



NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members
From: Mark Villata
Date: August 18, 2014
Re: **2013 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2013 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 2013 statistical report follow:

- North American blueberry production totaled 881,200,000 pounds in 2013, up 6.3% (52,500,000 pounds) from the crop of 828,700,000 pounds produced in 2012 (see page #3). Highbush blueberries represented 76% of total production in 2013 (666,200,000 pounds) and lowbush blueberries accounted for 24% of the total (215,000,000 pounds).
- Figures for 2013 show that 41% of the total North American blueberry crop was sold as fresh blueberries (358,800,000 pounds) and the remaining 59% sold as process berries (522,400,000 pounds). Highbush blueberries accounted for 99% of fresh blueberry movement in 2013 (356,300,000 pounds) and 59% of total process blueberries (309,900,000 pounds). British Columbia (55,000,000 pounds) was the top fresh highbush blueberry supplier in 2013 followed by New Jersey (53,000,000 pounds), Michigan (47,000,000), California (44,000,000 pounds), Oregon (41,600,000 pounds) and Georgia (32,000,000). Michigan was the leading supplier of process highbush blueberries in 2013 at 67,000,000 pounds followed by British Columbia at 65,000,000 pounds, Washington at 58,000,000 pounds, Oregon at 47,500,000 pounds and Georgia at 36,000,000 pounds (see page #1). The total North American blueberry crop in 2013 came in at 881,200,000 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 2013 had an estimated farm gate value of \$609,091,000 which is -15.8% less than the level attained in 2012 (\$723,100,000). Blueberries for processing had an estimated farm gate value of \$379,344,000 in 2013, down -1.2% from the value of \$383,900,000 attained in 2012 (see pages #9 and #11). The 2013 crop of 881,200,000 pounds had an estimated total farm gate value of \$988,435,000 which is -\$95,744,000 less than the total estimated farm gate value of the 2012 crop which totaled \$1,084,179,000 (see page #17).
- Offshore exports of North American blueberries in 2013 totaled 108,319,205 pounds, which is down 8,142,222 pounds from the total exported offshore in 2012 (116,461,427 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 2013 were

Japan (3,537,232 pounds), Hong Kong (2,105,984 pounds), South Korea (946,096), Taiwan (863,280 pounds), and Singapore (650,167 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2013 were Japan (26,211,294 pounds), Germany (15,891,820 pounds), Netherlands (10,032,367 pounds), China (8,710,943) and South Korea (6,764,079 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 1,002,962,000 pounds in 2013, up +160,546,000 pounds from the 842,416,000 pound total of the previous season (see Page #30). The industry decreased June 30th carry out frozen inventory from 138,100,000 pounds as of June 30, 2013 to 137,300,000 pounds on June 30, 2014, representing a decrease in inventory of -800,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 45.6 ounces per person in 2013, up +6.9 ounces over the total of 38.7 ounces in 2012. Estimated fresh consumption of 24.4 ounces per person in 2013 represents 54% of total consumption. Process consumption estimated at 21.2 ounces per person in 2013 represents the remaining 46% of total consumption, (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 2013

BLUEBERRY STATISTICAL RECORD
2013

BLUEBERRY PRODUCTION AND UTILIZATION
FOR THE 2013 CROP YEAR



PREPARED BY

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AUGUST 2014

BLUEBERRY STATISTICAL RECORD

2013

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2013
NORTH AMERICAN BLUEBERRY PRODUCTION
(Millions of Pounds)

<u>Highbush</u>		<u>Fresh</u>	<u>Process</u>	<u>Total</u>
<i>Western Region</i>				
	British Columbia	55.0	65.0	120.0
	California	44.0	9.9	53.9
	Oregon	41.6	47.5	89.1
	Washington	22.0	58.0	80.0
	Sub-Total	162.6	180.4	343.0
<i>Midwest Region</i>				
	Illinois*	1.9	0.0	1.9
	Indiana	2.0	1.0	3.0
	Michigan	47.0	67.0	114.0
	Others 1/	0.3	0.0	0.3
	Sub-Total	51.2	68.0	119.2
<i>Northeast Region</i>				
	New Jersey	53.0	12.0	65.0
	New York^	1.0	0.0	1.0
	Ontario	2.0	0.0	2.0
	Others 2/	0.4	0.0	0.4
	Sub-Total	56.4	12.0	68.4
<i>Southern Region</i>				
	Alabama^	0.6	0.0	0.6
	Arkansas^	0.4	0.0	0.4
	Florida	20.0	1.5	21.5
	Georgia	32.0	36.0	68.0
	Louisiana	1.0	0.0	1.0
	Mississippi	2.0	1.0	3.0
	North Carolina	28.0	11.0	39.0
	Texas	1.5	0.0	1.5
	Others 3/	0.6	0.0	0.6
	Sub-Total	86.1	49.5	135.6
	HIGHBUSH TOTAL:	356.3	309.9	666.2
<u>Lowbush:</u>				
	Maine^	0.5	86.6	87.1
	New Brunswick	0.0	40.0	40.0
	Newfoundland	0.0	0.0	0.0
	Nova Scotia~	0.0	41.4	41.4
	Prince Edward Island	0.0	15.0	15.0
	Quebec~	2.0	29.5	31.5
	Lowbush Total:	2.5	212.5	215.0
	GRAND TOTAL:	358.8	522.4	881.2

Others:

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 and Ontario (except Alabama/Arkansas/New York) = NABC Area Repts 2/26/14

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2013 Preliminary Summary"

July 2014, USDA/NASS

LOWBUSH - Maine = "Non Citrus Fruits and Nuts 2013 Preliminary Summary" - July 2014, USDA/NASS

Canadian Lowbush = NABC Estimates (New Brunswick, Newfoundland, PEI) 2/26/14

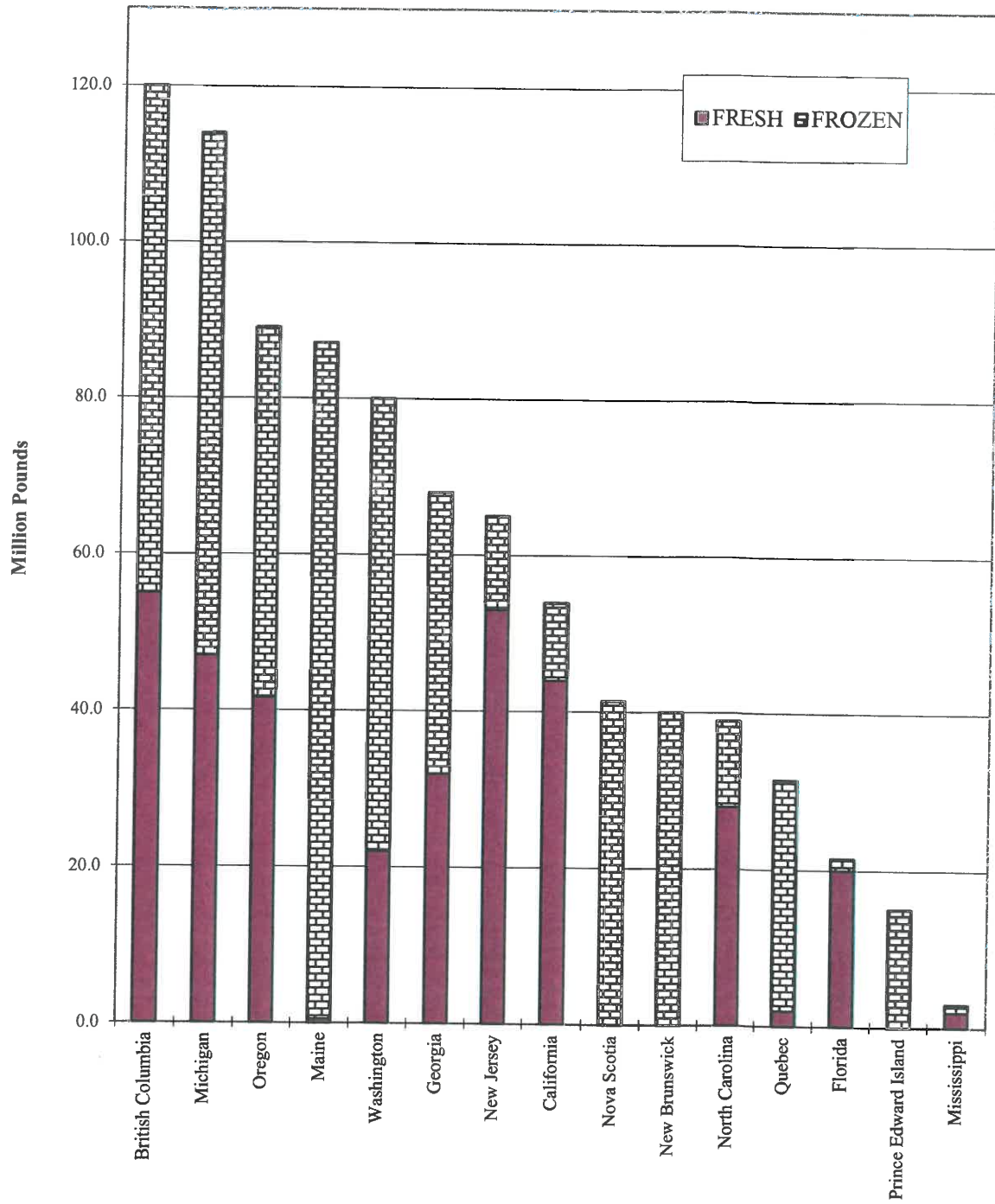
Stats Canada (Quebec, Nova Scotia)

* data from USHBC collections

^ data from USDA "Non Citrus Fruits & Nuts 2013 Prelim report - July

~data from Stats Canada

2013
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS



NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION
2009-2013
(000 Pounds)

HIGHBUSH		2009	2010	2011	2012 ^	2013
REGION:						
WESTERN REGION	BRITISH COLUMBIA	88,350	90,000	95,000	115,900	120,000
	CALIFORNIA	24,200	28,000	42,100	40,900	53,900
	OREGON	48,000	54,600	65,500	72,000	89,100
	WASHINGTON	39,000	42,000	61,000	70,000	80,000
	SUB TOTAL	199,550	214,600	263,600	298,800	343,000
MIDWEST REGION	ILLINOIS	1,500	1,500	1,500	1,200	1,900
	INDIANA	3,700	3,600	1,600	1,500	3,000
	MICHIGAN	99,000	109,000	72,000	87,000	114,000
	*OTHERS 1/	400	400	400	300	300
	SUB TOTAL	104,600	114,500	75,500	90,000	119,200
NORTHEAST REGION	NEW JERSEY	53,000	49,000	62,000	51,500	65,000
	NEW YORK	2,100	2,100	1,800	1,700	1,000
	ONTARIO	1,976	2,280	1,914	1,900	2,000
	*OTHERS 2/	400	400	400	400	400
	SUB TOTAL	57,476	53,780	66,114	55,500	68,400
SOUTHERN REGION	ALABAMA	300	430	500	700	600
	ARKANSAS	500	650	400	400	400
	FLORIDA	13,500	16,400	21,400	17,100	21,500
	GEORGIA	43,000	58,000	62,000	70,000	68,000
	LOUISIANA	1,000	1,000	1,000	1,000	1,000
	MISSISSIPPI	5,900	8,000	10,500	9,000	3,000
	NORTH CAROLINA	32,700	39,050	36,200	40,000	39,000
	TEXAS	1,500	1,500	1,500	1,500	1,500
	*OTHERS 3/	300	300	300	600	600
	SUB TOTAL	98,700	125,330	133,800	140,300	135,600
	HIGHBUSH TOTAL	460,326	508,210	539,014	584,600	666,200
LOWBUSH	MAINE	88,100	83,000	79,900	91,100	87,100
	NEWFOUNDLAND	500	224	214	1,000	-
	NEW BRUNSWICK	23,474	32,580	27,582	45,000	40,000
	NOVA SCOTIA	33,006	32,790	29,424	40,000	41,400
	PRINCE EDWARD ISLAND	10,428	12,428	13,338	11,400	15,000
	QUEBEC	69,192	13,898	62,058	55,600	31,500
	LOWBUSH TOTAL	224,700	174,920	212,516	244,100	215,000
	GRAND TOTAL	685,026	683,130	751,530	828,700	881,200

Highbush blueberry production in 2013 is +13.9% greater than the total for 2012.

Lowbush blueberry production in 2013 is -11.9% less than the total for 2012.

Total blueberry production in 2013 is +6.3% greater than the total for the previous year.

The 5 year average of total production from 2009 to 2013 is 765,917,200 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: 2013 see page #1
2009 to 2012 Highbush = USDA/ERS; Statistics Canada; NABC for Illinois, Louisiana, Texas and Others.
2009 to 2012 Lowbush Canadian=Statistics Canada
2009 to 2012 Lowbush Maine = USDA/ERS

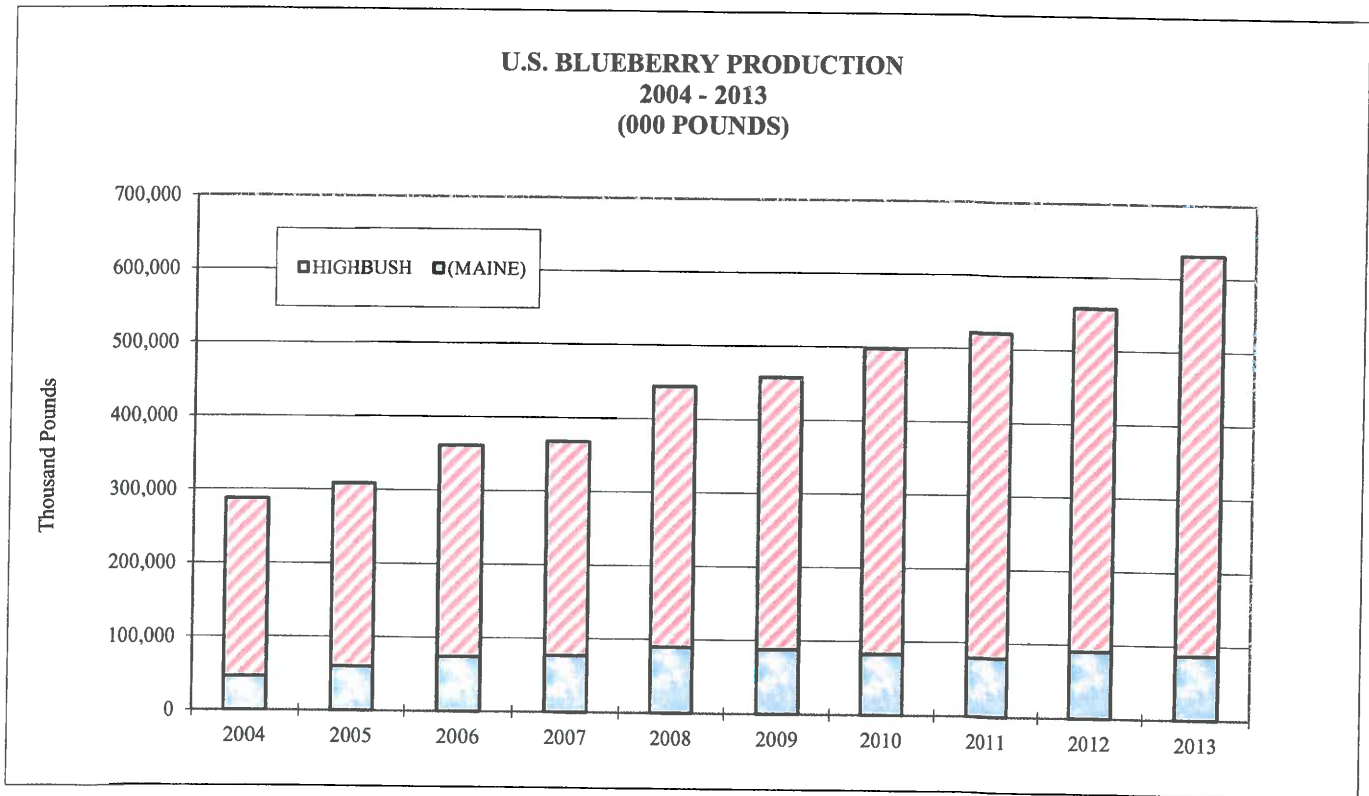
^ Numbers revised per USDA/ERS

**UNITED STATES BLUEBERRY PRODUCTION
2004 -2013
(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>
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	73,600	62,000	79,900	36,200	126,500	143,800	522,000
^ 2012	88,500	51,500	91,100	40,000	142,000	144,800	557,900
2013	117,000	65,000	87,100	39,000	169,100	154,100	631,300
TEN YEAR AVERAGE 2004-2013							
	94,850	52,950	77,715	30,715	93,160	94,551	443,941
MOST RECENT THREE YEAR AVERAGE 2011-2013							
	93,033	59,500	86,033	38,400	145,867	147,567	570,400

