



NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members
From: Mark Villata
Date: May 29, 2012
Re: **2011 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2011 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 2011 statistical report follow:

- North American blueberry production totaled 748,300,000 pounds in 2011, up 9.5% (65,170,000 pounds) from the crop of 683,130,000 pounds produced in 2009 (see page #3). Highbush blueberries represented 71% of total production in 2011 (532,900,000 pounds) and low bush blueberries accounted for 29% of the total (215,400,000 pounds).
- Figures for 2011 show that 43% of the total North American blueberry crop was sold as fresh blueberries (318,800,000 pounds) and the remaining 57% sold as process berries (429,500,000 pounds). Highbush blueberries accounted for 99% of fresh blueberry movement in 2011 (317,200,000 pounds) and 50% of total process blueberries (215,700,000 pounds). New Jersey (46,000,000 pounds) was the top fresh highbush blueberry supplier in 2011 followed by British Columbia (40,000,000 pounds), Oregon (36,400,000), Georgia (36,000,000 pounds) and Michigan (33,100,000 pounds). British Columbia was the leading supplier of process highbush blueberries in 2011 at 55,000,000 pounds followed by Michigan at 38,200,000 pounds, Washington at 30,500,000 pounds, Oregon at 28,600,000 pounds and Georgia at 23,000,000 pounds (see page #1). The total North American blueberry crop in 2011 came in at 748,300,000 pounds, considerably above the most recent five year average (2005 to 2009) of 576,965,000 pounds (see page #6).
- Fresh market sales of blueberries in 2011 had an estimated farm gate value of \$690,148,000 which is +23.7% greater than the level attained in 2010 (\$557,999,000). Blueberries for processing had an estimated farm gate value of \$453,952,000 in 2011, up +69.9% from the value of \$267,182,000 attained in 2010 (see pages #9 and #11). The 2011 crop of 748,300,000 pounds had an estimated total farm gate value of \$1,144,100,000 which is +\$318,919,000 more than the total estimated farm gate value of the 2010 crop which totaled \$825,181,000 (see page #17).
- Offshore exports of North American blueberries in 2011 totaled 115,520,000 pounds, which is up +22,771,000 pounds from the total exported offshore in 2010 (92,749,000 pounds) (see page # 28). Offshore exports account for an average of 14% 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 2011 were Japan (5,921,858 pounds), Hong Kong (826,725 pounds), United Kingdom (567,297 pounds), South Korea (464,708 pounds), and Australia (384,004 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2011 were Japan (24,549,700 pounds), Germany (20,067,197 pounds), Netherlands (14,074,110 pounds), South Korea (8,654,837 pounds), and France (8,036,541 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 853,644,000 pounds in 2011, up +104,538,000 pounds from the 749,106,000 pound total of the previous season (see Page #30). The industry may increase June 30th carry out frozen inventory from 76,600,000 pounds as of June 30, 2011 to an estimated 82,000,000 pounds on June 30, 2012, representing an increase in inventory of +5,400,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 39.5 ounces per person in 2011, up +4.6 ounces over the total of 34.9 ounces in 2010. Estimated fresh consumption of 22.6 ounces per person in 2011 represents 57% of total consumption (down from 58% of the total in 2010). Process consumption estimated at 16.9 ounces per person in 2011 represents the remaining 43% of total consumption, compared to 42% of the total in 2010 (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 2011

**BLUEBERRY STATISTICAL RECORD
2011**

**BLUEBERRY PRODUCTION AND UTILIZATION
FOR THE 2011 CROP YEAR**



PREPARED BY

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MAY 2012

BLUEBERRY STATISTICAL RECORD

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2011
NORTH AMERICAN BLUEBERRY PRODUCTION
(Millions of Pounds)

<u>Highbush</u>		<u>Fresh</u>	<u>Process</u>	<u>Total</u>
Western Region				
	British Columbia	40.0	55.0	95.0
	Oregon	36.4	28.6	65.0
	Washington	30.5	30.5	61.0
	California	31.1	11.0	42.1
	Sub-Total	138.0	125.1	263.1
Midwest Region				
	Illinois	1.5	0.0	1.5
	Indiana	1.4	0.2	1.6
	Michigan	33.1	38.2	71.3
	Others 1/	0.4	0.0	0.4
	Sub-Total	36.4	38.4	74.8
Northeast Region				
	New Jersey	46.0	15.0	61.0
	New York	1.8	0.0	1.8
	Ontario	1.9	0.0	1.9
	Others 2/	0.4	0.0	0.4
	Sub-Total	50.1	15.0	65.1
Southern Region				
	Alabama	0.5	0.0	0.5
	Arkansas	0.4	0.0	0.4
	Florida	21.5	0.5	22.0
	Georgia	36.0	23.0	59.0
	Louisiana	1.0	0.0	1.0
	Mississippi	2.5	6.0	8.5
	North Carolina	29.0	7.7	36.7
	Texas	1.5	0.0	1.5
	Others 3/	0.3	0.0	0.3
	Sub-Total	92.7	37.2	129.9
HIGHBUSH TOTAL:		317.2	215.7	532.9
<u>Lowbush:</u>		<u>Fresh</u>	<u>Process</u>	<u>Total</u>
	Maine	0.6	82.5	83.1
	Quebec	1.0	63.9	64.9
	Nova Scotia	0.0	28.5	28.5
	New Brunswick	0.0	27.5	27.5
	Prince Edward Island	0.0	10.4	10.4
	Newfoundland	0.0	1.0	1.0
	Lowbush Total:	1.6	213.8	215.4
GRAND TOTAL:		318.8	429.5	748.3

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 2/29/12

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2011 Preliminary Summary"

March 2012, USDA/NASS

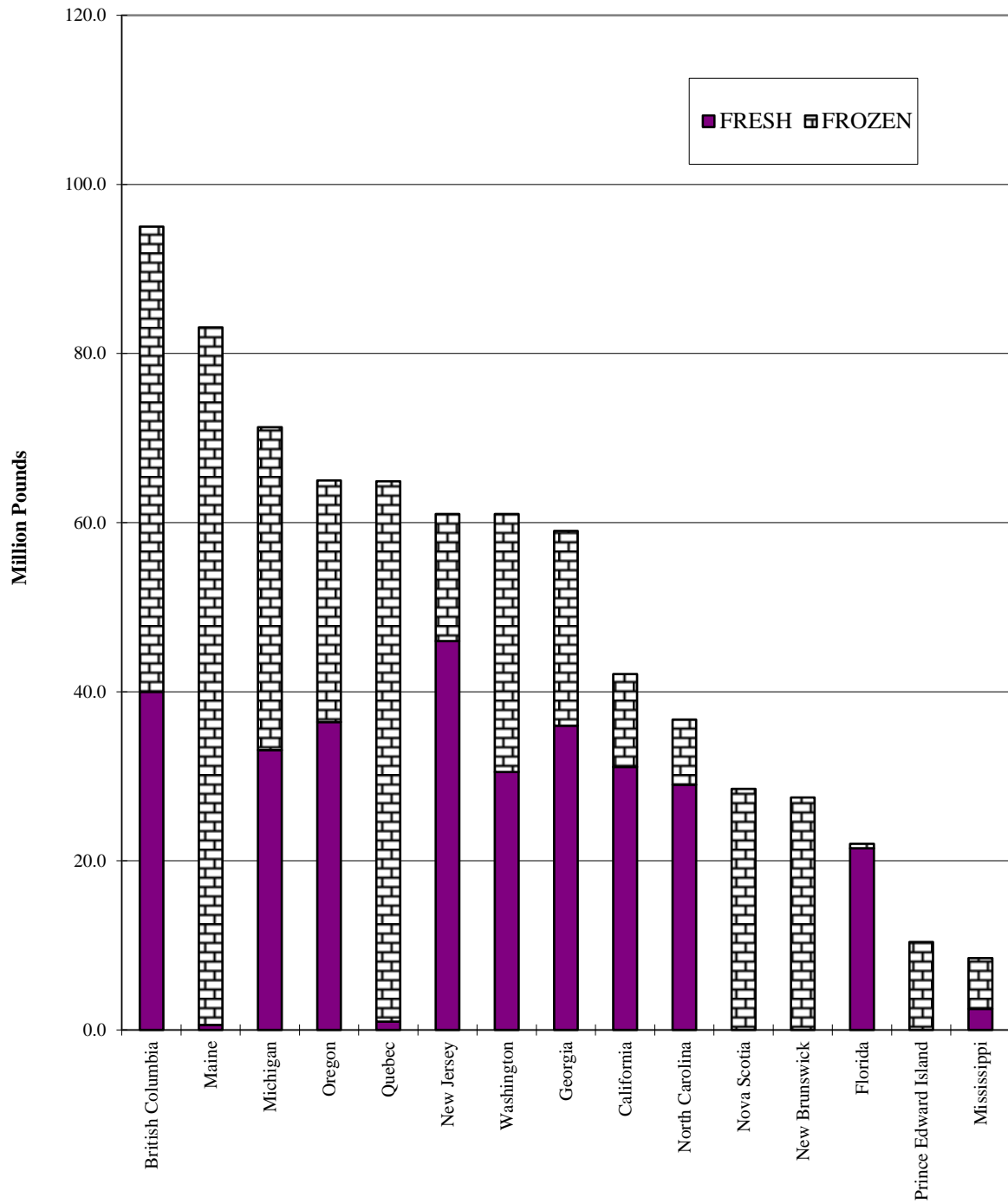
Ontario = Statistics Canada "Fruit & Vegetable Survey-March 2012"

LOWBUSH - Maine = "Maine Wild Blueberries - March 2012 "New England Agricultural Statistics Service

Canada = "Wild Blueberry Newsletter - April 2012" - Univ. of Maine

Canadian Lowbush Fresh = NABC Estimates 2/29/12

2011
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION
2007-2011
(000 Pounds)**

HIGHBUSH		<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
<u>REGION:</u>						
WESTERN REGION	BRITISH COLUMBIA	73,780	68,000	88,350	90,000	95,000
	CALIFORNIA	16,500	14,000	24,200	28,000	42,100
	OREGON	45,000	43,100	48,000	54,600	65,000
	WASHINGTON	29,600	32,000	39,000	42,000	61,000
	<u>SUB TOTAL</u>	<u>164,880</u>	<u>157,100</u>	<u>199,550</u>	<u>214,600</u>	<u>263,100</u>
MIDWEST REGION	ILLINOIS	800	2,100	1,500	1,500	1,500
	INDIANA	1,400	3,800	3,700	3,600	1,600
	MICHIGAN	93,000	110,000	99,000	109,000	71,300
	*OTHERS 1/	<u>300</u>	<u>400</u>	<u>400</u>	<u>400</u>	<u>400</u>
	<u>SUB TOTAL</u>	<u>95,500</u>	<u>116,300</u>	<u>104,600</u>	<u>114,500</u>	<u>74,800</u>
NORTHEAST REGION	NEW JERSEY	54,000	59,000	53,000	49,000	61,000
	NEW YORK	2,300	2,300	2,100	2,100	1,800
	ONTARIO	2,290	1,840	1,976	2,280	1,900
	*OTHERS 2/	<u>300</u>	<u>500</u>	<u>400</u>	<u>400</u>	<u>400</u>
	<u>SUB TOTAL</u>	<u>58,890</u>	<u>63,640</u>	<u>57,476</u>	<u>53,780</u>	<u>65,100</u>
SOUTHERN REGION	ALABAMA	410	360	300	430	500
	ARKANSAS	70	800	500	650	400
	FLORIDA	7,800	9,800	13,500	16,400	22,000
	GEORGIA	11,000	41,000	43,000	58,000	59,000
	LOUISIANA	1,100	1,000	1,000	1,000	1,000
	MISSISSIPPI	9,500	4,000	5,900	8,000	8,500
	NORTH CAROLINA	16,200	28,500	32,700	39,050	36,700
	TEXAS	1,600	1,500	1,500	1,500	1,500
	*OTHERS 3/	<u>100</u>	<u>500</u>	<u>300</u>	<u>300</u>	<u>300</u>
	<u>SUB TOTAL</u>	<u>47,780</u>	<u>87,460</u>	<u>98,700</u>	<u>125,330</u>	<u>129,900</u>
	HIGHBUSH TOTAL	<u>367,050</u>	<u>424,500</u>	<u>460,326</u>	<u>508,210</u>	<u>532,900</u>
LOWBUSH						
	MAINE	77,250	89,950	88,100	83,000	83,100
	NEWFOUNDLAND	500	400	500	224	1,000
	NEW BRUNSWICK	26,010	33,410	23,474	32,580	27,500
	NOVA SCOTIA	27,000	41,500	33,006	32,790	28,500
	PRINCE EDWARD ISLAND	8,300	9,600	10,428	12,428	10,400
	QUEBEC	32,860	55,828	69,192	13,898	64,900
	<u>LOWBUSH TOTAL</u>	<u>171,920</u>	<u>230,688</u>	<u>224,700</u>	<u>174,920</u>	<u>215,400</u>
	GRAND TOTAL	<u>538,970</u>	<u>655,188</u>	<u>685,026</u>	<u>683,130</u>	<u>748,300</u>

Highbush blueberry production in 2011 is + 4.9% greater than the total for 2010.

Lowbush blueberry production in 2011 is +23.1% greater than the total for 2010.

Total blueberry production in 2011 is +9.5% greater than the total for the previous year.

The 5 year average of total production from 2007 to 2011 equals 662,123,000 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.

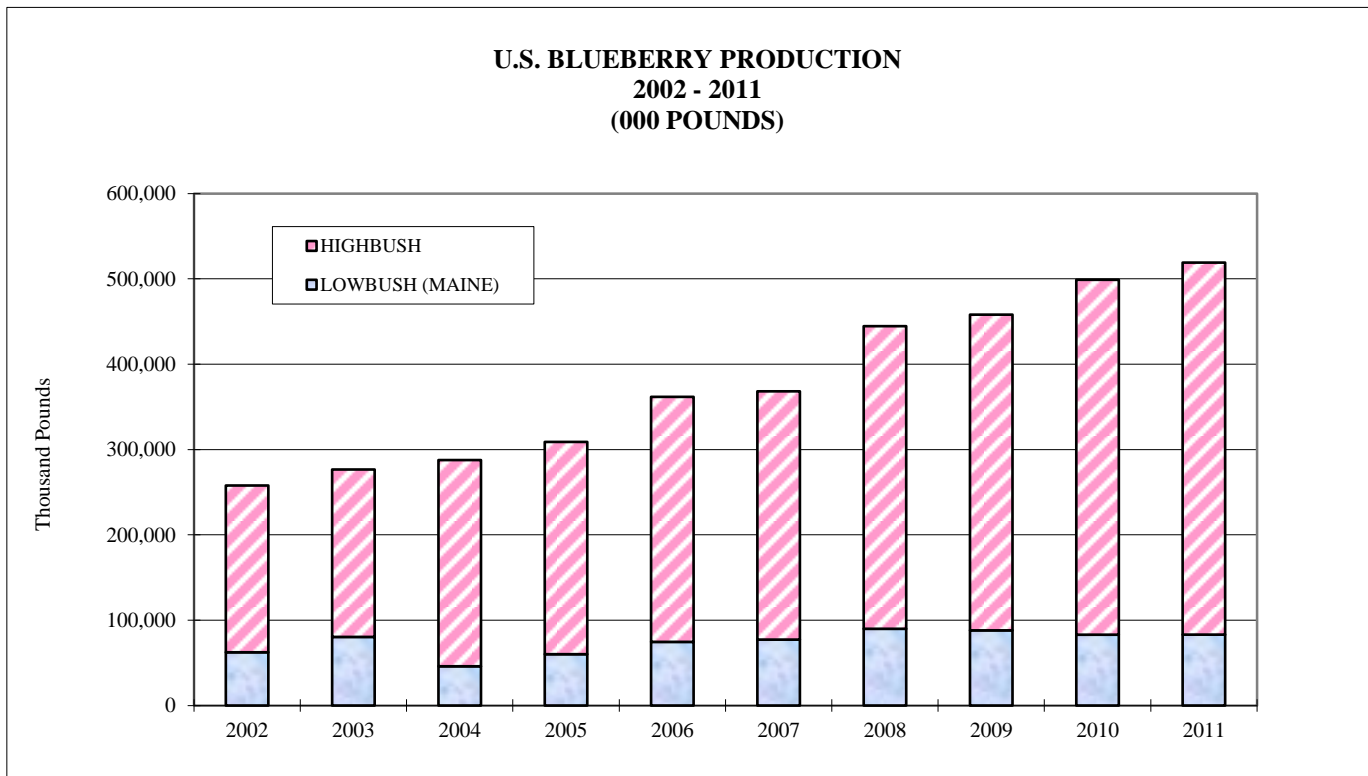
Source: 2011 see page #1
2007 to 2010 Highbush = USDA/ERS; Statistics Canada; NABC for Illinois, Louisiana, Texas and Others.
2007 to 2010 Lowbush Canadian=Statistics Canada
2007 to 2010 Lowbush Maine = USDA/ERS

**UNITED STATES BLUEBERRY PRODUCTION
2002 -2011
(000 Pounds)**

<u>YEAR</u>	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>MAINE</u>	<u>NORTH CAROLINA</u>	<u>WASHINGTON/ OREGON</u>	<u>SOUTHERN STATES & OTHERS*</u>	<u>TOTAL</u>
2002	67,000	42,000	62,400	15,500	40,150	30,800	257,850
2003	63,800	40,000	80,400	22,500	37,100	32,800	276,600
2004	83,000	39,000	46,000	22,900	52,000	44,770	287,670
2005	69,500	45,000	60,150	26,000	54,100	54,170	308,920
2006	93,400	52,000	74,600	26,600	54,600	60,550	361,750
2007	94,400	54,000	77,250	16,200	74,600	51,780	368,230
2008	113,800	59,000	89,950	28,500	75,100	78,260	444,610
2009	102,700	53,000	88,100	32,700	87,000	94,600	458,100
2010	112,600	49,000	83,000	39,050	96,600	118,680	498,930
2011	72,900	61,000	83,100	36,700	126,000	139,400	519,100
TEN YEAR AVERAGE 2002-2011							
	87,310	49,400	74,495	26,665	69,725	70,581	378,176
MOST RECENT THREE YEAR AVERAGE 2009-2011							
	96,067	54,333	84,733	36,150	103,200	117,560	492,043

* Also includes: Georgia, Arkansas, Florida, Alabama, Mississippi, Louisiana, New York

California, Connecticut, Delaware, Illinois, Kentucky, Massachusetts, Maryland, Minnesota, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Wisconsin, West Virginia



Source: see page #3.

