

THE STAT BOOK



2020 CROP YEAR

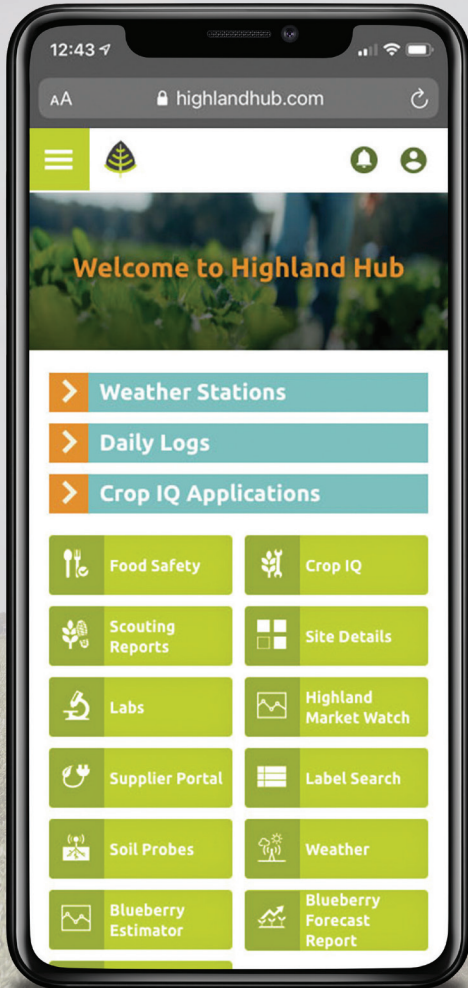
BLUEBERRY PRODUCTION + UTILIZATION



Prepared in 2021 by the
North American Blueberry Council

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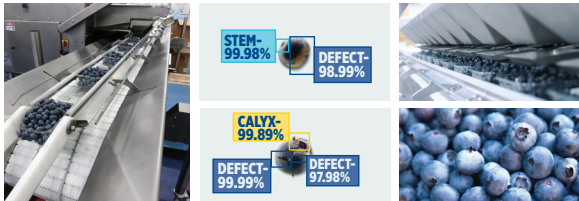


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20 | BLUEBERRY 20 | STATISTICAL RECORD

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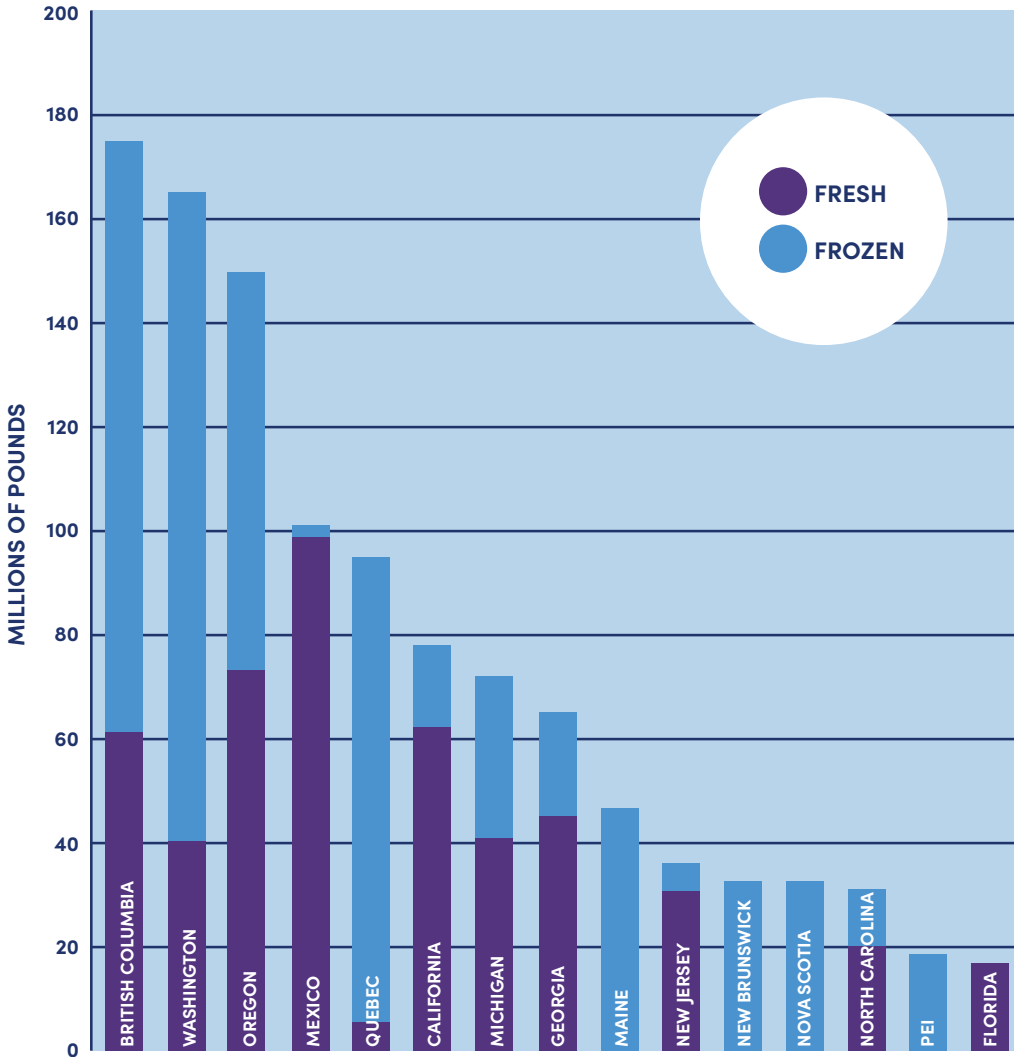
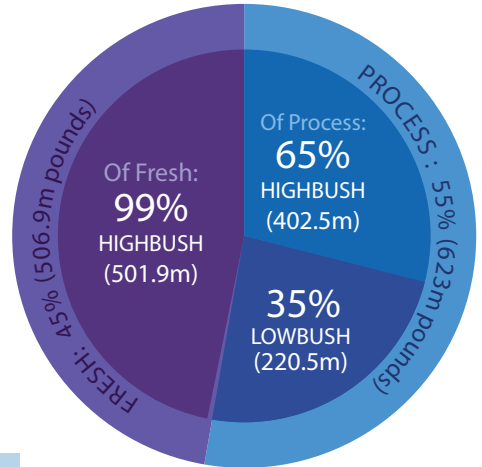
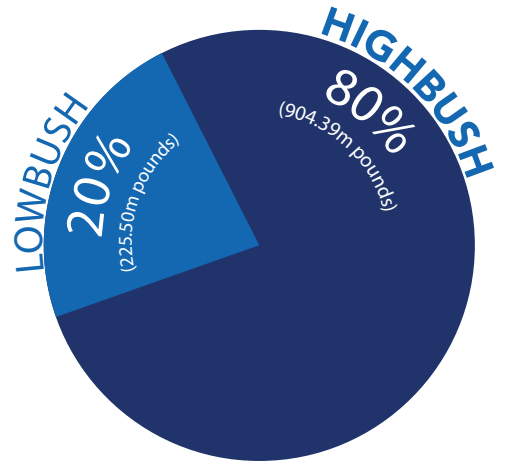
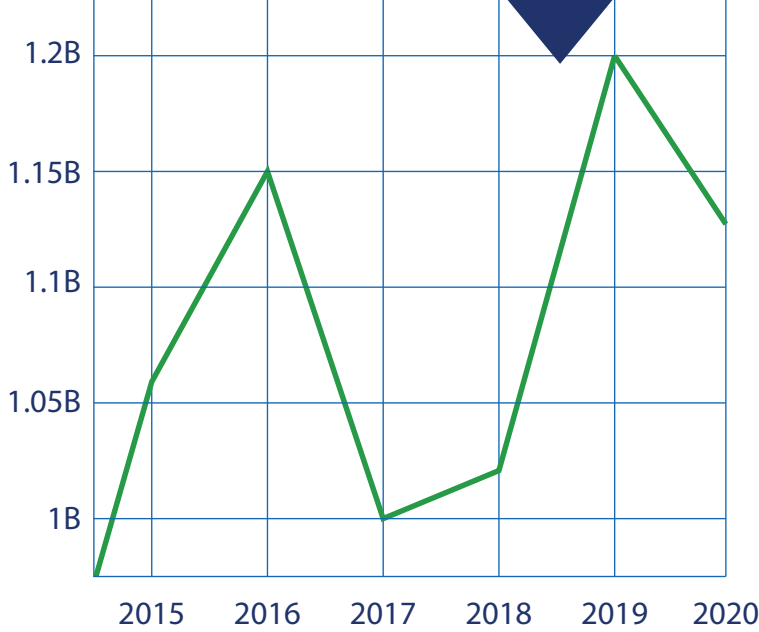
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PRODUCTION

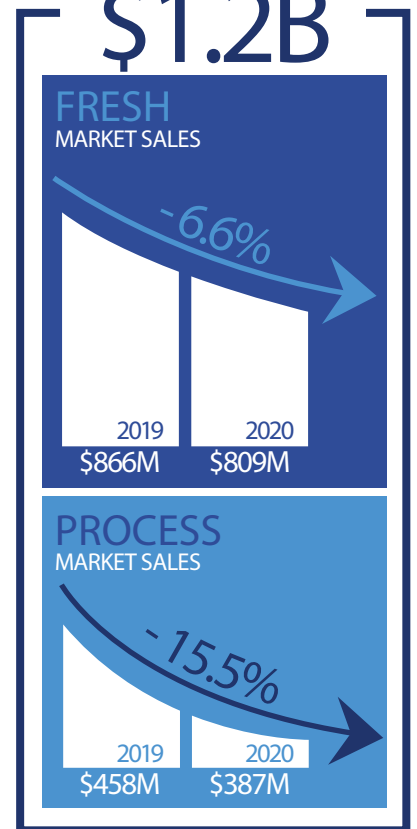
PAGES 1, 3, 7, 9, 11

TOTAL NORTH AMERICAN BLUEBERRY PRODUCTION 2020:
1.13 pounds, down from 1.2B pounds in 2019



TOTAL FARMGATE VALUE

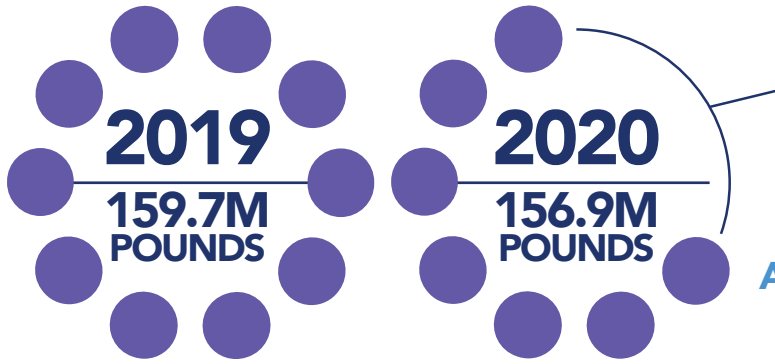
\$1.2B



EXPORTS

TOTAL OFFSHORE EXPORTS OF NORTH AMERICAN BLUEBERRIES

PAGE 28



13% OF TOTAL PRODUCTION
A 3% DECREASE FROM 2018

10-YEAR
ANNUAL PRODUCTION
AVERAGE **13%**

TOP 5 OFFSHORE EXPORT MARKETS FOR U.S.

PAGE 18A **FRESH FROZEN** PAGE 18B

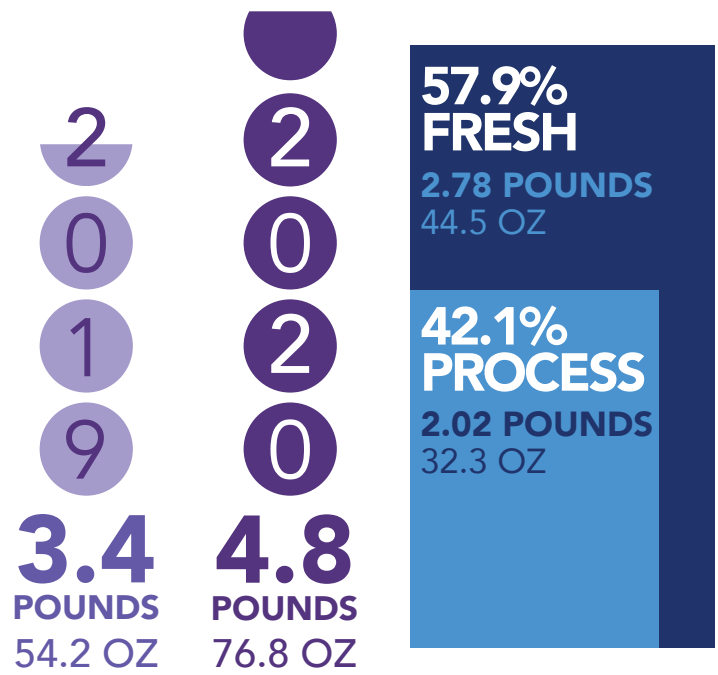
CANADA (53.8M POUNDS)	CANADA (36.6 M POUNDS)
SOUTH KOREA (1.6M POUNDS)	SOUTH KOREA (8.9M POUNDS)
JAPAN (846K POUNDS)	JAPAN (5.6M POUNDS)
TAIWAN (623K POUNDS)	AUSTRALIA (4.4M POUNDS)
HONG KONG (406K POUNDS)	NETHERLANDS (3M POUNDS)

CONSUMPTION

PAGES 30, 32



TOTAL PER CAPITA CONSUMPTION IN NORTH AMERICA (U.S. + CANADA)



2020
NORTH AMERICAN BLUEBERRY PRODUCTION
(Millions of Pounds)

<u>Highbush</u>	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
Western Region			
British Columbia	61.30	113.80	175.00
California	62.00	15.80	77.80
Oregon	73.00	76.80	149.80
Washington	40.00	125.00	165.00
Mexico	98.70	2.40	101.10
Others* 1/	0.50	-	0.50
Sub-Total	335.50	333.80	669.20
Midwest Region			
Illinois*	2.38	-	2.38
Indiana	0.80	0.20	1.00
Michigan	41.00	31.00	72.00
Others* 2/	1.90	-	1.90
Sub-Total	46.08	31.20	77.28
Northeast Region			
New Jersey	30.00	6.00	36.00
New York*	0.42	-	0.42
Ontario	1.20	-	1.20
Others* 3/	0.11	-	0.11
Sub-Total	31.73	6.00	37.73
Southern Region			
Alabama*	0.19	-	0.19
Arkansas*	0.01	-	0.01
Florida	17.00	-	17.00
Georgia	45.00	20.00	65.00
Louisiana	0.50	-	0.50
Mississippi	1.50	0.50	2.00
North Carolina	20.00	11.00	31.00
Texas*	3.06	-	3.06
Others* 4/	1.42	-	1.42
Sub-Total	88.68	31.50	120.18
Highbush Total:	501.99	402.50	904.39
Lowbush:			
	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
Maine	-	46.60	46.60
New Brunswick	-	32.50	32.50
Newfoundland	-	0.30	0.30
Nova Scotia	-	32.50	32.50
Prince Edward Island	-	18.60	18.60
Quebec	5.00	90.00	95.00
LOWBUSH TOTAL:	5.00	220.50	225.50
GRAND TOTAL:	506.99	623.00	1,129.99

Others:

*1/ Colorado

*2/ Kentucky, Minnesota, Missouri, Ohio, Wisconsin

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

*4/ Oklahoma, South Carolina, Tennessee

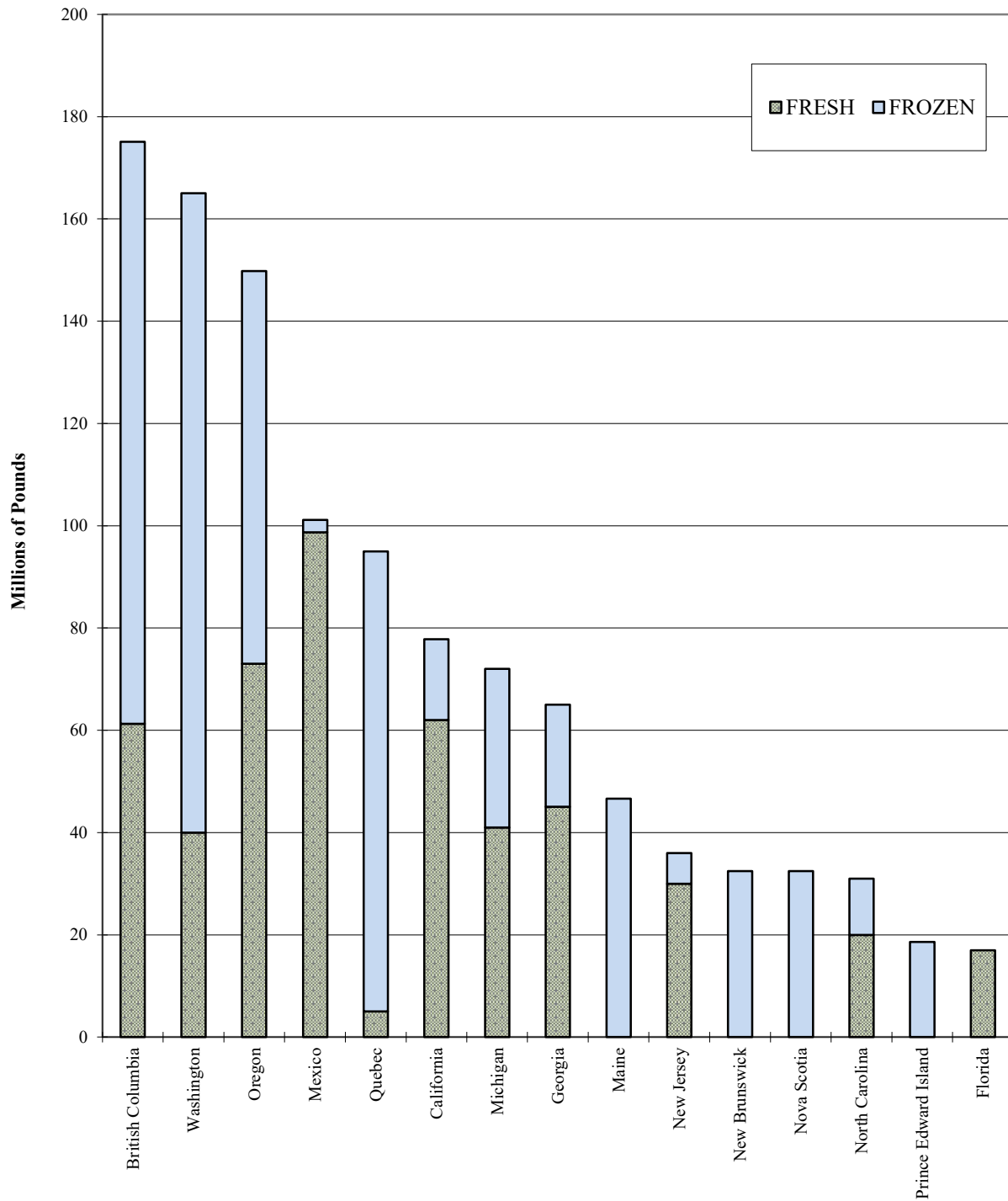
SOURCE:

Highbush - US, BC, Mexico and Ontario (except Alabama/Arkansas/Illinois/New York) = NABC Area Reps

Lowbush = NABC Area Reps

* data from USHBC Collections

**2020
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS**



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION
2016-2020
(Thousands of Pounds)**

HIGHBUSH		2016	2017	2018	2019	2020
REGION:						
WESTERN	BRITISH COLUMBIA	164,000	135,606	154,638	189,436	175,000
REGION	CALIFORNIA	60,500	63,030	64,900	73,700	77,800
	OREGON	117,000	110,780	137,500	155,500	149,800
	WASHINGTON	120,000	117,380	136,500	163,000	165,000
	MEXICO	37,700	54,000	76,000	87,500	101,100
	*OTHERS 1/	0	0	0	650	500
	SUB TOTAL	499,200	480,796	569,538	669,786	669,200
MIDWEST	ILLINOIS	1,600	1,600	1,000	1,400	2,380
REGION	INDIANA	1,600	1,300	1,300	3,500	1,000
	MICHIGAN	110,300	102,000	70,100	84,900	72,000
	*OTHERS 2/	1,000	700	500	700	1,900
	SUB TOTAL	114,500	105,600	72,900	90,500	77,280
NORTHEAST	NEW JERSEY	44,120	44,300	44,500	46,800	36,000
REGION	NEW YORK	1,390	1,000	1,000	400	420
	ONTARIO	2,000	2,000	1,516	1,960	1,200
	*OTHERS 3/	100	200	500	300	110
	SUB TOTAL	47,610	47,500	47,516	49,460	37,730
SOUTHERN	ALABAMA	300	200	200	60	190
REGION	ARKANSAS	100	100	100	50	10
	FLORIDA	14,700	20,070	20,500	24,200	17,000
	GEORGIA	70,800	32,910	54,500	92,300	65,000
	LOUISIANA	1,000	500	500	400	500
	MISSISSIPPI	8,200	3,870	5,000	1,100	2,000
	NORTH CAROLINA	46,600	25,700	33,800	36,200	31,000
	TEXAS	300	1,500	2,100	4,000	3,060
	*OTHERS 4/	1,300	1,000	1,200	1,200	1,420
	SUB TOTAL	143,300	85,850	117,900	159,510	120,180
	HIGHBUSH TOTAL	804,610	719,746	807,854	969,256	904,390
LOWBUSH	MAINE	101,640	67,650	50,000	77,900	46,600
	NEWFOUNDLAND	26,972	23,498	18,700	178	300
	NEW BRUNSWICK	34,318	50,956	53,842	65,198	32,500
	NOVA SCOTIA	0	230	0	41,570	32,500
	PRINCE EDWARD ISLAND	121,900	80,702	87,700	19,778	18,600
	QUEBEC	82,356	53,278	87,044	70,944	95,000
	LOWBUSH TOTAL	367,186	276,314	297,286	275,568	225,500
	GRAND TOTAL	1,171,796	996,060	1,105,140	1,244,824	1,129,890

Highbush blueberry production in 2020 is -6.7% lower than the total for 2019.