* 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, Texas, Vermont, Wisconsin, West Virginia



^ Numbers revised per USDA/ERS

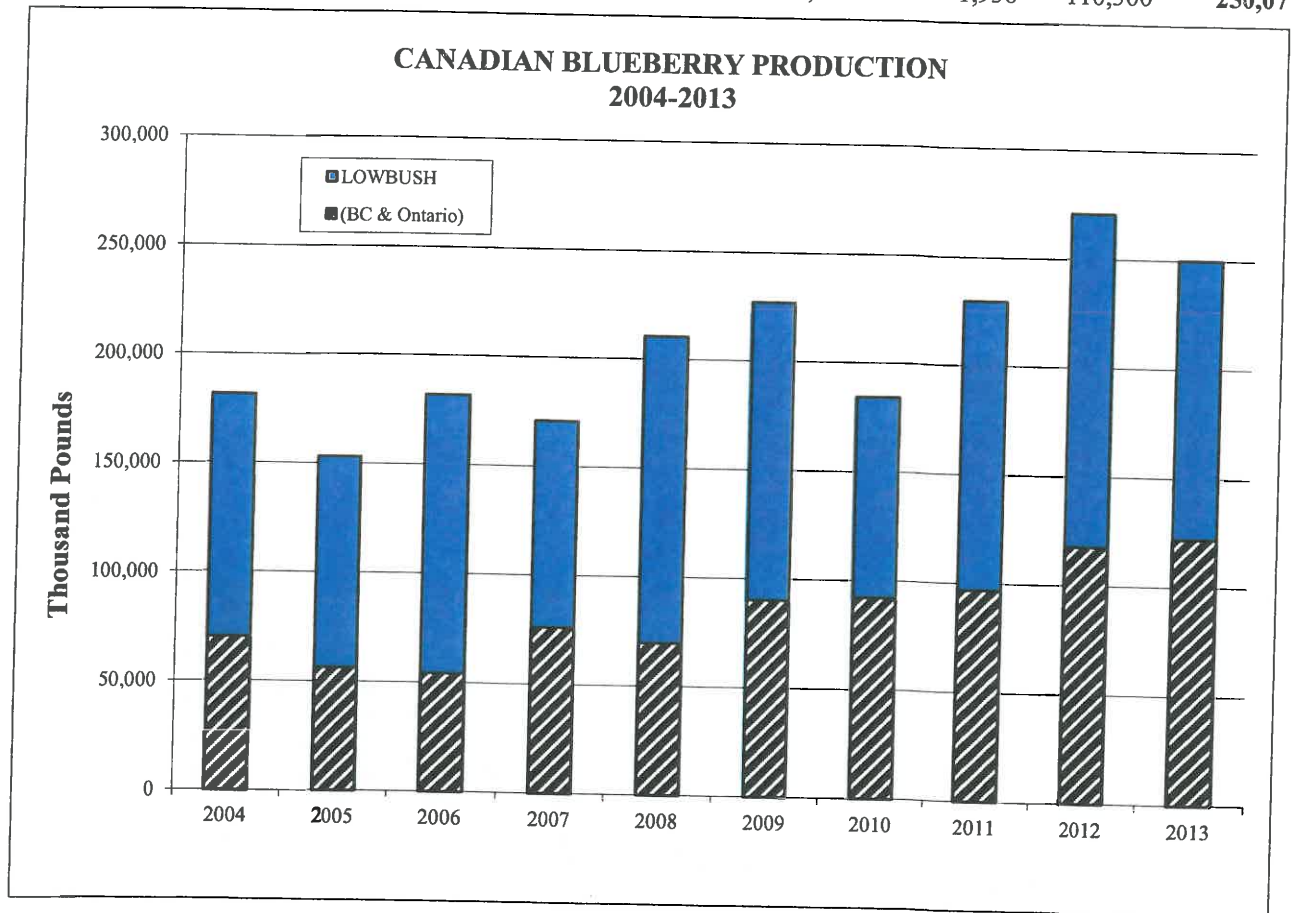
Source: see page #3.

CANADIAN BLUEBERRY PRODUCTION

2004 - 2013

(000 Pounds)

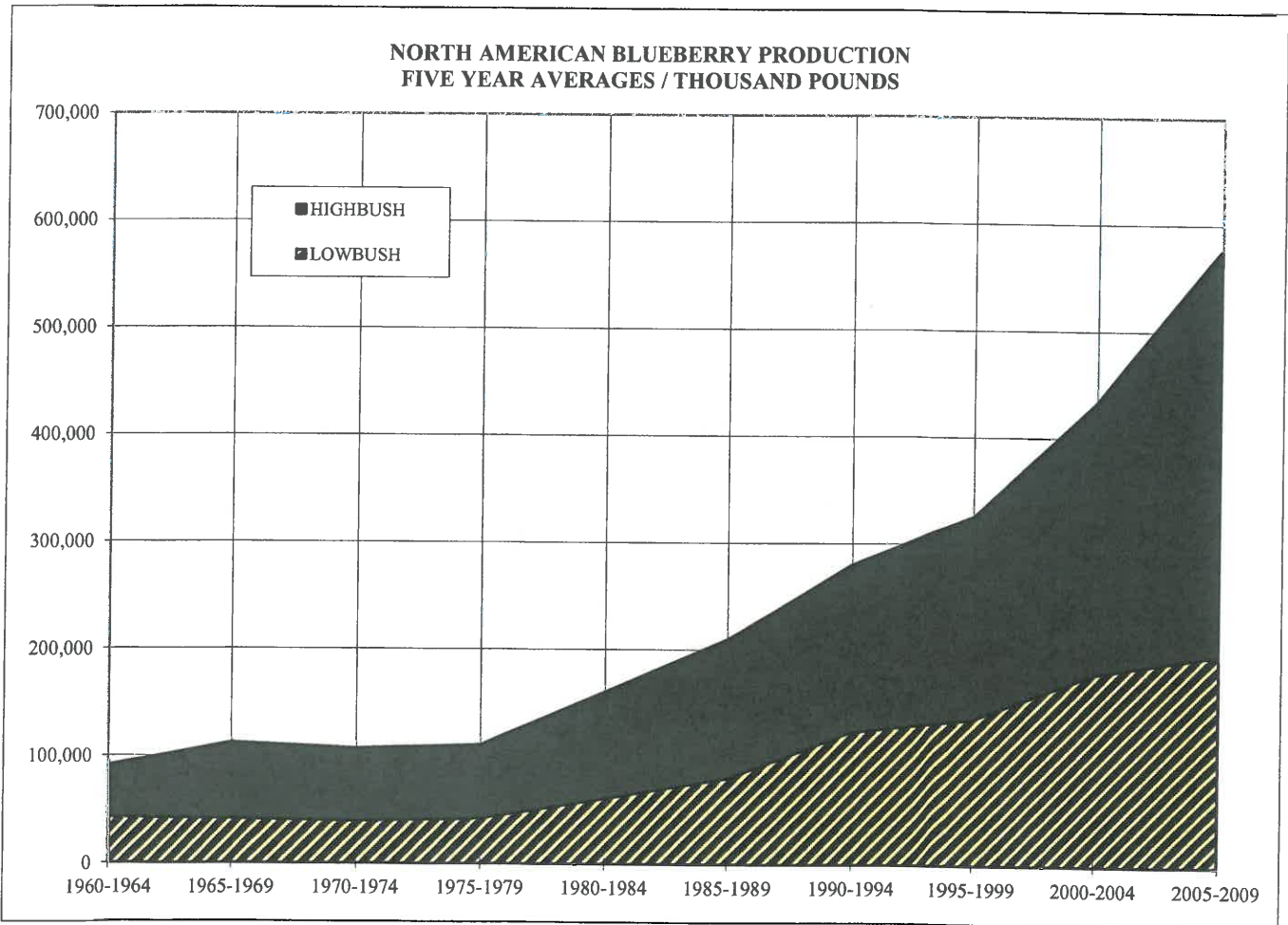
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2004	396	8,316	38,550	19,110	44,890	1,360	68,850	181,472
2005	500	8,350	34,886	20,126	32,900	1,120	55,150	153,032
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	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	214	13,338	29,424	27,582	62,058	1,914	95,000	229,530
* 2012	1,000	11,400	40,000	45,000	55,600	1,900	115,900	270,800
2013	-	15,000	41,400	40,000	31,500	2,000	120,000	249,900
TEN YEAR AVERAGE 2004-2013								
	400	10,556	34,975	28,750	46,627	1,900	82,703	205,912
MOST RECENT THREE YEAR AVERAGE 2011-2013								
	405	13,246	36,941	37,527	49,719	1,938	110,300	250,077



* Numbers revised per Stats Canada

**NORTH AMERICAN BLUEBERRY PRODUCTION
5 YEAR AVERAGES (1960-2013)
(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
(2010-2013*)	(211,634)	(574,506)	(786,140)

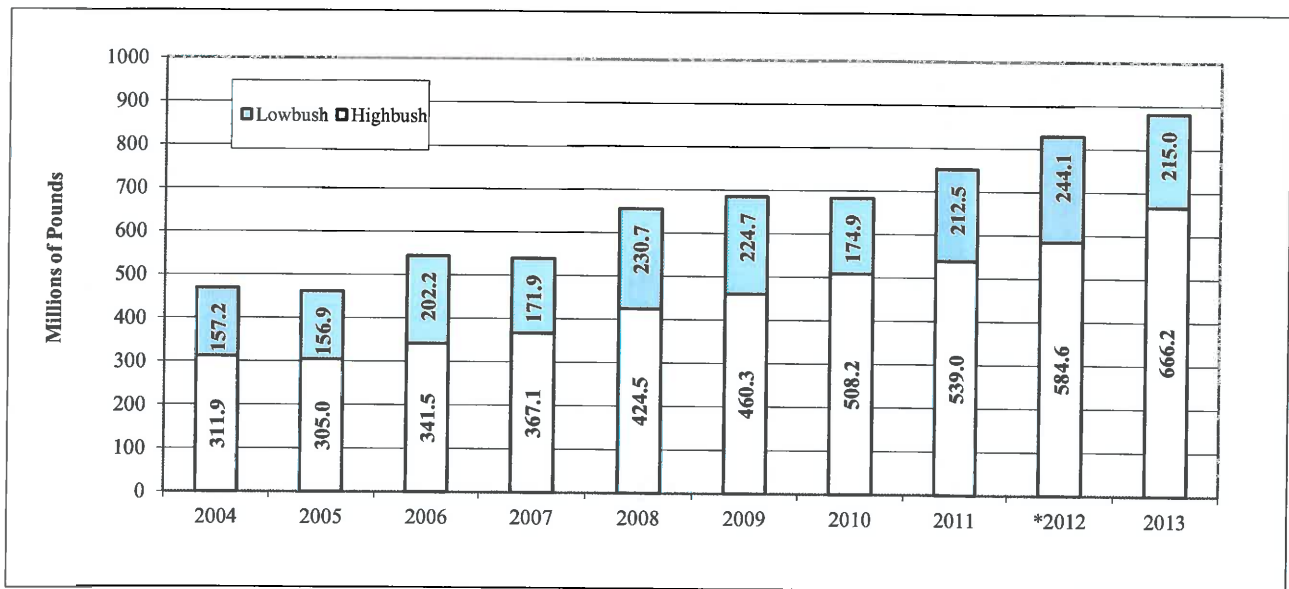


From 1960 to 2009 Average Total Production has increased more than six fold. The five year production average for 2005 to 2009 is +33% above the previous five year average (2000 to 2004)

* Four year average for comparison

NORTH AMERICAN BLUEBERRY PRODUCTION 2004-2013 (Millions of Pounds)

	<u>Highbush</u>	<u>Lowbush</u>	<u>Total</u>
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	539.0	212.5	751.5
*2012	584.6	244.1	828.7
2013	666.2	215.0	881.2



Production Averages Last 5 Years

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%

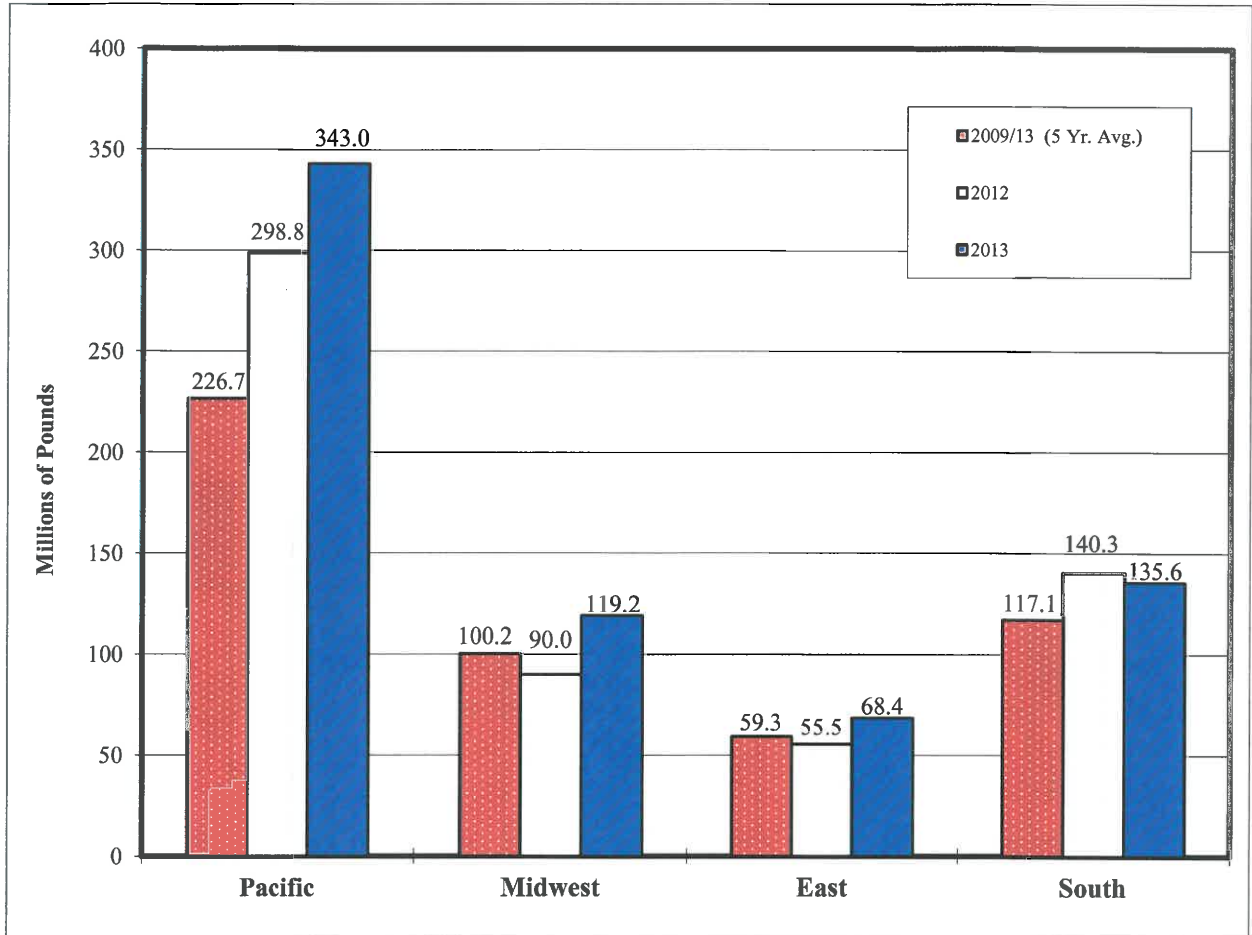
2011 Highbush total production 539,000,000 pounds = 71.7%
 Lowbush total production 212,516,000 pounds = 28.3%

