i>	<i>150</i>	<i>150</i>	<i>150</i>	<i>*</i>	<i>115-120</i>	<i>115-120</i>	<i>115-120</i>	<i>115-120</i>
<b>2000</b>	Michigan	105-110	105-110	115-120	114-120	*	*	*	95-97	95-97	95-97	95-97	97-98
	<i>Maine</i>	<i>115-120</i>	<i>115-120</i>	<i>120</i>	<i>120</i>	<i>120</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>106-110</i>	<i>106-110</i>	<i>106-110</i>	<i>106-110</i>
<b>2001</b>	Michigan	*	*	87-89	87-89	87-89	*	77-79	74-76	72-75	72-75	72-75	65-75
	<i>Maine</i>	<i>*</i>	<i>*</i>	<i>90-93</i>	<i>90-93</i>	<i>90-93</i>	<i>*</i>	<i>94-95</i>	<i>*</i>	<i>80-85</i>	<i>*</i>	<i>82-85</i>	<i>*</i>
<b>2002</b>	Michigan	62-68	64-68	64-68	74-78	74-78	75-77	74-78	80-84	80-86	85-88	94-96	85-90
	<i>Maine</i>	<i>90-100</i>	<i>90-100</i>	<i>80-94</i>	<i>68</i>	<i>*</i>	<i>68</i>	<i>*</i>	<i>*</i>	<i>87-90</i>	<i>65-83</i>	<i>78-82</i>	<i>75-78</i>
<b>2003</b>	Michigan	85-90	110-115	110-115	110-115	110-115	106-112	100-108	105-110	100-110	110-115	112-115	100-115
	<i>Maine</i>	<i>75-78</i>	<i>84-88</i>	<i>84-88</i>	<i>84-88</i>	<i>85-90</i>	<i>85-95</i>	<i>85-95</i>	<i>95-100</i>	<i>95-100</i>	<i>95-110</i>	<i>100-110</i>	<i>100-110</i>
<b>2004</b>	Michigan	110-115	110-115	110-115	*	115-120	*	*	105-110	112-115	110-115	112-115	112-115
	<i>Maine</i>	<i>100-110</i>	<i>100-110</i>	<i>103-105</i>	<i>103-105</i>	<i>100-110</i>	<i>*</i>	<i>*</i>	<i>105-110</i>	<i>105</i>	<i>107</i>	<i>107</i>	<i>107</i>
<b>2005</b>	Michigan	115-116	117-118	117-122	120-125	120-125	*	110-115	120-125	130-150	160-175	173-176	185-190
	<i>Maine</i>	<i>*</i>	<i>125-135</i>	<i>140-145</i>	<i>140-145</i>	<i>140-145</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>142-145</i>	<i>150-160</i>	<i>*</i>	<i>*</i>
<b>**2006</b>	Michigan	195-205	205-215	205-215	*	*	*	170-180	200-215	205-215	210-215	215-220	220-225
<b>2007</b>	Michigan	220-225	220-225	220-225	210	210	210	210	200	200	179-200	176-185	175-182
<b>2008</b>	Michigan	165	165	168	159	145	132	115	115	120	110	95	93
<b>2009</b>	Michigan	85	79	65	65	63	66	65	67	68	69	70	70
<b>2010</b>	Michigan	72	75	92	100	97	*	*	120	165	*	*	*
	<i>Maine</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>85</i>	<i>85</i>	<i>*</i>	<i>*</i>	<i>140</i>	<i>155</i>	<i>155</i>	<i>160</i>	<i>160</i>

Source: Food Institute Report, January 10, 2011, "Price Trends of Frozen Fruits 2009-2010", Page 21.