CANADIAN BLUEBERRY PRODUCTION

2002 - 2011

(000 Pounds)

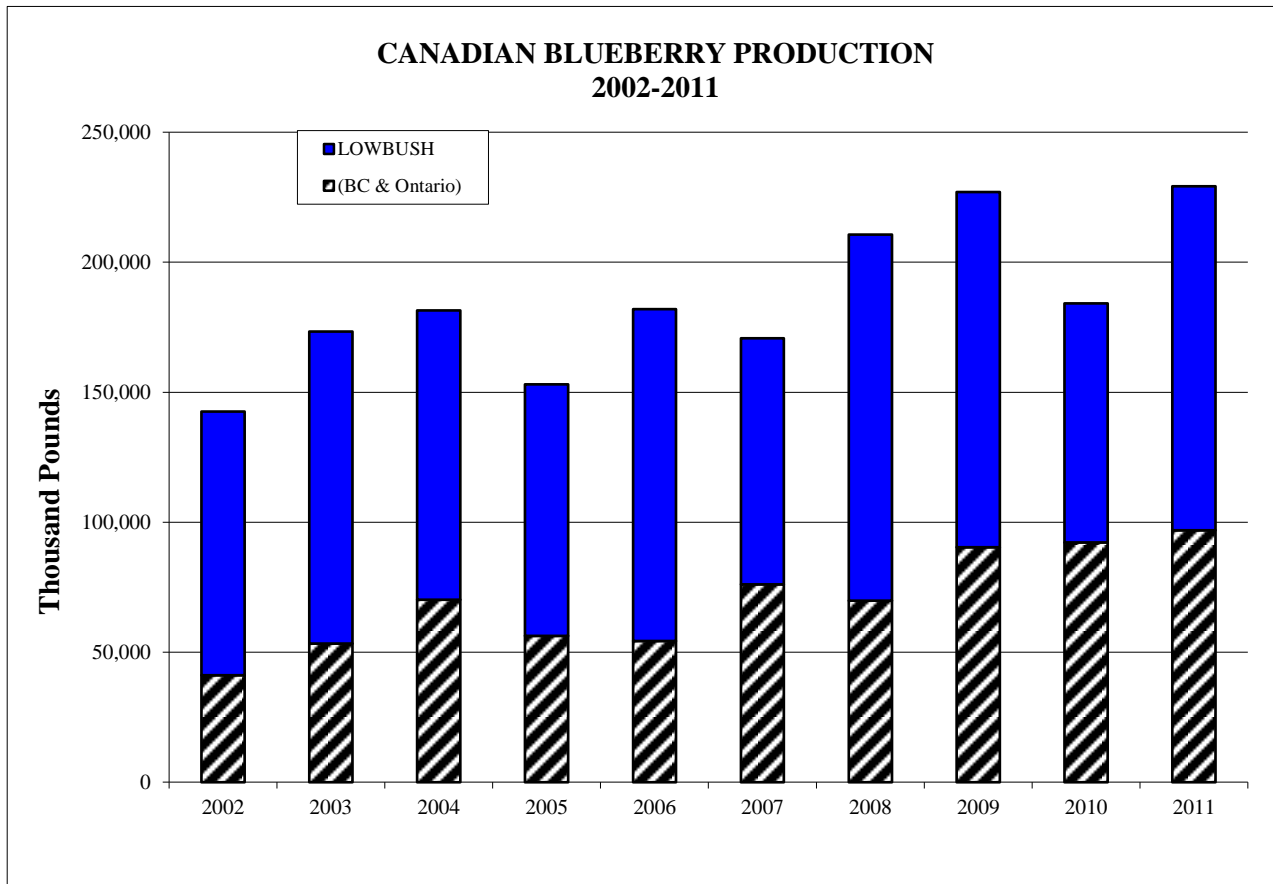
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2002	500	4,400	39,800	15,316	41,336	1,260	39,900	142,512
2003	450	7,350	58,250	24,210	29,710	870	52,460	173,300
2004	396	8,316	38,550	19,110	44,890	1,360	68,850	181,472
2005	500	8,350	34,886	20,126	32,900	1,120	55,150	153,032
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	181,942
2007	500	8,300	27,000	26,010	32,860	2,290	73,780	170,740
2008	400	9,600	41,500	33,410	55,828	1,840	68,000	210,578
2009	500	10,428	33,006	23,474	69,192	1,976	88,350	226,926
2010	224	12,428	32,790	32,580	13,898	2,280	90,000	184,200
2011	1,000	10,400	28,500	27,500	64,900	1,900	95,000	229,200

TEN YEAR AVERAGE 2002-2011

474 8,797 36,548 24,195 45,306 1,722 68,349 **185,390**

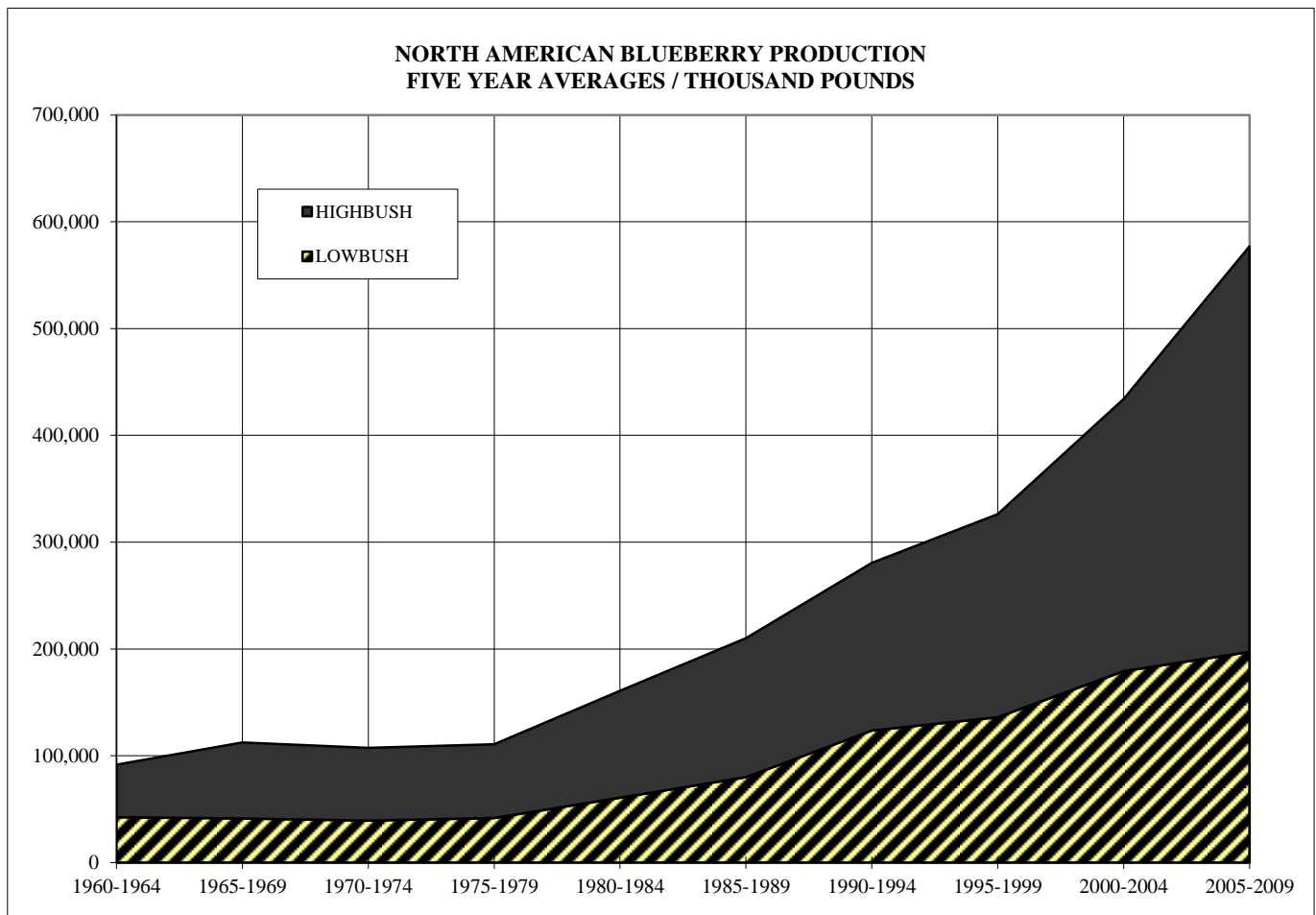
MOST RECENT THREE YEAR AVERAGE 2009-2011

575 11,085 31,432 27,851 49,330 2,052 91,117 **213,442**



**NORTH AMERICAN BLUEBERRY PRODUCTION
5 YEAR AVERAGES (1960-2011)
(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
(2010-2011*)	(195,160)	(520,555)	(715,715)

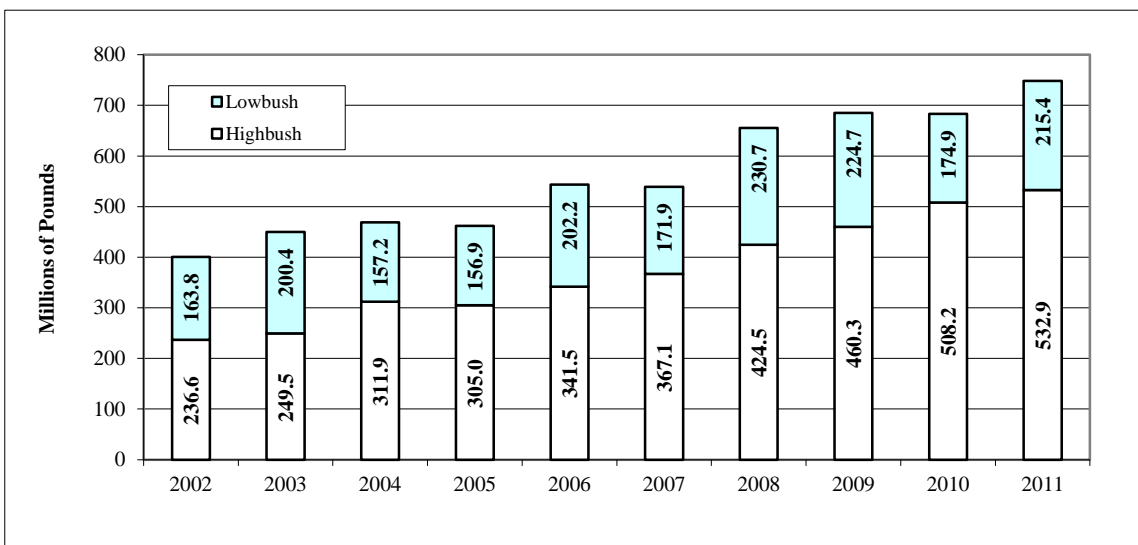


From 1960 to 2009 Average Total Production has increased more than six fold. The five year production average for 2005 to 2009 is +33% above the previous five year average (2000 to 2004)

* Two year average for comparison

NORTH AMERICAN BLUEBERRY PRODUCTION
2002-2011
(Millions of Pounds)

	Highbush	Lowbush	Total
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	508.2	174.9	683.1
2011	532.9	215.4	748.3



Production Averages Last 5 Years

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

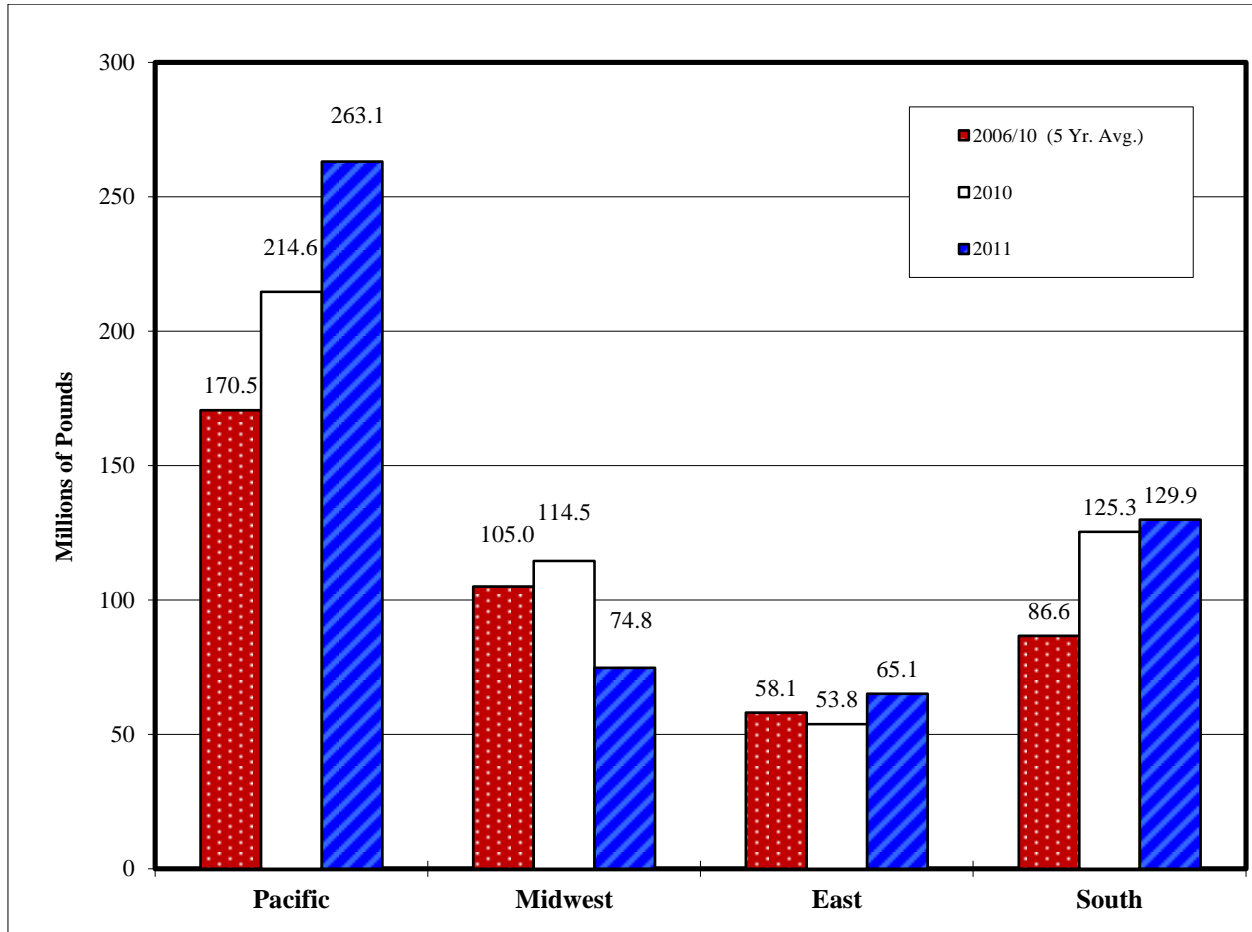
2008 Highbush total production 424,500,000 pounds = 64.8%
 Lowbush total production 230,688,000 pounds = 35.2%