2012 Highbush total production 584,600,000 pounds = 70.5%
 Lowbush total production 244,100,000 pounds = 29.4%

2013 Highbush total production 666,200,000 pounds = 75.5%
 Lowbush total production 216,400,000 pounds = 24.5%

*Numbers revised per USDA/ERS - July 2014 and Stats Canada - January 2014

HIGHBUSH BLUEBERRY PRODUCTION BY REGION (Millions of Pounds)



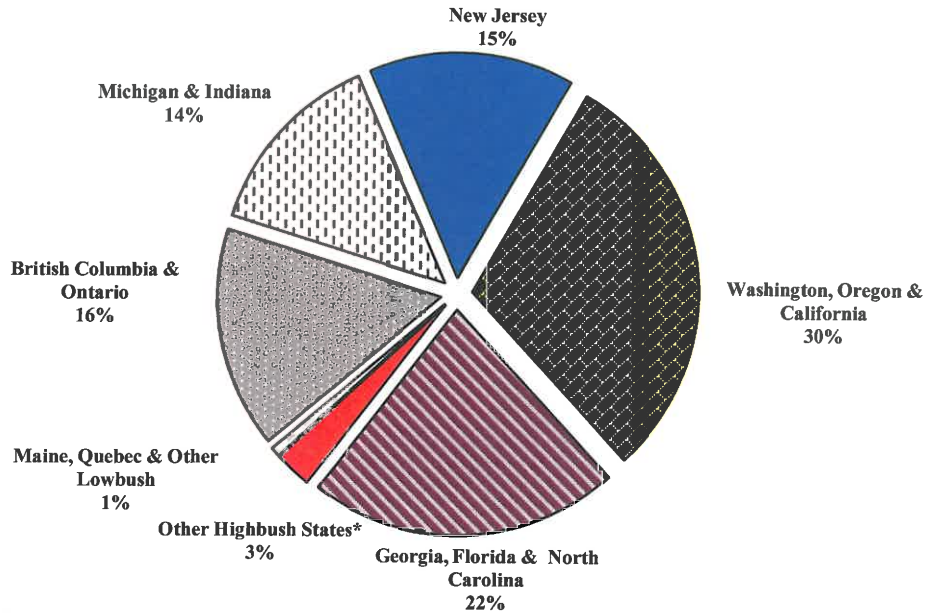
Pacific = Oregon, Washington, British Columbia, California

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

**2013
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH IN 2013

358,800,000 POUNDS

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

\$609,091,000

Fresh market consumption equals 41% of North American total production.

Fresh market income equals 62% of North American total income.

Highbush fresh market sales equal 53% of highbush production.

2013 total fresh pounds increased by 5.4% compared to 2012 (358.8 million pounds versus 340.0 million pounds).

2013 fresh sales dollars decreased -15.8% compared to 2012 level (\$609.1 million versus \$723.1 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", USDA ERS Tables, July 2014; Stats Canada "Fruit & Vegetable Production" Table 001-0009 January 2014

*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

Note: 2012 data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2014 and Stats Canada - January 2014

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION
2004-2013
(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>
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	52,400	67,500	6,180	53,211	299,641
2011	47,000	35,300	28,600	60,400	109,300	6,700	43,795	331,095
2012 *	43,000	34,000	30,000	54,100	113,400	11,800	53,700	340,000
2013	53,000	49,000	28,000	52,000	107,600	10,200	59,000	358,800

TEN YEAR AVERAGE 2004-2013

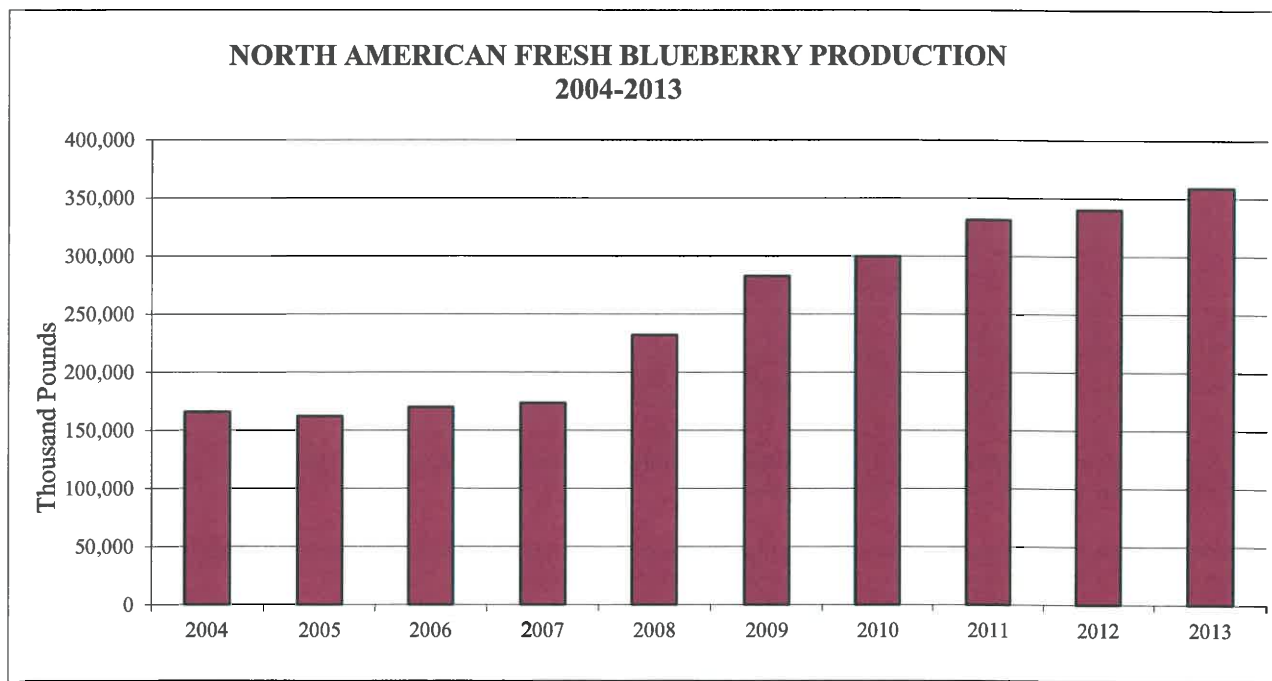
42,300	38,940	22,155	36,180	62,280	6,398	43,299	251,552
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MOST RECENT THREE YEAR AVERAGE 2011-2013

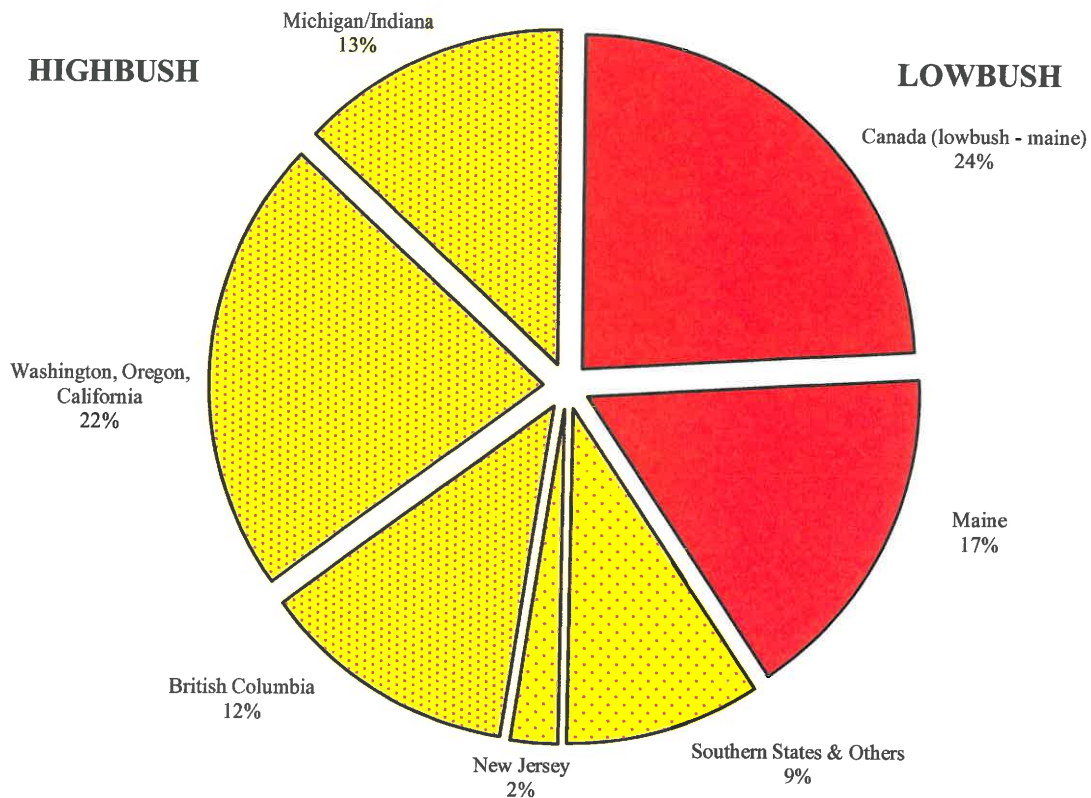
47,667	39,433	28,867	55,500	110,100	9,567	52,165	343,298
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* Revisions made due to changes in USDA "Non-Citrus Fruits and Nuts 2013 Preliminary Summary" July 2014 and Stats Canada - January 2014

** 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



**2013
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



**TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2013:
522,400,000 POUNDS**

**BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM LEVEL VALUE OF:
\$379,344,000**

Maine, Lowbush Canadian and Michigan blueberries combined represent 53.5% of process tonnage
(279,500,000 Pounds)

2013 total North American process tonnage increased by 6.9% compared to 2012 total
(522.4 million pounds versus 488.7 million pounds).

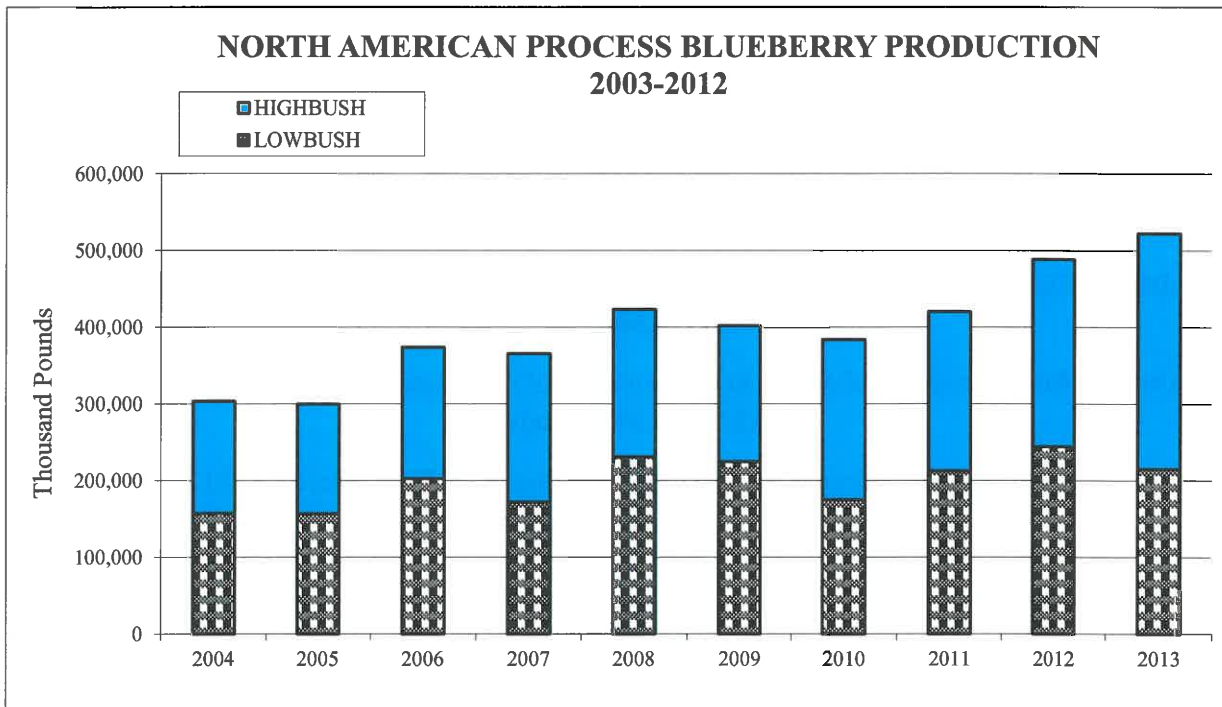
2013 total farm level income from North American process tonnage decreased by -1.2% compared to 2012 (\$379.3 million versus \$383.9 million).

In 2013, process utilization was 59.3% of total production and 38.4% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA ERS Tables, July 2014,
Note: 2012 data revised per USDA/NASS July 2014 report and
Stats Canada "Fruit & Vegetable Production", Table 001-0009 January 2014

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
LOWBUSH VS. Highbush
2004-2013
(000 Pounds)**

<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>Highbush</u>	<u>%</u>	<u>TOTAL</u>
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	212,516	50.5%	207,919	49.5%	420,435
* 2012	244,100	49.9%	244,600	50.1%	488,700
2013	215,000	41.2%	307,400	58.8%	522,400
TEN YEAR AVERAGE 2004-2013	199,024	50.3%	199,316	49.7%	398,340
MOST RECENT THREE YEAR AVERAGE 2011-2013	223,872	47.2%	253,306	52.8%	477,178



*Numbers revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2014 and Stats Canada - January 2014

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
CANADA VS. UNITED STATES
2004-2013
(000,000 Pounds)**