\* = No prices quoted

\*\*Note: Food Institute did not report Maine figures from 2006 to 2009

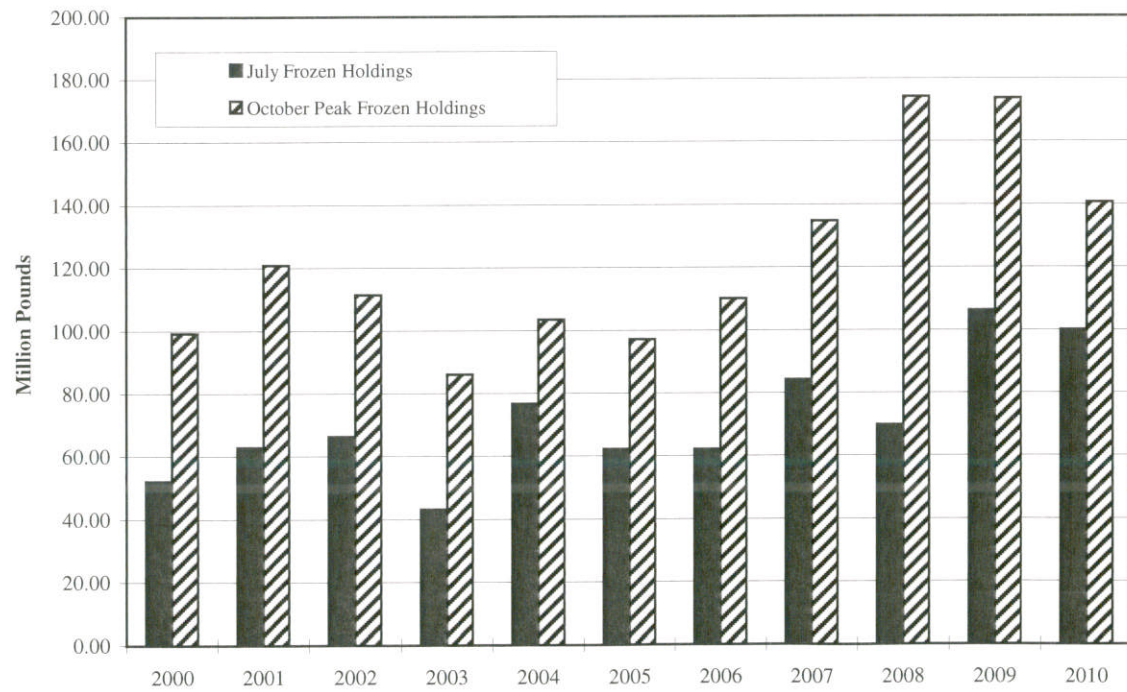
**FROZEN BLUEBERRY OPENING MARKET  
2000-2010**



(Source: Food Institute Report - January 10, 2011)