Lowbush blueberry production in 2020 is -18.2% lower than the total for 2019.

Total blueberry production in 2020 is -9.2% lower than the total for 2019.

The 5 year average of total production from 2016 to 2020 is 1,129,542 pounds.

*Includes: 1/=Colorado, 2/=Kentucky, Minnesota, Missouri, Ohio, Wisconsin, 3/=Connecticut, Delaware, Massachusetts, Maine, Maryland, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia, 4/=Oklahoma, South Carolina, Tennessee.

Source: 2020 see page #1

Numbers revised per USDA/NASS June and Stats Canada

Highbush = USDA/NASS; NABC Estimates; Statistics Canada; NABC collections for Illinois, Louisiana, Tex

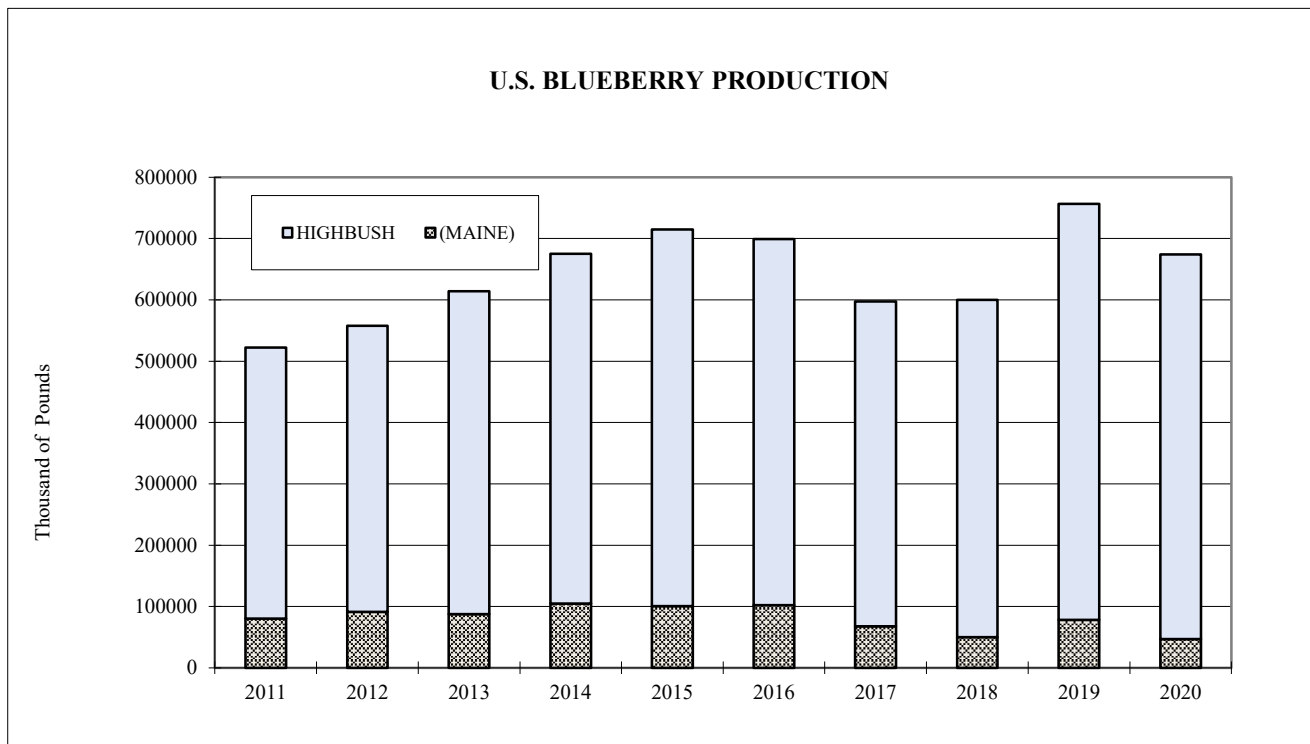
Lowbush Canadian=Statistics Canada/ NABC Reps

Lowbush Maine = USDA/NASS/NABC Reps

UNITED STATES BLUEBERRY PRODUCTION
2011-2020
(Thousands of Pounds)

YEAR	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>MAINE</u>	<u>NORTH CAROLINA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA</u>	<u>SOUTHERN STATES & OTHERS*</u>	<u>TOTAL</u>
2011	73,600	62,000	79,900	36,200	168,600	101,700	522,000
2012	88,500	51,500	91,100	40,000	182,900	103,900	557,900
2013	117,200	47,940	87,130	40,000	222,500	99,050	613,820
2014	101,000	55,000	104,400	48,800	239,400	126,410	675,010
2015	74,700	53,400	100,500	49,500	264,750	171,940	714,790
2016	111,900	44,120	101,840	46,600	297,500	96,990	698,950
2017	103,300	44,300	67,650	25,700	291,190	64,780	596,920
2018	71,400	44,500	50,000	33,800	338,900	86,600	599,970
2019	88,400	46,800	77,900	36,200	392,200	126,060	756,860
2020	73,000	36,000	46,600	31,000	392,600	94,490	673,690
TEN YEAR AVERAGE 2011 - 2020							
	90,300	48,556	80,702	38,780	279,054	107,192	640,991
MOST RECENT THREE YEAR AVERAGE 2018 - 2020							
	77,600	42,433	58,167	33,667	374,567	102,383	676,840

* Also includes: Georgia, Arkansas, Florida, Alabama, Mississippi, Louisiana, New York, 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/NASS (Pg. 3)

**CANADIAN BLUEBERRY PRODUCTION
2011-2020
(Thousands of Pounds)**

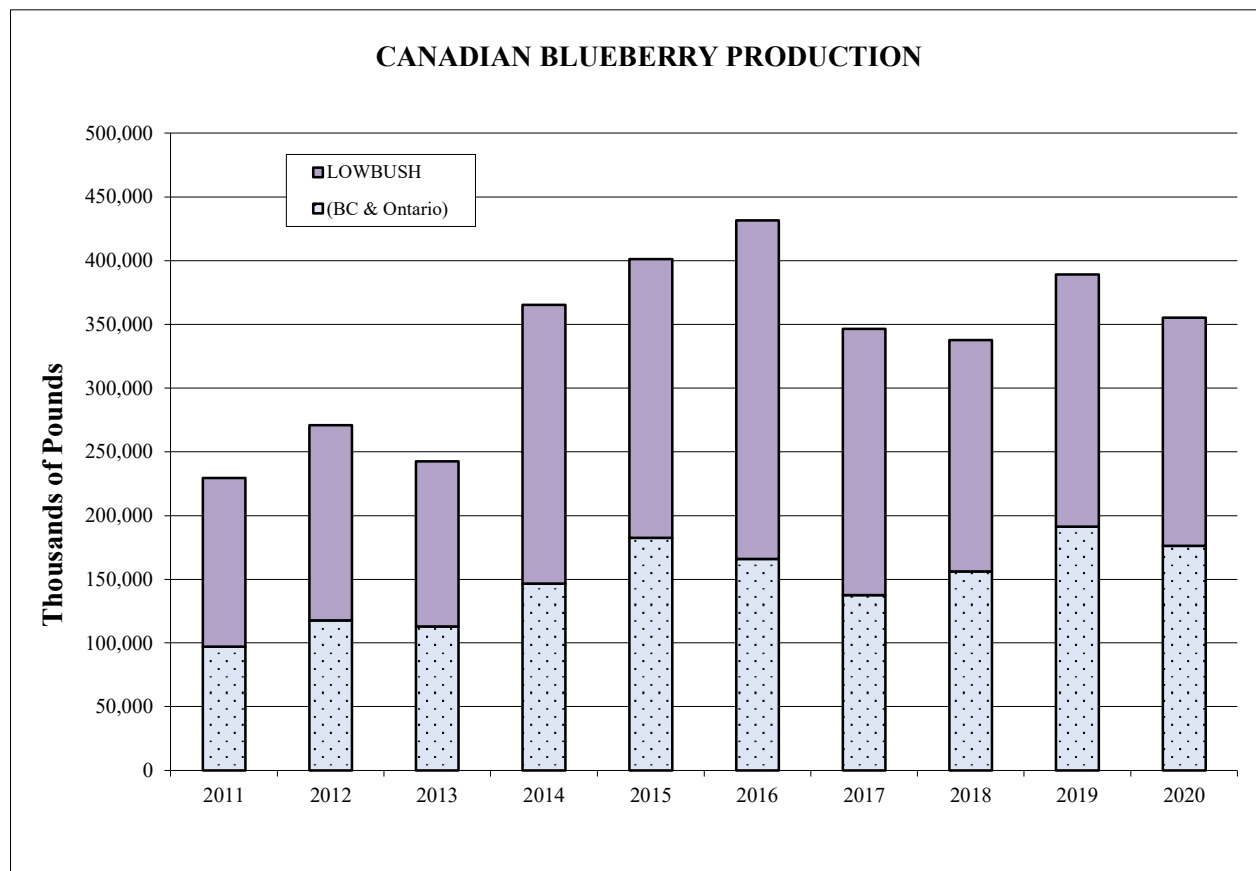
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2011	214	13,338	29,424	27,582	62,058	1,914	95,000	229,530
2012	1,000	11,400	40,000	45,000	55,600	1,900	115,900	270,800
2013	-	13,300	41,400	42,610	32,200	2,000	110,842	242,352
2014	1,000	22,090	63,474	58,890	73,218	2,200	144,336	365,208
2015	-	17,453	66,810	82,390	52,254	1,588	180,790	401,285
2016	-	26,972	34,318	82,356	121,900	2,000	164,000	431,546
2017	230	23,498	50,956	53,278	80,702	2,000	135,606	346,270
2018	-	18,700	22,000	53,842	87,044	1,516	154,638	337,740
2019	178	19,778	41,570	65,198	70,944	1,960	189,436	389,064
2020	300	18,600	32,500	32,500	95,000	1,200	175,000	355,100

TEN YEAR AVERAGE 2011 - 2020

292	18,513	42,245	54,365	73,092	1,828	146,555	336,890
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MOST RECENT THREE YEAR AVERAGE 2018 - 2020

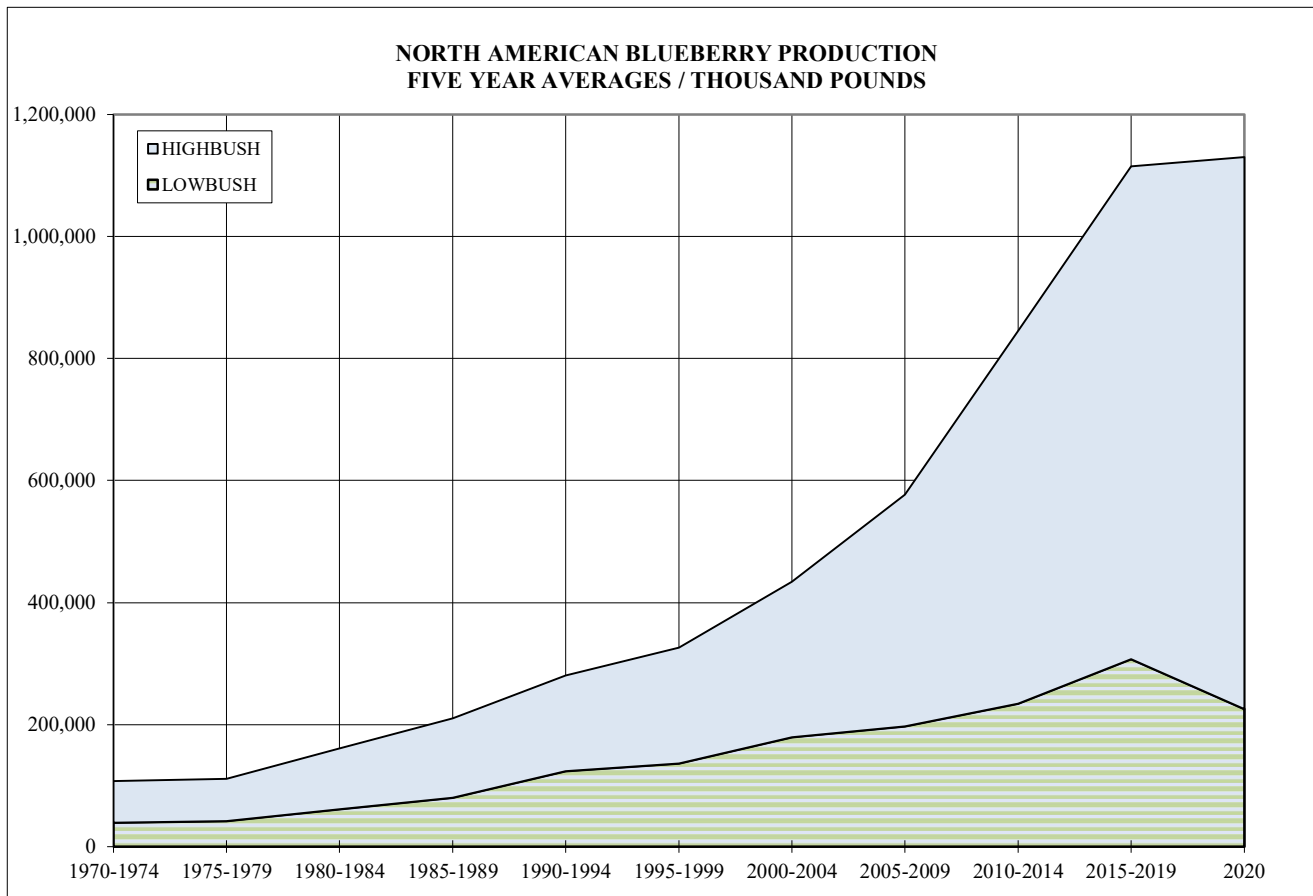
159	19,026	32,023	50,513	84,329	1,559	173,025	360,635
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Numbers revised per Stats Canada (Pg. 3)

**NORTH AMERICAN BLUEBERRY PRODUCTION
5 YEAR AVERAGES (1970-2020)
(Thousands of Pounds)**

<u>YEARS</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
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
2010-2014	234,132	611,192	845,324
2015-2019	307,170	807,597	1,114,767
2020	225,500	904,390	1,129,890

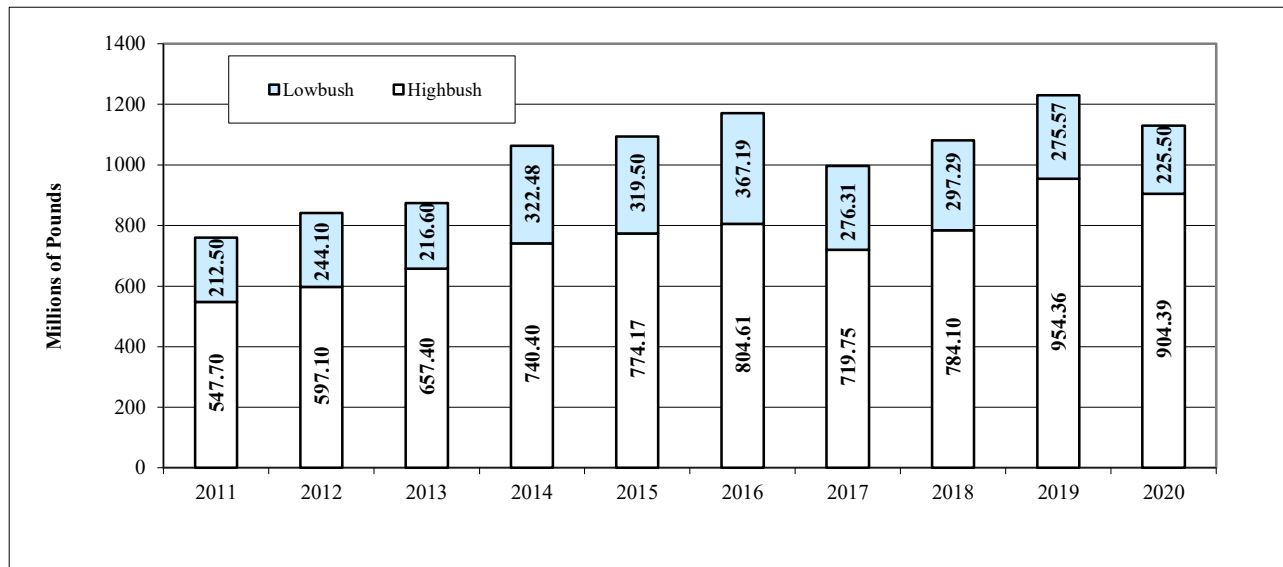


From 1965 to 2014 Average Total Production has increased more than seven fold. Nearly 10 fold including 5 year average of most recent years through 2019. The five year production average for 2010 to 2014 is +47% above the previous five year average (2005 to 2009). The 2020 average continues the same path upward set by the previous 5 years (2015-2019), increasing slightly by 1.06%.