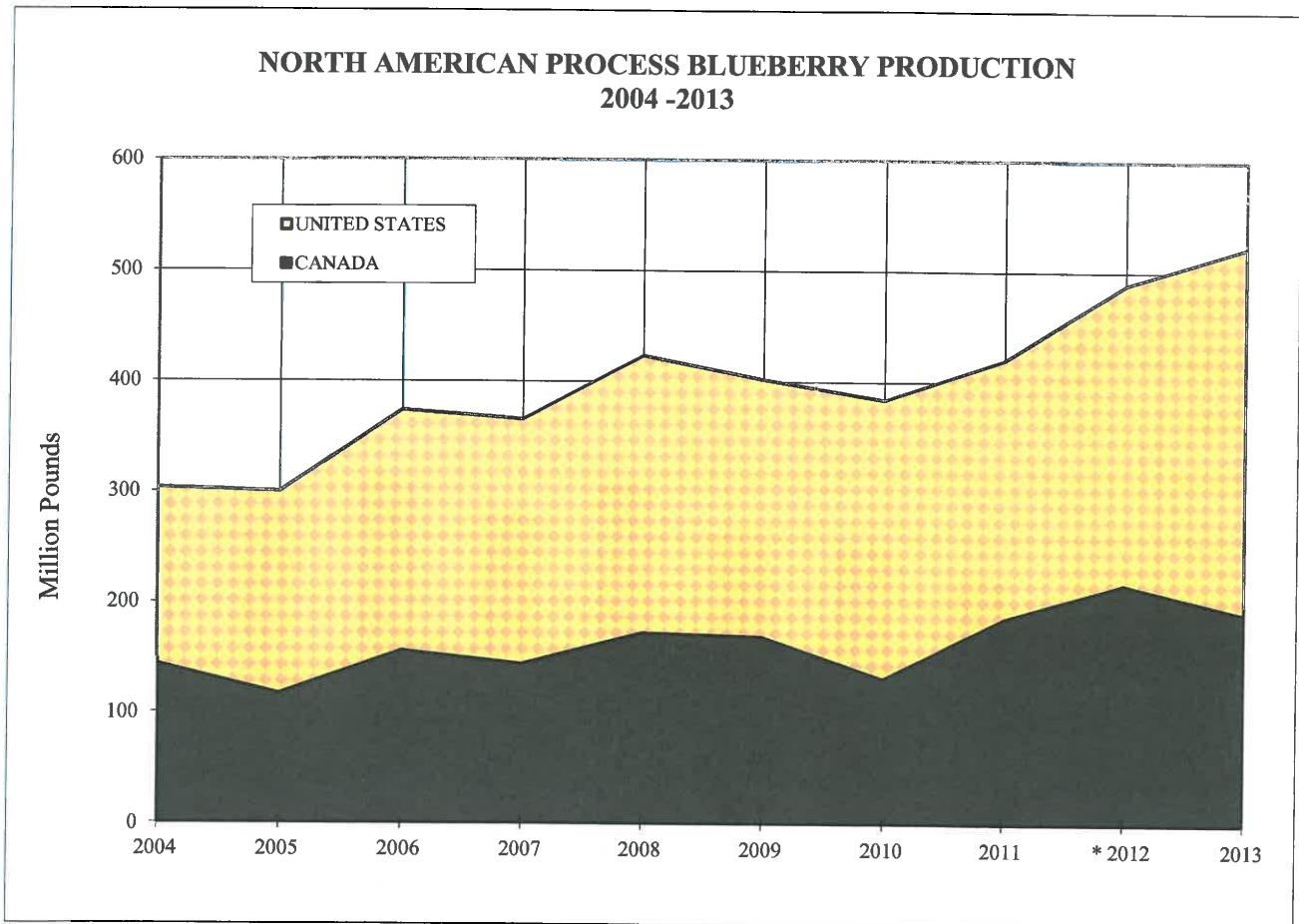
<u>YEAR</u>	<u>CANADA</u>	<u>UNITED STATES</u>	<u>TOTAL</u>
2004	143.5	159.9	303.4
2005	117.0	182.8	299.8
2006	155.8	218.0	373.8
2007	143.8	221.8	365.6
2008	172.2	251.1	423.3
2009	169.0	233.1	402.1
2010	131.4	252.5	383.9
2011	185.7	234.7	420.4
* 2012	217.1	271.6	488.7
2013	190.9	331.5	522.4

10 YEAR AVERAGE 2004-2013

162.6	235.7	398.3
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3 YEAR AVERAGE 2011-2013

197.9	279.3	477.2
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* 2012 data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - July 2014 and Stats Canda - January 2014

UNITED STATES PROCESS BLUEBERRY PRODUCTION 2004-2013 (000 Pounds)

YEAR	MAINE	MICHIGAN/ INDIANA	NEW JERSEY	WASH./ OREGON	SOUTHERN STATES & OTHERS*	U.S. PROCESS TOTAL	FROZEN IMPORTS	TOTAL INCLUDING IMPORTS
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	44,300	252,500	92,921	345,421
2011	82,500	38,400	15,000	59,100	39,700	234,700	111,963	346,663
2012	90,600	54,500	8,500	69,500	48,500	271,600	114,971	386,571
2013	86,600	68,000	12,000	105,500	59,400	331,500 **	129,378	460,878

TEN YEAR AVERAGE 2003-2012

77,560	55,920	10,650	54,000	37,558	235,688	93,437	329,125
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MOST RECENT THREE YEAR AVERAGE 2010-2012

86,567	53,633	11,833	78,033	49,200	279,267	118,771	398,037
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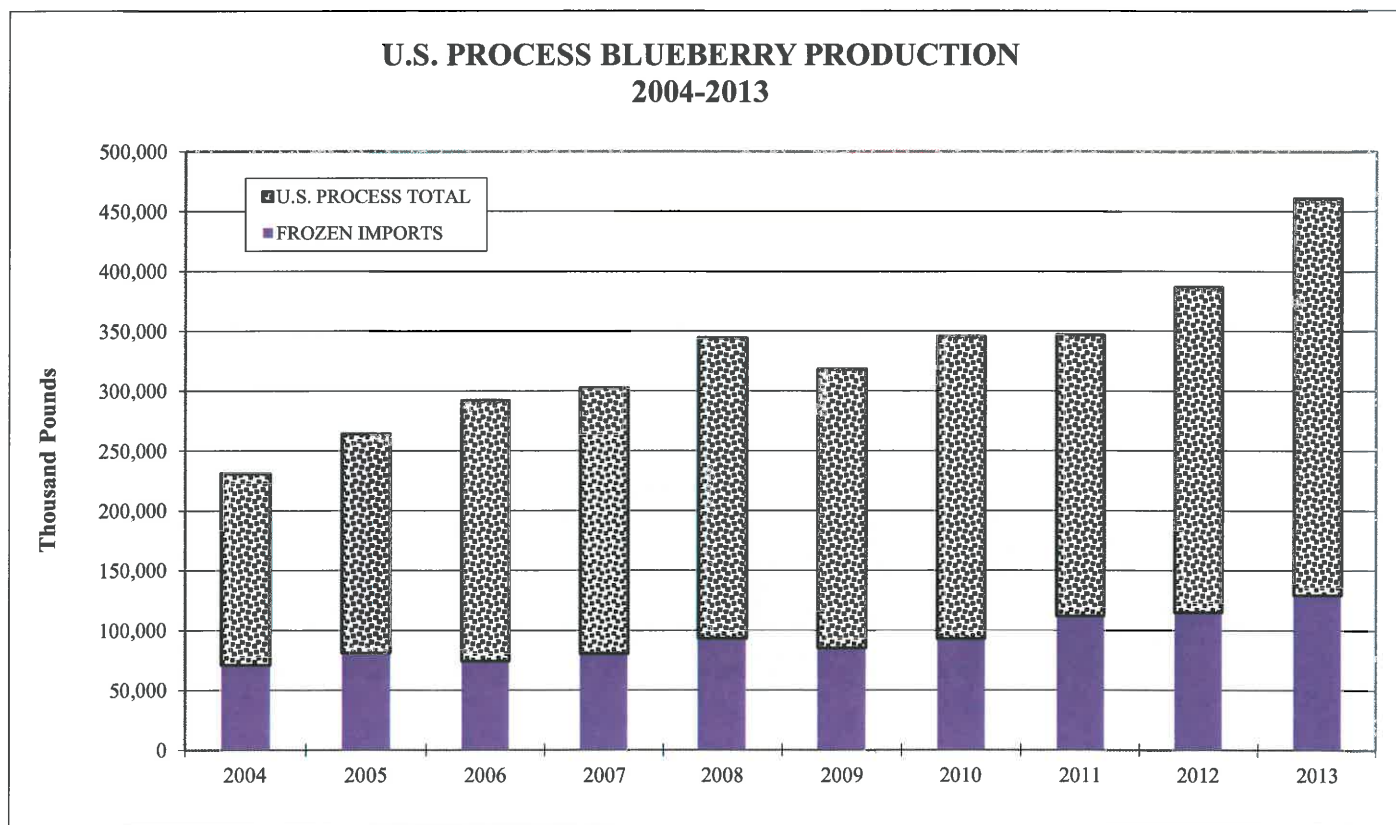
Source: 2013 Production - See Page 1. 2004 to 2012 = USDA - ERS - Non Citrus Fruits & Nuts 2012 Preliminary-July 2014

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 2013 totals 244,900; US Lowbush Process for 2013 totals 86,600

^ 2012 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2014



CANADIAN PROCESS BLUEBERRY PRODUCTION*
2004-2013
(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>
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	29.4	61.1	54.1	27.6	0.2	13.3	185.7
^2012	40.0	53.8	65.9	45.0	1.0	11.4	217.1
2013	41.4	29.5	65.0	40.0	0.0	15.0	190.9

10 YEAR AVERAGE 2004-2013

35.0	44.9	43.1	28.8	0.4	10.6	162.6 **
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MOST RECENT 3 YEAR AVERAGE 2011-2013

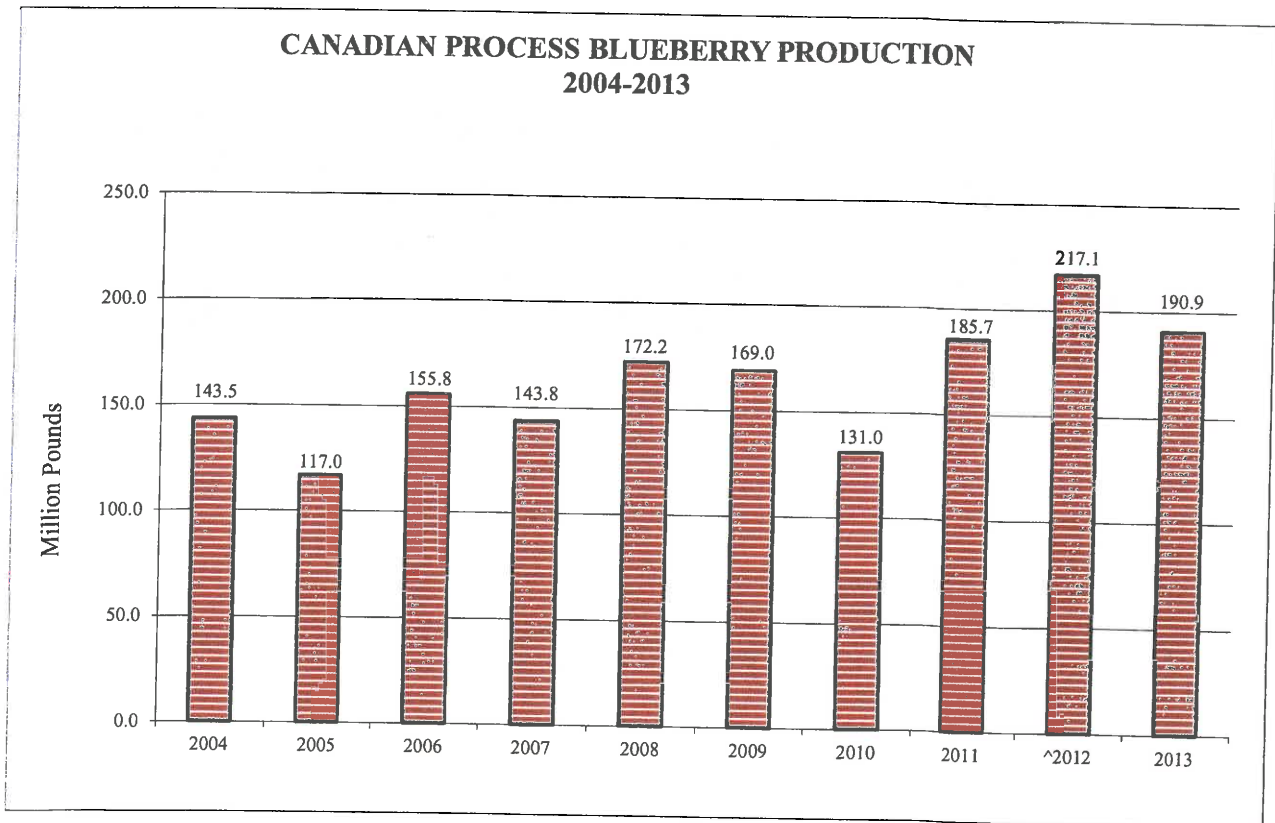
36.9	48.1	61.7	37.5	0.4	13.2	197.9
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*Ontario not included, 0 process production to date.

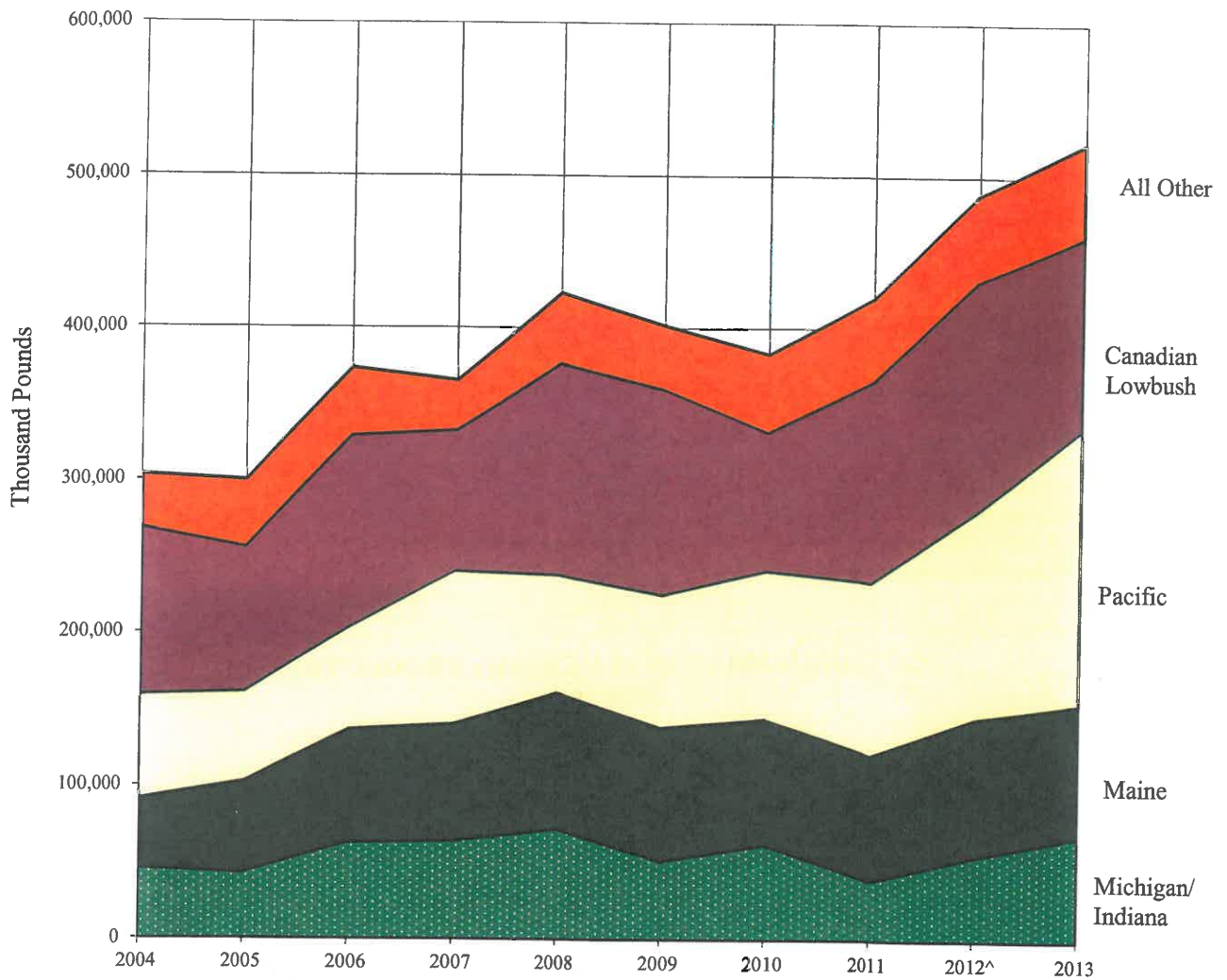
**Average of 119.5 million pounds Lowbush; 43.1 million pounds Highbush.

Source: 2013 Production- see Page 1. 2004-2012=Stats Canada with NABC adjustments for estimated fresh production.