\* Note: Food Institute did not report Maine 2006 through 2009

**U.S. COLD STORAGE HOLDINGS JULY 30 VS. OCTOBER 31  
2000-2010**

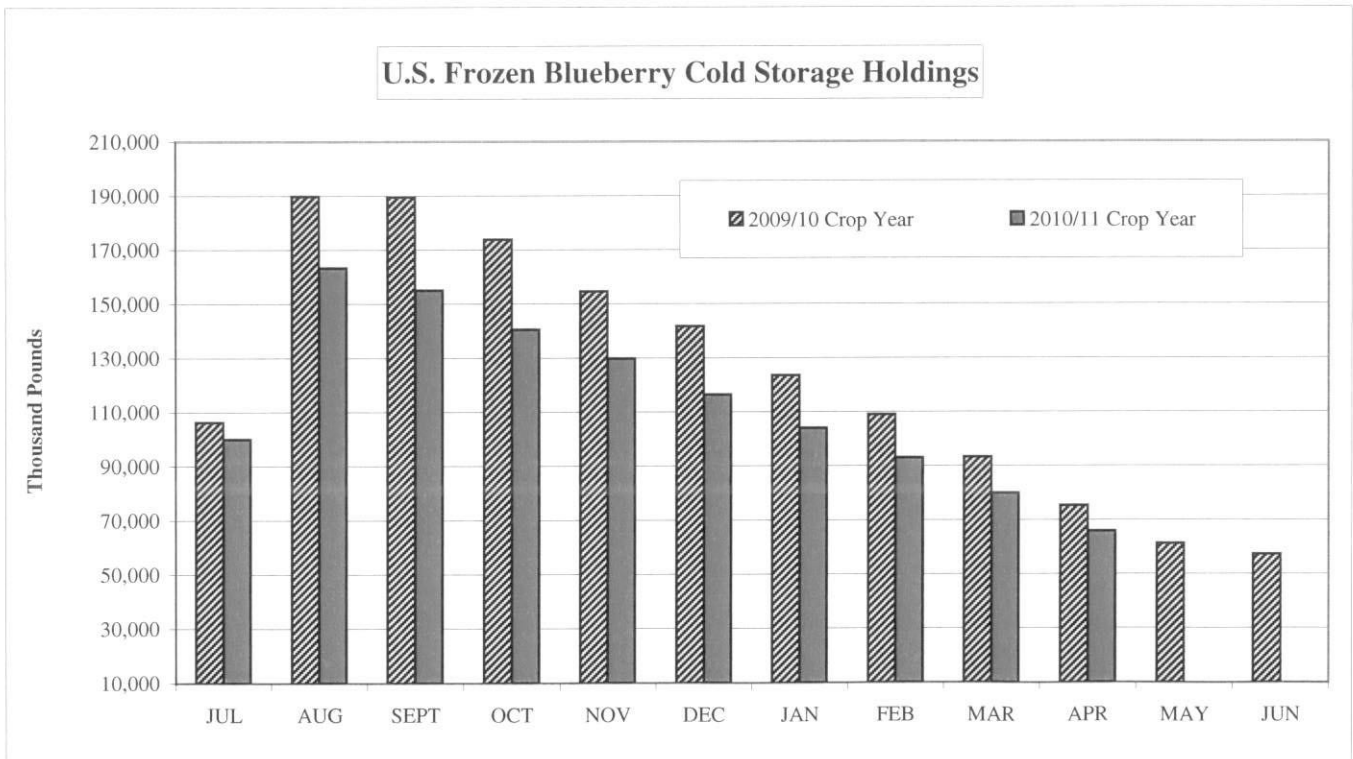


(Source: Public Cold Storage as reported to USDA/NASS)

**UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS**  
**1990-2010 CROP YEAR / (000 POUNDS)**

	<i>JULY</i>	<i>AUG</i>	<i>SEPT</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>		<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUNE</i>
1990	30,923	93,617	101,627	90,636	80,183	73,332	1991	64,705	57,109	50,344	42,313	32,741	28,590
1991	42,608	87,158	86,874	83,623	75,499	66,056	1992	60,711	53,794	43,966	37,559	31,884	28,679
1992	38,309	70,485	97,148	91,789	86,286	79,603	1993	69,058	60,952	52,011	45,550	38,605	30,266
1993	34,798	107,595	115,614	105,609	97,882	91,786	1994	88,817	77,475	68,310	56,631	48,652	41,407
1994	51,592	116,209	112,217	93,695	84,830	78,307	1995	70,955	61,018	57,130	46,925	39,462	32,192
1995	37,335	95,570	98,555	85,104	81,593	72,813	1996	60,590	55,911	47,192	38,532	29,363	23,786
1996	33,950	81,006	82,105	71,317	66,381	60,126	1997	55,782	47,892	39,023	32,624	25,661	21,968
1997	38,753	94,398	114,948	102,497	96,928	87,345	1998	83,353	74,665	64,026	60,136	51,593	47,537
1998	70,454	102,064	94,197	88,827	77,259	67,443	1999	60,759	52,951	48,402	40,093	28,603	25,358
1999	47,525	103,184	95,381	81,845	69,999	58,981	2000	52,814	44,814	38,794	30,697	24,137	23,584
2000	52,295	109,252	110,199	99,301	93,553	85,105	2001	77,392	68,791	63,218	53,932	46,978	44,407
2001	62,904	128,534	134,814	120,955	111,814	100,526	2002	91,259	84,492	75,051	66,635	56,245	51,746
2002	66,429	120,995	119,604	111,364	100,274	88,705	2003	76,903	65,843	56,836	48,226	35,299	29,733
2003	43,247	104,450	88,912	86,071	84,355	76,834	2004	69,985	63,981	51,158	43,190	37,504	34,073
2004	76,874	113,322	110,057	103,575	93,845	85,109	2005	77,105	68,419	53,737	41,516	34,673	28,198
2005	62,282	111,198	109,229	97,204	88,008	77,360	2006	68,466	58,754	47,039	36,613	28,909	26,785
2006	62,220	123,072	114,351	110,139	99,826	98,719	2007	83,196	75,709	65,398	56,362	45,921	37,700
2007	84,342	154,880	147,570	134,715	125,577	114,114	2008	100,696	94,652	78,106	66,604	58,282	51,960
2008	69,783	172,145	182,478	174,334	164,703	153,445	2009	141,089	130,964	115,615	100,820	87,790	81,404
2009	106,327	189,893	189,628	173,849	154,647	141,883	2010	123,579	109,095	93,342	75,482	61,331	57,332
2010	100,100	163,387	155,105	140,707	129,877	116,485	2011	104,091	93,103	80,016	66,008 *		