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

2010 Highbush total production 508,210,000 pounds = 74.4%
 Lowbush total production 174,920,000 pounds = 25.6%

2011 Highbush total production 532,900,000 pounds = 71.2%
 Lowbush total production 215,400,000 pounds = 28.8%

Highbush Blueberry Production by Region (Millions of Pounds)



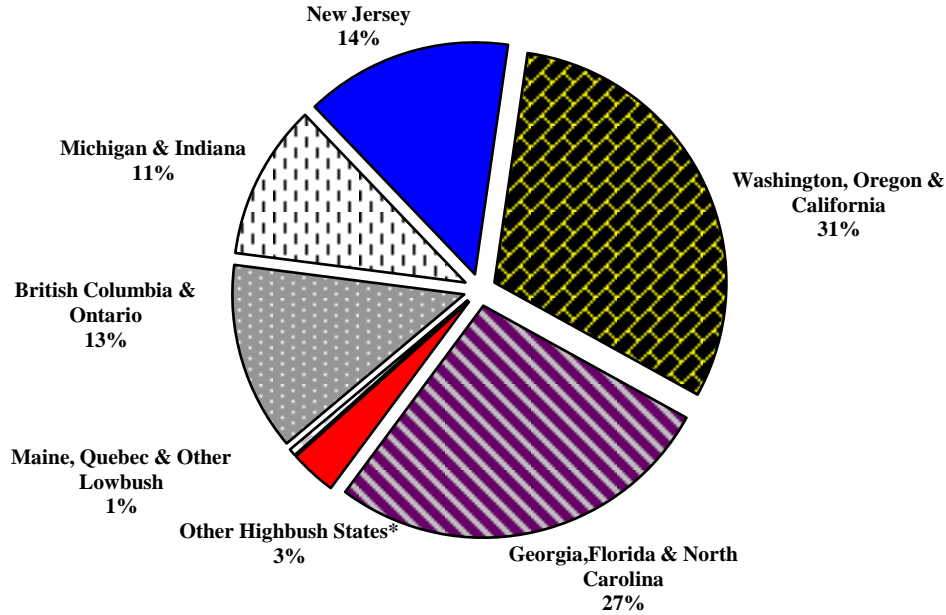
Pacific = Oregon, Washington, British Columbia, California

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

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

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

**2011
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH IN 2011

318,800,000 POUNDS

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

\$690,148,000

Fresh market consumption equals 43% of North American total production.

Fresh market income equals 60% of North American total income.

Highbush fresh market sales equal 60% of highbush production.

2011 total fresh pounds increased by + 6.5% over 2010 (318.8 million pounds versus 299.3 million pounds).

2011 fresh sales dollars increased + 23.7% over 2010 level (\$690.1 million versus \$558 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", USDA ERS Tables, March 2012; Stats Canada "Fruit & Vegetable Production" Table 001-0009 February 2012

*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
2002-2011
(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 & OTHERS**</u>	<u>CANADA</u>	<u>TOTAL</u>
2002	37,000	23,500	11,300	10,900	15,250	3,850	26,800	128,600
2003	33,000	25,300	16,100	11,500	16,800	3,400	32,000	138,100
2004	33,000	37,500	16,400	15,600	23,000	2,300	37,900	165,700
2005	33,000	27,000	16,100	17,200	26,800	6,000	36,100	162,200
2006	40,000	30,900	18,600	23,000	28,400	2,900	26,100	169,900
2007	41,000	30,800	11,000	16,800	42,500	4,291	27,009	173,400
2008	46,000	42,200	20,000	33,800	45,600	5,960	38,300	231,860
2009	45,000	51,700	25,500	36,500	58,700	7,650	57,877	282,927
2010	42,000	51,000	27,350	52,010	67,500	6,180	53,211	299,251
2011	46,000	34,500	29,000	57,500	98,000	10,900	42,900	318,800

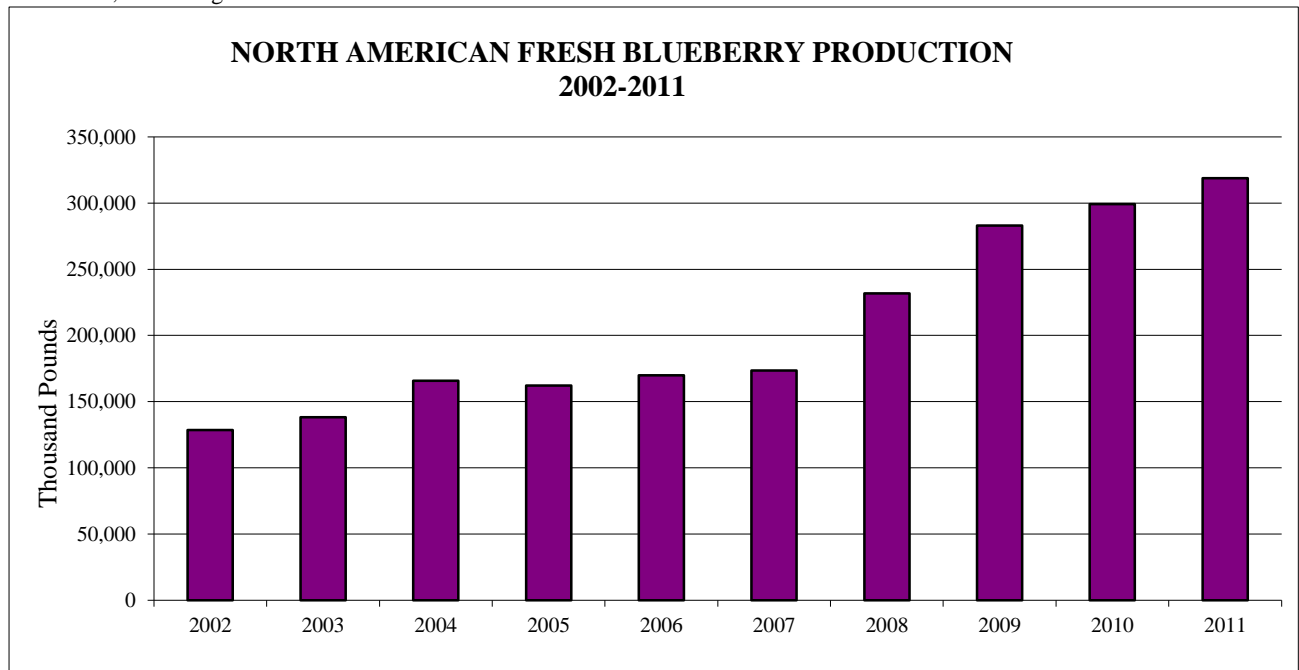
TEN YEAR AVERAGE 2002-2011

39,600	35,440	19,135	27,481	42,255	5,343	37,820	207,074
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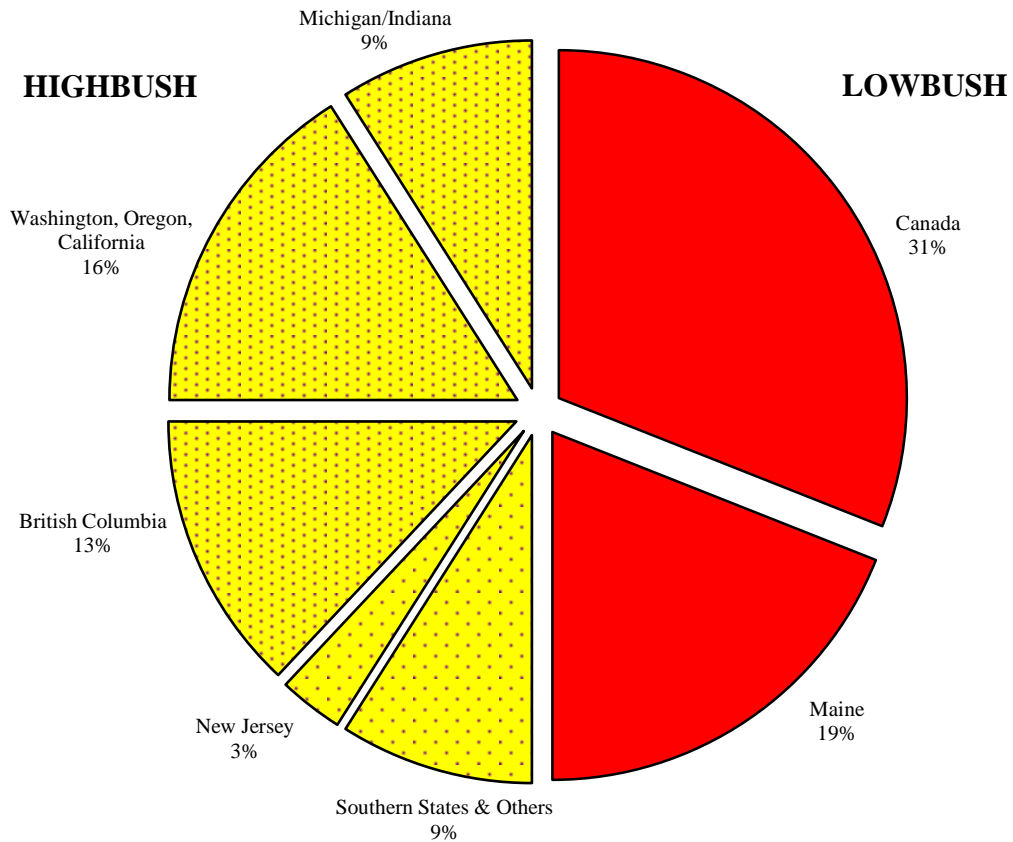
MOST RECENT THREE YEAR AVERAGE 2009-2011

44,333	45,733	27,283	48,670	74,733	8,243	51,329	300,326
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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



**2011
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



**TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2011:
429,500,000 POUNDS**

**BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM LEVEL VALUE OF:
\$453,952,000**

Maine, Lowbush Canadian and Michigan blueberries combined represent 58.7% of process tonnage
(252,000,000 Pounds)

2011 total North American process tonnage increased by 11.9% compared to 2010 total
(429.5 million pounds versus 383.9 million pounds).

2011 total farm level income from North American process tonnage increased by 70% compared to 2010
(\$454 million versus \$267.2 million).

In 2011, process utilization was 57% of total production and 40% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA ERS Tables, March 2012
Stats Canada "Fruit & Vegetable Production," Table 001 - 0009 February 2012

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
LOWBUSH VS. HIGHBUSH
2002-2011**

(000 Pounds)

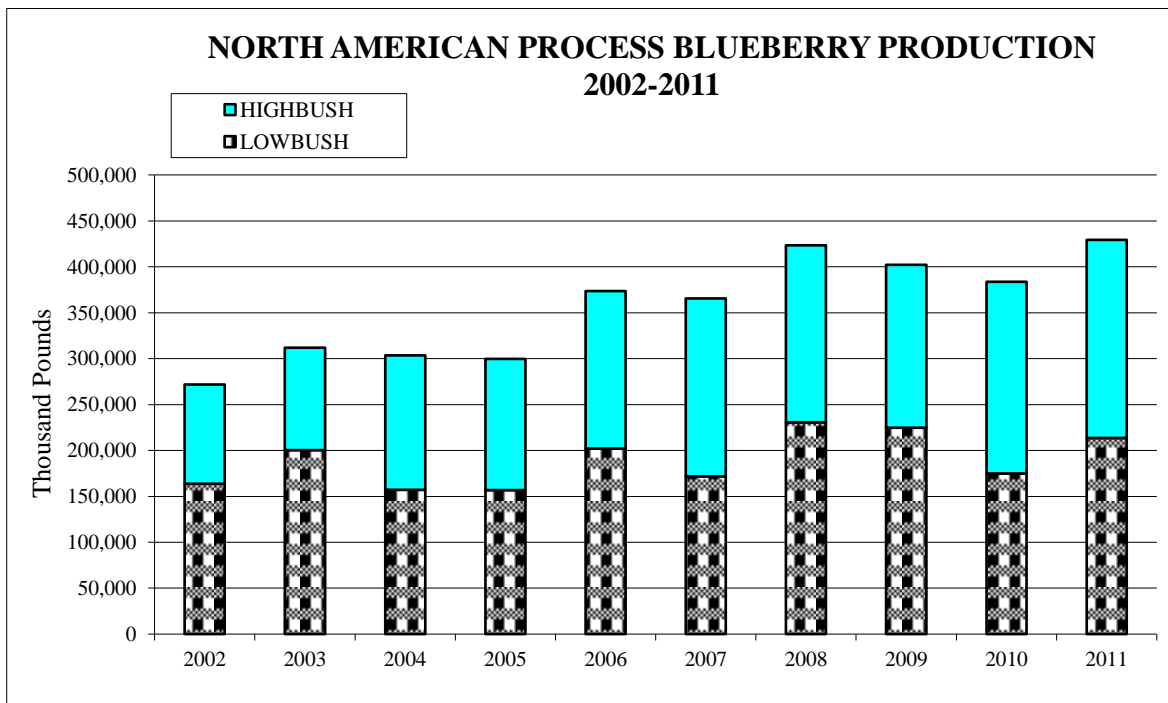
<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>HIGHBUSH</u>	<u>%</u>	<u>TOTAL</u>
2002	163,752	60.3%	108,010	39.7%	271,762
2003	200,370	64.3%	111,430	35.7%	311,800
2004	157,262	51.8%	146,180	48.2%	303,442
2005	156,912	52.3%	142,840	47.7%	299,752
2006	202,222	54.1%	171,570	45.9%	373,792
2007	171,920	47.0%	193,650	53.0%	365,570
2008	230,688	54.5%	192,640	45.5%	423,328
2009	224,700	55.9%	177,399	44.1%	402,099
2010	174,920	45.6%	208,959	54.4%	383,879
2011	213,800	49.8%	215,700	50.2%	429,500

TEN YEAR AVERAGE 2002-2011

189,655	53.6%	166,838	46.4%	356,492
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MOST RECENT THREE YEAR AVERAGE 2009-2011

204,473	50.4%	200,686	49.6%	405,159
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**UNITED STATES PROCESS BLUEBERRY PRODUCTION
2002-2011
(000 Pounds)**

YEAR	MAINE	MICHIGAN/ INDIANA	NEW JERSEY	WASH./ OREGON	SOUTHERN STATES & OTHERS*	U.S. PROCESS TOTAL	FROZEN	TOTAL
							IMPORTS	INCLUDING IMPORTS
2002	62,000	43,500	5,000	26,300	19,250	156,050	50,132	206,182
2003	80,000	38,500	7,000	23,300	21,700	170,500	67,932	238,432
2004	45,700	45,500	6,000	33,600	29,070	159,870	71,101	230,971
2005	59,800	42,500	12,000	36,400	32,120	182,820	81,138	263,958
2006	74,200	62,500	12,000	36,200	33,050	217,950	74,080	292,030
2007	76,800	63,600	13,000	46,600	21,839	221,839	80,412	302,251
2008	89,400	71,600	13,000	43,500	33,550	251,050	93,226	344,276
2009	87,500	51,000	8,000	52,500	34,050	233,050	85,181	318,231
2010	82,500	61,600	7,000	57,100	44,690	252,890	92,921	345,811
2011	82,500	38,400	15,000	59,100	48,200	243,200 **	111,963	355,163

TEN YEAR AVERAGE 2002-2011

74,040	51,870	9,800	41,460	31,752	208,922	80,809	289,731
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MOST RECENT THREE YEAR AVERAGE 2009-2011