Source per Pg. 3

NORTH AMERICAN BLUEBERRY PRODUCTION
2011-2020
(Millions of Pounds)

	<u>Highbush</u>	<u>Lowbush</u>	<u>Total</u>
2011	547.70	212.50	760.20
2012	597.10	244.10	841.20
2013	657.40	216.60	874.00
2014	740.40	322.48	1,062.88
2015	774.17	319.50	1,093.67
2016	804.61	367.19	1,171.80
2017	719.75	276.31	996.06
2018	784.10	297.29	1,081.39
2019	954.36	275.57	1,229.93
2020	904.39	225.50	1,129.89

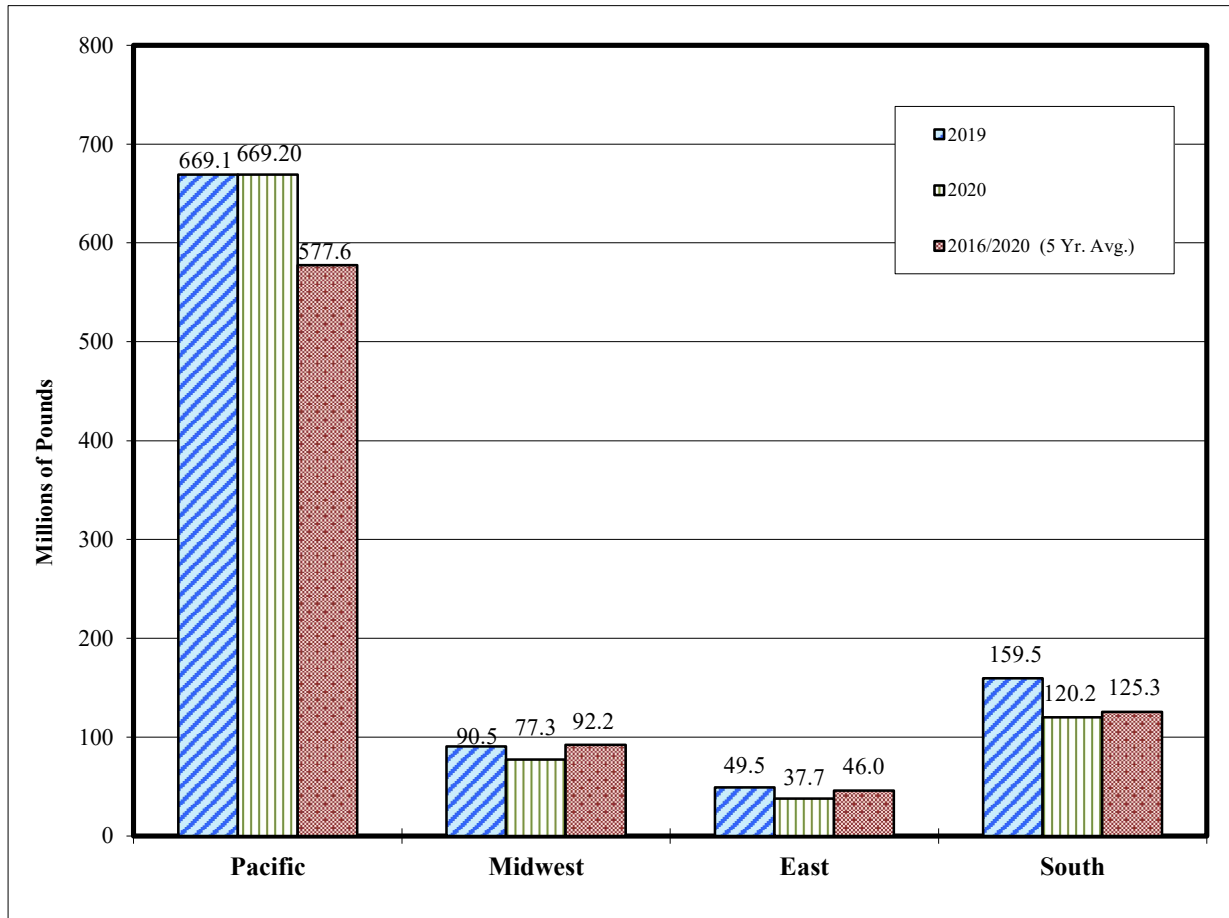


Production Percentages Over Last 5 Years

- 2016 Highbush total production 804,610,000 pounds = 68.7%
- Lowbush total production 367,186,000 pounds = 31.3%
- 2017 Highbush total production 719,746,000 pounds = 72.3%
- Lowbush total production 276,314,000 pounds = 27.7%
- 2018 Highbush total production 784,100,000 pounds = 72.5%
- Lowbush total production 297,286,000 pounds = 27.5%
- 2019 Highbush total production 954,360,000 pounds = 77.6%
- Lowbush total production 275,568,000 pounds = 22.4%
- 2020 Highbush total production 904,390,000 pounds = 80.0%
- Lowbush total production 225,500,000 pounds = 20.0%

After 2010 Started including Mexico data
 Numbers revised per USDA/NASS and Stats Canada - June

HIGHBUSH BLUEBERRY PRODUCTION BY REGION (Millions of Pounds)



Pacific - Oregon, Washington, British Columbia, California, Colorado, Mexico

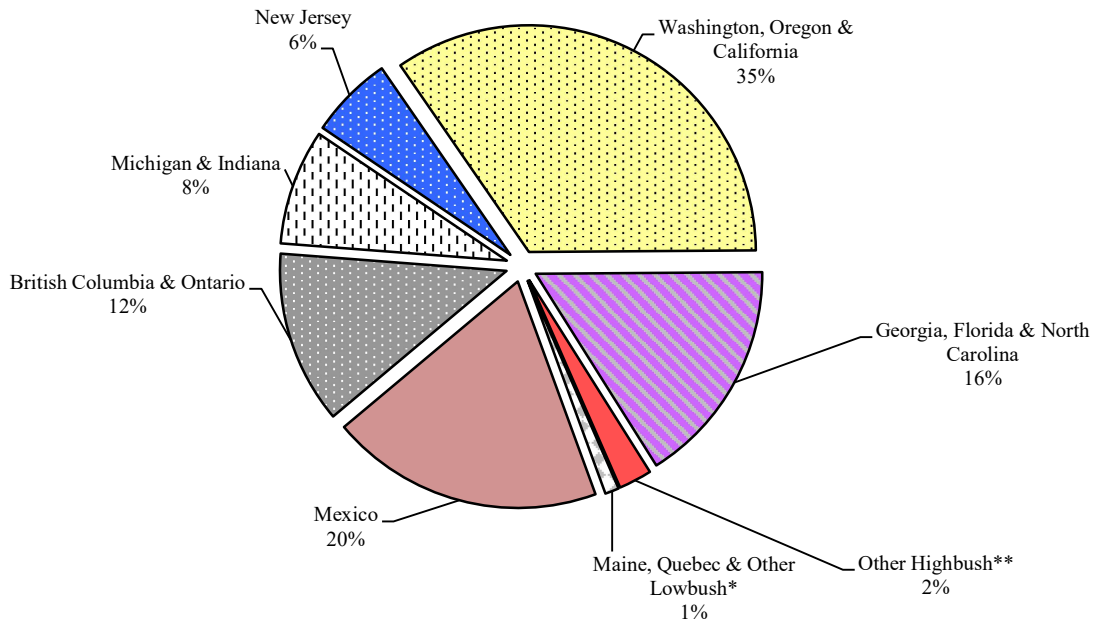
Midwest - Illinois, Indiana, Michigan, Kentucky Minnesota, Missouri, Ohio, Wisconsin

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

Source: Pg. 1 and 3

**2020
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH 2020

506,990,000 Pounds

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

\$808,895,920

Fresh market consumption equals 44.9% of North American total production.

Fresh market income equals 67.7% of North American total income.

Highbush fresh market sales equal 55.5% of highbush production.

2020 total fresh pounds decreased by -6.7% compared to 2019 (507.0 million pounds versus 543.3 million pounds).

2020 fresh sales dollars decreased by -6.6% compared to 2019 (\$809 million versus \$866 million).

*Other Lowbush = New Brunswick, Newfoundland, Nova Scotia, and Prince Edward Island

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

Sources: Value of production: USDA/NASS "Non-citrus Fruits & Nuts Summary" and Area Reps, July
Stats Canada "Fruit & Vegetable Production" Table 001-0009 April

Note: Data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - June and Stats Canada - July

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION
2011-2020
(Thousands of 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>
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	54,115	340,415
2013	43,500	50,200	32,000	54,500	106,600	11,800	54,576	353,176
2014	49,750	48,600	37,600	71,000	107,700	36,200	62,363	413,213
2015	45,800	42,000	37,500	70,500	86,000	37,840	70,998	390,638
2016	37,400	55,000	34,800	58,000	118,100	48,000	63,495	414,795
2017	36,000	50,000	21,100	44,800	141,300	114,000	79,820	487,020
2018	30,000	37,500	25,000	49,800	152,000	166,400	119,898	580,598
2019	30,000	46,700	29,900	82,700	172,100	97,512	84,363	543,275
2020	30,000	41,800	20,000	62,000	175,000	110,690	67,500	506,990

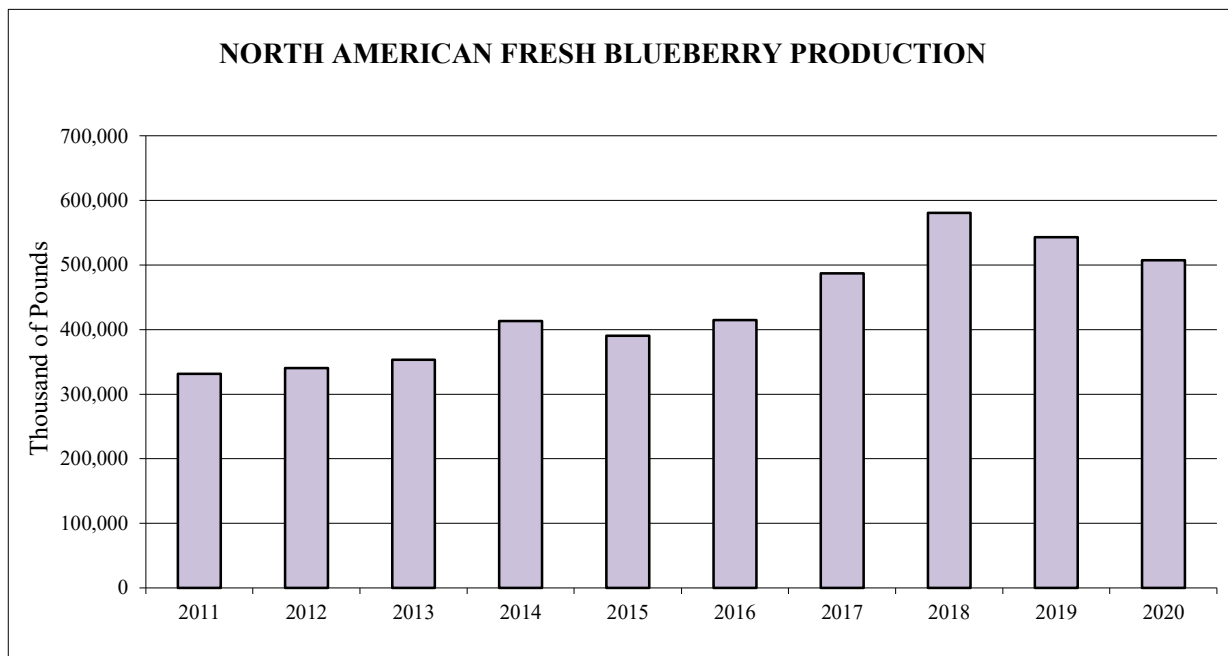
TEN YEAR AVERAGE 2011 - 2020

39,245	44,110	29,650	60,780	128,150	64,094	70,092	436,122
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MOST RECENT THREE YEAR AVERAGE 2018 - 2020

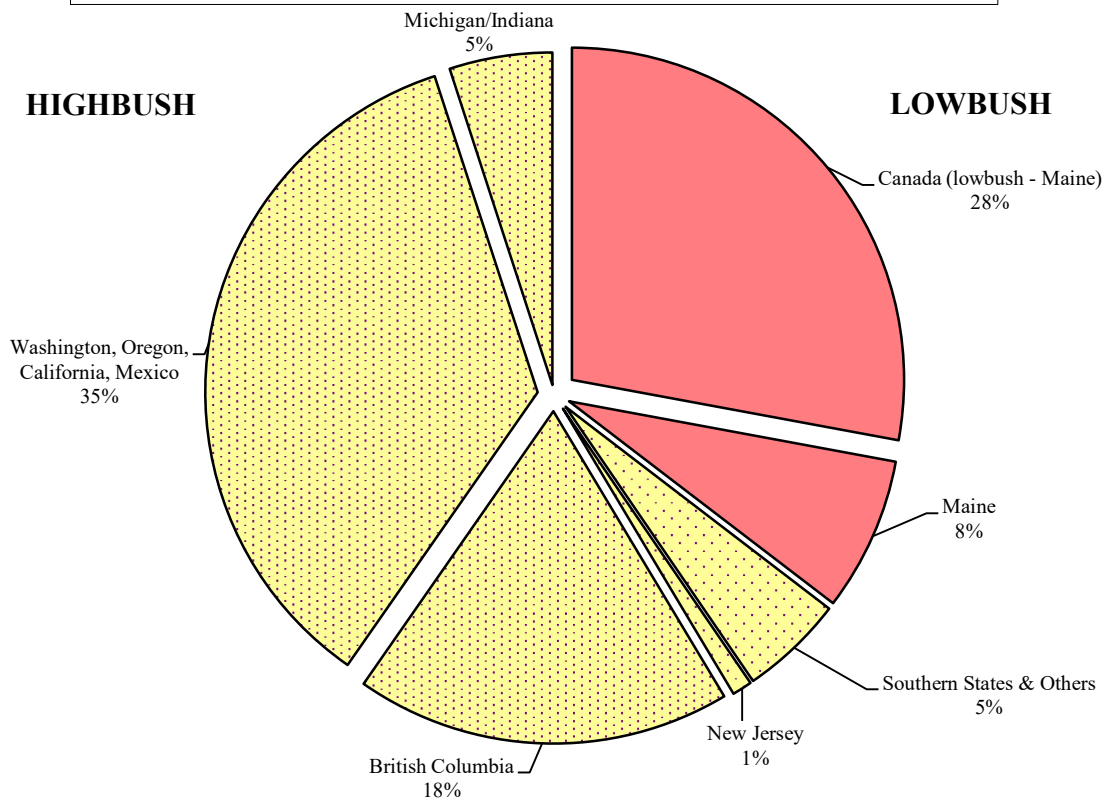
30,000	42,000	24,967	64,833	166,367	124,867	90,587	543,621
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** Also includes: Maine, New York, Arkansas, Alabama, Mississippi, Connecticut, Delaware, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Wisconsin, West Virginia (Mexico since 2014)



Sources: Value of production: USDA/NASS "Non-citrus Fruits & Nuts Summary" and Area Reps, July
Stats Canada "Fruit & Vegetable Production" Table 001-0009 April

**2020
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



**TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2020
623,000,000 Pounds**

**BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM GATE VALUE OF:
\$386,675,407**

Maine, Lowbush Canadian and Michigan blueberries combined represent 40.4% of process tonnage
(251,500,000 Pounds)

Total North American process tonnage decreased by -11.5% compared to last years total
(623.0 million pounds versus 704.1 million pounds).

Total farm level income from North American process tonnage decreased by -15.5% compared to last years total
(\$387 million dollars versus \$458 million dollars).

Process utilization was 55.1% of total production and 32.3% of income.

Source: Value of production: USDA/NASS "Non-citrus Fruits & Nuts Summary" - July and Stats Canada

Note: Data revised per USDA/NASS July report and Stats Canada "Fruit & Vegetable Production", Table 001-0009 May

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
LOWBUSH VS. Highbush
2011-2020
(Thousands of Pounds)**

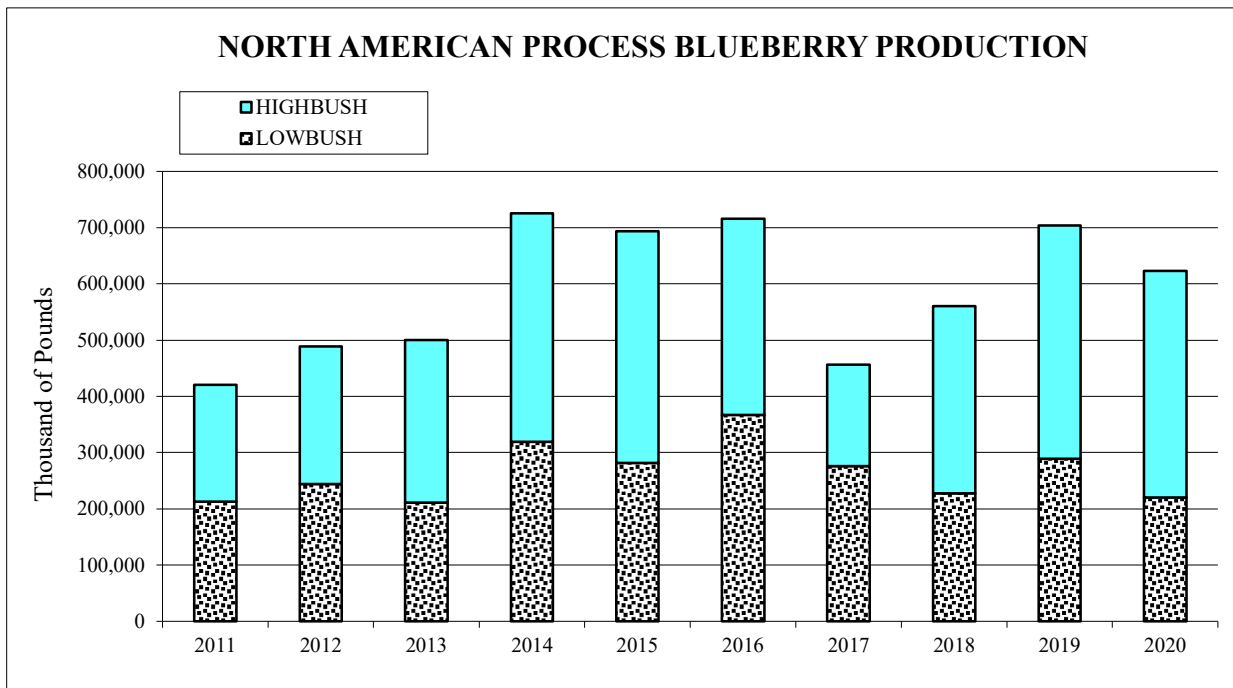
<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>Highbush</u>	<u>%</u>	<u>TOTAL</u>
2011	212,516	50.5%	207,919	49.5%	420,435
2012	244,100	49.9%	244,600	50.1%	488,700
2013	211,100	42.2%	289,400	57.8%	500,500
2014	319,407	44.0%	406,030	56.0%	725,437
2015	282,110	40.7%	411,590	59.3%	693,700
2016	367,386	51.3%	348,315	48.7%	715,701
2017	276,314	60.6%	179,856	39.4%	456,170
2018	227,700	40.6%	332,700	59.4%	560,400
2019	289,285	41.1%	414,800	58.9%	704,085
2020	220,500	35.4%	402,500	64.6%	623,000