^ 2012 Data revised per Stats Canada - January 2014



NORTH AMERICAN PROCESS BLUEBERRY TREND BY PRODUCTION AREA 2004-2013



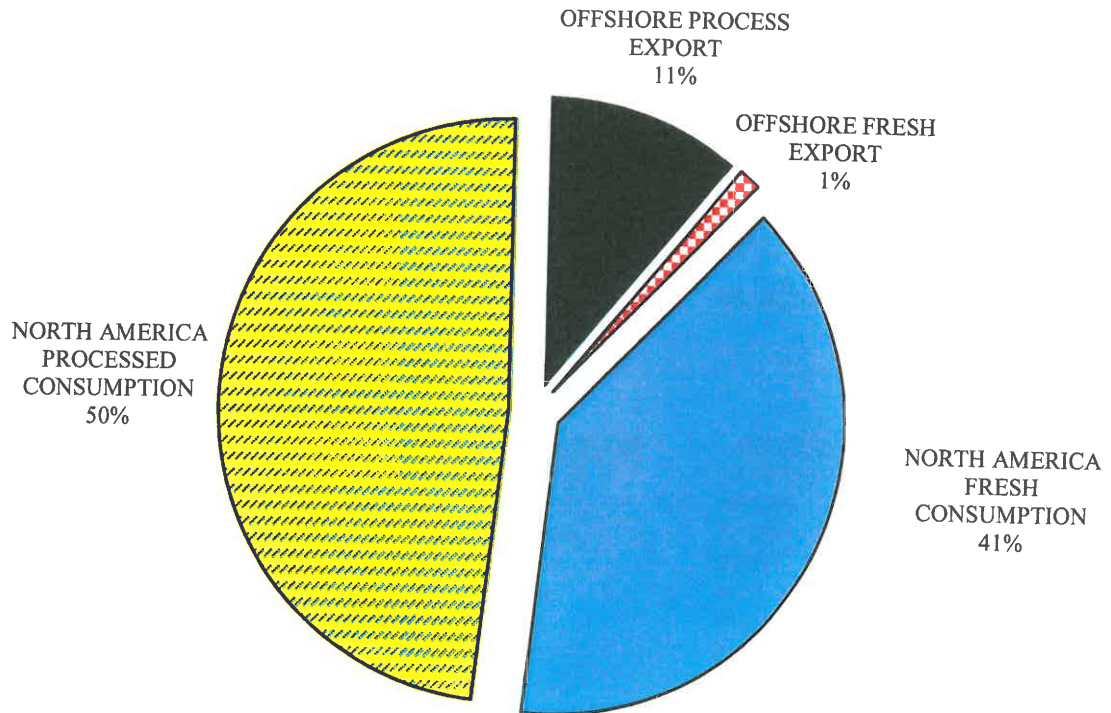
PACIFIC: British Columbia, Oregon, Washington and California combined.

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.

^2012 data revised per USDA/NASS & Stats Canada - 2014

**2013
ESTIMATED UTILIZATION OF
NORTH AMERICAN BLUEBERRIES**



**2013 CROP PRODUCTION TOTAL:
881,200,000 POUNDS**

**TOTAL ESTIMATED FARM GATE VALUE:
\$988,435,000**

ESTIMATED 2013 CROP UTILIZATION:

NORTH AMERICA FRESH CONSUMPTION: 347,689,433 POUNDS

OFFSHORE FRESH EXPORT: 11,110,567 POUNDS

NORTH AMERICAN PROCESSED CONSUMPTION: 426,000,000 POUNDS

OFFSHORE PROCESS EXPORT: 97,202,024 POUNDS

TOTAL UTILIZATION: 882,002,024 POUNDS

2012 AND 2013 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

UNITED STATES

	IMPORTS		FRESH:	EXPORTS	
	<u>2012 POUNDS</u>	<u>2013 POUNDS</u>		<u>2012 POUNDS</u>	<u>2013 POUNDS</u>
FRESH:					
CHILE	117,121,372	134,068,651	CANADA	63,924,202	75,000,106
CANADA	64,799,861	64,785,537	JAPAN	5,239,781	3,376,980
ARGENTINA	21,019,402	16,203,995	HONG KONG	2,188,041	2,070,977
MEXICO	7,872,292	10,324,472	TAIWAN	451,581	853,176
URUGUAY	1,448,488	1,412,653	SOUTH KOREA	242,138	692,613
PERU	38,900	1,025,602	SINGAPORE	254,578	650,167
NEW ZEALAND	114,685	103,667	NETHERLANDS	69,584	393,166
NETHERLANDS	25,516	102,618	UNITED KINGDOM	399,932	327,593
NICARAGUA	0	83,775	BELGIUM	7,337	274,872
UKRAINE	0	34,610	MEXICO	130,462	207,250
CHINA	0	22,244	CHINA	224,530	132,122
GERMANY	0	10,388	FRANCE	0	77,181
REP. OF S. AFRICA	0	1,168	AUSTRALIA	0	68,669
POLAND	0	926	ICELAND	45,364	54,509
SWITZERLAND	10,386	0	UNITED ARAB EMIRATES	18,843	36,360
			RUSSIA	0	28,201
FRESH TOTAL:	212,450,902	228,180,306	BRAZIL	32,410	25,401
			MALAYSIA	9,639	23,746
			BAHAMAS	17,423	20,860
			PHILIPPINES	7,840	16,803
			NEW ZEALAND	0	14,674
			KUWAIT	9,583	10,880
FROZEN:	<u>2012 POUNDS</u>	<u>2013 POUNDS</u>	QATAR	337	10,086
CANADA	81,638,915	89,955,711	TRINIDAD	2,405	6,131
CHILE	23,817,969	32,671,727	THAILAND	1,442	4,233
ARGENTINA	8,966,979	6,560,094	COLOMBIA	0	3,307
POLAND	66,138	170,129	BERMUDA	5,278	1,750
CHINA	0	13,378	SAUDI ARABIA	0	1,717
FRANCE	1,874	3,695	PANAMA	0	1,499
LITHUANIA	3,911	1,543	INDIA	3,668	1,495
FINLAND	0	1,157	ISRAEL	158,729	0
GERMANY	0	128	IRELAND	94,039	0
NETHERLANDS	166,668	0	SENEGAL	26,349	0
MEXICO	164,265	0	DENMARK	12,533	0
URUGUAY	143,916	0	URUGUAY	664	0
FROZEN TOTAL	114,970,635	129,377,562	FRESH TOTAL:	73,578,712	84,386,524
<u>GRAND TOTAL:</u>	<u>327,421,537</u>	<u>357,557,868</u>			

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

2012 AND 2013 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS (CON'T)

UNITED STATES

FROZEN:	<u>2012 POUNDS</u>	<u>2013 POUNDS</u>
CANADA	23,963,175	23,595,477
JAPAN	8,236,787	9,083,549
SOUTH KOREA	6,401,160	6,526,793
MEXICO	2,551,260	2,596,840
AUSTRALIA	683,704	1,493,012
NEW ZEALAND	607,103	862,907
UNITED KINGDOM	171,295	737,613
TAIWAN	330,679	559,173
HONG KONG	760,827	427,701
ISRAEL	271,702	343,510
CHINA	145,404	315,767
BAHAMAS	7,500	211,602
GERMANY	46,555	209,666
SOUTH AFRICA	0	163,200
PHILIPPINES	87,604	120,065
TRINIDAD	78,030	115,426
COSTA RICA	77,516	113,131
FRANCE	0	107,981
NETHERLANDS	109,716	96,173
THAILAND	41,870	85,882
JAMAICA	27,864	30,578
GUATEMALA	30,761	20,188
SINGAPORE	1,012	19,385
PANAMA	6,911	12,621
BARBADOS	13,342	12,456
UNITED ARAB EMIRATES	9,125	7,802
NIGERIA	0	7,648
BERMUDA	0	6,360
COLOMBIA	2,414	5,329
DOMINICAN REPUBLIC	1,045	4,722
CURACO	1,753	4,586
EL SALVADOR	1,947	2,657
HONDURAS	1,940	2,577
SAUDI ARABIA	0	2,560
FINLAND	0	1,687
NICARAGUA	1,634	1,041
BAHRAIN	0	769
CAMBODIA	2,736	0
KUWAIT	1,960	0
FROZEN TOTAL:	44,676,331	47,908,434
<u>GRAND TOTAL:</u>	<u>118,255,043</u>	<u>132,294,958</u>

2012 AND 2013 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

	IMPORTS			EXPORTS	
	2012 POUNDS	2013 POUNDS		2012 POUNDS	2013 POUNDS
FRESH:			FRESH:		
UNITED STATES	67,391,829	86,138,259	UNITED STATES	64,799,861	64,785,537
CHILE	22,632,452	21,123,650	ITALY	0	431,980
ARGENTINA	4,161,275	3,692,537	SOUTH KOREA	53,997	253,483
MEXICO	333,313	300,513	AUSTRALIA	96,002	177,435
URUGUAY	166,937	280,271	JAPAN	189,291	160,252
ANTIGUA BARBUDA	791	7,000	FRANCE	88	108,294
SWITZERLAND	0	408	GERMANY	0	104,694
PERU	0	170	NETHERLANDS	194	98,687
NEW ZEALAND	0	0	DENMARK	53,997	53,997
GUATEMALA	11	0	PORTUGAL	0	53,969
CHINA	0	0	UNITED KINGDOM	25,132	52,906
BELGIUM	0	0	BELGIUM	3,571	51,305
BRAZIL	0	0	CZECH REPUBLIC	0	48,572
AZERBAIJAN	0	0	RUSSIA	115,843	48,001
BELIZE	0	0	HONG KONG	45,362	35,007
			IRELAND	15,805	11,228
			TAIWAN	26,360	10,104
FRESH TOTAL:	94,686,608	111,542,808	MALAYSIA	0	8,150
			INDONESIA	0	6,905
FROZEN:			ICELAND	8,821	4,103
UNITED STATES	23,955,508	24,769,494	UNITED ARAB EMIRATES	0	3,089
CHILE	2,315,846	941,168	THAILAND	2,196	1,541
THAILAND	0	54,601	SAINT PIERRE	20	348
ARGENTINA	402,730	50,970	BURKINA FASO	86	99
MEXICO	51	2,566	CHINA	52,496	0
FRANCE	7,716	2,205	ARUBA	410	0
LITHUANIA	2,606	600	FRESH TOTAL	65,489,532	66,509,686
BRAZIL	0	137			
IRAN	2,522	0	FROZEN:		
CHINA	2,275	0	UNITED STATES	81,598,414	89,955,711
POLAND	772	0	JAPAN	18,782,248	17,127,745
JAPAN	13	0	GERMANY	19,378,436	15,682,160
BELGIUM	0	0	NETHERLANDS	11,470,470	9,936,194
GERMANY	0	0	CHINA	6,752,500	8,395,176
			FRANCE	7,040,145	6,357,330
FROZEN TOTAL:	26,690,039	25,821,741	BELGIUM	7,674,389	3,780,146
			UNITED KINGDOM	2,672,775	2,289,993
GRAND TOTAL:	121,376,647	137,364,549	SOUTH KOREA	3,119,066	2,237,296
			AUSTRALIA	1,861,520	1,888,374
			NEW ZEALAND	788,259	1,074,304
			SWITZERLAND	1,394,976	742,454
			ITALY	1,380,042	512,702
			POLAND	104,615	494,465
			PHILIPPINES	314,427	418,647
			AUSTRIA	555,173	319,200
			RUSSIA	260,764	314,160
			TAIWAN	291,744	263,847
			IRELAND	203,996	147,001
			INDONESIA	83,781	127,801
			THAILAND	153,696	119,375
			MALAYSIA	53,999	105,644
			SWEDEN	516,857	101,998
			EGYPT	50,999	101,998
			LITHUANIA	0	57,154
			SWAZILAND	0	52,469

SOURCE: STATISTICS CANADA "TOTAL IMPORTS AND TOTAL EXPORTS 2013" CODE CRO-0124975

2012 AND 2013 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

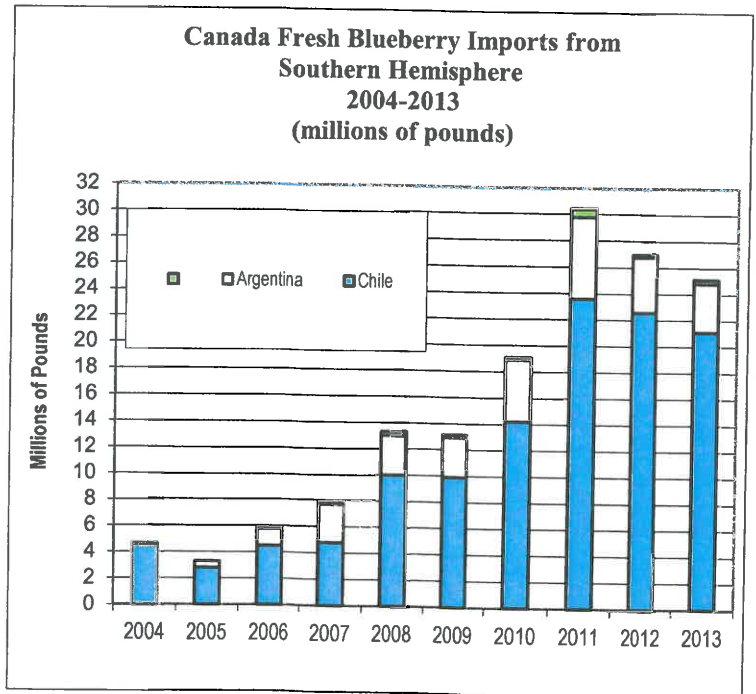
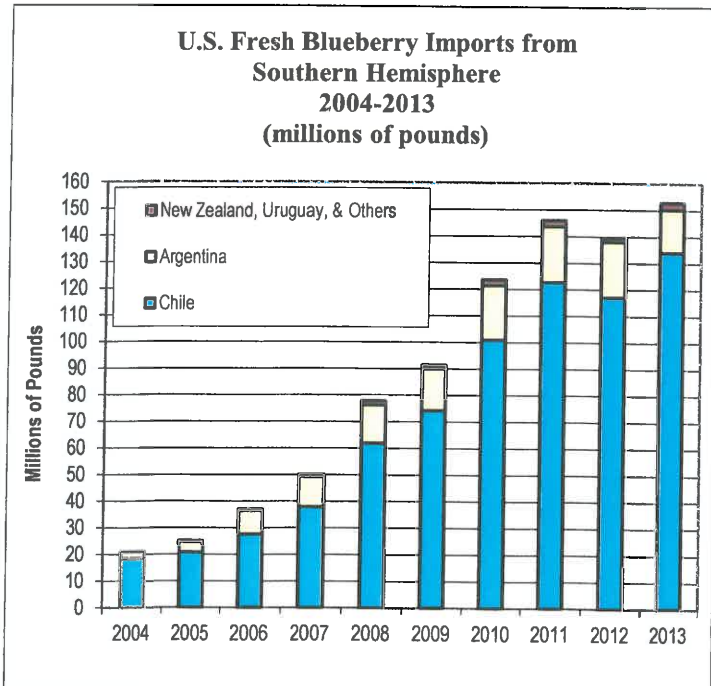
	EXPORTS	
FROZEN:	<u>2012 POUNDS</u>	<u>2013 POUNDS</u>
FINLAND	0	51,451
LATVIA	105,711	51,149
CROATIA	50,999	50,999
LUXEMBOURG	0	50,999
UNITED ARAB EMIRATES	24,021	23,999
INDIA	0	19,416
SAINT PIERRE & MIQUELON	26	35
SPAIN	52,469	0
SOUTH AFRICA	35,249	0
BRAZIL	13,999	0
NETHERLANDS ANTILLES	1,089	0
CUBA	137	0
NORWAY	162,812	0
SERBIA	52,701	0
FROZEN TOTAL:	167,002,504	162,851,392
GRAND TOTAL:	<u><u>232,492,036</u></u>	<u><u>229,361,078</u></u>

**NORTH AMERICAN FRESH IMPORTS OF
SOUTHERN HEMISPHERE BLUEBERRIES
2004-2013
(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	
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
2012	117.1	21.0	0.1	1.4	0.0	22.6	4.2	0.0	0.2	0.0	166.6
2013	134.1	16.2	0.1	1.4	1.1	21.1	3.7	0.0	0.3	0.0	178.0
10 YEAR AVERAGE 2004-2013	71.57	13.6	0.26	0.92	0.14	11.8	2.97	0.0	0.19	0.0	101.46
3 YEAR AVERAGE 2011-2013	124.6	19.4	0.1	1.6	0.4	22.4	4.7	0.0	0.4	0.0	173.7

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



UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2004-2013 (000 Pounds)

YEAR	IMPORTS:			EXPORTS:		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
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
2012	114,971	212,451	327,422	44,676	73,579	118,255
2013	129,378	228,180	357,558	47,908	84,387	132,295