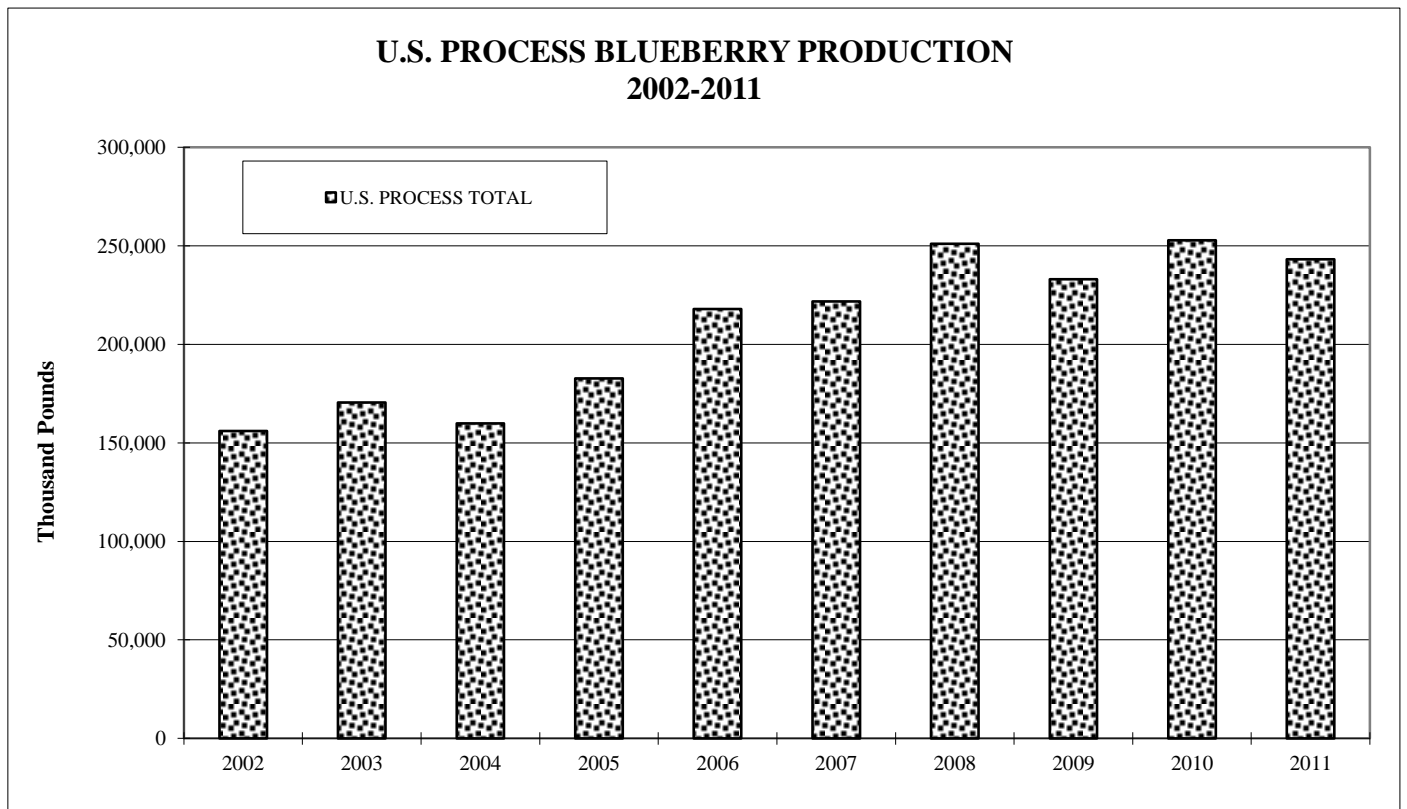
84,167	50,333	10,000	56,233	42,313	243,047	96,688	339,735
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Source: 2011 Production - See Page 1. 2002 to 2010 = USDA - ERS - Non Citrus Fruits & Nuts 2011 Preliminary-March 2012

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

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

**US Highbush Process for 2011 totals 160,700; US Lowbush Process for 2011 totals 82,500



CANADIAN PROCESS BLUEBERRY PRODUCTION* 2002-2011

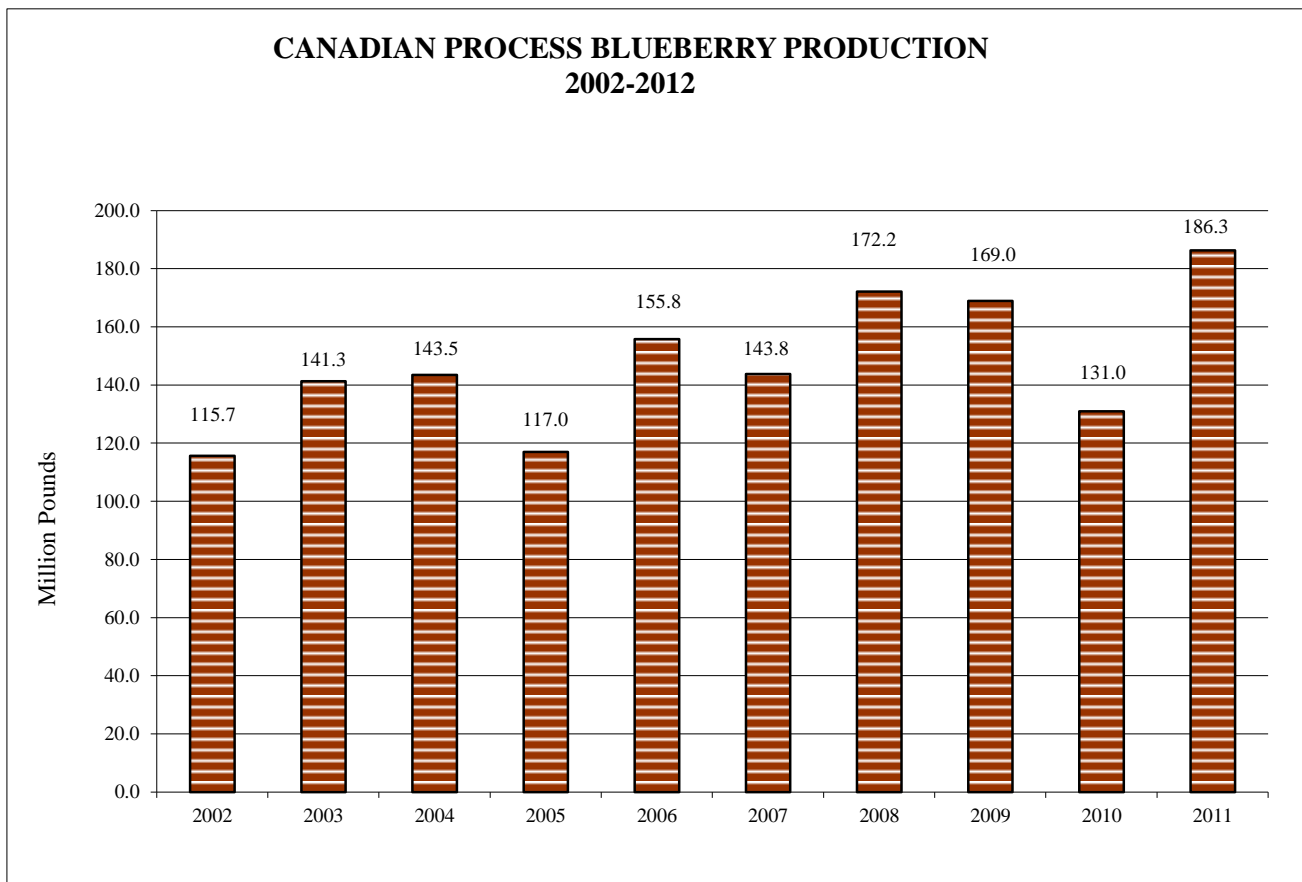
(000,000 Pounds)

<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>
2002	39.3	39.3	16.9	15.3	0.5	4.4	115.7
2003	58.3	27.6	23.3	24.2	0.5	7.4	141.3
2004	38.5	42.9	34.3	19.1	0.4	8.3	143.5
2005	34.9	30.9	22.2	20.1	0.5	8.4	117.0
2006	31.2	65.5	30.2	20.2	0.3	8.4	155.8
2007	27.0	30.9	51.1	26.0	0.5	8.3	143.8
2008	41.5	53.8	33.5	33.4	0.4	9.6	172.2
2009	33.0	67.2	34.4	23.5	0.5	10.4	169.0
2010	32.8	13.0	40.0	32.6	0.2	12.4	131.0
2011	28.5	63.9	55.0	27.5	1.0	10.4	186.3
10 YEAR AVERAGE 2002-2011							
	36.5	43.5	34.1	24.2	0.5	8.8	147.6 **
MOST RECENT 3 YEAR AVERAGE 2009-2011							
	31.4	48.0	43.1	27.9	0.6	11.1	162.1

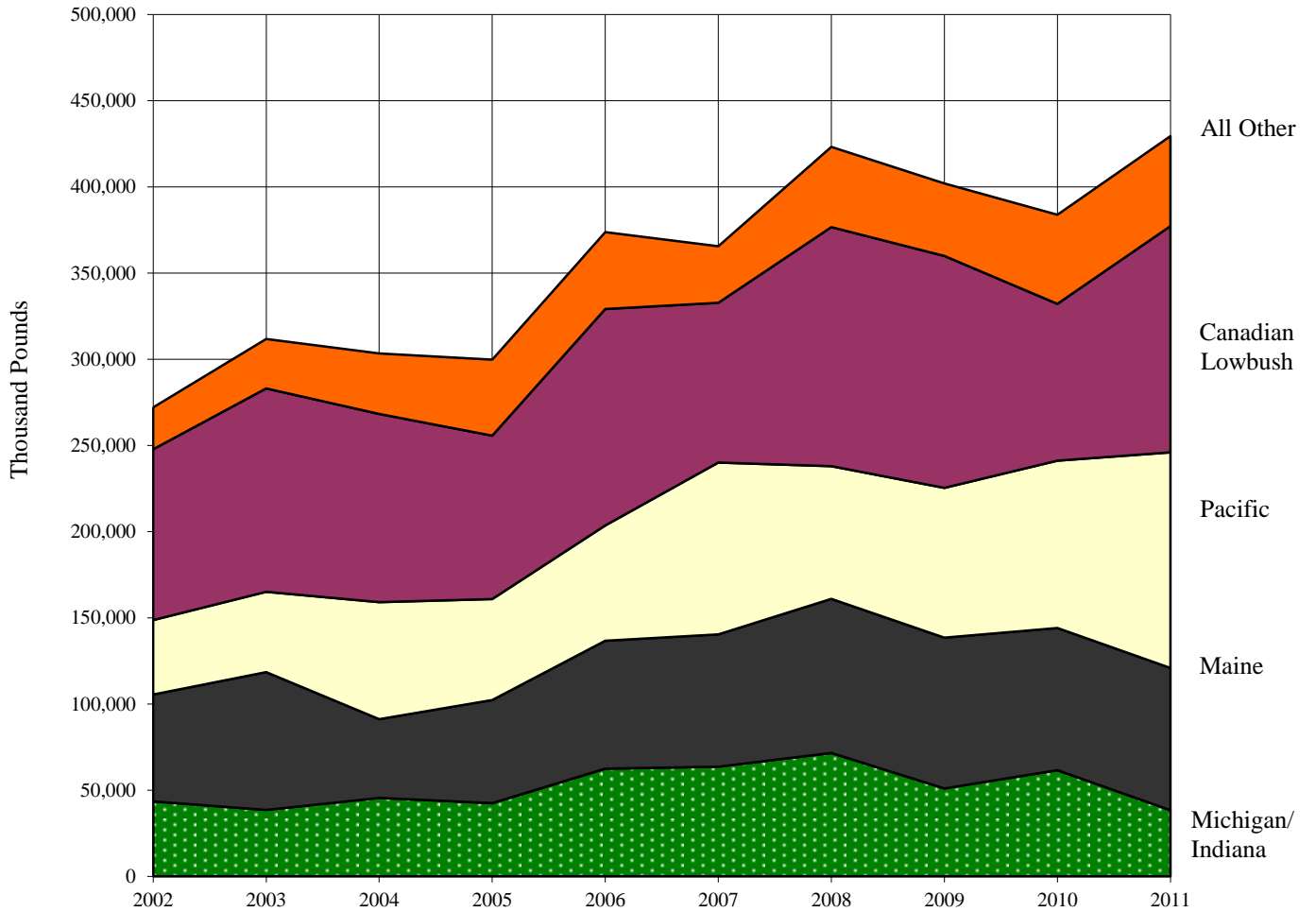
*Ontario not included, 0 process production to date.

**Average of 113.5 million pounds Lowbush; 34.1 million pounds Highbush.

Source: 2011 production- see Page 1. 2002-2010=Stats Canada with NABC adjustments for estimated fresh production.



NORTH AMERICAN PROCESS BLUEBERRY TREND BY PRODUCTION AREA 2002-2011

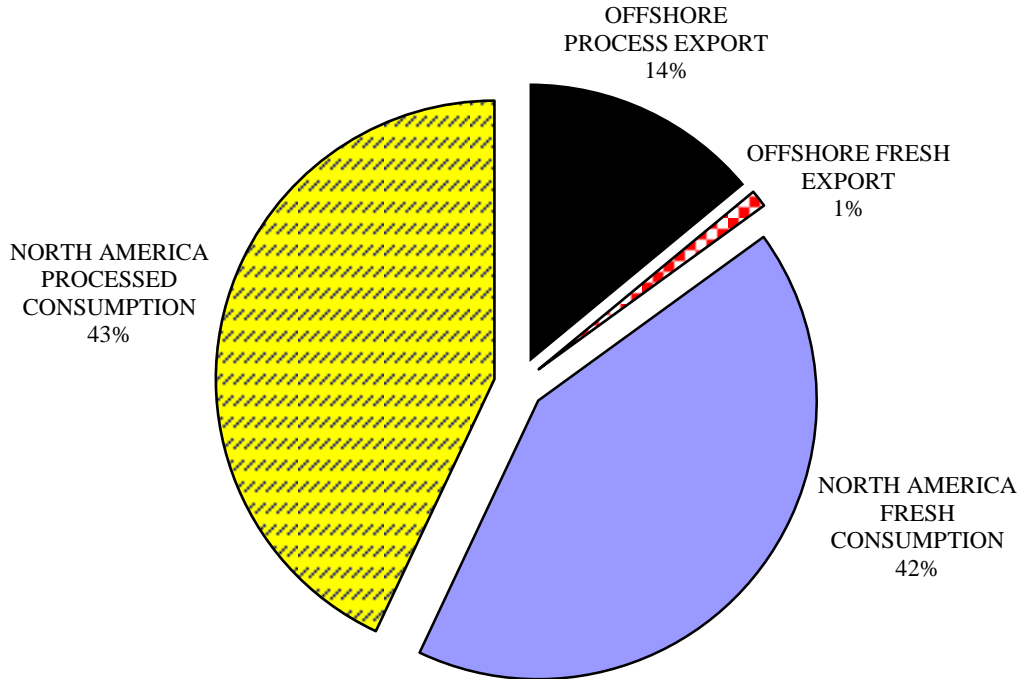


PACIFIC: British Columbia, Oregon, Washington and California combined.

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.