TEN YEAR AVERAGE 2011 - 2020

265,042 45.6% 323,771 54.4% 588,813

MOST RECENT THREE YEAR AVERAGE 2018 - 2020

245,828 39.0% 383,333 61.0% 629,162



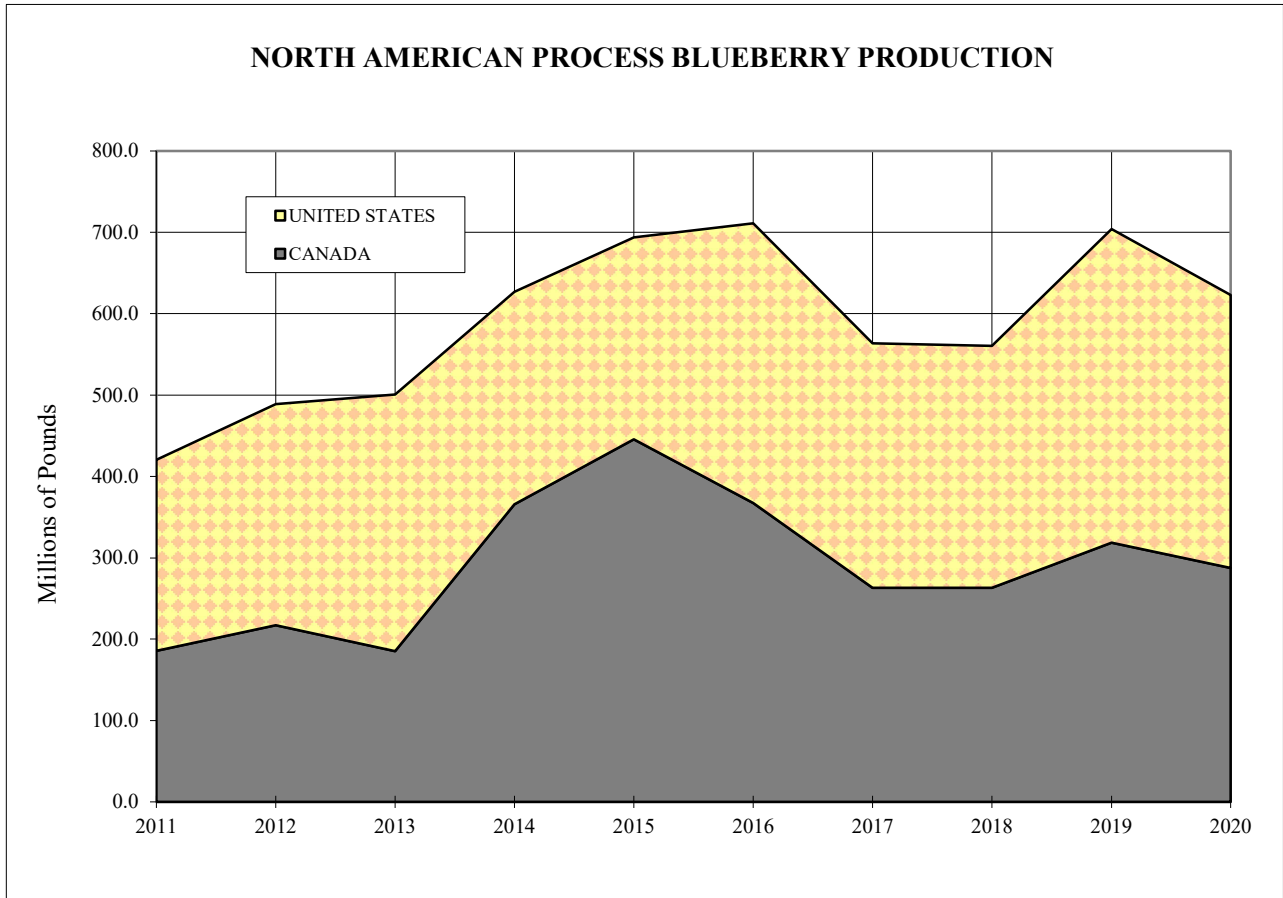
Numbers revised per USDA/NASS and Stats Canada for years before current
Current year numbers are from Pg. 1

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION
CANADA VS. UNITED STATES
2011-2020
(Millions of Pounds)**

<u>YEAR</u>	<u>CANADA</u>	<u>UNITED STATES</u>	<u>TOTAL</u>
2011	185.7	234.7	420.4
2012	217.1	271.6	488.7
2013	185.3	315.2	500.5
2014	365.8	261.2	627.0
2015	445.4	248.3	693.7
2016	367.4	343.8	711.2
2017	263.4	299.9	563.3
2018	263.4	297.0	560.4
2019	318.6	385.4	704.1
2020	287.7	335.3	623.0

10 YEAR AVERAGE 2011 - 2020 **290.0** **299.2** **589.2**

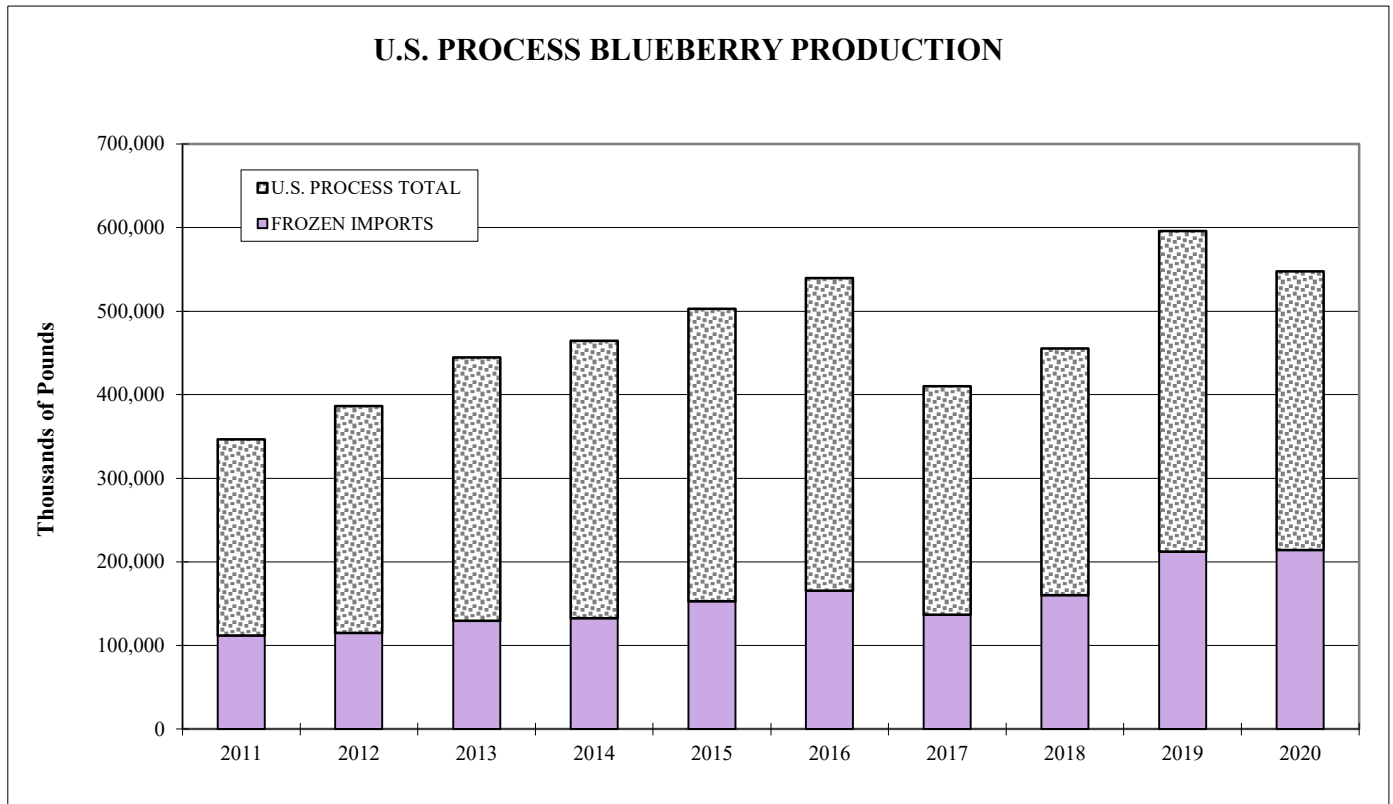
3 YEAR AVERAGE 2018 - 2020 **289.9** **339.2** **629.2**



Numbers revised per USDA/NASS and Stats Canada for years before current
Current year numbers are from Pg. 12

**UNITED STATES PROCESS BLUEBERRY PRODUCTION
2011-2020
(Thousands of Pounds)**

<u>YEAR</u>	<u>MAINE</u>	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>WASH/ OREGON</u>	<u>SOUTHERN STATES & OTHERS*</u>	<u>U.S. PROCESS TOTAL</u>	<u>FROZEN IMPORTS</u>	<u>TOTAL INCLUDING IMPORTS</u>
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	67,000	4,400	105,500	51,700	315,200	129,378	444,578
2014	104,400	51,000	5,860	116,300	54,230	331,790	132,668	464,458
2015	100,500	31,300	7,600	139,350	71,000	349,750	152,963	502,713
2016	101,260	55,400	6,590	155,850	55,000	374,100	165,546	539,646
2017	67,300	46,600	4,860	134,750	20,100	273,610	136,720	410,330
2018	49,300	33,300	8,000	164,200	40,200	295,000	160,155	455,155
2019	85,648	39,300	8,000	197,000	54,000	383,948	212,008	595,955
2020	46,600	31,200	6,000	201,800	47,300	332,900	214,467	547,367
TEN YEAR AVERAGE 2011-2020								
	81,471	44,800	7,481	134,335	48,173	316,260	153,084	469,344
THREE YEAR AVERAGE 2018-2020								
	60,516	34,600	7,333	187,667	47,167	337,283	195,543	532,826
US Highbush Process for 2020 totals				286,300				
US Lowbush Process for 2020 totals				46,600				

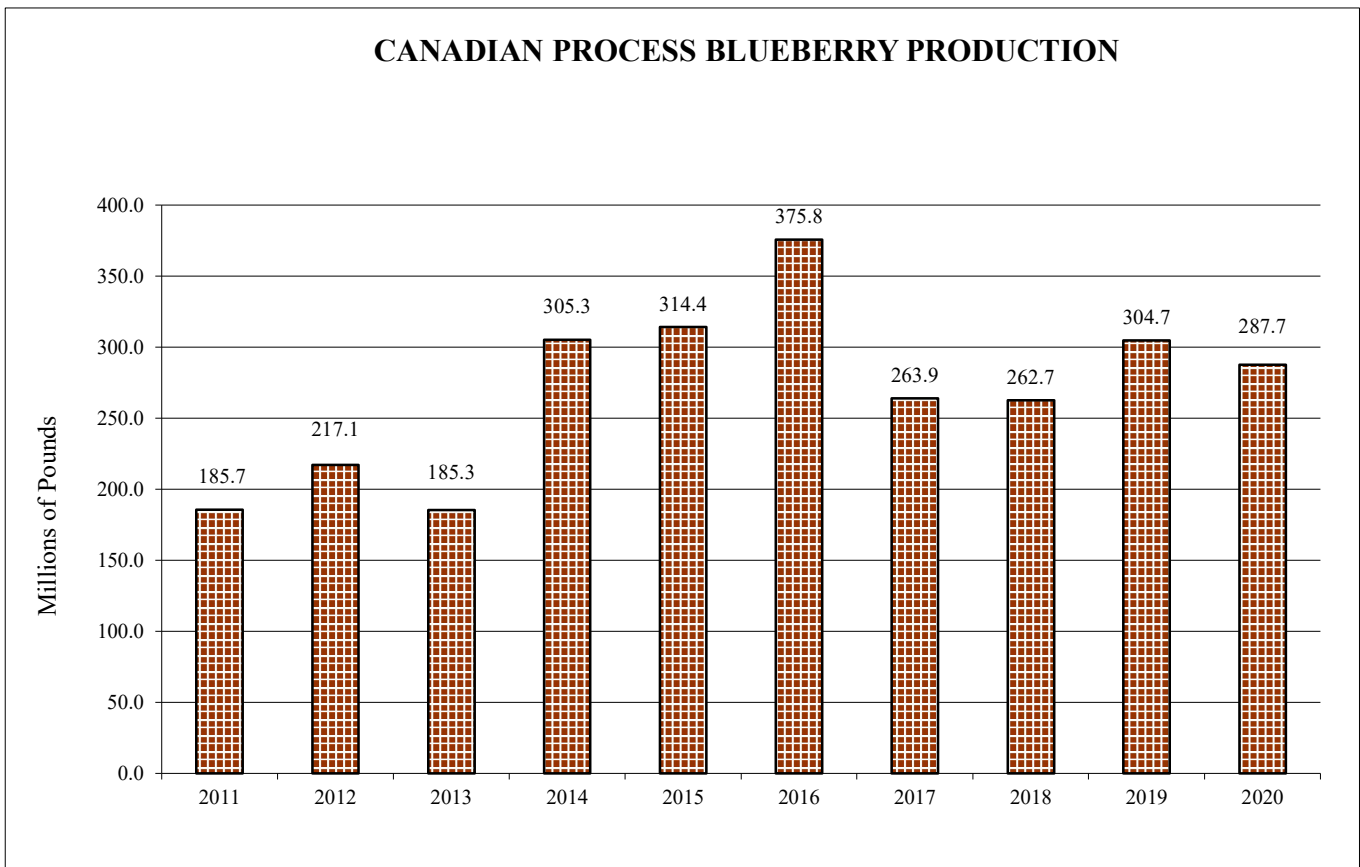


Source: Production - See Page 1, USDA/NASS - Non Citrus Fruits & Nuts Summary
Imports - See page 18 (U.S Census Bureau. Jan-Dec)

*Also Includes North Carolina, Colorado, Georgia, Florida, Arkansas, Alabama, Kentucky, Mississippi, Minnesota, Missouri, Ohio, Massachusetts, Wisconsin, Louisiana, New York, Texas, Connecticut, Maryland, New Hampshire, Pennsylvania, Rhode Island, Vermont, West Virginia, Oklahoma, South Carolina, Tennessee, and California

CANADIAN PROCESS BLUEBERRY PRODUCTION*
2011-2020
(Millions of 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>
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	39.1	29.5	60.8	42.6	0.0	13.3	185.3
2014	63.5	73.2	86.6	58.9	1.0	22.1	305.3
2015	65.1	49.8	104.0	78.0	0.0	17.5	314.4
2016	38.6	117.0	110.0	83.0	0.2	27.0	375.8
2017	48.4	78.4	60.3	53.3	0.0	23.5	263.9
2018	21.0	84.5	84.6	53.8	0.0	18.7	262.7
2019	41.6	68.6	109.4	65.2	0.2	19.8	304.7
2020	32.5	90.0	113.8	32.5	0.3	18.6	287.7
10 YEAR AVERAGE 2011-2020							
	41.9	70.6	85.0	54.0	0.3	18.5	270.3
THREE YEAR AVERAGE 2018-2020							
	31.7	81.0	102.6	50.5	0.2	19.0	285.1

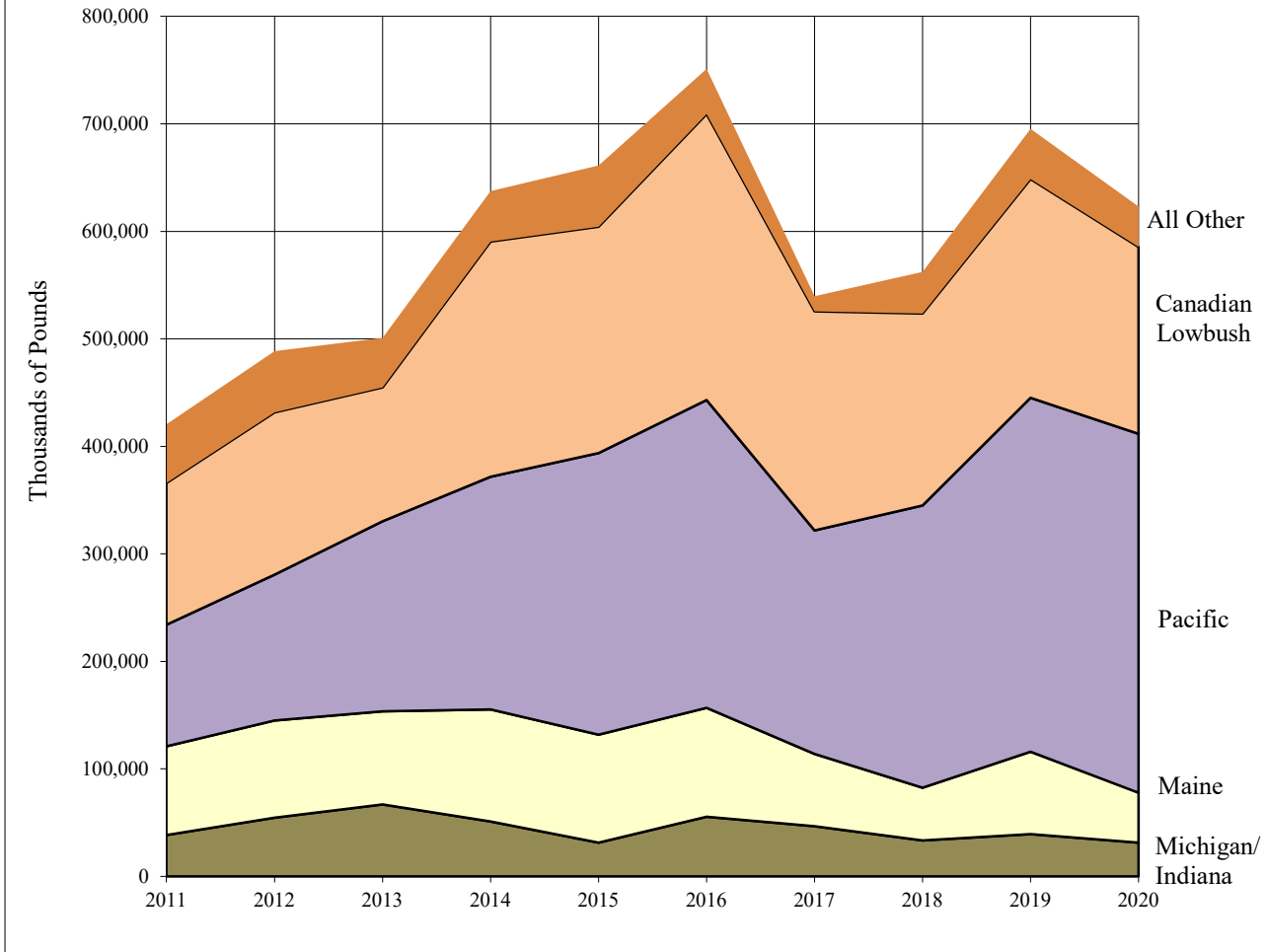


*Ontario not included, 0 process production to date.

**Average of 113.8 million pounds Lowbush; 173.9 million pounds Highbush.

Source: Production- see Page 1 for current year. Stats Canada Pg. 5 with NABC adjustments for estimated fresh production for years before current.

**NORTH AMERICAN PROCESS BLUEBERRY TREND
BY PRODUCTION AREA
2011-2020**



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

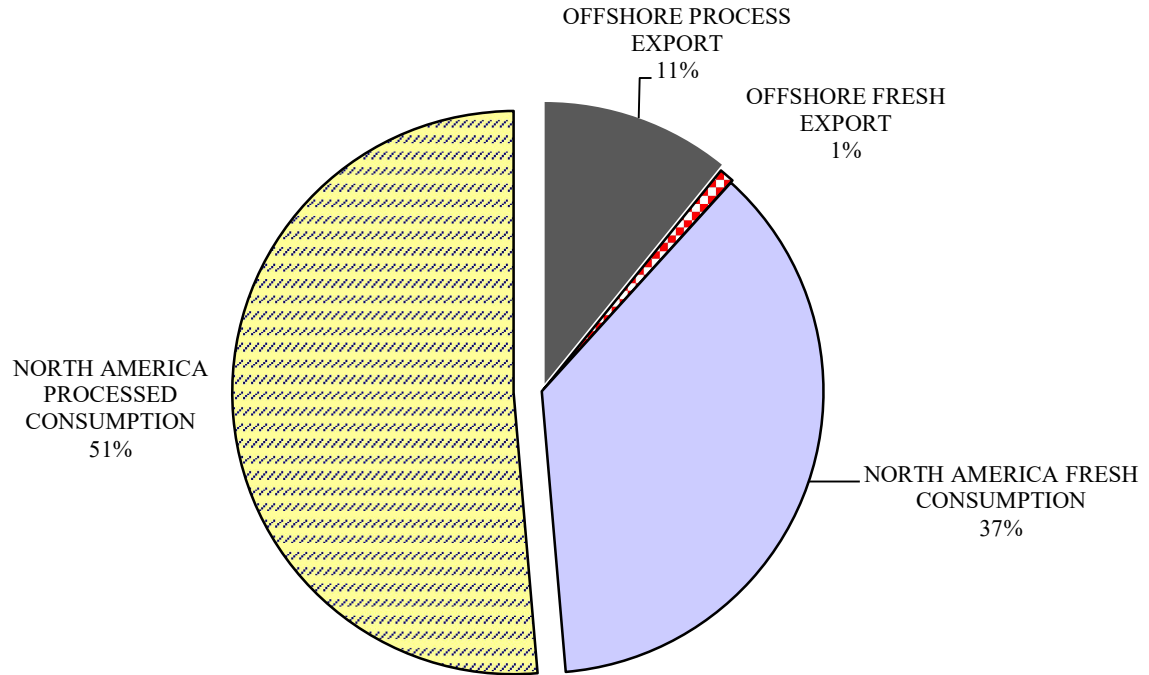
ALL OTHER AREAS: New Jersey, New York, North Carolina, Ontario, Georgia, Arkansas, Florida, Mississippi & Other Southern States.