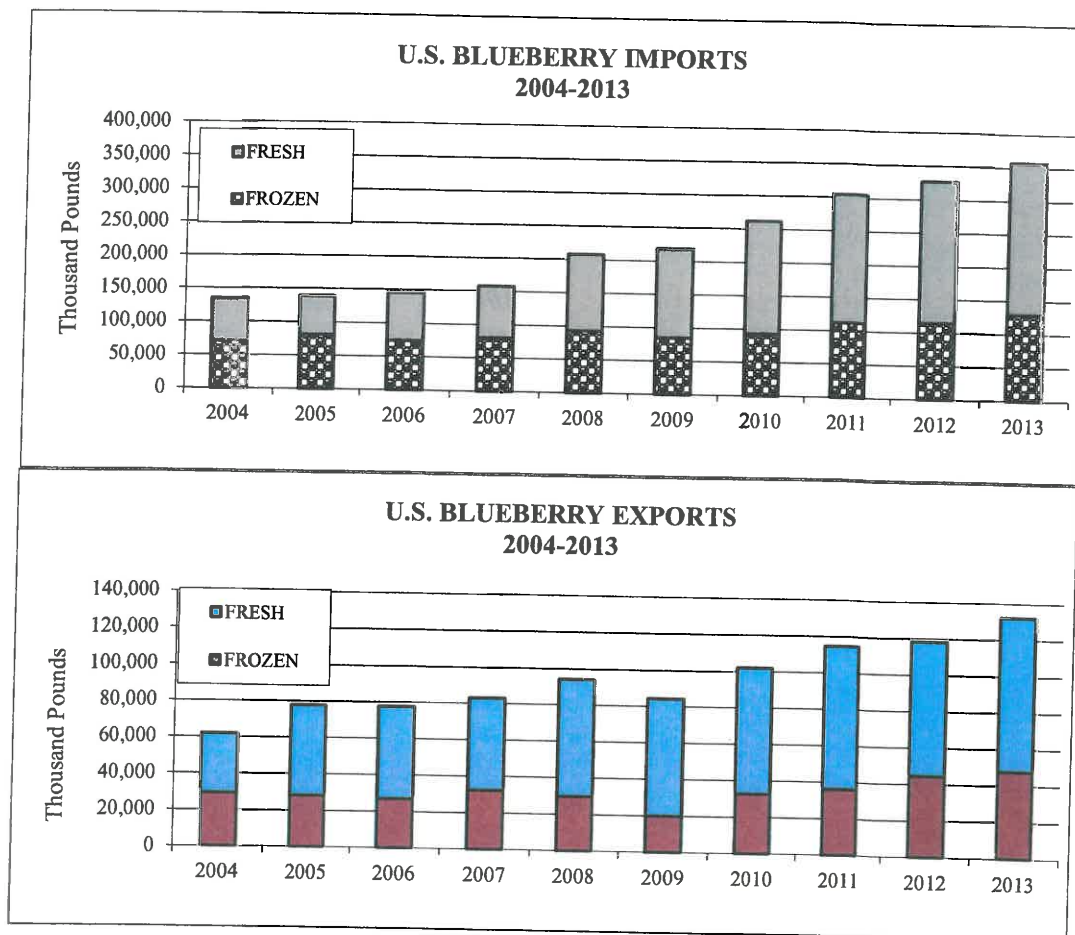
10 YEAR AVERAGE 2004-2013

93,437	132,158	225,595	32,838	61,684	94,521
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3 YEAR AVERAGE 2011-2013

118,771	211,057	329,828	42,920	78,819	121,739
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Source: U.S. Bureau of Census Calendar Year



**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS
(JULY TO JUNE)
2001/02 TO 2012/13
(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>
2001/02	35,281	6,320	41,601	19,397	7,891	27,288
2002/03	26,876	9,453	36,329	15,352	9,537	24,889
2003/04	30,543	16,317	46,860	23,273	8,041	31,314
2004/05	17,350	15,736	33,086	17,682	9,703	27,385
2005/06	31,758	22,248	54,006	13,366	10,428	23,794
2006/07	28,194	20,423	48,617	19,025	13,210	32,235
2007/08	28,466	26,439	54,905	20,344	16,265	36,609
2008/09	34,973	32,414	67,387	10,641	9,950	20,591
2009/10	31,744	37,588	69,332	7,621	14,951	22,572
2010/11	34,463	45,209	79,672	21,838	15,459	37,297
2011/12	31,026	48,174	79,200	17,596	21,373	38,969
2012/13	26,146	41,258	67,404	22,804	25,873	48,677

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

* Includes exports to Canada.

**2013 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	2013 TOTAL
CANADA	41,972,008	56%	33,028,098	44%	75,000,106
JAPAN	1,373,702	41%	2,003,278	59%	3,376,980
HONG KONG	777,741	38%	1,293,236	62%	2,070,977
TAIWAN	638,459	75%	214,717	25%	853,176
UNITED KINGDOM	99,020	30%	228,573	70%	327,593
SINGAPORE	471,897	73%	178,271	27%	650,168
SOUTH KOREA	507,528	73%	185,085	27%	692,613
CHINA	1,675	0%	130,446	0%	132,121
FRANCE	77,181	0%	0	0%	77,181
MEXICO	103,248	50%	104,002	50%	207,250
RUSSIA	28,201	100%	0	0%	28,201
NETHERLANDS	393,166	100%	0	0%	393,166
ICELAND	54,509	100%	0	0%	54,509
BRAZIL	25,401	100%	0	0%	25,401
COLOMBIA	3,307	100%	0	0%	3,307
UNITED ARAB EMIRATES	20,666	57%	15,695	43%	36,361
BAHAMAS	20,860	100%	0	0%	20,860
PANAMA	1,499	100%	0	0%	1,499
MALAYSIA	6,933	29%	16,812	71%	23,745
KUWAIT	10,880	100%	0	0%	10,880
PHILIPPINES	16,803	100%	0	0%	16,803
NEW ZEALAND	14,674	100%	0	0%	14,674
AUSTRALIA	68,669	100%	0	0%	68,669
BELGIUM	274,872	100%	0	0%	274,872
BERMUDA	0	0%	1,750	100%	1,750
INDIA	1,495	100%	0	0%	1,495
TRINIDAD	5,500	90%	631	10%	6,131
THAILAND	4,233	100%	0	0%	4,233
SAUDI ARABIA	489	28%	1,228	72%	1,717
QATAR	10,086	100%	0	0%	10,086
FRESH TOTAL:	46,984,702	56%	37,401,822	44%	84,386,524

Note: Fresh exports excluding Canada total 9,386,418 pounds of which Highbush accounts for 53% (5,012,694 pounds) and Lowbush accounts for 47% (4,373,724 pounds)

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

**2013 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	2013 TOTAL
CANADA	15,102,835	64%	8,492,642	36%	23,595,477
JAPAN	4,919,311	54%	4,164,238	46%	9,083,549
SOUTH KOREA	4,542,014	70%	1,984,779	30%	6,526,793
MEXICO	702,628	27%	1,894,212	73%	2,596,840
HONG KONG	50,234	12%	377,467	88%	427,701
AUSTRALIA	1,441,114	97%	51,898	3%	1,493,012
NEW ZEALAND	862,907	100%	0	0%	862,907
TAIWAN	357,368	64%	201,805	36%	559,173
ISRAEL	165,422	48%	178,088	52%	343,510
UNITED KINGDOM	426,731	58%	310,882	42%	737,613
CHINA	166,368	53%	149,399	47%	315,767
NETHERLANDS	96,173	100%	0	0%	96,173
PHILIPPINES	1,565	1%	118,499	99%	120,064
TRINIDAD	28,111	24%	87,315	76%	115,426
COSTA RICA	104,295	92%	8,836	8%	113,131
GERMANY	209,666	100%	0	0%	209,666
THAILAND	85,882	100%	0	0%	85,882
GUATEMALA	19,542	97%	646	3%	20,188
JAMAICA	26,788	88%	3,790	12%	30,578
BARBADOS	11,376	91%	1,080	9%	12,456
UNITED ARAB EMIRATES	990	13%	6,812	87%	7,802
NIGERIA	0	0%	7,648	100%	7,648
BAHRAIN	769	100%	0	0%	769
SAUDI ARABIA	2,560	100%	0	0%	2,560
FRANCE	0	0%	107,981	100%	107,981
BERMUDA	3,122	49%	3,239	51%	6,361
BAHAMAS	0	0%	211,602	100%	211,602
PANAMA	12,621	100%	0	0%	12,621
FINLAND	1,687	100%	0	0%	1,687
COLOMBIA	5,329	100%	0	0%	5,329
REP. S. AFRICA	81,599	50%	81,601	50%	163,200
EL SALVADOR	2,657	100%	0	0%	2,657
HONDURAS	2,577	100%	0	0%	2,577
CURACO	4,586	100%	0	0%	4,586
NICARAGUA	1,041	100%	0	0%	1,041
DOMINICAN REPUBLIC	3,217	68%	1,506	32%	4,723
SINGAPORE	19,385	100%	0	0%	19,385
FROZEN TOTAL:	29,462,470	61%	18,445,965	39%	47,908,435

Note: Frozen exports excluding Canada total 24,312,958 pounds of which Highbush accounts for 59% of the total (14,359,635 pounds) and Lowbush accounts for 41% of the total (9,953,323 pounds)

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

CANADIAN BLUEBERRY IMPORTS & EXPORTS 2004-2013 (000 POUNDS)

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
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	102,018	126,054	157,981	44,291	202,272
2012	26,690	94,687	121,377	167,002	65,490	232,492
2013	25,822	111,543	137,365	162,851	66,510	229,361

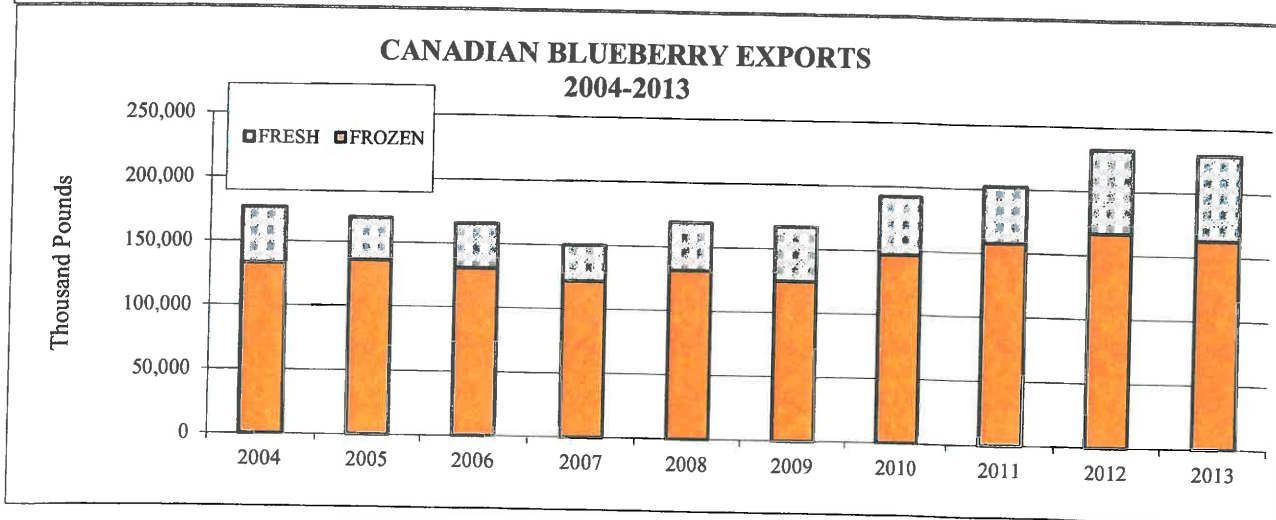
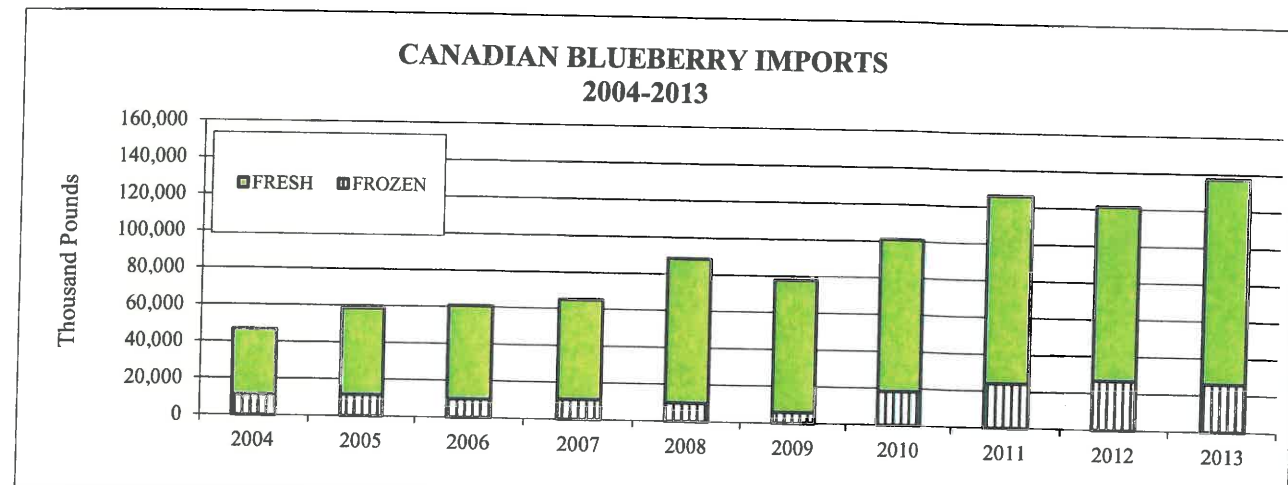
10 year average 2004-2013

FROZEN	15,363	72,864	88,227	FROZEN	141,314	44,193	185,507
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3 year average 2011-2013

FROZEN	25,516	102,749	128,265	FROZEN	162,611	58,764	221,375
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Source: Stats Canada



**2013 CANADIAN FRESH BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FRESH EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2013 TOTAL
UNITED STATES	47,065,157	73%	17,720,381	27%	64,785,538
JAPAN	151,253	94%	8,999	6%	160,252
AUSTRALIA	80,001	45%	97,435	55%	177,436
GERMANY	0	0%	104,694	100%	104,694
DENMARK	0	0%	53,997	100%	53,997
ITALY	0	0%	431,980	100%	431,980
SOUTH KOREA	0	0%	253,483	100%	253,483
RUSSIAN FEDERATION	0	0%	48,001	100%	48,001
HONG KONG	31,788	91%	3,219	9%	35,007
MALAYSIA	8,150	100%	0	0%	8,150
TAIWAN	10,104	100%	0	0%	10,104
INDONESIA	6,905	100%	0	0%	6,905
UNITED KINGDOM	0	0%	52,906	100%	52,906
REPUBLIC OF IRELAND	11,228	100%	0	0%	11,228
CZECH REPUBLIC	0	0%	48,572	100%	48,572
UNITED ARAB EMIR.	2,848	92%	240	8%	3,088
ICELAND	4,103	0%	0	0%	4,103
BELGIUM	0	0%	51,305	100%	51,305
THAILAND	1,541	0%	0	0%	1,541
NETHERLANDS	0	0%	98,687	100%	98,687
FRANCE	0	0%	108,294	100%	108,294
PORTUGAL	0	0%	53,969	100%	53,969
BURKINA FASO	0	0%	99	100%	99
SAINT PIERRE & MIQUELON	0	0%	348	100%	348
FRESH TOTAL:	47,373,078	71%	19,136,609	29%	66,509,687

Note: Fresh exports excluding the United States total 1,724,149 pounds of which Highbush accounts for 18% of the total (307,921 pounds) and Lowbush accounts for 82% of the total (1,416,228 pounds).