Figures are from the last day of the month. / \*Preliminary Figure / Source: Figures from Public Cold Storage reported to the USDA/NASS



**UNITED STATES FROZEN BLUEBERRY MOVEMENT  
CROP YEAR 2000/01 TO 2010/11 (TO DATE)  
(000,000 POUNDS)**

*CROP YEAR PRESENTATION:*

	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>TOTAL*</u>
2000/01	+28.7	+57.0	+0.9	-10.9	-5.7	-8.4	-7.7	-8.6	-5.6	-9.3	-7.0	-2.6	<b>-65.8</b>
2001/02	+18.5	+65.6	+6.3	-13.9	-9.1	-11.3	-9.3	-6.8	-9.4	-8.4	-10.4	-4.5	<b>-83.1</b>
2002/03	+14.7	+54.6	-1.4	-8.2	-11.1	-11.6	-11.8	-11.1	-9.0	-8.6	-12.9	-5.6	<b>-91.3</b>
2003/04	+13.5	+61.2	-15.5	-2.8	-1.7	-7.5	-6.8	-6.0	-12.8	-8.0	-5.7	-3.4	<b>-70.2</b>
2004/05	+42.8	+36.4	-3.3	-6.5	-9.7	-8.7	-8.1	-8.7	-14.7	-12.2	-6.8	-6.5	<b>-85.1</b>
2005/06	+34.1	+48.9	-2.0	-12	-9.2	-10.6	-8.9	-9.7	-11.7	-10.4	-7.7	-2.1	<b>-84.3</b>
2006/07	+35.4	+60.9	-8.7	-4.2	-10.3	-1.1	-15.5	-7.5	-10.3	-9.0	-10.4	-8.2	<b>-85.2</b>
2007/08	+46.6	+70.5	-7.3	-12.9	-9.1	-11.5	-13.4	-6.0	-16.5	-11.5	-8.3	-6.3	<b>-102.8</b>
2008/09	+17.8	+102.4	+10.3	-8.1	-9.6	-11.3	-12.4	-10.1	-15.3	-14.8	-13	-6.4	<b>-101.0</b>
2009/10	+24.9	+83.6	-0.3	-15.8	-19.2	-12.8	-18.3	-14.5	-15.8	-17.9	-14.2	-4.0	<b>-132.8</b>
2010/11	+42.8	+63.3	-8.3	-14.4	-10.8	-13.4	-12.4	-11.0	-13.1	-14.0	**		
<u>10 Year Average (2000/01 - 2009/10)</u>													
	+27.7	+64.1	-2.1	-9.5	-9.5	-9.5	-11.2	-8.9	-12.1	-11.0	-9.6	-5.0	<b>-90.2</b>
<u>3 Year Average (2007/08 to 2009/10)</u>													
	+29.8	+85.5	+0.9	-12.3	-12.6	-11.9	-14.7	-10.2	-15.9	-14.7	-11.8	-5.6	<b>-112.2</b>

Figures are from the last day of the month.

\*Total Seasonal Consumption = Total of consumption (-) figures for the season.

\*\* Preliminary