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

Data revised per USDA/NASS & Stats Canada

Mexico added since 2014

**2020
ESTIMATED UTILIZATION OF
NORTH AMERICAN BLUEBERRIES**



2020 CROP PRODUCTION TOTAL:
1,129,990,000 Pounds

TOTAL ESTIMATED FARM GATE VALUE:
\$1,195,571,327

ESTIMATED 2020 CROP UTILIZATION:

NORTH AMERICA FRESH CONSUMPTION: 495,257,350 POUNDS
OFFSHORE FRESH EXPORT: 11,732,650 POUNDS
NORTH AMERICAN PROCESSED CONSUMPTION: 688,422,751 POUNDS
OFFSHORE PROCESS EXPORT: 145,188,583 POUNDS
TOTAL UTILIZATION: 1,340,601,333 POUNDS

NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

UNITED STATES

IMPORTS			EXPORTS		
FRESH:	<u>2019 POUNDS</u>	<u>2020 POUNDS</u>	FRESH:	<u>2019 POUNDS</u>	<u>2020 POUNDS</u>
PERU	151,411,822	185,415,116	CANADA	74,180,546	53,818,431
CHILE	133,357,206	115,365,252	KOREA, SOUTH	1,831,498	1,612,524
MEXICO	90,906,073	113,138,394	JAPAN	547,526	845,980
CANADA	79,684,625	53,287,080	TAIWAN	371,266	622,797
ARGENTINA	15,344,444	13,732,647	HONG KONG	227,446	405,792
URUGUAY	1,159,972	1,034,943	SINGAPORE	312,976	392,492
COLUMBIA	190,835	802,510	NETHERLANDS	1,164,498	341,620
MOROCCO	18,340	99,048	MEXICO	256,748	282,422
GUATEMALA	65,554	39,520	MALAYSIA	138,239	266,331
			UNITED KINGDOM	654,025	159,867
			VIETNAM	82,221	144,020
FRESH TOTAL:	472,139,698	482,914,510	AUSTRALIA	217,237	114,641
			UNITED ARAB EMIRATES	330,712	63,164
			THAILAND	14,896	59,035
			CHINA	0	43,084
			BAHAMAS	37,291	36,539
			PHILIPPINES	12,447	25,476
			ICELAND	8,351	20,481
			COSTA RICA	7,458	13,477
			TRINIDAD AND TOBAGO	1,929	11,667
			QATAR	716	10,897
			GUATEMALA	3,840	7,092
			CAYMAN ISLANDS	6,435	4,211
FROZEN:	<u>2019 POUNDS</u>	<u>2020 POUNDS</u>	CAMBODIA	9,537	3,999
CANADA	162,064,516	165,592,045	PANAMA	6,482	3,329
CHILE	33,748,793	33,337,955	OMAN	6,365	2,460
PERU	5,838,821	7,282,576	ARUBA	10,564	2,401
ARGENTINA	7,164,476	4,744,595	DOMINICAN REPUBLIC	2,418	1,989
MEXICO	2,881,278	3,153,616	KUWAIT	0	1,764
UKRAINE	73,832	80,688	BELGIUM	95,785	0
SERBIA	35,031	29,229	IRELAND	77,282	0
FRANCE	12,240	5,567	NEW ZEALAND	40,995	0
RUSSIA	2,932	4,431	SAUDI ARABIA	14,740	0
CHINA	74,361	0	PAKISTAN	10,553	0
COLUMBIA	46,341	0	INDONESIA	3,254	0
POLAND	27,368	0	BURMA	1,896	0
SWEDEN	11,881	0	TURKS AND CAICOS ISLANDS	970	0
GREECE	11,881	0			
ITALY	10,913	0			
GERMANY	2,910	0			
			FRESH TOTAL:	80,689,145	59,362,281
FROZEN TOTAL	212,007,572	214,466,806			
<u>GRAND TOTAL:</u>	<u>684,147,270</u>	<u>697,381,316</u>			

SOURCE: US Bureau of Census, Department of
Commerce Foreign Trade Division.

CALENDAR YEAR (JANUARY TO DECEMBER)

TOTAL = BOTH HIGHBUSH & LOWBUSH BLUEBERRIES

* TOTALS BASED ON ROUNDED CONVERSIONS FROM KILOGRAMS.

NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS (continued)

UNITED STATES

FROZEN:	<u>2019 POUNDS</u>	<u>2020 POUNDS</u>
CANADA	35,199,027	36,603,836
KOREA, SOUTH	5,893,793	8,853,039
JAPAN	4,847,111	5,630,277
AUSTRALIA	3,942,363	4,443,435
NETHERLANDS	1,108,100	3,016,532
MEXICO	560,766	786,277
UNITED KINGDOM	634,323	632,870
GERMANY	204,342	495,784
CHINA	103,200	390,946
NEW ZEALAND	0	299,036
TAIWAN	189,320	234,195
COSTA RICA	208,606	193,317
CHILE	419,959	149,584
GUATEMALA	176,990	144,805
ISRAEL	36,748	108,652
BRAZIL	51,200	102,399
PANAMA	93,378	97,514
COLOMBIA	187,287	95,909
INDONESIA	0	52,507
TRINIDAD AND TOBAGO	97,155	49,767
INDIA	104,604	48,508
EL SALVADOR	60,025	47,503
HONDURAS	44,266	45,122
JAMAICA	93,872	44,107
MALAYSIA	4,180	42,386
SINGAPORE	13,655	39,526
HONG KONG	121,484	35,944
DOMINICAN REPUBLIC	10,476	27,736
PHILIPPINES	63,239	23,444
BAHRAIN	0	21,451
NICARAGUA	5,401	16,468
NICARAGUA	5,401	16,468
ARUBA	11,541	8,876
BARBADOS	32,141	8,642
VIETNAM	126,057	5,981
BAHAMAS	2,491	2,491
BERMUDA	0	1,023
SPAIN	6,649	0
UNITED ARAB EMIRATES	5,523	0
OMAN	3,527	0
QATAR	3,307	0
GRENADA	2,619	0
SAUDI ARABIA	311	0

FROZEN TOTAL:	54,669,036	63,081,485
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<u>GRAND TOTAL:</u>	<u>135,358,181</u>	<u>122,443,766</u>
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NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

	IMPORTS			EXPORTS	
	2019 POUNDS *	2020 POUNDS		2019 POUNDS *	2020 POUNDS
FRESH:			FRESH:		
United States	79,318,131	65,182,606	United States	79,684,625	53,247,009
Peru	39,114,328	44,278,776	Netherlands	0	3,079,205
Chile	40,832,217	28,586,266	Poland	0	2,686,596
Mexico	14,212,448	21,221,078	Hong Kong	107,774	138,941
Argentina	5,308,187	4,638,203	Japan	160,012	110,931
Uruguay	683,563	533,593	Israel	70,635	71,295
France	45,243	23,128	Thailand	3,175	53,900
China	5,602	15,412	Singapore	131,425	15,075
Iran	0	2,357	Taiwan	40,893	12,445
Italy	0	245	China	312,046	12,108
Estonia	0	7	India	10,752	5,079
Serbia	115	7	Indonesia	51,526	3,175
Australia	16,367	0	France	0	31
Switzerland	5,994	0	Saint Pierre and Miquelon	474	20
Pakistan	68	0	Italy	381	0
			Germany	4,109	0
			United Kingdom	1,080	0
FRESH TOTAL:	179,554,791	164,481,676	Malaysia	635	0
			Viet Nam	1,290	0
FROZEN:			FRESH TOTAL	80,580,833	59,435,809
United States	36,813,714	39,846,516			
Chile	4,268,952	3,089,493	FROZEN:		
Peru	24	1,191,234	United States	162,069,465	165,630,059
Argentina	730,622	721,255	Germany	35,133,626	29,730,010
Mexico	190	176,990	Japan	22,214,209	17,641,476
France	29,242	20,825	Netherlands	9,973,059	11,949,254
Lithuania	0	16,867	China	10,404,868	10,170,977
China	948	2,460	Poland	9,669,111	9,622,861
Serbia	0	7	France	9,276,877	8,241,359
Italy	0	4	Belgium	8,641,959	7,785,723
Sweden	24,991	4	New Zealand	1,841,485	3,226,635
Japan	23,986	0	Australia	2,211,564	2,443,369
Poland	1,065	0	Italy	2,041,718	2,368,609
Ukraine	4	0	Serbia	2,338,843	2,367,333
			Austria	1,871,937	1,758,268
FROZEN TOTAL:	41,893,738	45,065,655	United Kingdom	3,437,262	1,513,092
			Switzerland	6,478,934	1,259,312
GRAND TOTAL:	<u>221,448,529</u>	<u>209,547,331</u>	Denmark	678,915	993,933
			Taiwan	870,127	886,924
			Sweden	1,072,774	757,706
			Philippines	523,888	638,490
			Czechia	931,179	605,269
			Korea, South	348,576	531,904
			Portugal	592,497	509,992
			Israel	148,019	450,325
			Ireland	203,996	449,994
			Chile	97,562	414,842
			Viet Nam	180,929	364,438
			Ukraine	463,059	360,157
			Mexico	0	360,002
			Turkey	251,349	356,748
			Sub-Total	293,967,786	283,389,059

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

Totals based on rounded conversions from kilograms.

*Revised data

NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS (continued)

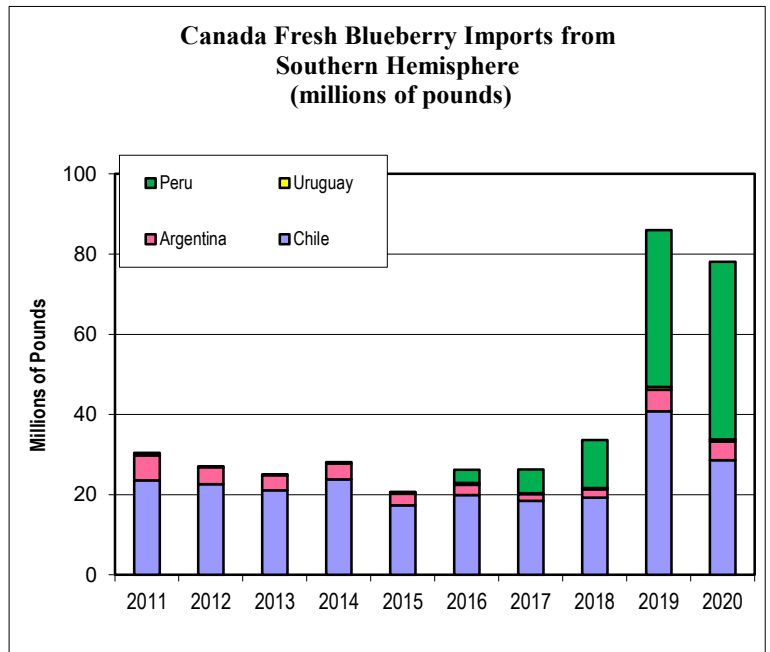
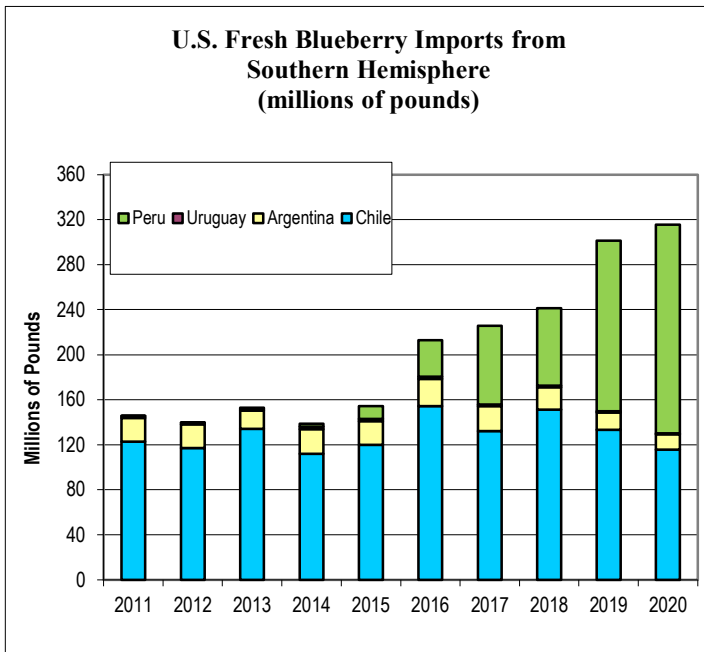
CANADA

	EXPORTS	
	<u>2019 POUNDS</u>	<u>2020 POUNDS</u>
FROZEN:		
India	112,000	199,545
Bulgaria	260,701	161,247
Malaysia	68,413	121,725
Thailand	0	111,628
Croatia	153,447	107,009
Cambodia	0	105,228
Brazil	52,500	53,999
Norway	0	50,999
Finland	0	27,000
Indonesia	72,756	11,541
Saint Pierre and Miquelon	758	2,013
Cabo Verde	52,591	0
Saudi Arabia	5,432	0
Hong Kong	15,595	0
Montenegro	48,479	0
Lithuania	46,559	0
FROZEN TOTAL:	294,857,018	284,340,992
GRAND TOTAL:	<u><u>375,437,851</u></u>	<u><u>343,776,801</u></u>

NORTH AMERICAN FRESH IMPORTS OF SOUTHERN HEMISPHERE BLUEBERRIES (Millions of Pounds)

FRESH IMPORTS

YEAR	U.S. IMPORTS					CANADIAN IMPORTS**					North America
	Chile	Argentina	Peru	Uruguay	Others*	Chile	Argentina	Peru	Uruguay	Others ^	Total
2011	122.7	21.0	0.1	2.0	0.2	23.6	6.2	0.0	0.6	0.0	176.4
2012	117.1	21.0	0.0	1.4	0.1	22.6	4.2	0.0	0.2	0.0	166.7
2013	134.1	16.2	1.0	1.4	0.1	21.1	3.7	0.0	0.3	0.0	177.9
2014	112.0	21.9	2.6	2.2	0.1	23.8	3.9	0.0	0.4	0.0	166.9
2015	119.9	20.9	11.6	1.9	0.1	17.3	2.9	0.2	0.3	0.0	175.1
2016	154.2	24.3	32.3	2.0	0.0	19.9	2.5	3.3	0.5	0.1	239.1
2017	132.3	21.9	70.0	1.3	0.0	18.4	1.7	5.9	0.2	0.1	251.9
2018	151.1	19.9	68.9	1.6	0.1	19.2	2.1	12.0	0.3	0.1	275.3
2019	133.4	15.3	151.4	1.2	0.3	40.8	5.3	39.1	0.7	0.0	387.5
2020	115.4	13.7	185.4	1.0	0.9	28.6	4.6	44.3	0.5	0.0	394.5
10 YEAR AVERAGE											
2011-2020	129.2	19.6	52.3	1.6	0.2	23.5	3.7	10.5	0.4	0.0	241.1
3 YEAR AVERAGE											
2018-2020	133.3	16.3	135.2	1.3	0.4	29.5	4.0	31.8	0.5	0.0	352.4



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

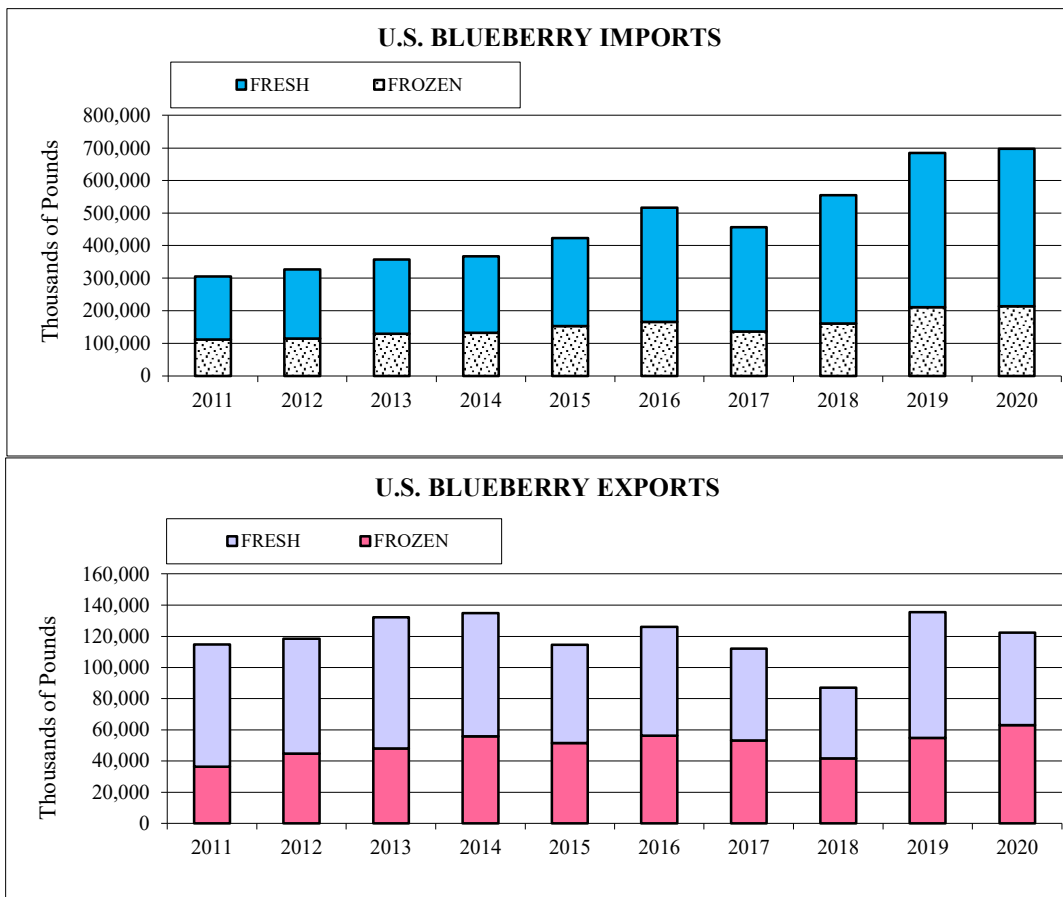
* Includes: GUATEMALA, MOROCCO, AND COLUMBIA

^ Includes: AUSTRALIA

**Revised data

UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2011 - 2020 (Thousands of Pounds)

YEAR	<i>IMPORTS:</i>			<i>EXPORTS:</i>		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2011	111,963	192,541	218,448	36,176	78,490	84,200
2012	114,971	212,451	262,110	44,676	73,579	101,942
2013	129,378	228,180	304,504	47,908	84,387	114,666
2014	132,668	234,743	327,422	55,851	79,082	118,255
2015	152,963	270,525	357,558	51,485	63,014	132,295
2016	166,546	350,309	367,411	56,105	69,889	134,933
2017	136,720	320,535	423,488	53,105	58,916	114,499
2018	160,156	395,025	555,181	41,579	45,281	86,860
2019	212,008	472,140	684,147	54,669	80,689	135,358
2020	214,467	482,915	697,381	63,081	59,362	122,444
10 YEAR AVERAGE 2011-2020	153,184	315,936	469,120	50,464	69,269	119,732
3 YEAR AVERAGE 2018-2020	195,543	450,026	645,570	53,110	61,777	114,887



Source: U.S. Bureau of Census Calendar Year

**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS
(JULY TO JUNE)
Latest 15 Seasons
(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>
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
2013/14	36,833	47,583	84,416	20,069	33,861	53,930
2014/15	35,175	44,428	79,603	18,259	36,237	54,495
2015/16	23,152	37,854	61,006	17,034	32,797	49,831
2016/17	30,396	31,095	61,490	21,989	31,711	53,700
2017/18	22,538	32,333	54,871	21,464	32,247	53,711
2018/19	2,245	48,076	50,321	8,600	31,576	40,177
2019/20	38,234	40,743	78,977	21,280	37,294	58,574
2020/21	10,652	49,008	59,661	18,252	47,802	66,054

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

* Includes exports to Canada.