Source: Statistics, CATSNET Analytics Canada "Canadian Domestic Exports of Blueberries"

**2013 CANADIAN FROZEN BLUEBERRY EXPORTS
HIGHBUSH VERSUS LOWBUSH
(POUNDS)**

FROZEN EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2013 TOTAL
UNITED STATES	48,353,018	54%	41,602,694	46%	89,955,712
GERMANY	340,320	2%	15,341,840	98%	15,682,160
JAPAN	2,959,459	17%	14,168,285	83%	17,127,744
NETHERLANDS	192,457	2%	9,743,737	98%	9,936,194
BELGIUM	1,176,022	31%	2,604,124	69%	3,780,146
FRANCE	509,990	8%	5,847,340	92%	6,357,330
INDIA	19,416	100%	0	0%	19,416
CHINA	2,480,528	30%	5,914,649	70%	8,395,177
SOUTH KOREA	0	0%	2,237,296	100%	2,237,296
UNITED KINGDOM	346,049	15%	1,943,944	85%	2,289,993
AUSTRALIA	1,140,795	60%	747,580	40%	1,888,375
SWITZERLAND	0	0%	742,454	100%	742,454
ITALY	0	0%	512,702	100%	512,702
NEW ZEALAND	657,381	61%	416,923	39%	1,074,304
AUSTRIA	0	0%	319,200	100%	319,200
SWEDEN	0	0%	101,998	100%	101,998
FINLAND	0	0%	51,451	100%	51,451
PHILIPPINES	0	0%	418,647	100%	418,647
TAIWAN	7,681	3%	256,166	97%	263,847
RUSSIAN FEDERATION	46,111	15%	268,048	85%	314,159
SWAZILAND	0	0%	52,469	100%	52,469
REPUBLIC OF IRELAND	0	0%	147,001	100%	147,001
THAILAND	52,498	44%	66,877	56%	119,375
LATVIA	0	0%	51,149	100%	51,149
POLAND	0	0%	494,465	100%	494,465
INDONESIA	52,498	41%	75,303	59%	127,801
MALAYSIA	0	0%	105,644	100%	105,644
EGYPT	0	0%	101,998	100%	101,998
CROATIA	0	0%	50,999	100%	50,999
LITHUANIA	0	0%	57,154	0%	57,154
LUXEMBOURG	0	0%	50,999	0%	50,999
UNITED ARAB EMIRATES	23,999	0%	0	0%	23,999
SAINT PIERRE & MIQUELON	35	100%	0	0%	35
FROZEN TOTAL:	58,358,257	36%	104,493,136	64%	162,851,393

Note: Frozen exports excluding shipments to the United States total 72,895,681 pounds of which Highbush represents 14% of shipments (10,005,239 pounds) and Lowbush represents 86% of shipments (62,890,442 pounds).

Source: Statistics, CATSNET Analytics Canada "Canadian Domestic Exports of Blueberries"

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT
2004-2013
(000 POUNDS)**

YEAR	NORTH AMERICAN TOTAL PRODUCTION	OFFSHORE EXPORT*	OFFSHORE EXPORT AS % OF PRODUCTION
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	751,530	115,520	15%
^2012	828,700	116,461	14%
2013	881,200	108,319	12%

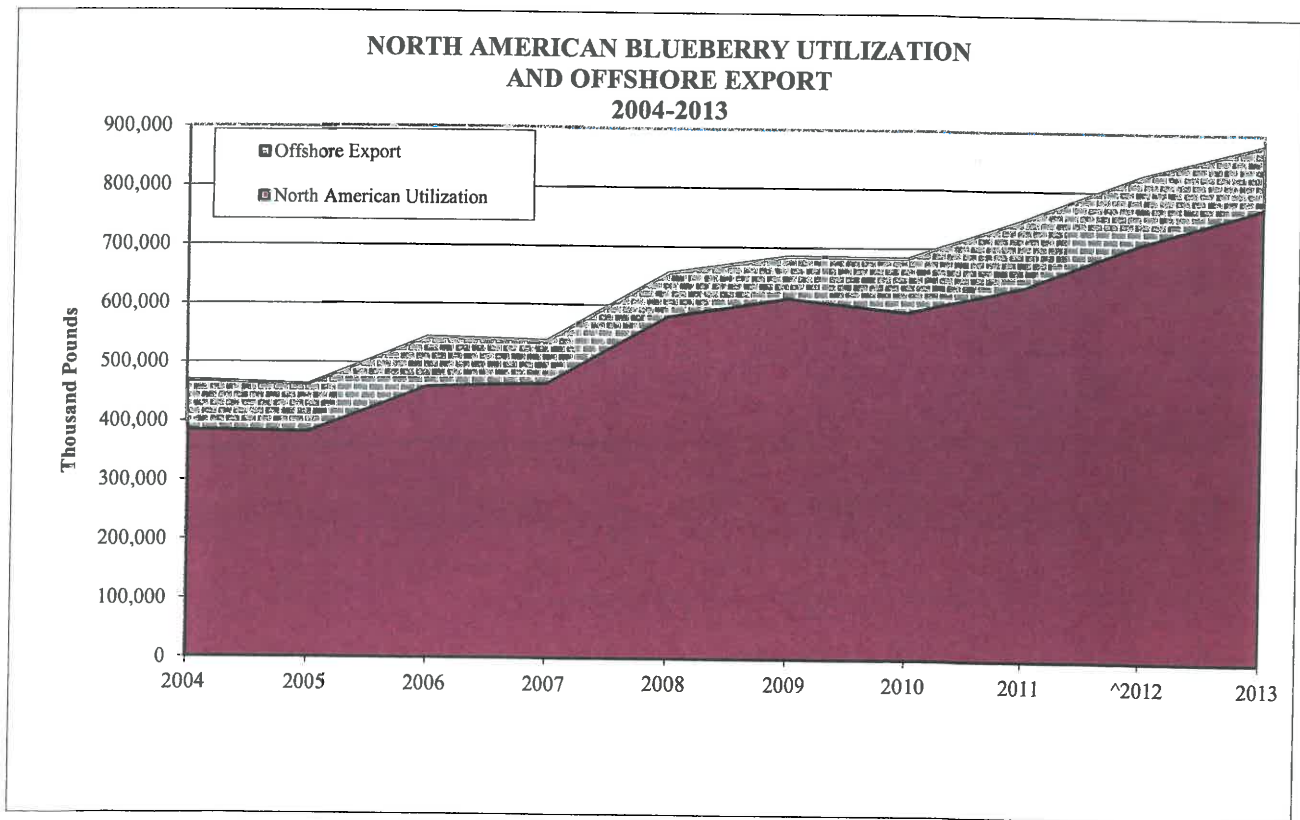
Ten Year Average 2004-2013 649,853 90,207 14%

The ten year average (2004-2013) for offshore export is 14% of the average of blueberry production from 2004 to 2013

North American offshore exports in 2013 total 108,319,205 pounds of which 11,110,567 pounds (10%) were fresh blueberries and 97,208,638 pounds (90%) were frozen blueberries.

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

^Revised data per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2014



**NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET
1988-2013
(000,000 Pounds)**

YEAR	JULY 1		TOTAL SUPPLY	FRESH PRODUCTION	PROCESSED AVAILABLE	FROZEN CARRY-OUT JUNE 30*	PROCESSED CONSUMPTION	PROCESSED OFFSHORE EXPORT	DOMESTIC PROCESSED CONSUMPTION	HIGHBUSH	LOWBUSH
	FROZEN CARRY-IN*	PRODUCTION								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-.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	- 299.6	= 459.9	= 76.6	= 383.3	= 84.3	= 299.0	1.09-1.55	1.13 - 1.86
2011/12	76.6	+ 751.5	= 828.1	- 331.1	= 497.0	= 109.6	= 387.4	= 105.1	= 282.3	1.68-1.48	1.86-2.00
2012/13	109.6	+ 828.7	= 938.3	- 340	= 598.3	= 138.1	= 460.2	= 106.1	= 354.1	1.35-1.13	2.00-1.70
2013/14	138.1	+ 881.2	= 1019.3	- 358.8	= 660.5	= 137.3	= 523.2	= 97.2	= 426.0	1.13-TBD	1.70-TBD
2014/15	137.3										
2013/14 vs. 2012/13 5 Year Average		+26.0%	+6.3%	+8.6%	+5.5%	+10.4%	+13.7%	+8.4%	+20.3%		
2009/10-2013/14	101.8	765.9	867.7	322.5	545.3	107.6	437.7	91.6	346.1		

Total Domestic Process Consumption has averaged 346,100,000 pounds for the past 5 years. Total 2013 Process Consumption (Domestic & Export): 523,200,000 pounds.
 Total 2013 Production: 881,200,000 pounds. Estimated decrease in carry over inventory 6/30/14 versus 6/30/13 -800,000 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
 ^2012 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2014 and Stats Canada - January 2014

TOTAL NORTH AMERICAN CONSUMPTION 1990-2013

(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	299,641	8,496	145,186	436,331	299,000	13,865	749,196	2.18
*2011	331,095	10,439	180,650	501,306	282,300	45,633	829,239	2.40
*2012	340,000	10,344	122,624	452,280	354,100	36,036	842,416	2.42
2013	358,800	11,111	188,799	536,488	426,000	40,474	1,002,962	2.85

NORTH AMERICAN POPULATION 1990 to 2012 (millions)

YEAR	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Canada	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	30.8
USA	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
Canada	31.1	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	34.1	34.5
USA	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
YEAR	2012	2013									
Canada	34.9	35.3									
USA	313.9	316.2									
North American Total:	348.8	351.5									

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

*Data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" and Stats Canada - January 2014

U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH 2009/10 TO 2013/14 (Millions of Pounds)

CROP YEAR PROJECTION

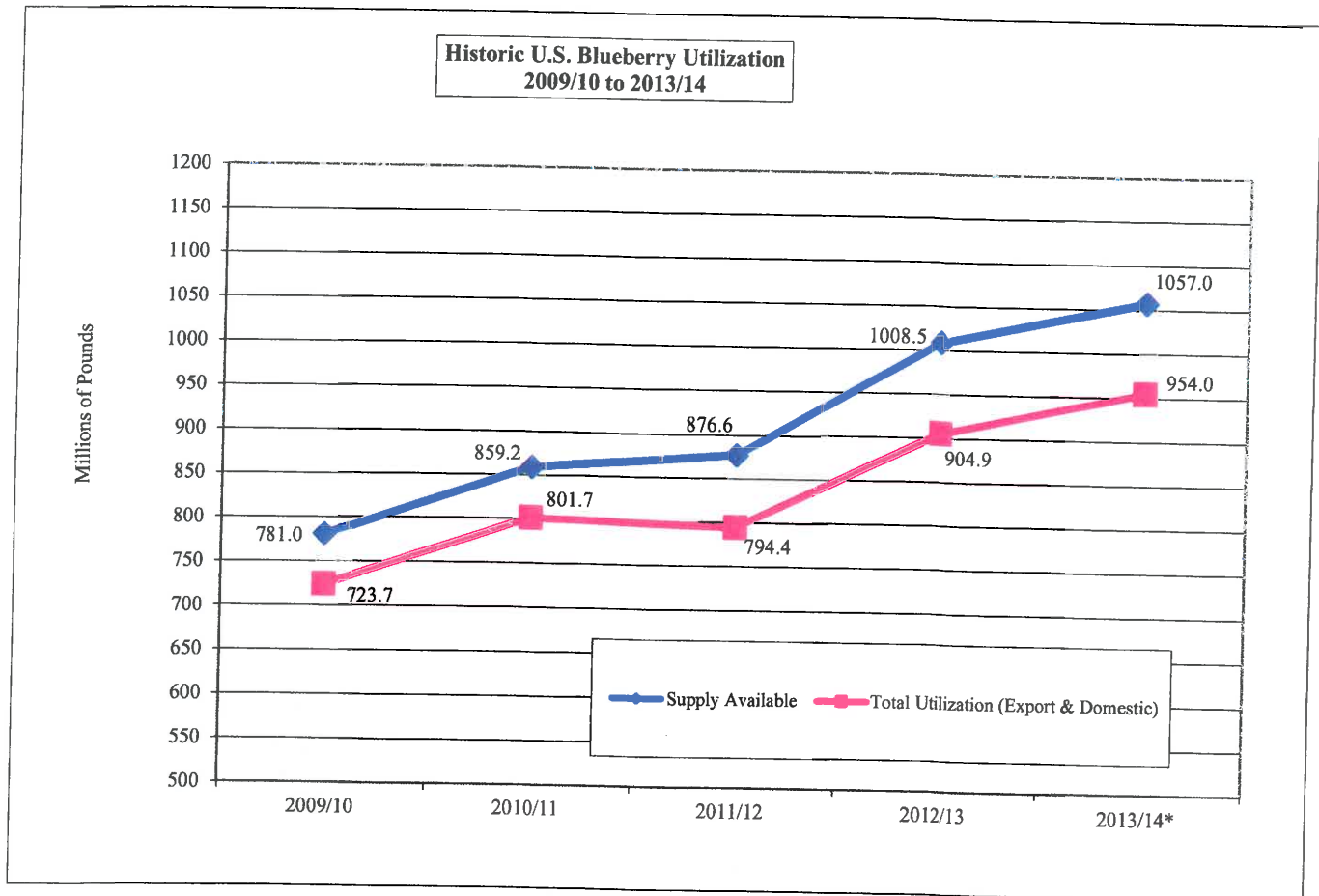
	2009/10	2010/11	2011/12	2012/13	2013/14
July 1st Frozen Carry In	81.4	57.3	57.5	82.2	103.6
+ Frozen Imports (7/1 to 6/30)	92.4	110.0	111.1	131.3	116.5
+ Fresh Imports (7/1 to 6/30)	149.1	193.0	186.0	237.1	205.6
+ US Production	458.1	498.9	522.0	557.9	631.3
= Supply Available	781.0	859.2	876.6	1008.5	1057.0
- Fresh Domestic Consumption (7/1 to 6/30) ^{1/}	288.9	335.9	400.6	431.3	443.6
- Frozen Domestic Consumption (7/1 to 6/30)	412.2	428.5	354.8	424.9	456.5
- Frozen Exports (7/1 to 6/30)	22.6	37.3	39.0	48.7	53.9
= June 30th Frozen Carry Out	57.3	57.5	82.2	103.6	103.0

* Preliminary number from USDA cold storage report for month June 2014

Exports include shipments to Canada, Imports include shipments from Canada

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

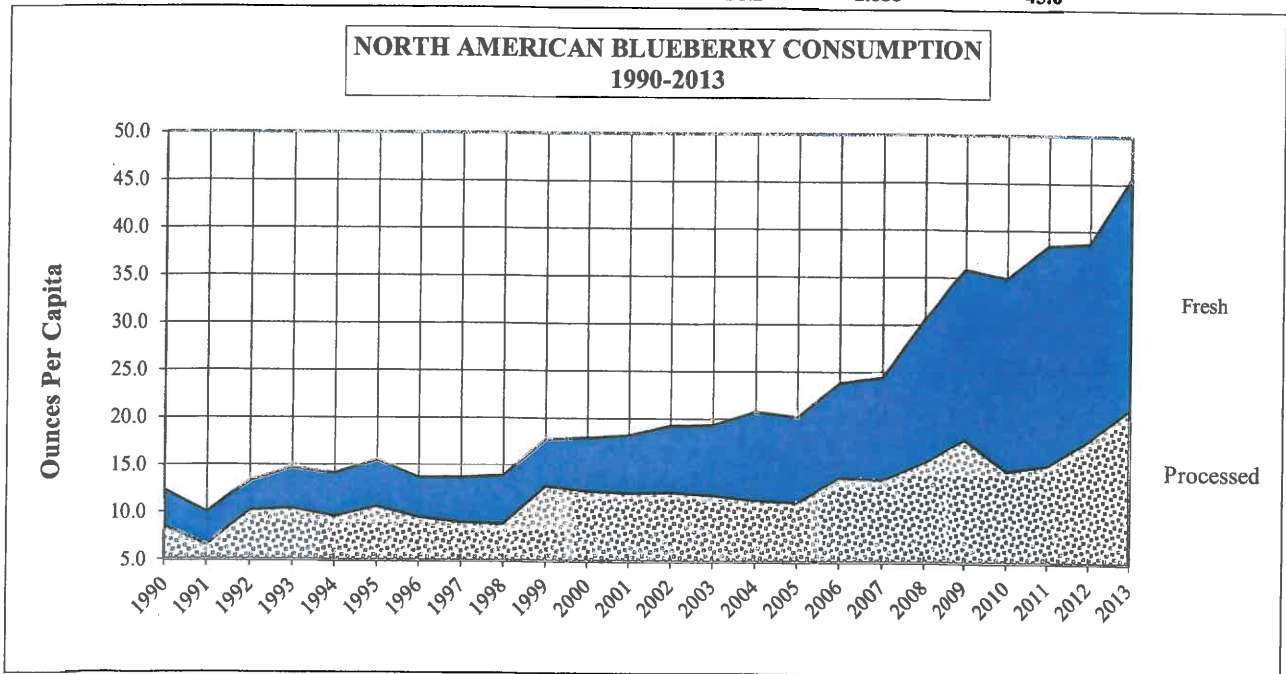
^ Includes Organic



**NORTH AMERICAN BLUEBERRY CONSUMPTION
1990-2013**

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	1.270	20.3	0.910	14.6	2.180	34.9
2011	1.448	23.2	0.947	15.2	2.395	38.4
2012	1.297	20.8	1.119	17.9	2.416	38.7
2013	1.526	24.4	1.327	21.2	2.853	45.6