**2011
ESTIMATED UTILIZATION OF
NORTH AMERICAN BLUEBERRIES**



2011 CROP PRODUCTION TOTAL:
748,300,000 POUNDS

TOTAL ESTIMATED FARM GATE VALUE:
\$1,144,100,000

ESTIMATED 2011 CROP UTILIZATION:

NORTH AMERICA FRESH CONSUMPTION: 308,360,533 POUNDS

OFFSHORE FRESH EXPORT: 10,439,467 POUNDS

NORTH AMERICAN PROCESSED CONSUMPTION 319,000,000 POUNDS

OFFSHORE PROCESS EXPORT: 105,080,684 POUNDS

TOTAL UTILIZATION: 742,880,684 POUNDS

2010 AND 2011 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

UNITED STATES

IMPORTS

EXPORTS

FRESH:	<u>2010 POUNDS</u>	<u>2011 POUNDS</u>	FRESH:	<u>2010 POUNDS</u>	<u>2011 POUNDS</u>
CHILE	100,957,715	122,704,092	CANADA	62,475,428	69,970,512
CANADA	43,427,997	42,370,474	JAPAN	3,712,778	5,737,430
ARGENTINA	20,503,058	20,993,509	HONG KONG	707,309	782,971
MEXICO	2,098,219	4,110,195	SOUTH KOREA	528,777	416,707
URUGUAY	1,757,972	2,041,909	UNITED KINGDOM	204,138	364,015
NEW ZEALAND	230,949	172,710	SINGAPORE	369,123	357,692
PERU	107,926	80,508	TAIWAN	236,454	201,630
CHINA	0	31,576	MEXICO	80,871	156,830
EQUADOR	39,264	28,572	NETHERLANDS	219,137	127,644
NETHERLANDS	60,728	6,989	ISRAEL	0	82,686
BRAZIL	3,243	0	CHINA	39,683	72,276
COLOMBIA	1,437	0	ICELAND	39,021	53,779
FRESH TOTAL:	169,188,508	192,540,534	FRANCE	0	39,467
			COSTA RICA	4,425	15,741
			PANAMA	0	13,990
			COLOMBIA	0	13,781
			EL SALVADOR	0	13,201
			BRAZIL	30,128	11,472
FROZEN:			MALAYSIA	0	10,300
CANADA	79,470,947	68,822,328	BAHAMAS	12,258	9,381
CHILE	10,839,491	34,628,545	THAILAND	4,233	8,342
ARGENTINA	2,230,545	7,331,126	BERMUDA	24,324	7,903
UKRAINE	0	804,238	IRELAND	109,079	6,501
MEXICO	30,150	162,819	UNITED ARAB EMIRATES	0	6,299
NETHERLANDS	250,002	83,334	RUSSIA	4,400	5,699
CHINA	9,608	48,942	INDIA	0	1,911
POLAND	34,299	44,092	PHILIPPINES	0	1,102
PERU	0	37,037	AUSTRALIA	75,005	600
FRANCE	882	661	CHILE	101,998	0
RUSSIA	30,864	0	BELGIUM	50,044	0
BELGIUM	20,393	0	NEW ZEALAND	18,653	0
LITHUANIA	4,012	0	GERMANY	16,947	0
FROZEN TOTAL	92,921,193	111,963,122	FRESH TOTAL:	69,064,213	78,489,862
			FROZEN:		
GRAND TOTAL:	262,109,701	304,503,656	CANADA	15,995,757	20,363,339
			JAPAN	6,041,098	6,820,946
			SOUTH KOREA	2,083,803	4,600,970
			MEXICO	2,017,930	1,198,882
			HONG KONG	380,135	687,588
			AUSTRALIA	576,188	671,418
			UNITED KINGDOM	349,240	451,002
			CHINA	2,447,395	320,661
			TAIWAN	217,890	233,718
			NEW ZEALAND	29,138	169,399
			NETHERLANDS	274,129	98,704
			CHILE	686,737	90,001
			SOUTH AFRICA	29,647	81,586
			TRINIDAD	43,252	76,383
			ISRAEL	156,610	65,710
			SINGAPORE	31,413	64,041
			NORWAY	0	55,798
			COSTA RICA	4,202	32,741
			INDONESIA	41,200	11,404
			VIETNAM	1,080	10,445
			JAMAICA	7,207	8,721
			INDIA	0	7,934
			GUATEMALA	1,345	7,769
			PANAMA	0	7,703
			IRELAND	0	7,328
			BELGIUM	0	6,687

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

PHILIPPINES	3,794	4,694
BARBADO	22,262	4,360
MALAYSIA	0	4,233
UNITED ARAB EMIRATES	0	4,096
EL SALVADOR	0	2,881
COLOMBIA	0	2,864
NICARAGUA	0	1,307
BERMUDA	0	880
GERMANY	1,024,255	0
DENMARK	235,010	0
THAILAND	83,530	0
FRANCE	53,999	0
POLAND	39,599	0
FROZEN TOTAL:	32,877,845	36,176,193
<u>GRAND TOTAL:</u>	<u>101,942,058</u>	<u>114,666,055</u>

2010 AND 2011 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

	IMPORTS			EXPORTS	
	2010 POUNDS	2011 POUNDS		2010 POUNDS	2011 POUNDS
FRESH:			FRESH:		
UNITED STATES	63,067,349	62,110,634	UNITED STATES	43,427,997	42,370,474
CHILE	14,206,109	23,617,999	AUSTRALIA	495,111	384,004
ARGENTINA	4,737,266	6,160,417	GERMANY	113,678	309,980
URUGUAY	209,605	641,049	UNITED KINGDOM	120,686	203,282
MEXICO	259,982	44,656	JAPAN	110,525	184,428
NEW ZEALAND	4,740	12,518	ITALY	455,995	161,996
SWITZERLAND	4,244	2,381	CHINA	364,535	144,739
CHINA	99	626	BELGIUM	0	101,663
BELGIUM	126	613	SWITZERLAND	0	91,491
BRAZIL	0	95	NETHERLANDS	0	79,127
AZERBAIJAN	0	53	DENMARK	51,039	53,997
ANTIGUA BARBUDA	3,168	0	NEW ZEALAND	0	52,800
BELIZE	20	0	SOUTH KOREA	90,005	48,001
			HONG KONG	25,212	43,574
			IRELAND	7,174	43,263
FRESH TOTAL:	82,492,708	92,591,041	TAIWAN	7,288	14,041
			RUSSIA	0	1,995
			FRANCE	1,728	891
			UNITED ARAB EMIRATES	0	595
FROZEN:			BURKINA FASO	18	240
UNITED STATES	17,821,598	21,543,329	SAINT PIERRE	214	9
CHILE	118,116	2,070,691	FINLAND	53,999	0
ARGENTINA	190,674	414,822	ICELAND	6,045	0
FRANCE	0	5,717	VIET NAM	2,835	0
POLAND	3,417	1,323	MALAYSIA	847	0
MEXICO	40,798	73			
BELGIUM	0	68	FRESH TOTAL	45,334,931	44,290,590
CHINA	7,771	2			
GERMANY	52,549	0	FROZEN:		
LITHUANIA	952	0	UNITED STATES	79,606,083	68,712,742
			GERMANY	15,689,170	20,067,197
FROZEN TOTAL:	18,235,875	24,036,025	JAPAN	14,445,456	17,728,754
			NETHERLANDS	9,519,807	13,975,406
GRAND TOTAL:	100,728,583	116,627,066	FRANCE	5,080,179	8,036,541
			CHINA	4,516,639	6,731,078
			BELGIUM	4,209,948	4,403,775
			SOUTH KOREA	1,871,856	4,053,867
			UNITED KINGDOM	4,283,659	3,842,567
			AUSTRALIA	3,183,200	2,556,214
			RUSSIA	593,829	1,436,806
			POLAND	220,773	1,105,199
			ITALY	775,270	939,850
			NEW ZEALAND	530,167	637,067
			SWITZERLAND	0	446,094
			AUSTRIA	741,557	429,430
			NORWAY	158,995	379,790
			IRELAND	152,997	348,593
			PHILIPPINES	367,502	306,003
			SWEDEN	53,999	291,528
			SLOVENIA	0	269,997
			TAIWAN	276,607	209,744
			SOUTH AFRICA	79,782	145,345
			FINLAND	20,115	118,297
			SPAIN	20,595	107,776
			VIET NAM	419	106,068
			THAILAND	79,489	102,994
			MONTENEGRO	0	99,943
			CHILE	56,286	89,330
			COLOMBIA	0	52,000

SOURCE: STATISTICS CANADA "TOTAL IMPORTS AND TOTAL EXPORTS 2011" CODE CRO-0124975

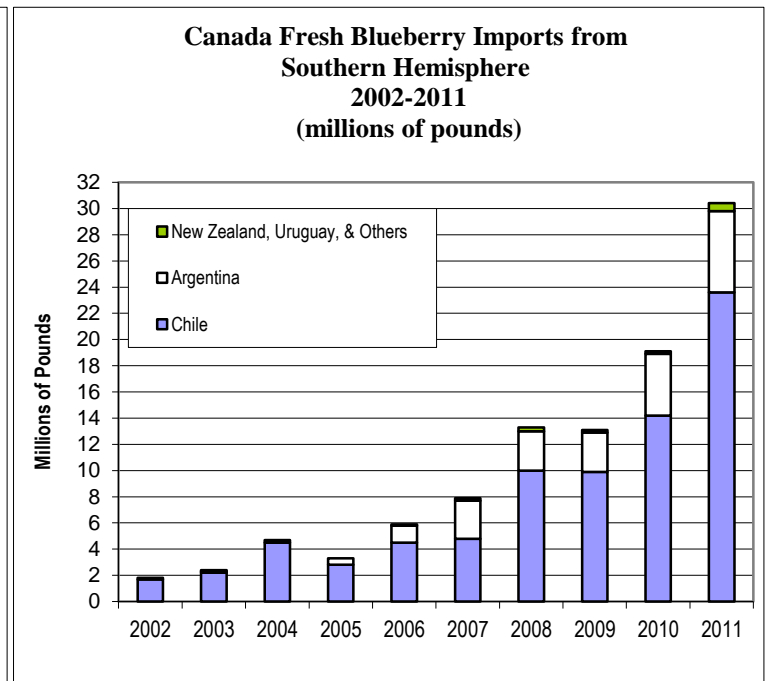
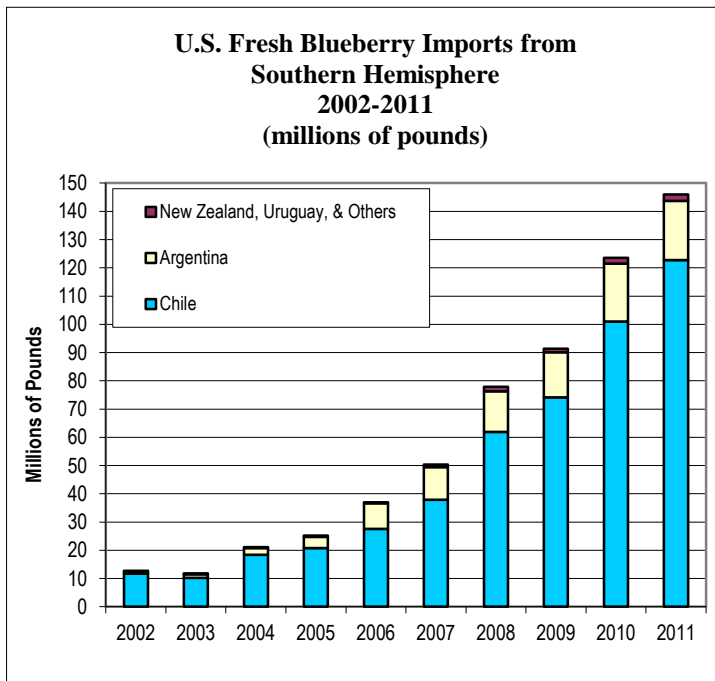
DENMARK	25,113	51,449
LATVIA	0	51,449
AZERBAIJAN	0	51,200
EGYPT	0	50,999
MEXICO	0	20,668
LITHUANIA	73,371	14,581
INDONESIA	0	10,053
BURKINA FASO	0	90
CUBA	0	86
MALAYSIA	108,248	0
ISRAEL	79,077	0
TURKEY	51,449	0
BRAZIL	51,200	0
SINGAPORE	48,025	0
HONG KONG	3,137	0
KENYA	1,213	0
NETHERLANDS ANTILLES	679	0
UNITED ARAB EMIRATES	661	0
MADAGASCAR	525	0
FROZEN TOTAL:	146,977,077	157,980,570
GRAND TOTAL:	192,312,008	202,271,160

**NORTH AMERICAN FRESH IMPORTS OF
SOUTHERN HEMISPHERE BLUEBERRIES
2002-2011
(Millions of Pounds)**

FRESH IMPORTS

YEAR	U.S. IMPORTS					CANADIAN IMPORTS					North America Total
	Chile	Argentina	New			Chile	Argentina	New			
			Zealand	Uruguay	Others			Zealand	Uruguay	Others	
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
2011	122.7	21.0	0.2	2.0	0.1	23.6	6.2	0.0	0.6	0.0	176.4
10 YEAR AVERAGE 2002-2011	48.65	10.1	0.293	0.64	0.03	7.8	2.2	0.0	0.14	0.0	69.87
3 YEAR AVERAGE 2009-2011	99.3	19.1	0.2	1.6	0.1	15.9	4.6	0.0	0.3	0.0	141.2

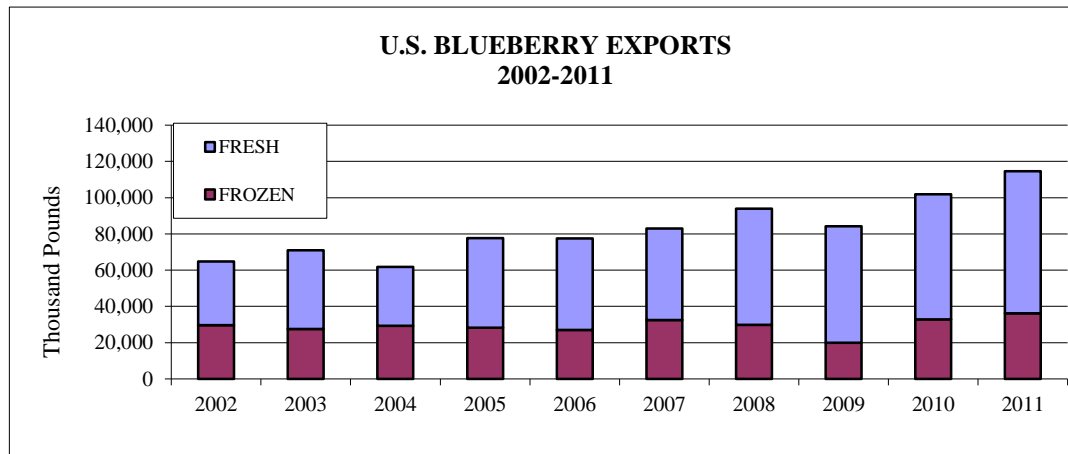
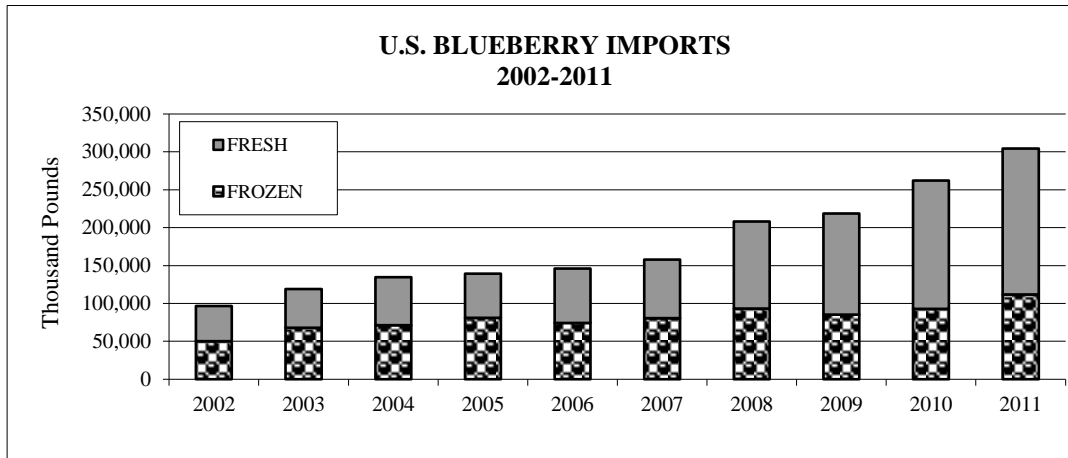
Source: U.S. Bureau of Census Department of Commerce, Foreign Trade Division, and Stats Canada (Calendar Year).