U.S. FRESH BLUEBERRY EXPORTS 2020 HIGHBUSH VERSUS LOWBUSH

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	TOTAL
CANADA	44,519,428	83%	9,299,003	17%	53,818,431
KOREA, SOUTH	1,501,573	93%	110,951	7%	1,612,524
JAPAN	251,770	30%	594,210	70%	845,980
TAIWAN	512,309	82%	110,488	18%	622,797
HONG KONG	157,964	39%	247,828	61%	405,792
SINGAPORE	287,495	73%	104,996	27%	392,492
NETHERLANDS	-	0%	341,620	100%	341,620
MEXICO	147,505	52%	134,917	48%	282,422
MALAYSIA	123,768	46%	142,563	54%	266,331
UNITED KINGDOM	1,801	1%	158,065	99%	159,867
VIETNAM	108,131	75%	35,889	25%	144,020
AUSTRALIA	78,658	69%	35,983	31%	114,641
UNITED ARAB EMIRATES	63,034	100%	130	0%	63,164
THAILAND	9,932	17%	49,103	83%	59,035
CHINA	-	0%	43,084	100%	43,084
INDIA	41,920	100%	-	0%	41,920
BAHAMAS	36,539	100%	-	0%	36,539
PHILIPPINES	11,850	47%	13,627	53%	25,476
ICELAND	-	0%	20,481	100%	20,481
COSTA RICA	13,477	100%	-	0%	13,477
TRINIDAD AND TOBAGO	1,828	16%	9,839	84%	11,667
QATAR	-	0%	10,897	100%	10,897
GUATEMALA	5,933	84%	1,160	16%	7,092
CAYMAN ISLANDS	4,211	100%	-	0%	4,211
CAMBODIA	2,884	72%	1,116	28%	3,999
PANAMA	3,329	100%	-	0%	3,329
OMAN	-	0%	2,460	100%	2,460
ARUBA	2,401	100%	-	0%	2,401
DOMINICAN REPUBLIC	1,989	100%	-	0%	1,989
KUWAIT	1,764	100%	-	0%	1,764
JAMAICA	-	0%	1,162	100%	1,162
BARBADOS	-	0%	825	100%	825
CURACAO	392	100%	-	0%	392
FRESH TOTAL:	47,891,884	81%	11,470,397	19%	59,362,281

Note: Fresh exports excluding Canada total 5,543,850 pounds of which Highbush accounts for 61% (3,372,456 pounds) and Lowbush accounts for 39% (2,171,394 pounds) Source: U.S. Bureau of Census.

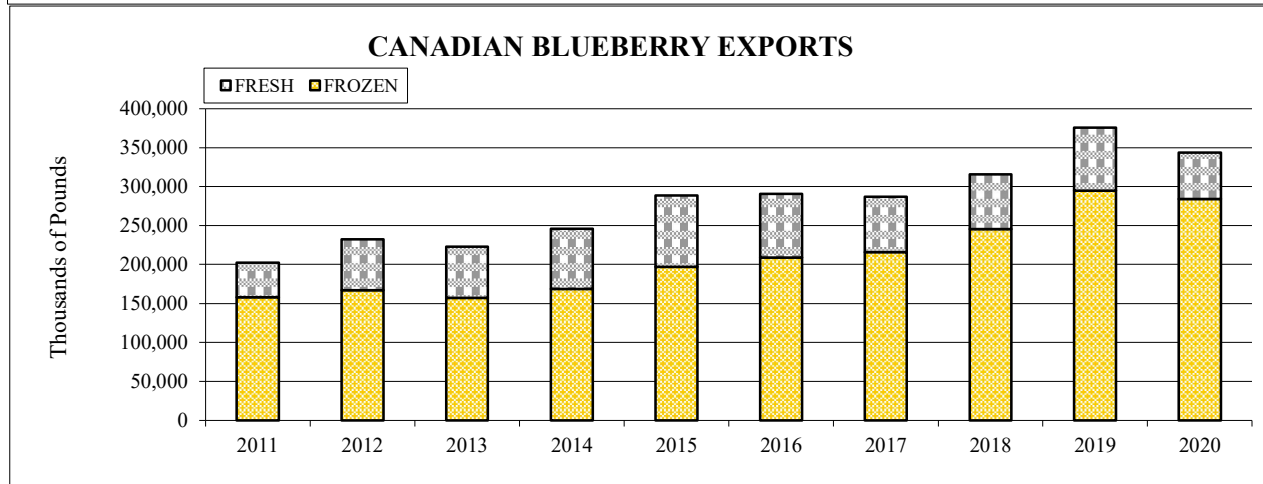
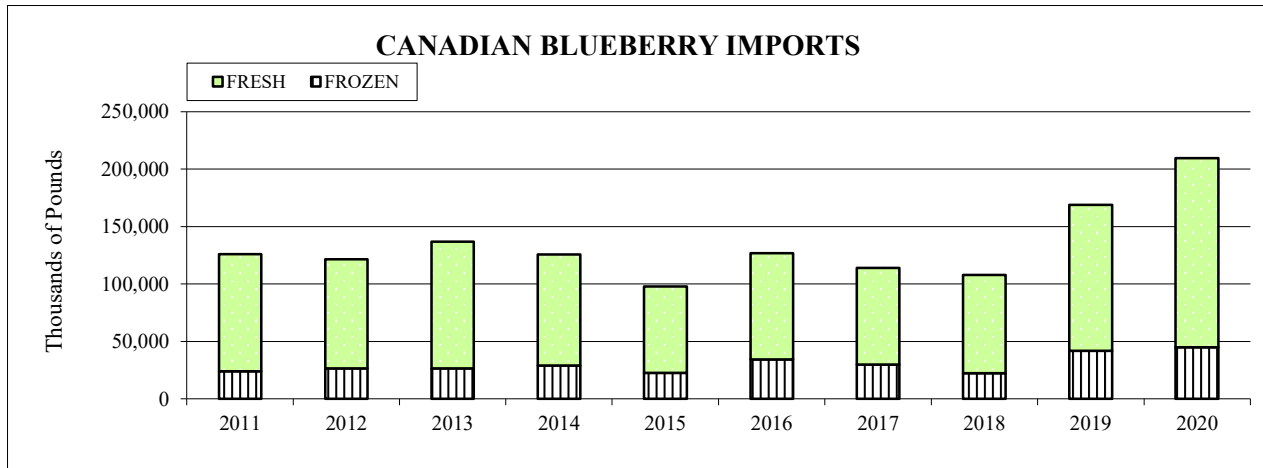
U.S. FROZEN BLUEBERRY EXPORTS 2020 HIGHBUSH VERSUS LOWBUSH

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL U.S. EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL U.S. EXPORT	TOTAL
CANADA	24,113,518	66%	12,490,318	34%	36,603,836
KOREA, SOUTH	6,717,361	76%	2,135,678	24%	8,853,039
JAPAN	4,368,880	78%	1,261,397	22%	5,630,277
AUSTRALIA	3,885,596	87%	557,839	13%	4,443,435
NETHERLANDS	50,999	2%	2,965,533	98%	3,016,532
MEXICO	271,810	35%	514,468	65%	786,277
UNITED KINGDOM	632,870	100%	0	0%	632,870
GERMANY	413,116	83%	82,668	17%	495,784
CHINA	390,946	100%	0	0%	390,946
NEW ZEALAND	299,036	100%	0	0%	299,036
TAIWAN	234,195	100%	0	0%	234,195
COSTA RICA	191,073	99%	2,244	1%	193,317
CHILE	149,584	100%	0	0%	149,584
GUATEMALA	144,805	100%	0	0%	144,805
ISRAEL	36,748	34%	71,903	66%	108,652
CROATIA	0	0%	105,777	100%	105,777
BRAZIL	0	0%	102,399	100%	102,399
PANAMA	96,412	99%	1,102	1%	97,514
COLOMBIA	95,909	100%	0	0%	95,909
IRELAND	54,399	100%	0	0%	54,399
INDONESIA	52,507	100%	0	0%	52,507
TRINIDAD AND TOBAGO	39,431	79%	10,335	21%	49,767
INDIA	48,508	100%	0	0%	48,508
EL SALVADOR	47,503	100%	0	0%	47,503
HONDURAS	45,122	100%	0	0%	45,122
JAMAICA	37,630	85%	6,477	15%	44,107
MALAYSIA	42,386	100%	0	0%	42,386
SINGAPORE	39,526	100%	0	0%	39,526
HONG KONG	35,944	100%	0	0%	35,944
DOMINICAN REPUBLIC	18,525	67%	9,211	33%	27,736
PHILIPPINES	19,916	85%	3,527	15%	23,444
THAILAND	0	0%	21,993	100%	21,993
BAHRAIN	19,112	89%	2,339	11%	21,451
NICARAGUA	16,468	100%	0	0%	16,468
ARUBA	8,876	100%	0	0%	8,876
BARBADOS	8,642	100%	0	0%	8,642
VIETNAM	5,981	100%	0	0%	5,981
BAHAMAS	0	0%	2,491	100%	2,491
PAKISTAN	0	0%	2,229	100%	2,229
FROZEN TOTAL:	42,634,356	68%	20,349,928	32%	62,984,284

Note: Fresh exports excluding Canada total 26,380,449 pounds of which Highbush accounts for 70% (18,520,838 pounds) and Lowbush accounts for 30% (7,859,611 pounds) Source: U.S. Bureau of Census.

CANADIAN BLUEBERRY IMPORTS & EXPORTS
2011 - 2020
(Thousands of Pounds)

<u>YEAR</u>	<u>IMPORTS</u>			<u>EXPORTS</u>		
	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>
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	26,551	110,461	137,012	156,908	66,332	223,240
2014	29,233	96,653	125,886	168,749	77,390	246,139
2015	22,616	75,370	97,986	196,789	92,052	288,841
2016	34,325	92,554	126,878	208,969	81,681	290,650
2017	30,004	84,164	114,168	215,713	71,240	286,953
2018	22,285	85,669	107,954	245,607	69,819	315,427
2019	41,906	126,936	168,843	294,857	80,581	375,438
2020	45,066	164,482	209,547	284,341	59,436	343,777
10 year average 2011-2020	30,271	103,299	133,571	209,692	70,831	280,523
3 year average 2018-2020	36,419	125,695	162,114	274,935	69,945	344,880



Source: Stats Canada

**CANADIAN FRESH BLUEBERRY EXPORTS 2020
HIGHBUSH VERSUS LOWBUSH**

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	2020 TOTAL
United States	44,365,355	83%	8,881,654	17%	53,247,009
Netherlands	0	0%	3,079,205	100%	3,079,205
Poland	0	0%	2,686,596	100%	2,686,596
Hong Kong	112,737	81%	26,204	19%	138,941
Japan	26,914	24%	84,017	76%	110,931
Israel	71,295	100%	0	0%	71,295
Thailand	52,500	97%	1,400	3%	53,900
Singapore	595	4%	14,480	96%	15,075
Taiwan	12,445	100%	0	0%	12,445
China	12,108	100%	0	0%	12,108
India	3,810	75%	1,270	25%	5,079
Indonesia	3,175	100%	0	0%	3,175
France	0	0%	31	100%	31
Saint Pierre and Miquelon	0	0%	20	100%	20
<hr/>					
FRESH TOTAL:	44,660,932	75%	14,774,876	25%	59,435,809

Note: Fresh exports excluding the United States total 6,188,799 pounds of which Highbush accounts for 5% of the total (295,577 pounds) and Lowbush accounts for 95% of the total (5,893,222 pounds).

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

**CANADIAN FROZEN BLUEBERRY EXPORTS 2020
HIGHBUSH VERSUS LOWBUSH**

FROZEN EXPORTS:

COUNTRY	HIGHBUSH POUNDS	HIGHBUSH % OF TOTAL EXPORT	LOWBUSH POUNDS	LOWBUSH % OF TOTAL EXPORT	TOTAL
United States	84,807,990	51%	80,822,069	49%	165,630,059
Germany	101,998	0%	29,628,012	100%	29,730,010
Japan	1,662,478	9%	15,978,998	91%	17,641,476
Netherlands	196,470	2%	11,752,784	98%	11,949,254
China	636,404	6%	9,534,573	94%	10,170,977
Poland	0	0%	9,622,861	100%	9,622,861
France	212	0%	8,241,148	100%	8,241,359
Belgium	204,525	3%	7,581,198	97%	7,785,723
New Zealand	2,441,643	76%	784,992	24%	3,226,635
Australia	193,529	8%	2,249,841	92%	2,443,369
Italy	47,619	2%	2,320,990	98%	2,368,609
Serbia	0	0%	2,367,333	100%	2,367,333
Austria	228,972	13%	1,529,296	87%	1,758,268
United Kingdom	0	0%	1,513,092	100%	1,513,092
Switzerland	52,469	4%	1,206,842	96%	1,259,312
Denmark	0	0%	993,933	100%	993,933
Taiwan	101,941	11%	784,983	89%	886,924
Sweden	0	0%	757,706	100%	757,706
Philippines	0	0%	638,490	100%	638,490
Czechia	0	0%	605,269	100%	605,269
Korea, South	75,402	14%	456,502	86%	531,904
Portugal	0	0%	509,992	100%	509,992
Israel	233,937	52%	216,388	48%	450,325
Ireland	0	0%	449,994	100%	449,994
Chile	52,769	13%	362,072	87%	414,842
Viet Nam	176,128	48%	188,310	52%	364,438
Ukraine	0	0%	360,157	100%	360,157
Mexico	0	0%	360,002	100%	360,002
Turkey	0	0%	356,748	100%	356,748
India	110,896	56%	88,649	44%	199,545
Bulgaria	53,850	33%	107,397	67%	161,247
Malaysia	0	0%	121,725	100%	121,725
Thailand	6,627	6%	105,001	94%	111,628
Croatia	0	0%	107,009	100%	107,009
Cambodia	0	0%	105,228	100%	105,228
Brazil	0	0%	53,999	100%	53,999
Norway	0	0%	50,999	100%	50,999
Finland	0	0%	27,000	100%	27,000
Indonesia	11,541	100%	0	0%	11,541
Saint Pierre and Miquelon	1,911	95%	101	5%	2,013
FROZEN TOTAL:	91,399,310	32%	192,941,682	68%	284,340,992

Note: Frozen exports excluding the United States total 118,710,933 pounds of which Highbush accounts for 6% of the total (6,591,320 pounds) and Lowbush accounts for 94% of the total (112,119,613 pounds).

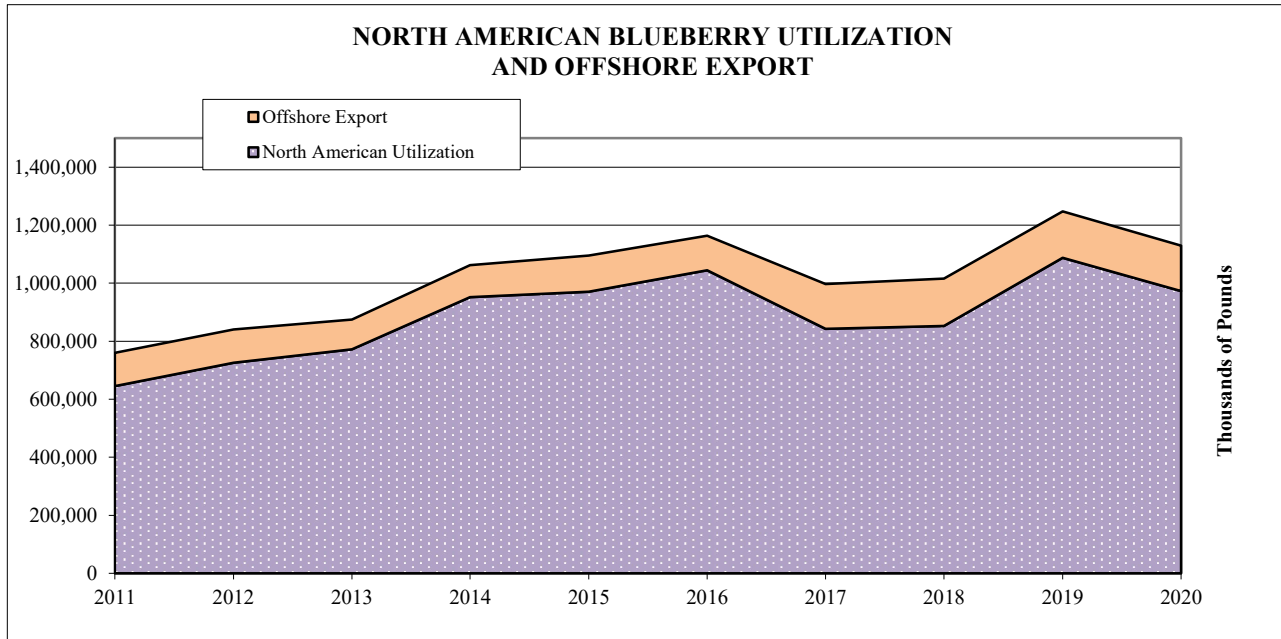
Source: Statistics, CATSNET Analytics Canada "Canadian Domestic Exports of Blueberries"

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT
2011 - 2020
(Thousands of Pounds)**

YEAR	NORTH AMERICAN TOTAL PRODUCTION	OFFSHORE EXPORT*	OFFSHORE EXPORT AS % OF PRODUCTION
2011	760,280	115,520	15%
2012	841,258	116,461	14%
2013	874,072	102,199	12%
2014	1,062,880	111,082	10%
2015	1,094,665	124,396	11%
2016	1,164,196	119,907	10%
2017	996,060	152,612	15%
2018	1,016,000	163,178	16%
2019	1,247,360	159,662	13%
2020	1,129,890	156,921	14%
Ten Year Average 2011-2020	1,018,666	132,194	13%

The ten year average for offshore export is the average of blueberry production for those 10 years

North American offshore exports in 2020 total 156,921,232 pounds of which 11,732,650 pounds (7%) were fresh blueberries and 145,188,583 pounds (93%) were frozen blueberries.



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

Includes Mexico data from 2011 to date.

Data from area Reps and World Blueberry Statistics & Global Market Analysis.

NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET (Millions of Pounds)

YEAR	JULY 1				FROZEN				PROCESSED		DOMESTIC	HIGHBUSH	LOWBUSH						
	FROZEN CARRY-IN*	+	PRODUCTION	=	TOTAL SUPPLY	FRESH PRODUCTION	=	PROCESSED AVAILABLE	-	PROCESSED CARRY-OUT JUNE 30*	=	PROCESSED OFFSHORE EXPORT	=	PROCESSED CONSUMPTION	FROZEN MARKET**	FROZEN MARKET**			
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	+	688.1	=	764.5	-	299.6	=	464.9	-	76.6	=	388.3	-	84.3	=	304.0	1.09-1.55	1.13 - 1.86
2011/12	76.6	+	760.3	=	836.9	-	331.1	=	505.8	-	109.6	=	396.2	-	105.1	=	291.1	1.68-1.48	1.86-2.00
2012/13	109.6	+	841.3	=	950.9	-	340	=	610.9	-	138.1	=	472.8	-	106.1	=	366.7	1.35-1.13	2.00-1.70
2013/14	138.1	+	874.1	=	1,012.2	-	358.8	=	653.4	-	136.0	=	517.4	-	97.2	=	420.2	1.13-95	1.70-175
2014/15	136.0	+	1,062.9	=	1,198.9	-	413.2	=	785.7	-	177	=	608.7	-	100.8	=	507.9	.95-1.05	1.75-NA
2015/16	177.0	+	1,093.7	=	1,270.7	-	390.6	=	880.1	-	210.6	=	669.5	-	114.1	=	555.4	1.20-1.07	N/A
2016/17	210.6	+	1,171.8	=	1,382.4	-	414.8	=	967.6	-	197.2	=	770.4	-	111.72545	=	658.7	1.03-.90	N/A
2017/18	197.2	+	967.8	=	1,165.0	-	486.5	=	678.5	-	133.2	=	545.3	-	142.3	=	403.0	.90-1.10	N/A
2018/19	133.2	+	996.1	=	1,129.3	-	580.6	=	548.7	-	124.6	=	424.1	-	154.4	=	269.7	.875-1.1	N/A
2019/20	124.6	+	1,016.0	=	1,140.6	-	543.3	=	597.3	-	235.2	=	362.1	-	152.3	=	209.8	0.85-0.92	N/A
2020/21	235.2	+	1,244.8	=	1,480.0	-	507.0	=	973.1	-	139.4	=	833.6	-	145.2	=	688.4	0.8-0.89	N/A

YoY Compare 2020/21 vs. 2019/20

88.8%	22.5%	29.8%	-6.7%	62.9%	-40.7%	130.2%	-4.6%	228.1%
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5 Year Average 2016/17-2020/21

180.2	+	1,079.3	=	1,259.5	-	506.4	=	753.0	-	165.9	=	587.1	-	141.2	=	445.9
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* 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 or 2016 through Current

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

TOTAL NORTH AMERICAN CONSUMPTION

1992 - 2020

(Thousands of Pounds)

	Total Fresh Production		Fresh Offshore Exports		Fresh Offshore Imports		Domestic Fresh Consumption		Domestic Process Consumption		Process Offshore Imports		Total North American Consumption	North American Per Capita Consumption (POUNDS)
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	+	1259	=	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	+	5008	=	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	340,415	-	10,344	+	122,624	=	452,695	+	354,100	+	36,036	=	842,831	2.42
2013	353,176	-	11,111	+	188,799	=	530,864	+	401,000	+	40,474	=	972,338	2.77
2014	413,213	-	9,986	+	157,885	=	561,112	+	505,900	+	33,185	=	1,100,197	3.14
2015	390,368	-	10,276	+	201,211	=	581,303	+	551,600	+	37,140	=	1,170,043	3.21
2016	414,795	-	8,182	+	298,119	=	704,732	+	651,028	+	44,664	=	1,400,424	3.39
2017	486,500	-	10,859	+	280,965	=	756,606	+	403,000	+	38,721	=	1,198,327	3.57
2018	580,598	-	8,775	+	352,460	=	924,283	+	269,662	+	49,311	=	1,243,256	3.4
2019	543,275	-	7,405	+	440,073	=	975,943	+	209,847	+	55,023	=	1,240,814	3.38
2020	506,990	-	11,733	+	528,927	=	1,024,184	+	688,423	+	54,094	=	1,766,701	4.80

NORTH AMERICAN POPULATION 1990 to 2020 (Millions)

YEAR	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Canada	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	30.8	31.1
USA	249.5	252.2	255.0	257.8	260.3	262.8	265.2	267.8	270.2	272.7	281.4	284.8
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	315.9

YEAR	2002	2003	2004	2005	2006	2007	2008	2009	#	2011	2012	2013	2014
Canada	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	#	34.5	34.9	35.3	35.5
USA	287.4	291.5	293.6	296.5	299.1	302.2	304.5	306.8	#	311.7	313.9	316.2	317.7
North American Total:	318.7	323.1	325.5	328.7	331.7	335.1	337.8	340.5		346.2	348.8	351.5	353.2

YEAR	2015	2016	2017	2018	2019	2020
Canada	35.8	36.2	36.7	37.2	37.4	38.2
USA	321.2	323.9	325.4	328	329.2	329.9
North American Total:	357	360.1	362.1	365.2	366.6	368.1

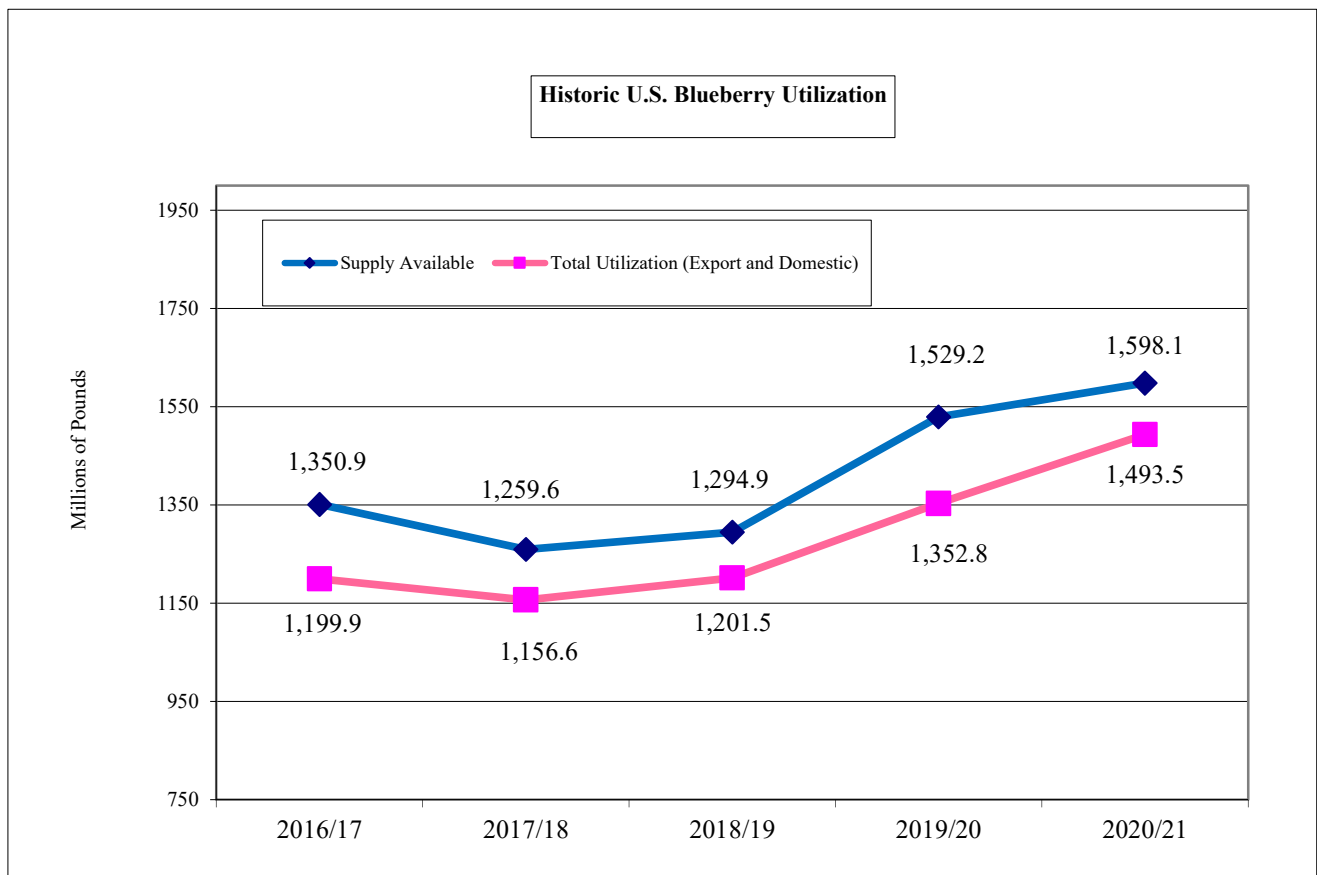
Source: Population Reference Bureau (www.prb.org)

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

**U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH
2016 - 2021
(Millions of Pounds)**

CROP YEAR PROJECTION

	2016/17	2017/18	2018/19	2019/20	2020/21
July 1st Frozen Carry In	161.0	151.0	103.0	93.4	176.4
+ Frozen Imports (7/1 to 6/30)	159.2	155.0	184.4	210.3	218.8
+ Fresh Imports (7/1 to 6/30)	331.7	356.7	407.5	468.7	529.2
+ US Production	699.0	596.9	600.0	756.9	673.7
= Supply Available	1,350.9	1,259.6	1,294.9	1,529.2	1,598.1
- Fresh Domestic Consumption (7/1 to 6/30) ^{1/}	640.1	672.7	806.4	850.8	862.7
- Frozen Domestic Consumption (7/1 to 6/30)	506.1	430.2	355.0	443.3	601.9
- Frozen Exports (7/1 to 6/30)	53.7	53.7	40.1	58.7	28.9
= June 30th Frozen Carry Out	151.0	103.0	93.4	176.4	104.6



Numbers per USDA/ERS

Exports include shipments to Canada, Imports include shipments from Canada

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

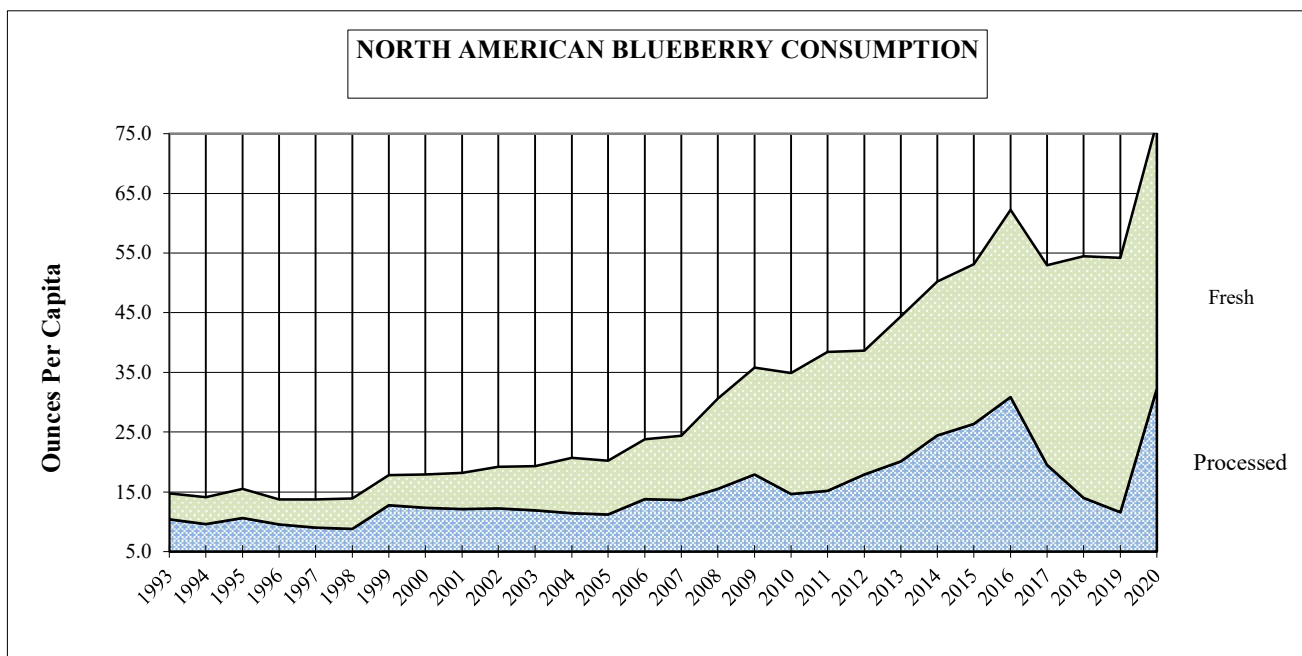
Includes Organic

NORTH AMERICAN BLUEBERRY CONSUMPTION 1993 - 2020

DOMESTIC PER CAPITA CONSUMPTION OF FRESH & PROCESSED BLUEBERRIES

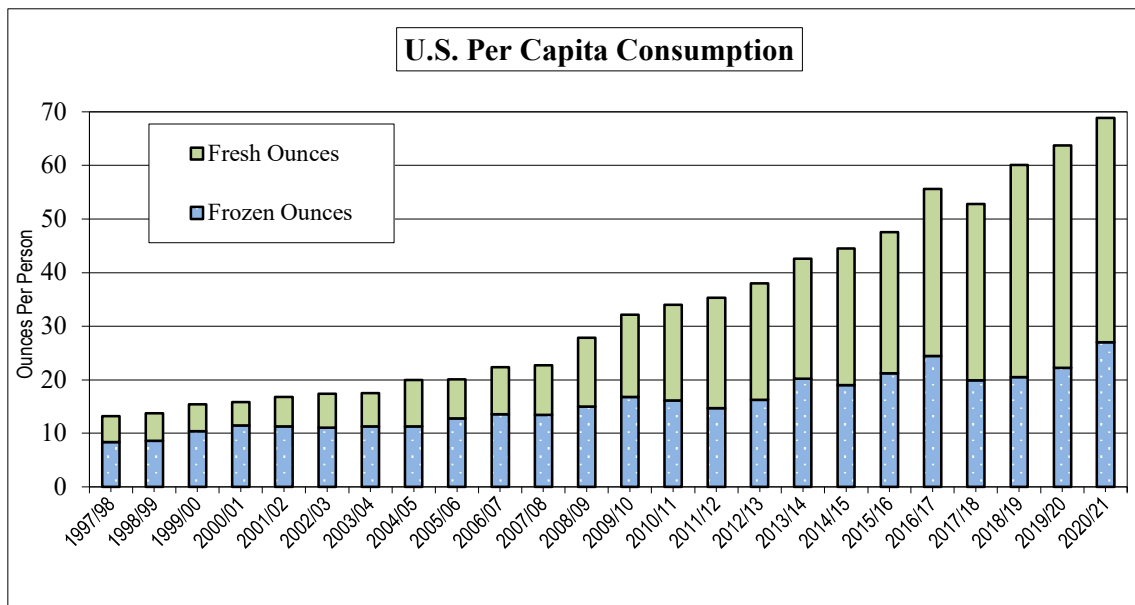
(Includes Offshore Imports)

YEAR	FRESH BLUEBERRIES		PROCESSED BLUEBERRIES		CONSUMPTION	
	POUNDS	OUNCES	POUNDS	OUNCES	POUNDS	OUNCES
1993	0.268	4.3	0.649	10.4	0.92	14.7
1994	0.280	4.5	0.602	9.6	0.88	14.1
1995	0.308	4.9	0.660	10.6	0.97	15.5
1996	0.262	4.2	0.593	9.5	0.86	13.7
1997	0.291	4.7	0.563	9.0	0.85	13.7
1998	0.319	5.1	0.553	8.8	0.87	13.9
1999	0.310	5.0	0.801	12.8	1.11	17.8
2000	0.350	5.6	0.771	12.3	1.12	17.9
2001	0.378	6.1	0.759	12.1	1.14	18.2
2002	0.437	7.0	0.761	12.2	1.20	19.2
2003	0.462	7.4	0.746	11.9	1.21	19.3
2004	0.579	9.3	0.709	11.4	1.29	20.7
2005	0.562	9.0	0.700	11.2	1.26	20.2
2006	0.624	10.0	0.862	13.8	1.49	23.8
2007	0.678	10.8	0.848	13.6	1.53	24.4
2008	0.942	15.1	0.969	15.5	1.91	30.6
2009	1.121	17.9	1.120	17.9	2.24	35.8
2010	1.270	20.3	0.910	14.6	2.18	34.9
2011	1.448	23.2	0.947	15.2	2.40	38.4
2012	1.297	20.8	1.119	17.9	2.42	38.7
2013	1.526	24.3	1.327	20.1	2.85	44.4
2014	1.613	25.8	1.526	24.4	3.14	50.2
2015	1.671	26.7	1.649	26.4	3.32	53.1
2016	1.957	31.3	1.932	30.9	3.89	62.2
2017	2.089	33.4	1.220	19.5	3.31	53.0
2018	2.531	40.5	0.873	14.0	3.40	54.5
2019	2.662	42.6	0.723	11.6	3.38	54.2
2020	2.782	44.5	2.017	32.3	4.80	76.8



U.S. PER CAPITA CONSUMPTION 1997 TO 2021

Crop Year	<u>FRESH BLUEBERRIES</u>		<u>PROCESSED BLUEBERRIES ^</u>		<u>TOTAL CONSUMPTION</u>	
	Fresh Pounds	Fresh Ounces	Frozen Pounds	Frozen Ounces	Pounds	Ounces
1997/98	0.3	4.8	0.523	8.4	0.82	13.2
1998/99	0.326	5.2	0.534	8.6	0.86	13.8
1999/00	0.313	5	0.651	10.4	0.96	15.4
2000/01	0.266	4.3	0.719	11.5	0.99	15.8
2001/02	0.346	5.5	0.703	11.3	1.05	16.8
2002/03	0.394	6.3	0.691	11.1	1.09	17.4
2003/04	0.39	6.2	0.709	11.3	1.10	17.5
2004/05	0.542	8.7	0.707	11.3	1.25	20.0
2005/06	0.454	7.3	0.8	12.8	1.25	20.1
2006/07	0.552	8.8	0.85	13.6	1.40	22.4
2007/08	0.574	9.2	0.846	13.5	1.42	22.7
2008/09	0.802	12.8	0.936	15	1.74	27.8
2009/10	0.959	15.3	1.051	16.8	2.01	32.1
2010/11	1.119	17.9	1.009	16.1	2.13	34.0
2011/12	1.288	20.6	0.917	14.7	2.21	35.3
2012/13	1.355	21.7	1.021	16.3	2.38	38.0
2013/14	1.399	22.4	1.259	20.2	2.66	42.6
2014/15	1.594	25.5	1.189	19.0	2.78	44.5
2015/16	1.641	26.3	1.326	21.2	2.97	47.5
2016/17	1.950	31.2	1.527	24.4	3.48	55.6
2017/18	2.055	32.9	1.245	19.9	3.30	52.8
2018/19	2.471	39.5	1.281	20.5	3.75	60.0
2019/20	2.593	41.5	1.392	22.3	3.98	63.8
2020/21	2.616	41.9	1.686	27.0	4.30	68.8



(Crop Year = July 1 to June 30)