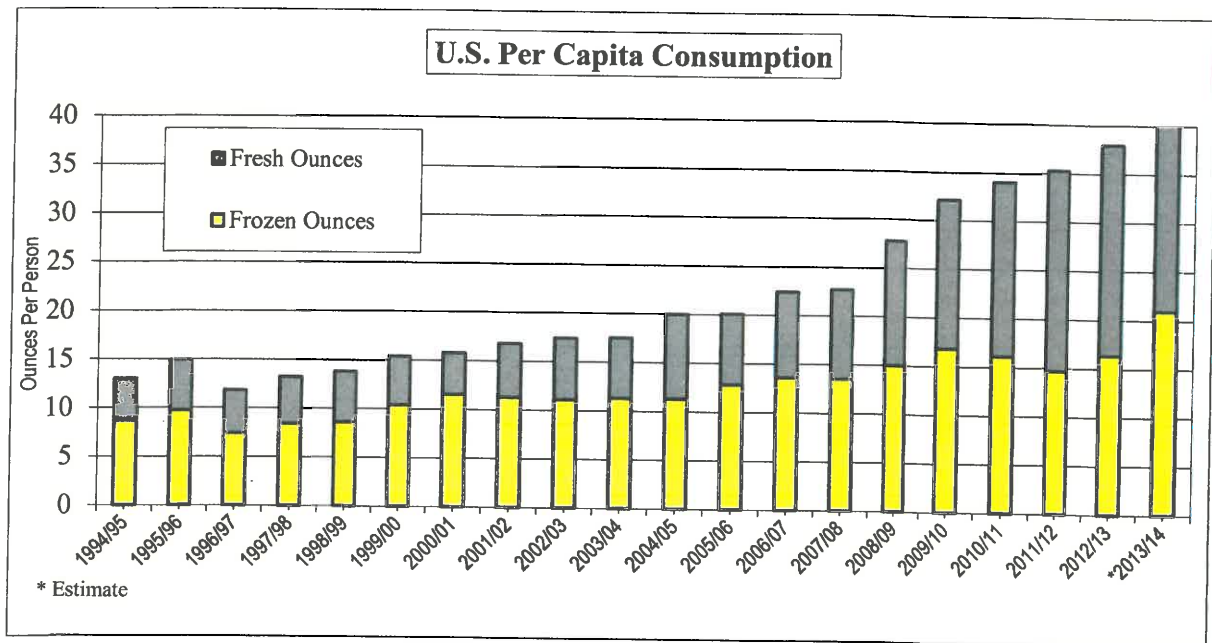
U.S. PER CAPITA CONSUMPTION 1994/95 TO 2013/14

Crop Year	<i>FRESH BLUEBERRIES</i>		<i>PROCESSED BLUEBERRIES ^</i>		<i>TOTAL CONSUMPTION</i>	
	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	1.119	17.9	1.009	16.1	2.128	34.0
2011/12	1.288	20.6	0.917	14.7	2.205	35.3
2012/13	1.355	21.7	1.020	16.3	2.375	38.0
*2013/14	1.403	22.4	1.308	20.9	2.711	43.3

(Crop Year = July 1 to June 30)

*= June 2014 is preliminary number

^Highbush & Lowbush



PRICE TRENDS FROZEN BLUEBERRIES
1992-2013
CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS

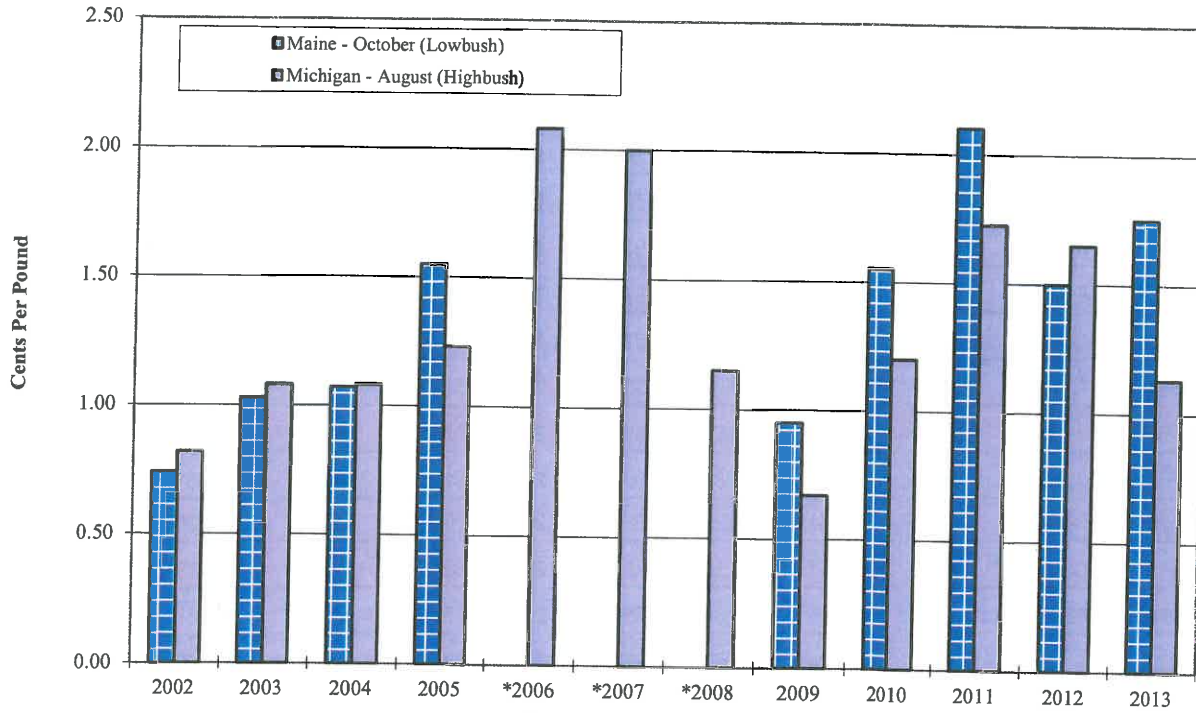
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
1992 Michigan	80-82	80-82	80-82	80-82	82-84	85-88	90-95	95-105	92-96	92-95	88-93	86-90
<i>Maine</i>	103-108	103-108	103-108	103-108	103-108	103-108	98-100	93-96	92-94	92-95	90-95	90-93
1993 Michigan	82-85	84-88	84-88	84-88	82	75-79	60-64	55-60	48-54	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
2012 Michigan	165-175	165-175	160-165	160-165	*	145-150	120-150	160-170	140-150	145	145	145
<i>Maine</i>	*	*	200	200	*	200	*	140	130-140	125-175	125-175	125-175
2013 Michigan	*	*	*	100-125	110-115	110-115	110-115	110-115	105-120	105-120	105-120	105-120
<i>Maine</i>	120-125	120-125	165-175	165-175	165-175	165-175	165-175	160-165	175	175	175	175

Source: Food Institute Report, January 6, 2014, "Price Trends of Frozen Fruits 2012-2013", Page 19.

* = No prices quoted

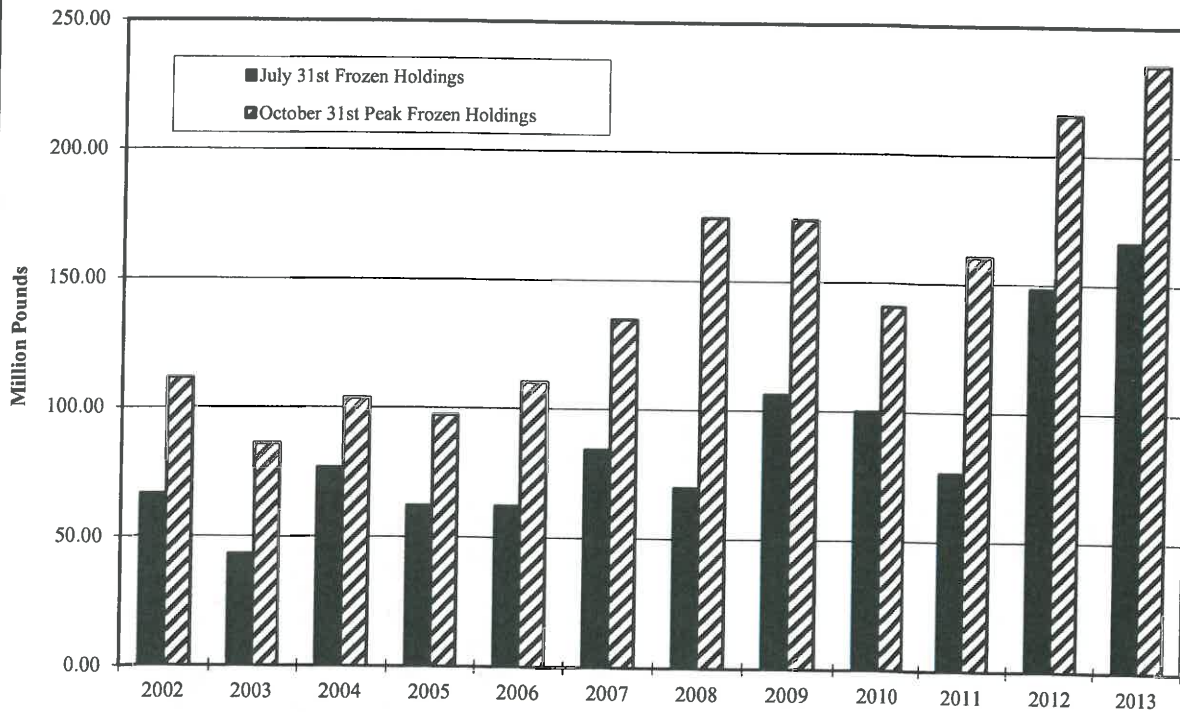
**Note: Food Institute did not report Maine figures from 2006 through 2008

**FROZEN BLUEBERRY OPENING MARKET
2002-2013**



(Source: Food Institute Report - January 06, 2014)
* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008

**U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER
2002-2013**

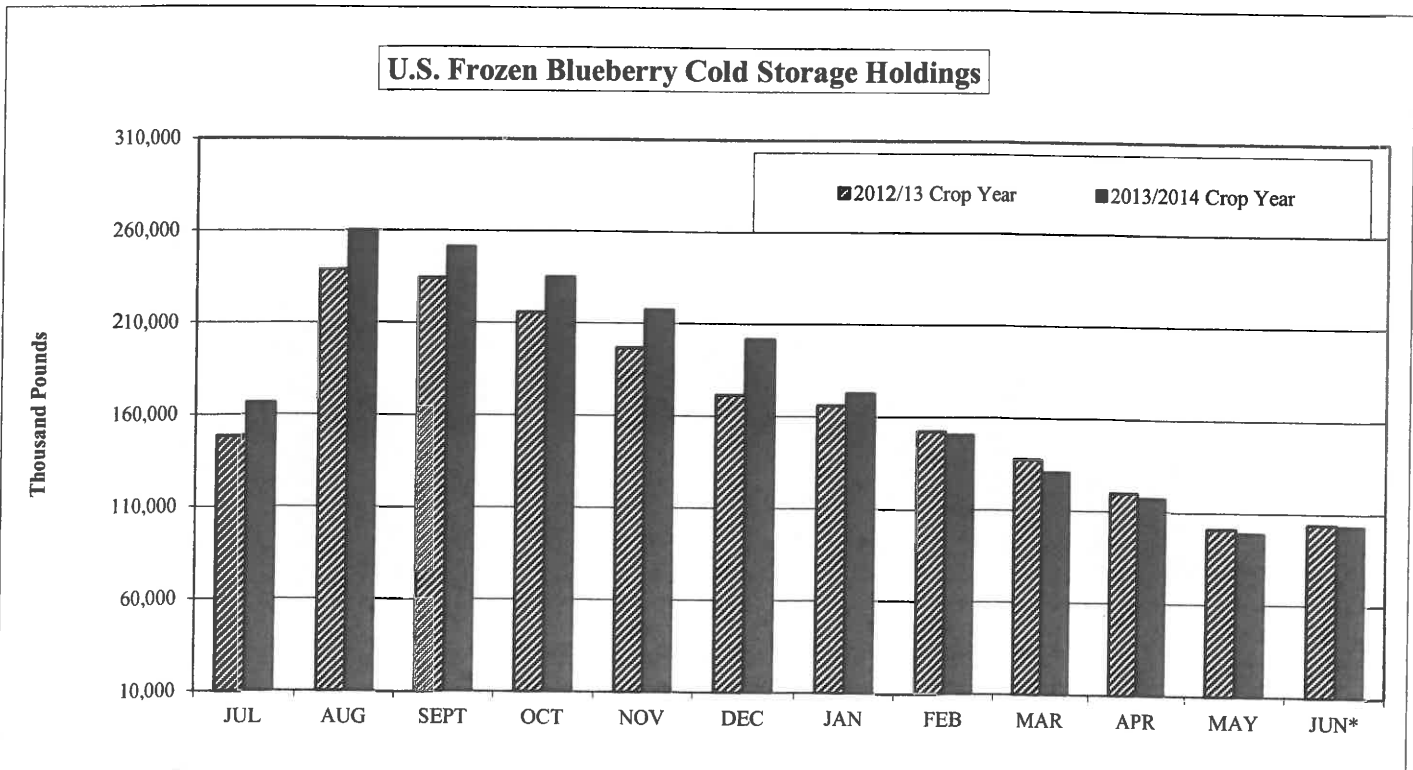


(Source: Public Cold Storage as reported to USDA/NASS)

UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS
1990-2013 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	96,723	85,700	73,717	82,218
2012	148,315	238,510	234,207	215,588	196,702	171,296	2013	165,932	152,187	137,358	119,814	100,876	103,599
2013	166,382	260,094	251,279	235,007	217,393	201,834	2014	172,718	150,626	130,825	117,065	98,716	102,995*

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 2004/05 TO 2013/14 (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>
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	-11.0	-12.0	+8.5	-101.0
2012/13	+66.1	+90.2	-4.3	-18.6	-18.9	-25.4	-5.4	-13.7	-14.8	-17.5	-18.9	+2.7	-137.5
2013/14	+62.8	+93.7	-8.8	-16.3	-17.6	-15.6	-29.1	-22.1	-19.8	-13.8	-18.3	+4.3 **	-161.4
<u>10 Year Average (2003/04 - 2012/13)</u>													
	39.2	74.0	-2.5	-12.3	-12.7	-12.1	-13.7	-11.3	-14.9	-13.3	-12.4	-1.1	-110.4
<u>3 Year Average (2010/11 to 2012/13)</u>													
	49.3	91.5	-1.8	-16.5	-16.3	-17.3	-15.8	-15.2	-17.3	-14.1	-16.4	5.2	-133.3

Figures are from the last day of the month.

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

** Preliminary