**UNITED STATES BLUEBERRY IMPORTS AND EXPORTS
2002-2011
(000 Pounds)**

YEAR	<i>IMPORTS:</i>			<i>EXPORTS:</i>		
	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>
2002	50,132	46,525	96,657	29,609	35,124	64,733
2003	67,932	51,166	119,098	27,462	43,597	71,059
2004	71,101	63,664	134,765	29,300	32,454	61,754
2005	81,138	58,024	139,162	28,241	49,390	77,631
2006	74,080	71,873	145,953	26,984	50,600	77,584
2007	80,412	77,436	157,848	32,468	50,487	82,955
2008	93,224	114,951	208,175	29,742	64,187	93,929
2009	85,181	133,267	218,448	20,002	64,198	84,200
2010	92,921	169,189	262,110	32,878	69,064	101,942
2011	111,963	192,541	304,504	36,176	78,490	114,666
10 YEAR AVERAGE 2002-2011	80,808	97,864	178,672	29,286	53,759	83,045
3 YEAR AVERAGE 2009-2011	96,688	164,999	261,687	29,685	70,584	100,269

Source: U.S. Bureau of Census Calendar Year



**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS
(JULY TO JUNE)
2001/02 TO 2010/11
(THOUSANDS OF POUNDS)**

<u>CROP YEAR</u>	FRESH EXPORTS*			FROZEN EXPORTS*		
	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
2001/02	35,281	6,320	<i>41,601</i>	19,397	7,891	<i>27,288</i>
2002/03	26,876	9,453	<i>36,329</i>	15,352	9,537	<i>24,889</i>
2003/04	30,543	16,317	<i>46,860</i>	23,273	8,041	<i>31,314</i>
2004/05	17,350	15,736	<i>33,086</i>	17,682	9,703	<i>27,385</i>
2005/06	31,758	22,248	<i>54,006</i>	13,366	10,428	<i>23,794</i>
2006/07	28,194	20,423	<i>48,617</i>	19,025	13,210	<i>32,235</i>
2007/08	28,466	26,439	<i>54,905</i>	20,344	16,265	<i>36,609</i>
2008/09	34,973	32,414	<i>67,387</i>	10,641	9,950	<i>20,591</i>
2009/10	31,744	37,588	<i>69,332</i>	7,621	14,951	<i>22,572</i>
2010/11	34,463	45,209	<i>79,672</i>	21,838	15,459	<i>37,297</i>

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

* Includes exports to Canada.

**2011 U.S. FRESH BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FRESH EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	2011 TOTAL
CANADA	44,977,570	64%	24,992,942	36%	69,970,512
JAPAN	2,007,317	35%	3,730,113	65%	5,737,430
HONG KONG	407,856	52%	375,115	48%	782,971
SOUTH KOREA	317,886	76%	98,821	24%	416,707
UNITED KINGDOM	2,646	1%	361,369	99%	364,015
SINGAPORE	290,802	81%	66,890	19%	357,692
TAIWAN	78,618	39%	123,012	61%	201,630
MEXICO	35,401	23%	121,429	77%	156,830
NETHERLANDS	0	0%	127,644	100%	127,644
ISRAEL	0	0%	82,686	100%	82,686
CHINA	2,161	3%	70,115	97%	72,276
ICELAND	53,779	100%	0	0%	53,779
FRANCE	39,467	100%	0	0%	39,467
COSTA RICA	15,741	100%	0	0%	15,741
PANAMA	0	0%	13,990	100%	13,990
COLOMBIA	13,781	100%	0	0%	13,781
EL SALVADOR	13,201	100%	0	0%	13,201
BRAZIL	11,472	100%	0	0%	11,472
MALAYSIA	6,067	59%	4,233	41%	10,300
BAHAMAS	9,381	100%	0	0%	9,381
THAILAND	8,342	100%	0	0%	8,342
BERMUDA	7,015	89%	888	11%	7,903
IRELAND	6,501	100%	0	0%	6,501
UNITED ARAB EMIRATES	6,299	100%	0	0%	6,299
RUSSIA	5,699	100%	0	0%	5,699
INDIA	1,911	100%	0	0%	1,911
PHILIPPINES	1,102	100%	0	0%	1,102
AUSTRALIA	600	100%	0	0%	600
FRESH TOTAL:	48,320,615	62%	30,169,247	38%	78,489,862

Note: Fresh exports excluding Canada total 8,519,350 pounds of which Highbush accounts for 39% (3,343,045 pounds) and Lowbush accounts for 61% (5,176,305 pounds)

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

**2011 U.S. FROZEN BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FROZEN EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	2011 TOTAL
CANADA	7,157,494	35%	13,205,845	65%	20,363,339
JAPAN	5,171,914	76%	1,649,032	24%	6,820,946
SOUTH KOREA	2,863,573	62%	1,737,397	38%	4,600,970
MEXICO	494,523	41%	704,359	59%	1,198,882
HONG KONG	39,665	6%	647,923	94%	687,588
AUSTRALIA	671,418	100%	0	0%	671,418
UNITED KINGDOM	451,002	100%	0	0%	451,002
CHINA	95,792	30%	224,869	70%	320,661
TAIWAN	212,100	91%	21,618	9%	233,718
NEW ZEALAND	144,401	85%	24,998	15%	169,399
NETHERLANDS	705	1%	97,999	99%	98,704
CHILE	90,001	100%	0	0%	90,001
SOUTH AFRICA	81,586	100%	0	0%	81,586
TRINIDAD	16,574	22%	59,809	78%	76,383
ISRAEL	0	0%	65,710	100%	65,710
SINGAPORE	64,041	100%	0	0%	64,041
NORWAY	0	0%	55,798	100%	55,798
COSTA RICA	28,830	88%	3,911	12%	32,741
INDONESIA	11,404	100%	0	0%	11,404
VIETNAM	0	0%	10,445	100%	10,445
JAMAICA	6,922	79%	1,799	21%	8,721
INDIA	7,934	100%	0	0%	7,934
GUATEMALA	4,290	55%	3,479	45%	7,769
PANAMA	7,703	100%	0	0%	7,703
IRELAND	0	0%	7,328	100%	7,328
BELGIUM	0	0%	6,687	100%	6,687
PHILIPPINES	0	0%	4,694	100%	4,694
BARBADO	3,053	70%	1,307	30%	4,360
MALAYSIA	4,233	100%	0	0%	4,233
UNITED ARAB EMIRATES	0	0%	4,096	100%	4,096
EL SALVADOR	2,881	100%	0	0%	2,881
COLOMBIA	2,864	100%	0	0%	2,864
NICARAGUA	1,307	100%	0	0%	1,307
BERMUDA	0	0%	880	100%	880
FROZEN TOTAL:	17,636,210	49%	18,539,983	51%	36,176,193

Note: Frozen exports excluding Canada total 15,812,854 pounds of which Highbush accounts for 66% of the total (10,478,716 pounds) and Lowbush accounts for 34% of the total (5,334,138 pounds)

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

**CANADIAN BLUEBERRY IMPORTS & EXPORTS
2002-2011
(000 POUNDS)**

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
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
2011	24,036	92,591	116,627	157,980	44,291	202,271

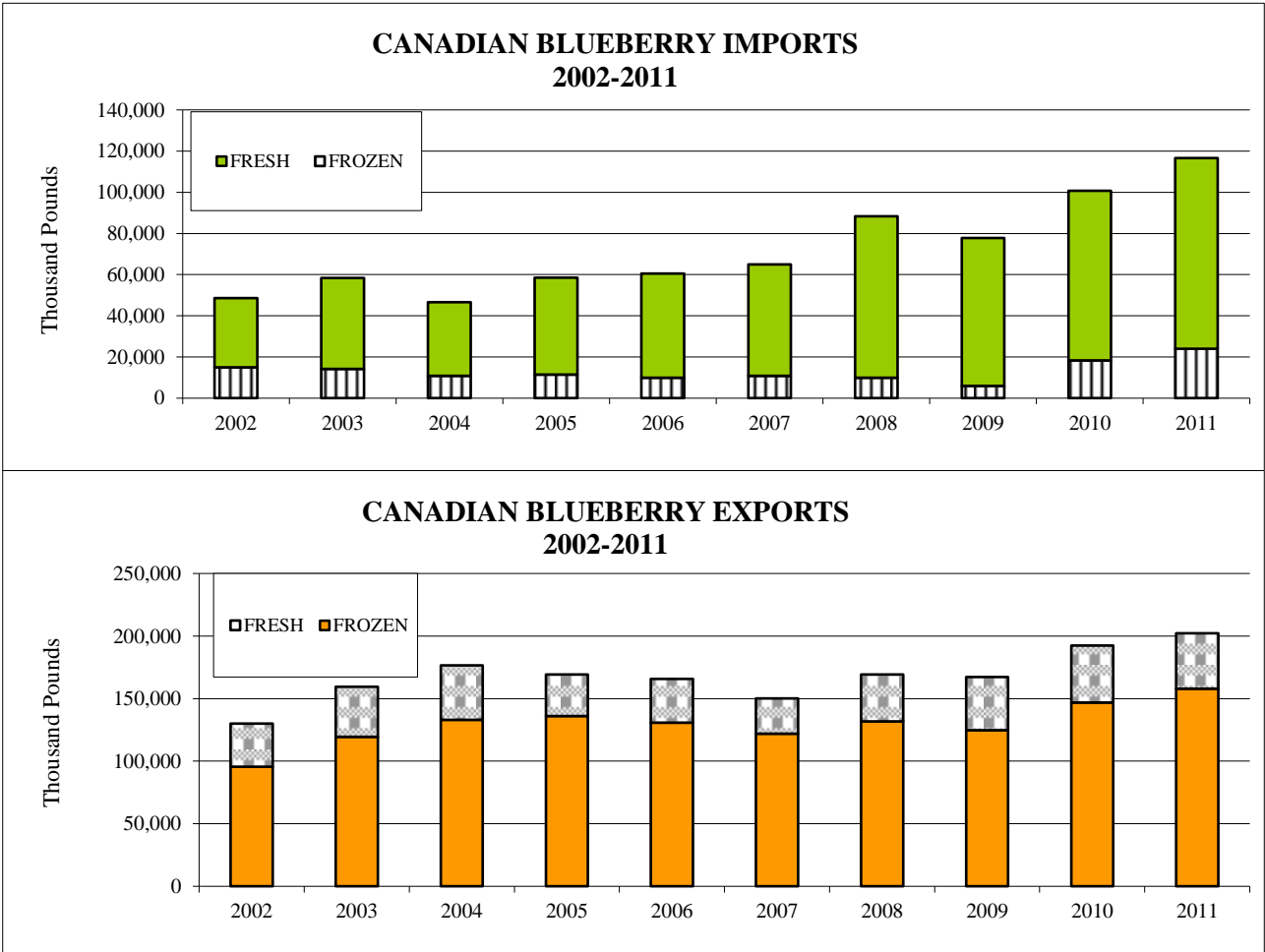
10 year average 2002-2011

13,022	59,089	72,111	129,830	38,452	168,282
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3 year average 2009-2011

16,061	82,306	98,367	143,257	44,021	187,278
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Source: Stats Canada



**2011 CANADIAN FRESH BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FRESH EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2011 TOTAL
UNITED STATES	32,808,330	77%	9,562,144	23%	42,370,474
AUSTRALIA	0	0%	384,004	100%	384,004
GERMANY	12,685	4%	297,295	96%	309,980
UNITED KINGDOM	203,282	100%	0	0%	203,282
JAPAN	184,428	100%	0	0%	184,428
ITALY	0	0%	161,996	100%	161,996
CHINA	39,200	27%	105,539	73%	144,739
BELGIUM	8,931	9%	92,732	91%	101,663
SWITZERLAND	0	0%	91,491	100%	91,491
NETHERLANDS	20,335	26%	58,792	74%	79,127
DENMARK	0	0%	53,997	100%	53,997
NEW ZEALAND	0	0%	52,800	100%	52,800
SOUTH KOREA	0	0%	48,001	100%	48,001
HONG KONG	43,574	100%	0	0%	43,574
REPUBLIC OF IRELAND	43,263	100%	0	0%	43,263
TAIWAN	14,041	100%	0	0%	14,041
RUSSIAN FEDERATION	1,995	100%	0	0%	1,995
FRANCE	871	98%	20	2%	891
UNITED ARAB EMIRATES	595	100%	0	0%	595
BURKINA FASO	0	0%	240	100%	240
SAINT PIERRE & MIQUELON	0	0%	9	100%	9
FRESH TOTAL:	33,381,530	75%	10,909,060	25%	44,290,590

Note: Fresh exports excluding the United States total 1,920,116 pounds of which Highbush accounts for 30% of the total (573,200 pounds) and Lowbush accounts for 70% of the total (1,346,916 pounds).

Source: Stats Canada "Total Imports and Exports 2011" Code CRO 0124975

**2011 CANADIAN FROZEN BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FROZEN EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2011 TOTAL
UNITED STATES	29,525,712	43%	39,187,030	57%	68,712,742
GERMANY	396,671	2%	19,670,526	98%	20,067,197
JAPAN	4,075,818	23%	13,652,936	77%	17,728,754
NETHERLANDS	915,614	7%	13,059,792	93%	13,975,406
FRANCE	16,949	0%	8,019,592	100%	8,036,541
CHINA	390,133	6%	6,340,945	94%	6,731,078
BELGIUM	815,938	19%	3,587,837	81%	4,403,775
SOUTH KOREA	276,067	7%	3,777,800	93%	4,053,867
UNITED KINGDOM	508,969	13%	3,333,598	87%	3,842,567
AUSTRALIA	2,085,316	82%	470,898	18%	2,556,214
RUSSIAN FEDERATION	0	0%	1,436,806	100%	1,436,806
POLAND	0	0%	1,105,199	100%	1,105,199
ITALY	152,997	16%	786,853	84%	939,850
NEW ZEALAND	235,343	37%	401,724	63%	637,067
SWITZERLAND	0	0%	446,094	100%	446,094
AUSTRIA	0	0%	429,430	100%	429,430
NORWAY	53,999	14%	325,791	86%	379,790
REPUBLIC OF IRELAND	0	0%	348,593	100%	348,593
PHILIPPINES	0	0%	306,003	100%	306,003
SWEDEN	155,998	54%	135,530	46%	291,528
SLOVENIA	161,998	60%	107,999	40%	269,997
TAIWAN	6,709	3%	203,035	97%	209,744
SOUTH AFRICA	52,798	36%	92,547	64%	145,345
FINLAND	0	0%	118,297	100%	118,297
SPAIN	107,776	100%	0	0%	107,776
VIET NAM	106,068	100%	0	0%	106,068
THAILAND	75,095	73%	27,899	27%	102,994
MONTENEGRO	0	0%	99,943	100%	99,943
CHILE	0	0%	89,330	100%	89,330
COLOMBIA	52,000	100%	0	0%	52,000
DENMARK	0	0%	51,449	100%	51,449
LATVIA	0	0%	51,449	100%	51,449
AZERBAIJAN	51,200	100%	0	0%	51,200
EGYPT	0	0%	50,999	100%	50,999
MEXICO	0	0%	20,668	100%	20,668
LITHUANIA	0	0%	14,581	100%	14,581
INDONESIA	10,053	100%	0	0%	10,053
BURKINA FASO	0	0%	90	100%	90
CUBA	0	0%	86	100%	86
FROZEN TOTAL:	40,229,221	25%	117,751,349	75%	157,980,570

Note: Frozen exports excluding shipments to the United States total 89,267,828 pounds of which Highbush represents 12% of shipments (10,703,509 pounds) and Lowbush represents 88% of shipments (78,564,319 pounds).