^Highbush & Lowbush

PRICE TRENDS FROZEN BLUEBERRIES
1995 - 2020
CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
1995 Michigan	60	60	60	58-60	58-60	58-60	48	50	55-58	58-60	64-65	67-70
Maine	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
Maine	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
Maine	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
Maine	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
Maine	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
Maine	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
Maine	*	*	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
Maine	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
Maine	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
Maine	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
Maine	*	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
Maine	*	*	*	*	*	*	*	*	*	*	*	*
2007 Michigan	220-225	220-225	220-225	210	210	210	210	200	200	179-200	176-185	175-182
Maine	*	*	*	*	*	*	*	*	*	*	*	*
2008 Michigan	165	165	168	159	145	132	115	115	120	110	95	93
Maine	*	*	*	*	*	*	*	*	*	*	*	*
2009 Michigan	85	79	65	65	63	66	65	67	68	69	70	70
Maine	150	150	150	*	*	*	110	110	95	95	*	*
2010 Michigan	72	75	92	100	97	*	*	120	165	*	*	*
Maine	*	*	*	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
Maine	*	*	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
Maine	*	*	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
Maine	120-125	120-125	165-175	165-175	165-175	165-175	165-175	160-165	175	175	175	175
2014 Michigan	105-120	98-110	95	95	95	95	95	89	110-120	110-120	*	*
Maine	175	175	175	175	175	175	175	191	160	160	*	*
2015 Michigan	*	110-125	110-120	110-120	105-110	100-110	110-130	115-125	115-125	115-125	115-125	115-125
Maine	*	*	*	*	*	*	*	*	*	*	*	*
2016 Michigan	115-125	*	115-125	115-125	115-125	105-112	100-105	95-105	95-105	95-105	95-105	95-105
Maine	130	*	*	*	*	*	*	*	*	*	*	*
2017 Michigan	.85-.90	.85-.90	.85-.90	.85-.90	.85-.90	.85-.90	.85-.90	110-125	105-125	105-120	105-120	105-120
Maine	0.88	0.89	0.9	0.9	0.9	0.9	*	*	0.95	0.95	0.95	0.95
2018 Michigan	.95-1.10	.95-1.10	.95-1.15	1.00-1.15	.95-1.15	1.05-1.15	1.10-1.20	1.10-1.15	.95-1.10	1.00-1.15	1.00-1.15	1.00-1.15
Maine	*	*	*	*	*	*	*	*	1	1	1	1
2019 Michigan	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92	0.85-0.92
Maine	*	*	*	*	*	*	*	*	*	*	*	*
2020 Michigan	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89	0.8-0.89
Maine	*	*	*	*	*	*	*	*	*	*	*	*

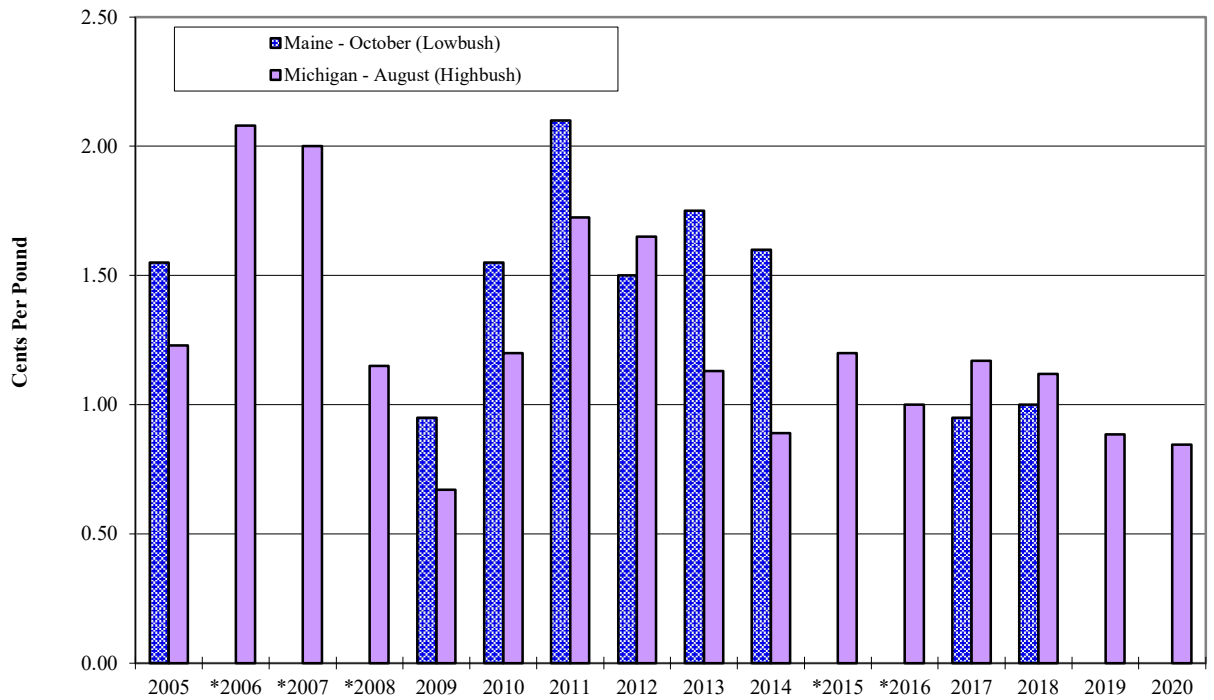
Source: Food Institute Report, January current year, "Price Trends of Frozen Fruits Blueberries"

Note: Food Institute did not report Maine figures from 2006 through 2008 & 2015 to current

* = No prices quoted Note: Food Institute did not report Maine figures from 2006 through 2008 & 2015 to current

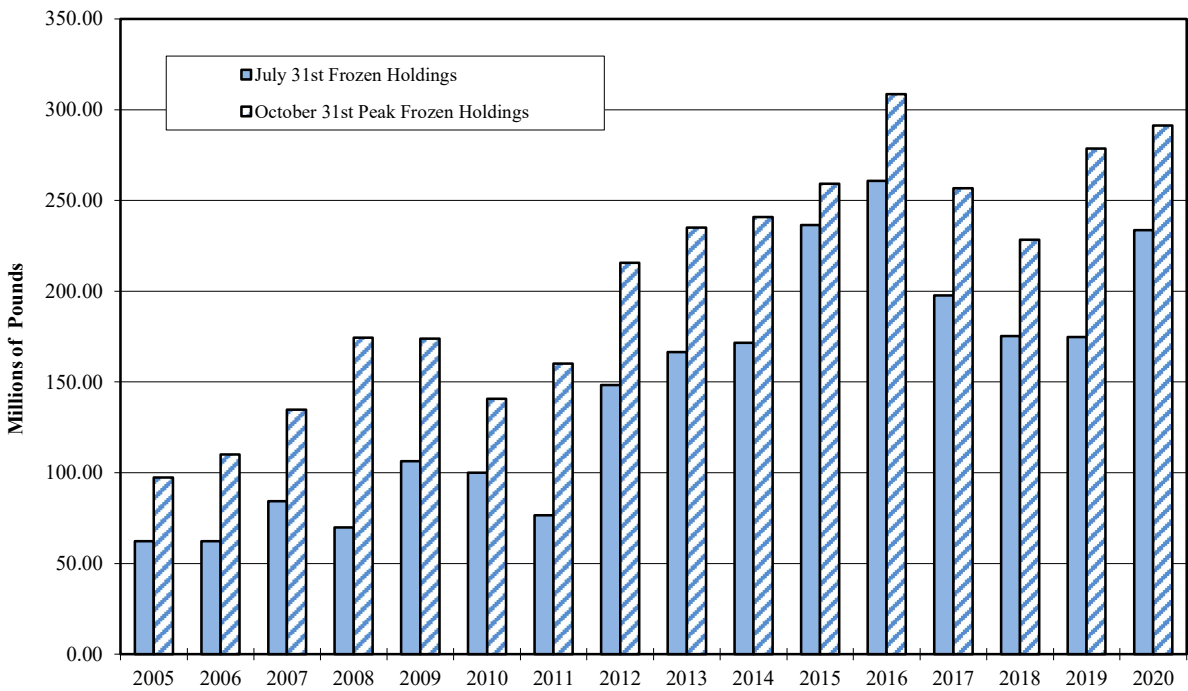
^ Revised with Food Institute Report, January, "Price Trends of Frozen Fruits Blueberries"

**FROZEN BLUEBERRY OPENING MARKET
2005 - 2020**



(Source: Food Institute Report - January 2019)
* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008, 2015-2016

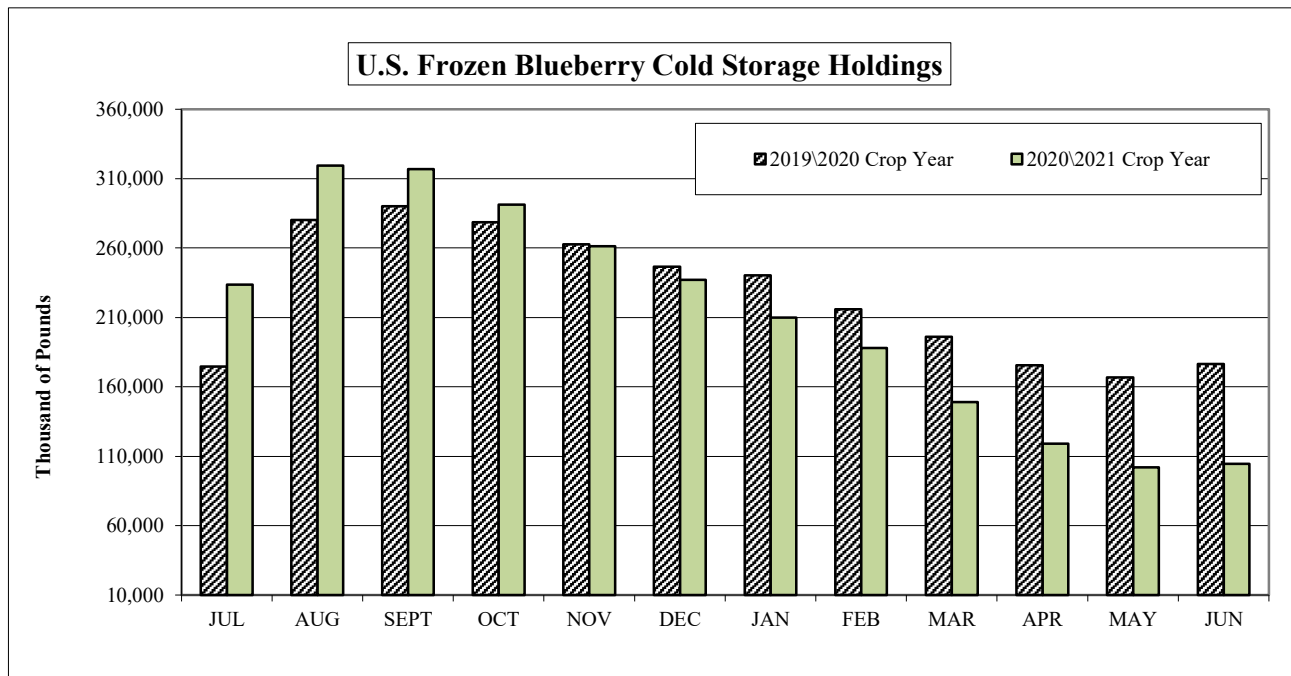
U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER



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

UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS CROP YEAR (Thousands of 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>
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	102,012
2014	171,661	269,537	265,303	240,830	229,225	208,324	2015	187,523	166,469	152,745	133,836	119,328	132,732
2015	236,349	273,614	280,085	259,198	245,754	224,696	2016	211,459	191,351	164,927	154,142	145,414	157,928
2016	260,675	315,436	332,379	308,554	294,135	268,895	2017	241,874	223,298	195,417	184,367	157,140	147,914
2017	197,723	276,632	266,243	256,727	230,843	222,060	2018	192,354	162,564	134,469	116,387	96,891	99,912
2018	175,163	244,902	247,396	228,308	199,883	182,857	2019	178,750	148,696	129,739	112,147	92,992	93,422
2019	174,711	280,075	290,020	278,570	262,652	246,625	2020	240,304	215,903	196,198	175,610	166,842	176,415
2020	233,701	319,296	316,717	291,261	261,142	237,064	2021	210,000	188,088	148,941	119,133	102,080	104,582



Source: Figures from Public Cold Storage reported to the USDA/NASS

Figures are from the last day of the month.

UNITED STATES FROZEN BLUEBERRY MOVEMENT
CROP YEAR 2011 - 2020
(Millions of Pounds)
CROP YEAR PRESENTATION

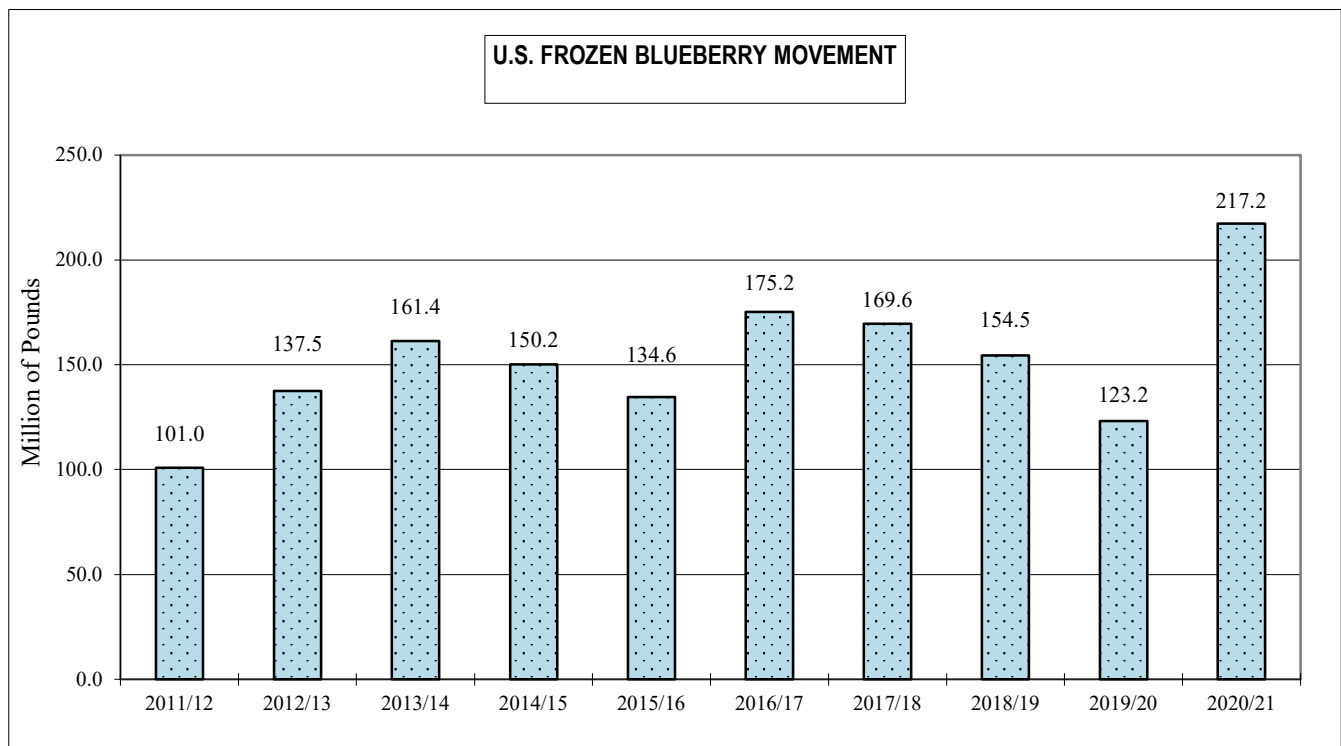
	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>TOTAL*</u>
2011/12	+19.1	+90.5	+7.8	-14.6	-12.4	-10.8	-13.0	-9.9	-17.3	-11.0	-12.0	+8.5	-101.0
2012/13	+66.1	+90.2	-4.3	-18.6	-18.9	-25.4	-5.4	-13.7	-14.8	-17.5	-18.9	+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	+3.3	-161.4
2014/15	+68.6	+97.9	-4.2	-24.5	-11.6	-20.9	-20.8	-21.1	-13.7	-18.9	-14.5	+12.4	-150.2
2015/16	+104.7	+37.3	+6.5	-20.9	-13.4	-21.1	-13.2	-20.1	-26.4	-10.8	-8.7	+13.0	-134.6
2016/17	+102.7	+54.8	+16.9	-23.8	-14.4	-25.2	-27.0	-18.6	-27.9	-11.1	-27.2	-9.2	-175.2
2017/18	+49.8	+78.9	+10.2	-9.7	-25.9	-8.8	-29.7	-29.8	-28.1	-18.1	-19.5	+3.0	-169.6
2018/19	+75.3	+69.7	+2.5	-19.1	-28.3	-17.1	-4.1	-30.1	-19.0	-17.6	-19.2	+0.4	-154.5
2019/20	+81.3	+105.4	+9.9	-11.5	-15.9	-16.0	-6.3	-24.4	-19.7	-20.6	-8.8	+9.6	-123.2
2020/21	+57.3	+85.6	-2.6	-25.5	-30.1	-24.1	-27.1	-21.9	-39.1	-29.8	-17.1	+2.5	-217.2

10 Year Average

+68.8	+80.4	+3.4	-18.4	-18.9	-18.5	-17.6	-21.2	-22.6	-16.9	-16.4	+4.6	-152.4
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3 Year Average

+71.3	+86.9	+3.3	-18.7	-24.8	-19.1	-12.5	-25.5	-26.0	-22.7	-15.0	+4.2	-165.0
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Figures are from the last day of the month.

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

Average totals are always based on most current and complete years available



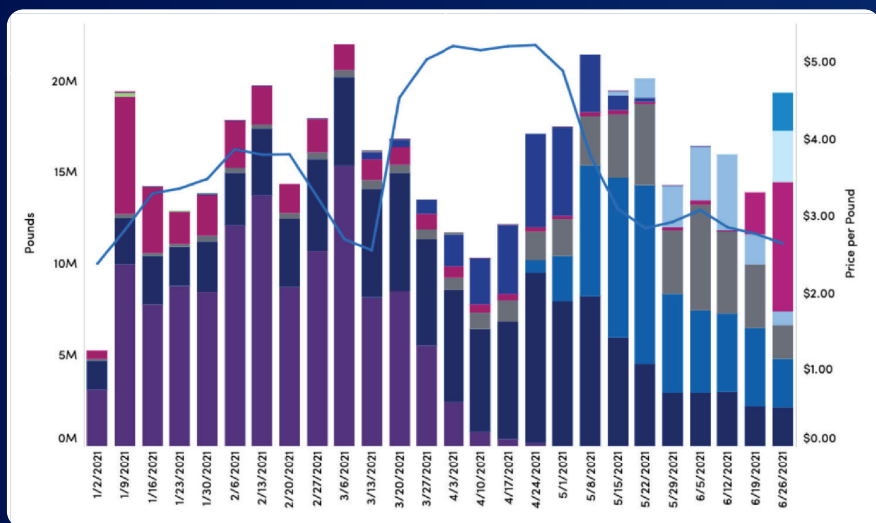
GLOBAL LEADER AND Nº1 BRAND OF PREMIUM BLUEBERRIES YEAR-ROUND



Blueberries are your business. Growing the value of blueberries is ours.

The best business decisions are data-driven, and at the U.S. Highbush Blueberry Council we know relevant data points and actionable insights are what growers and marketers need as the blueberry industry enters a new era of innovation. Our new data and insights center can help prepare you for what's next.

Blueberry Category Production and Pricing Trends



USDA Market News this year to date thru 6/26/2021

CHILE	• 124,710,255	• \$3.86
MEXICO	• 117,170,684	• \$3.75
GEORGIA	• 49,909,709	• \$3.05
CALIFORNIA	• 40,179,571	• \$3.79
PERU	• 29,645,760	• \$2.49
FLORIDA	• 23,731,374	• \$5.62
NORTH CAROLINA	• 12,959,916	• \$2.21
NEW JERSEY	• 9,413,536	• \$2.10
WASHINGTON	• 2,828,958	• \$2.96
OREGON	• 2,071,410	• \$2.96
COLOMBIA	• 515,730	•
ARGENTINA	• 293,872	• \$3.94
MOROCCO	• 182,516	•
CANADA	• 82,687	•
URUGUAY	• 52,032	•
GUATEMALA	• 12,789	•

Retail Category Performance

Total Dollars (Fresh)

\$3,875,373,198

% of Total Dollars (Fresh)

88%

Dollars % Change YoY (Fresh)

+10% ▲

Total Dollars (Frozen)

\$550,673,444

% of Total Dollars (Frozen)

12%

Dollars % Change YoY (Frozen)

+22% ▲

NielsenIQ syndicated data for Total US results thru week ending 4/24/2021

Find more data and insights at ushbc.org/data



U.S. blueberry industry economic impact studies



USDA shipping price and movement



Consumer and shopper insights





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