Source: Stats Canada "Total Imports and Exports 2011" Code CRO - 0124975

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT
2002-2011
(000 POUNDS)**

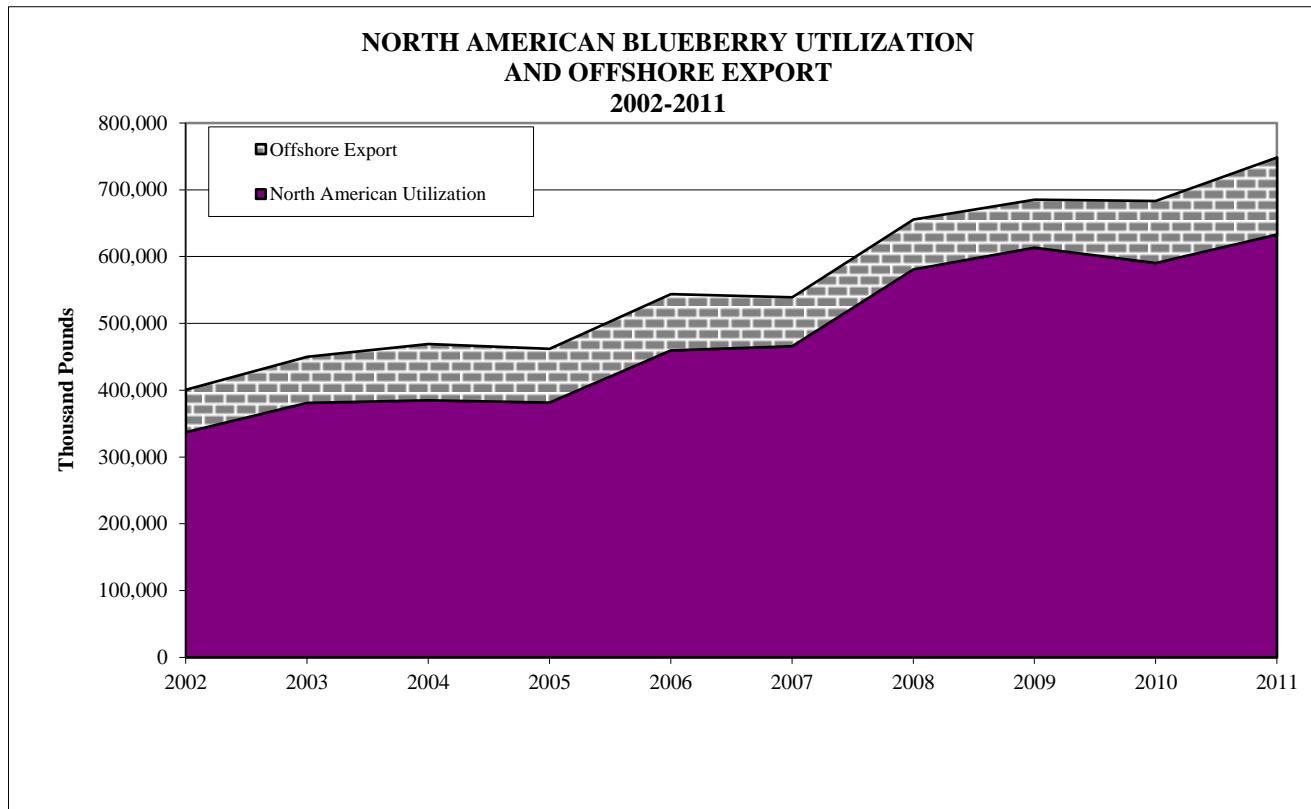
YEAR	NORTH AMERICAN TOTAL PRODUCTION	OFFSHORE EXPORT*	OFFSHORE EXPORT AS % OF PRODUCTION
2002	400,362	63,449	16%
2003	449,900	69,124	15%
2004	469,142	84,478	18%
2005	461,952	80,455	17%
2006	543,692	84,274	16%
2007	538,970	73,510	14%
2008	655,188	74,353	11%
2009	685,026	71,948	11%
2010	683,130	92,749	14%
2011	748,300	115,520	15%

Ten Year Average 2002-2011 563,566 80,986 14%

The ten year average (2002-2011) for offshore export is 14% of the average of blueberry production from 2002 to 2011

North American offshore exports in 2011 total 115,520,148 pounds of which 10,439,466 pounds (9%) were fresh blueberries and 105,080,682 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
1988-2011
(000,000 Pounds)**

YEAR	JULY 1				FROZEN			PROCESSED		DOMESTIC	HIGHBUSH	LOWBUSH							
	FROZEN CARRY-IN*	+	PRODUCTION	=	TOTAL SUPPLY	FRESH PRODUCTION	=	PROCESSED AVAILABLE	-	FROZEN CARRY-OUT JUNE 30*	=	PROCESSED CONSUMPTION	-	EXPORT	=	PROCESSED CONSUMPTION	FROZEN MARKET**	FROZEN MARKET**	
1988/89	17.5	+	231.4	=	248.9	-	54.2	=	194.7	-	26.8	=	167.9	-	40.2	=	127.7	1.05-0.86	.98-1.00
1989/90	26.8	+	220.9	=	247.7	-	63.8	=	183.9	-	34.8	=	149.1	-	25.0	=	124.1	0.85-0.61	1.01-1.12
1990/91	34.8	+	267.5	=	302.3	-	65.4	=	236.9	-	33.2	=	203.7	-	56.6	=	147.1	0.57-0.71	1.10-0.95
1991/92	33.2	+	243.3	=	276.5	-	62.4	=	214.1	-	41.7	=	172.4	-	58.8	=	113.6	0.74-0.86	.97-1.05
1992/93	41.7	+	281.7	=	323.4	-	55.5	=	267.9	-	47.1	=	220.8	-	40.7	=	180.1	0.92-0.77	0.99-0.85
1993/94	47.1	+	319.8	=	366.9	-	77.4	=	289.5	-	58.8	=	230.7	-	44.6	=	186.1	0.62-0.51	0.85-0.75
1994/95	58.8	+	285.5	=	344.3	-	81.6	=	262.7	-	43.6	=	219.1	-	44.9	=	174.2	0.51-0.59	0.75-0.79
1995/96	43.6	+	321.9	=	365.5	-	90.0	=	275.5	-	31.7	=	243.8	-	50.9	=	192.9	0.48-0.83	0.79-0.88
1996/97	31.7	+	297.1	=	328.8	-	77.3	=	251.5	-	29.3	=	222.2	-	47.6	=	174.6	0.99-1.01	1.00-0.94
1997/98	29.3	+	333.3	=	362.6	-	85.5	=	277.1	-	63.4	=	213.7	-	46.6	=	167.1	0.97-0.63	0.94-0.87
1998/99	63.4	+	288.8	=	352.2	-	94.4	=	257.8	-	33.8	=	224.0	-	57.4	=	166.6	0.60-0.92	0.87-1.50
1999/00	33.8	+	390.0	=	423.8	-	91.8	=	332.0	-	31.4	=	300.6	-	58.2	=	242.4	0.88-1.00	0.50-1.15
2000/01	31.4	+	432.5	=	463.9	-	104.6	=	359.3	-	59.2	=	300.1	-	60.1	=	240.0	0.99-0.83	1.15-0.94
2001/02	59.2	+	418.2	=	477.4	-	112.3	=	365.1	-	69.0	=	296.1	-	56.9	=	239.2	0.78-0.76	0.94-0.68
2002/03	69.0	+	400.4	=	469.4	-	128.6	=	340.8	-	39.6	=	301.2	-	59.5	=	241.7	0.76-1.09	0.78-0.90
2003/04	39.6	+	449.9	=	489.5	-	138.1	=	351.4	-	45.4	=	306.0	-	66.1	=	239.9	1.04-1.07	0.90-1.05
2004/05	45.4	+	469.1	=	514.5	-	165.7	=	348.8	-	37.6	=	311.2	-	81.2	=	230.0	1.08-1.18	1.08-1.43
2005/06	37.6	+	462.0	=	499.6	-	162.2	=	337.4	-	35.7	=	301.7	-	74.1	=	227.6	1.13-1.93	1.43-N/A
2006/07	35.7	+	543.7	=	579.4	-	169.9	=	409.5	-	50.3	=	359.2	-	78.3	=	280.9	1.75-2.10	N/A
2007/08	50.3	+	539.0	=	589.3	-	173.4	=	415.9	-	69.3	=	346.6	-	69.1	=	277.5	2.10-1.32	N/A
2008/09	69.3	+	655.2	=	724.5	-	231.9	=	492.6	-	108.5	=	384.1	-	69.2	=	314.9	1.15-0.66	N/A - 1.10
2009/10	108.5	+	685.0	=	793.5	-	282.9	=	510.6	-	76.4	=	434.2	-	65.2	=	369.0	0.65-1.09	1.10 - 1.13
2010/11	76.4	+	683.1	=	759.5	-	299.3	=	460.2	-	76.6	=	383.6	-	84.3	=	299.3	1.09-1.55	1.13 - 1.86
2011/12	76.6	+	748.3	=	824.9	-	318.8	=	506.1	-	82.0	***=	424.1	-	105.1	=	319.0	1.55-TBD	1.86 - TBD
2012/13	82.0***																		
2011/12 vs. 2010/11	+0.3%		+9.5%		+8.6%		+6.5%		+10.0%		+7.0%		+10.6%		+24.7%		+6.6%		
5 Year Average 2007/08- 2011/12	76.2		662.1		738.3		261.3		477.1		82.6		394.5		78.6		315.9		

Total Domestic Process Consumption has averaged 315,940,000 pounds for the past 5 years. Total 2011 Process Consumption (Domestic & Export): 424,100,000 pounds.

Total 2011 Production: 748,300,000 pounds. Estimated increase in carry over inventory 6/30/12 versus 6/30/11 +5,400,000 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 Report](#), estimates for months when data not available.

Note: Food Institute did not report lowbush from January 2006 through 2008

***=Estimate based on 3/31/12 U.S. cold storage figure, estimates of U.S. consumption from 4/1/12 to 6/30/12, estimate of Canadian inventory as of 6/30/12

TOTAL NORTH AMERICAN CONSUMPTION
1990-2011
(1,000's Pounds)

Year	Total Fresh Production		Fresh Offshore Exports		Fresh Offshore Imports		Domestic Fresh Consumption		Domestic Process Consumption		Process Offshore Imports		Total North American	North American Per Capita Consumption
1990	65,400	-	17	+	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	+	314,900	+	12,264	=	645,391	1.91
2009	282,927	-	6,704	+	105,434	=	381,657	+	369,000	+	12,190	=	762,847	2.24
2010	299,251	-	8,496	+	145,186	=	435,941	+	299,300	+	13,865	=	749,106	2.18
2011	318,800	-	10,439	+	180,650	=	489,011	+	319,000	*	45,633	=	853,644 *	2.47

* = Estimate based on projections to end of 2011 Crop Year (July 2011 to June 2012)

NORTH AMERICAN POPULATION 1990 to 2011 (millions)

YEAR	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
<i>Canada</i>	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	30.8
<i>USA</i>	249.5	252.2	255.0	257.8	260.3	262.8	265.2	267.8	270.2	272.7	281.4
North American Total:	277.3	280.3	283.5	286.7	289.6	292.4	294.9	297.8	300.4	303.2	312.2
YEAR	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<i>Canada</i>	31.1	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	34.1	34.5
<i>USA</i>	284.8	287.4	291.5	293.6	296.5	299.1	302.2	304.5	306.8	309.6	311.7
North American Total:	315.9	318.7	323.1	325.5	328.7	331.7	335.1	337.8	340.5	343.7	346.2

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

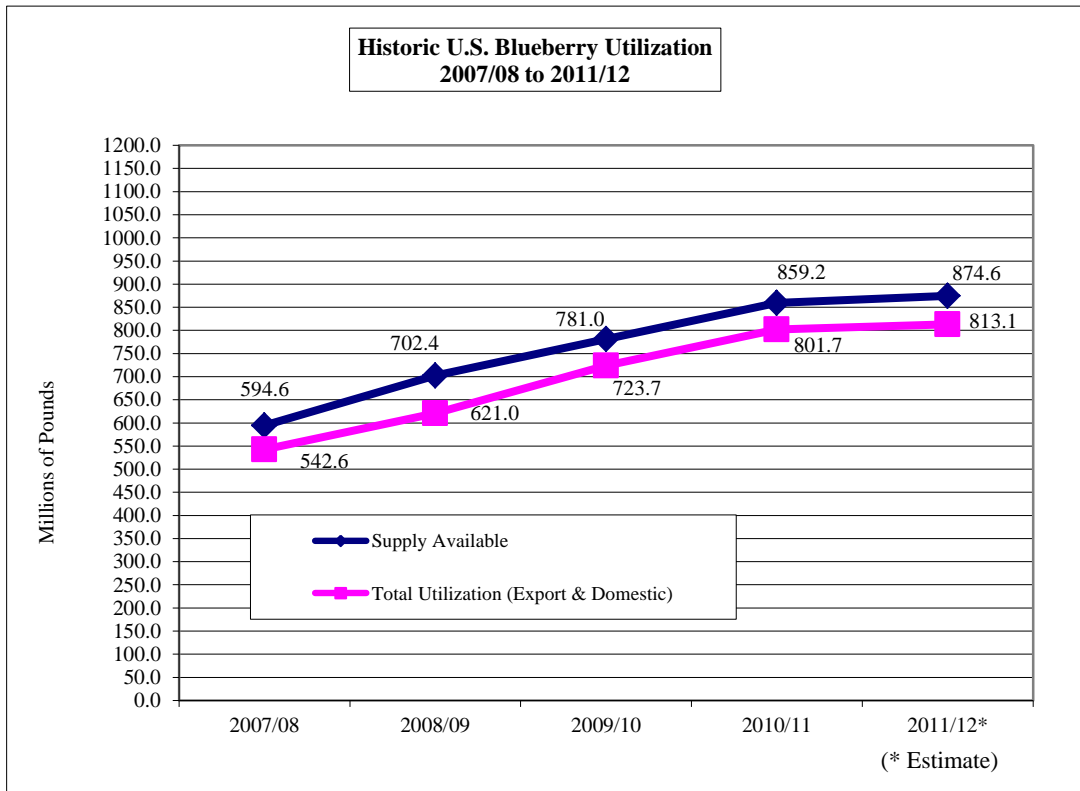
**U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH
2007/08 TO 2011/12
(Millions of Pounds)**

	CROP YEAR				
	2007/08	2008/09	2009/10	2010/11	2011/12
July 1st Frozen Carry In	37.7	52.0	81.4	57.3	57.5
+ Frozen Imports (7/1 to 6/30)	95.8	76.0	92.4	110.0	107.0 *
+ Fresh Imports (7/1 to 6/30)	92.9	129.8	149.1	193.0	191.0 *
+ US Production	368.2	444.6	458.1	498.9	519.1
= Supply Available	594.6	702.4	781.0	859.2	874.6
- Fresh Domestic Consumption (7/1 to 6/30) ^{1/}	184.4	255.9	304.8	359.3	394.9 *
- Frozen Domestic Consumption (7/1 to 6/30)	321.6	344.5	396.3	405.1	378.2 *
- Frozen Exports (7/1 to 6/30)	36.6	20.6	22.6	37.3	40.0 *
= June 30th Frozen Carry Out	52.0	81.4	57.3	57.5	61.5 *

* Estimated based on actual figures from 7/11 to 12/11 and projections for final 6 months of crop year.

Exports include shipments to Canada, Imports include shipments from Canada

^{1/} Fresh domestic consumption = total U.S. fresh production + fresh imports - fresh exports.

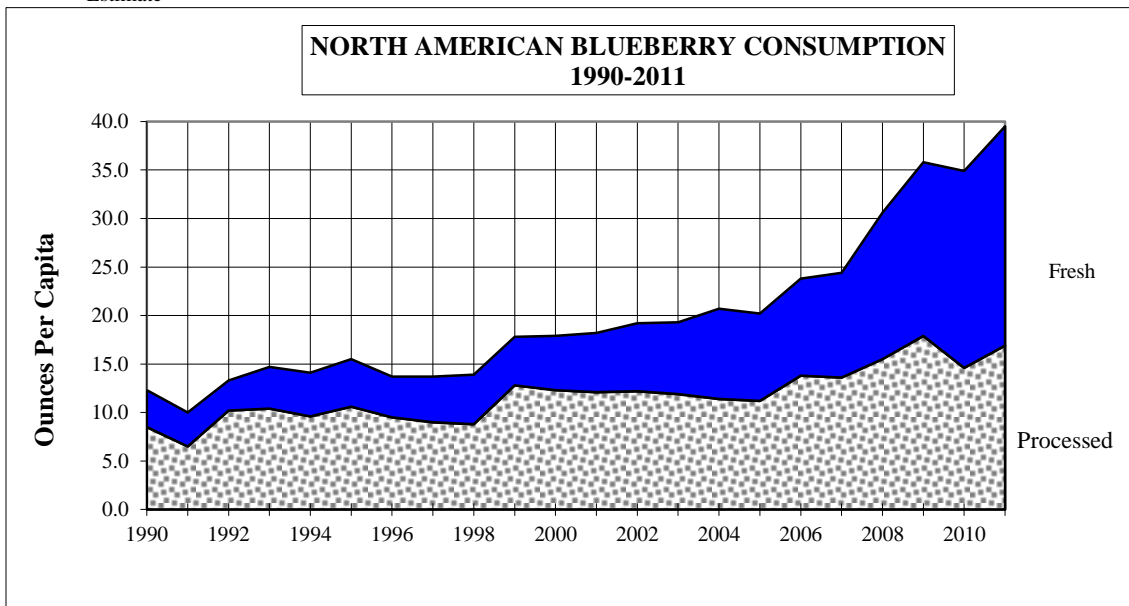


**NORTH AMERICAN BLUEBERRY CONSUMPTION
1990-2011**

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	1.268	20.3	0.911	14.6	2.179	34.9
2011*	1.413	22.6	1.053	16.9	2.466	39.5

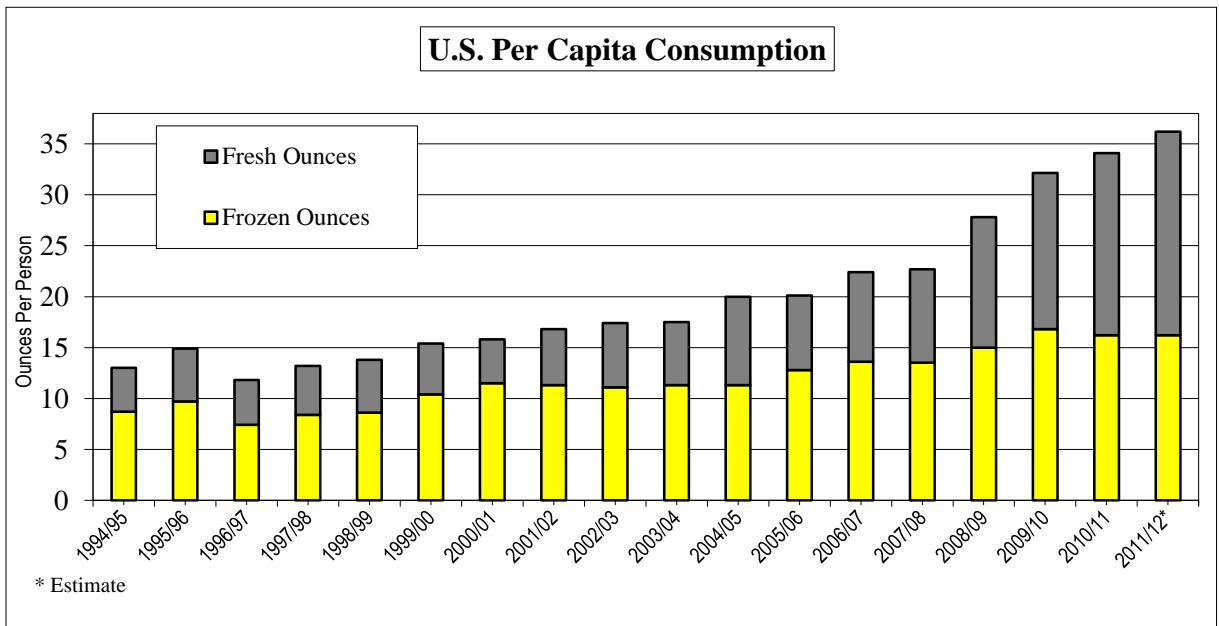
*=Estimate



U.S. PER CAPITA CONSUMPTION 1994/95 TO 2011/12

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	1.118	17.9	1.010	16.2	2.128	34.1
2011/12*	1.251	20.0	1.010	16.2	2.261	36.2

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



PRICE TRENDS FROZEN BLUEBERRIES
1991-2011
CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS

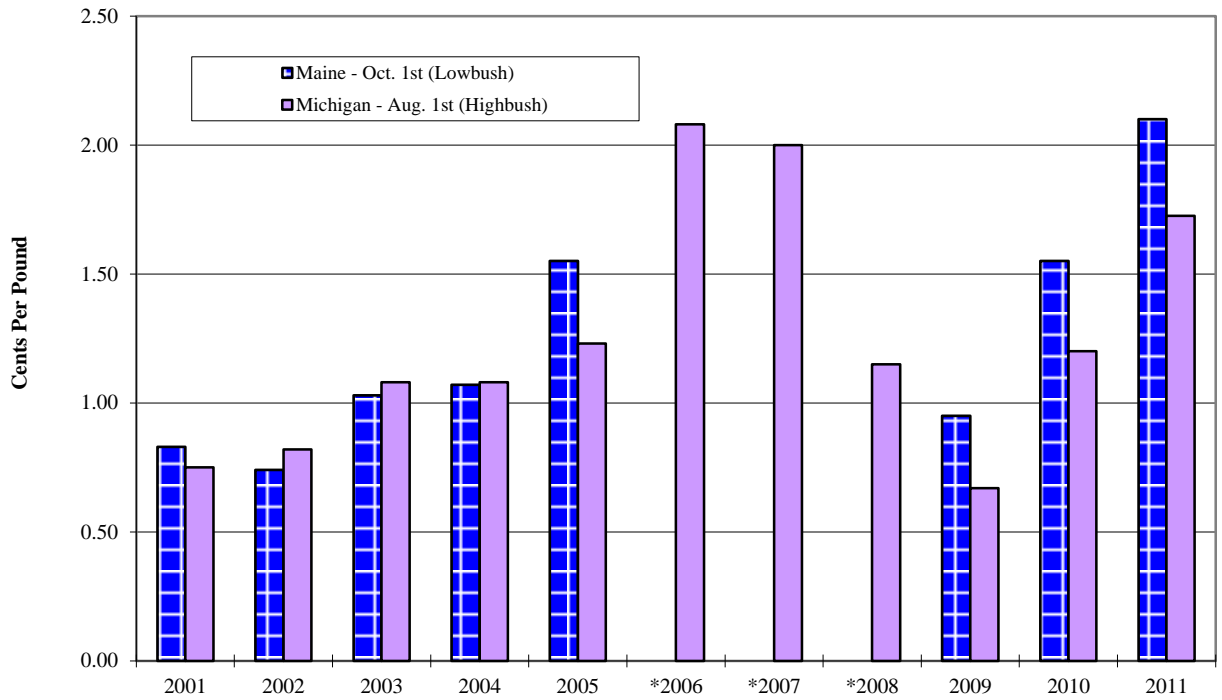
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
1991	Michigan	68-70	72-75	76-79	82-85	85-87	70-73	73-75	73-75	74-76	74-77	75-80	78-80
	<i>Maine</i>	95-98	94-97	95	93-95	95	95	95-98	100-106	100-106	100-107	103-108	103-108
1992	Michigan	80-82	80-82	80-82	80-82	82-84	85-88	90-95	95-105	92-96	92-95	88-93	86-90
	<i>Maine</i>	103-108	103-108	103-108	103-108	103-108	103-108	98-100	93-96	92-94	92-95	90-95	90-93
1993	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>	90-92	88-90	87-89	87-89	87-89	85	85	79	75	72-75	70-73	68-72
1994	Michigan	50-54	50-54	50-52	50-52	50-52	50-52	50-52	58-60	58	59	60	60
	<i>Maine</i>	69	69	69	75	75	75	75	*	76-78	78	79-81	79-81
1995	Michigan	60	60	60	58-60	58-60	58-60	48	50	55-58	58-60	64-65	67-70
	<i>Maine</i>	78-80	78-80	78-80	78-80	78-80	78-80	*	*	78-80	78-80	80-83	80-85
1996	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>	80-85	85	85	85-90	85-90	85-90	*	*	110-115	110-115	115	115-118
1997	Michigan	107-110	110-112	110-112	108	108	*	*	92-95	89-90	80-85	78-80	75-79
	<i>Maine</i>	115-118	115-118	110-114	110-118	110-118	92-95	92-95	98	95-98	90-95	90-92	90-92
1998	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>	91-93	87-92	87-92	87-92	85-88	85-88	85-88	85-88	110-112	110-112	110-112	115
1999	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>	125-140	125-140	125-140	150	150	150	150	*	115-120	115-120	115-120	115-120
2000	Michigan	105-110	105-110	115-120	114-120	*	*	*	95-97	95-97	95-97	95-97	97-98
	<i>Maine</i>	115-120	115-120	120	120	120	*	*	*	106-110	106-110	106-110	106-110
2001	Michigan	*	*	87-89	87-89	87-89	*	77-79	74-76	72-75	72-75	72-75	65-75
	<i>Maine</i>	*	*	90-93	90-93	90-93	*	94-95	*	80-85	*	82-85	*
2002	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>	90-100	90-100	80-94	68	*	68	*	*	87-90	65-83	78-82	75-78
2003	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>	75-78	84-88	84-88	84-88	85-90	85-95	85-95	95-100	95-100	95-110	100-110	100-110
2004	Michigan	110-115	110-115	110-115	*	115-120	*	*	105-110	112-115	110-115	112-115	112-115
	<i>Maine</i>	100-110	100-110	103-105	103-105	100-110	*	*	105-110	105	107	107	107
2005	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>	*	125-135	140-145	140-145	140-145	*	*	*	142-145	150-160	*	*
**2006	Michigan	195-205	205-215	205-215	*	*	*	170-180	200-215	205-215	210-215	215-220	220-225
2007	Michigan	220-225	220-225	220-225	210	210	210	210	200	200	179-200	176-185	175-182
2008	Michigan	165	165	168	159	145	132	115	115	120	110	95	93
2009	Michigan	85	79	65	65	63	66	65	67	68	69	70	70
	<i>Maine</i>	150	150	150	*	*	*	110	110	95	95	*	*
2010	Michigan	72	75	92	100	97	*	*	120	165	*	*	*
	<i>Maine</i>	*	*	*	85	85	*	*	140	155	155	160	160
2011	Michigan	170-180	*	170-180	150-160	150-160	150-160	165-170	170-175	200-205	200-210	175-185	175-185
	<i>Maine</i>	*	*	165-170	*	*	*	*	*	205	210	209-215	209-215

Source: Food Institute Report, January 9, 2012, "Price Trends of Frozen Fruits 2010-2011", Page 21.

* = No prices quoted

**Note: Food Institute did not report Maine figures from 2006 through 2008

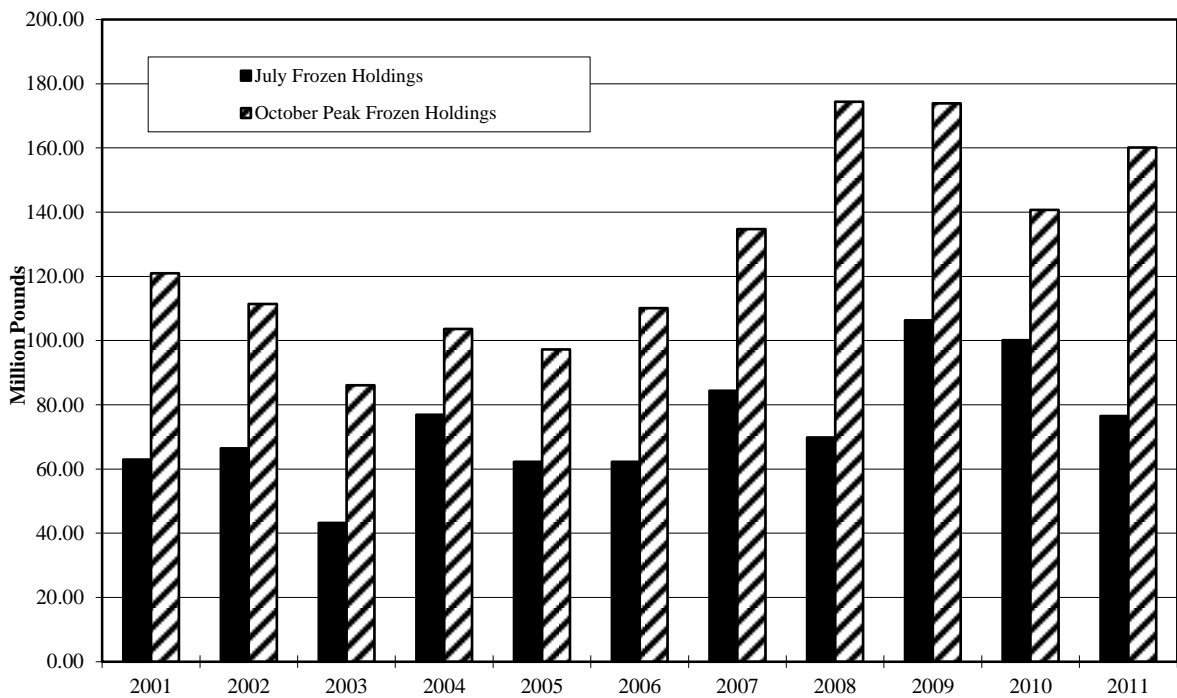
**FROZEN BLUEBERRY OPENING MARKET
2001-2011**



(Source: Food Institute Report - January 09, 2012)

* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008

**U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER
2001-2011**

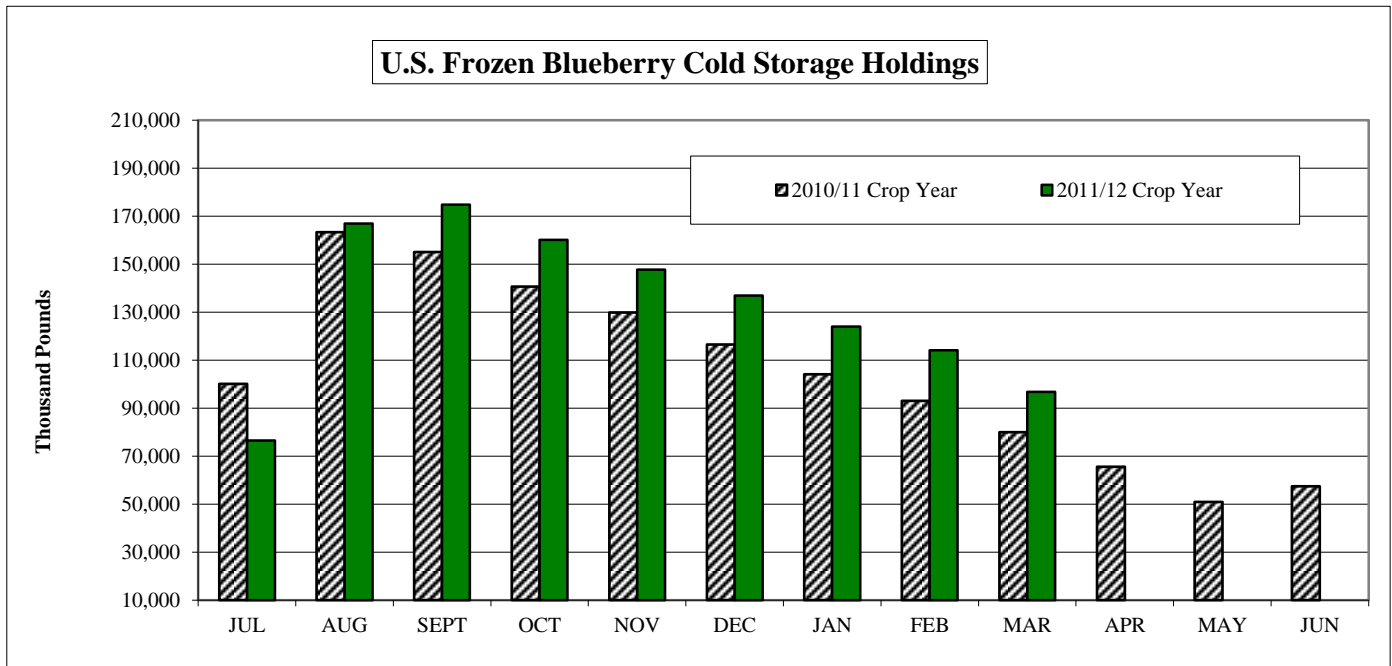


(Source: Public Cold Storage as reported to USDA/NASS)

**UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS
1990-2011 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	65,583	50,865	57,467
2011	76,551	167,015	174,805	160,156	147,757	136,966	2012	124,003	114,066	96,727 *			

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 2001/02 TO 2011/12 (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>
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	-83.1
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	-91.3
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	-70.2
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	-85.2
2005/06	+34.1	+48.9	-2.0	-12.0	-9.2	-10.6	-8.9	-9.7	-11.7	-10.4	-7.7	-2.1	-84.3
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	-85.2
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	-102.8
2008/09	+17.8	+102.4	+10.3	-8.1	-9.6	-11.3	-12.4	-10.1	-15.3	-14.8	-13.0	-6.4	-101.0
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	-132.8
2010/11	+42.8	+63.3	-8.3	-14.4	-10.8	-13.4	-12.4	-11.0	-13.1	-14.4	-14.7	+6.6	-112.5
2011/12	+19.1	+90.5	+7.8	-14.6	-12.4	-10.8	-13.0	-9.9	-17.3 **				-78.0
10 Year Average (2001/02 - 2010/11)													
	+29.1	+64.7	-3.0	-9.9	-10.0	-10.0	-11.7	-9.1	-12.9	-11.5	-10.4	-4.0	-94.8
3 Year Average (2008/09 to 2010/11)													
	+28.5	+83.1	0.6	-12.8	-13.2	-12.5	-14.4	-11.9	-14.7	-15.7	-14.0	-1.3	-115.4

Figures are from the last day of the month.

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

** Preliminary

