



## NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members  
From: Mark Villata  
Date: May 29, 2013  
Re: **2012 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2012 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 2012 statistical report follow:

- North American blueberry production totaled 833,300,000 pounds in 2012, up 10.9% (81,770,000 pounds) from the crop of 751,530,000 pounds produced in 2011 (see page #3). Highbush blueberries represented 71% of total production in 2012 (590,600,000 pounds) and lowbush blueberries accounted for 29% of the total (242,700,000 pounds).
- Figures for 2012 show that 39% of the total North American blueberry crop was sold as fresh blueberries (322,200,000 pounds) and the remaining 61% sold as process berries (511,100,000 pounds). Highbush blueberries accounted for 99% of fresh blueberry movement in 2012 (319,800,000 pounds) and 53% of total process blueberries (270,800,000 pounds). British Columbia (50,000,000 pounds) was the top fresh highbush blueberry supplier in 2012 followed by New Jersey (46,000,000 pounds), Oregon (40,900,000), California (36,900,000 pounds) and Georgia (36,000,000 pounds). British Columbia was the leading supplier of process highbush blueberries in 2012 at 65,000,000 pounds followed by Michigan at 54,000,000 pounds, Washington at 52,000,000 pounds, Georgia at 35,000,000 pounds and Oregon at 34,700,000 pounds (see page #1). The total North American blueberry crop in 2012 came in at 833,300,000 pounds, considerably above the most recent five year average (2005 to 2009) of 576,965,000 pounds (see page #6).
- Fresh market sales of blueberries in 2012 had an estimated farm gate value of \$687,909,900 which is -0.3% less than the level attained in 2011 (\$690,148,000). Blueberries for processing had an estimated farm gate value of \$396,270,000 in 2012, down -12.7% from the value of \$453,952,000 attained in 2011 (see pages #9 and #11). The 2012 crop of 833,300,000 pounds had an estimated total farm gate value of \$1,084,179,000 which is -\$59,921,000 less than the total estimated farm gate value of the 2011 crop which totaled \$1,144,100,000 (see page #17).
- Offshore exports of North American blueberries in 2012 totaled 116,461,000 pounds, which is up +941,000 pounds from the total exported offshore in 2011 (115,520,000 pounds) (see page # 28). Offshore exports account for an average of 14% of annual production over the past ten seasons (see page #28). The top five offshore export markets for North American fresh blueberries (U.S. and Canada combined) in 2012

were Japan (5,429,072 pounds), Hong Kong (2,233,673 pounds), Taiwan (477,941 pounds), United Kingdom (425,064 pounds), and Singapore (254,578 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2012 were Japan (27,019,035 pounds), Germany (19,424,991 pounds), Netherlands (11,580,186 pounds), Belgium (7,674,389 pounds), and France (7,040,145 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 899,551,000 pounds in 2012, up +70,312,000 pounds from the 829,239,000 pound total of the previous season (see Page #30). The industry may increase June 30th carry out frozen inventory from 109,600,000 pounds as of June 30, 2012 to an estimated 137,600,000 pounds on June 30, 2013, representing an increase in inventory of +28,000,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 41.2 ounces per person in 2012, up +2.8 ounces over the total of 38.4 ounces in 2011. Estimated fresh consumption of 22.2 ounces per person in 2012 represents 54% of total consumption (down from 60% of the total in 2011). Process consumption estimated at 19.0 ounces per person in 2012 represents the remaining 46% of total consumption, compared to 40% of the total in 2011 (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**

# **2012**

**BLUEBERRY STATISTICAL RECORD**  
**2012**

**BLUEBERRY PRODUCTION AND UTILIZATION**  
**FOR THE 2012 CROP YEAR**



**PREPARED BY**

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**MAY 2013**

# BLUEBERRY STATISTICAL RECORD

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**2012**  
**NORTH AMERICAN BLUEBERRY PRODUCTION**  
**(Millions of Pounds)**

<u>Highbush</u>	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
<b>Western Region</b>			
British Columbia	50.0	65.0	115.0
Oregon	40.9	34.7	75.6
Washington	18.0	52.0	70.0
California	36.9	7.1	44.0
<b>Sub-Total</b>	<b>145.8</b>	<b>158.8</b>	<b>304.6</b>
<b>Midwest Region</b>			
Illinois	1.2	0.0	1.2
Indiana	1.0	0.5	1.5
Michigan	33.0	54.0	87.0
Others 1/	0.3	0.0	0.3
<b>Sub-Total</b>	<b>35.5</b>	<b>54.5</b>	<b>90.0</b>
<b>Northeast Region</b>			
New Jersey	46.0	5.0	51.0
New York	1.7	0.0	1.7
Ontario	1.9	0.0	1.9
Others 2/	0.4	0.0	0.4
<b>Sub-Total</b>	<b>50.0</b>	<b>5.0</b>	<b>55.0</b>
<b>Southern Region</b>			
Alabama	0.7	0.0	0.7
Arkansas	0.4	0.0	0.4
Florida	16.0	2.5	18.5
Georgia	36.0	35.0	71.0
Louisiana	1.0	0.0	1.0
Mississippi	2.3	5.0	7.3
North Carolina	30.0	10.0	40.0
Texas	1.5	0.0	1.5
Others 3/	0.6	0.0	0.6
<b>Sub-Total</b>	<b>88.5</b>	<b>52.5</b>	<b>141.0</b>
<b>HIGHBUSH TOTAL:</b>	<b>319.8</b>	<b>270.8</b>	<b>590.6</b>
<b>Lowbush:</b>			
	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
Maine	0.6	90.6	91.2
Quebec	1.8	52.3	54.1
Nova Scotia	0.0	40.0	40.0
New Brunswick	0.0	45.0	45.0
Prince Edward Island	0.0	11.4	11.4
Newfoundland	0.0	1.0	1.0
<b>Lowbush Total:</b>	<b>2.4</b>	<b>240.3</b>	<b>242.7</b>
<b>GRAND TOTAL:</b>	<b>322.2</b>	<b>511.1</b>	<b>833.3</b>

1/ Kentucky, Minnesota, Missouri, Ohio, Wisconsin

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

3/ Oklahoma, South Carolina, Tennessee

**SOURCE:**

**HIGHBUSH - US, BC and Ontario (except Alabama/Arkansas/New York) = NABC Area Reps 3/21/13**

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2012 Preliminary Summary"

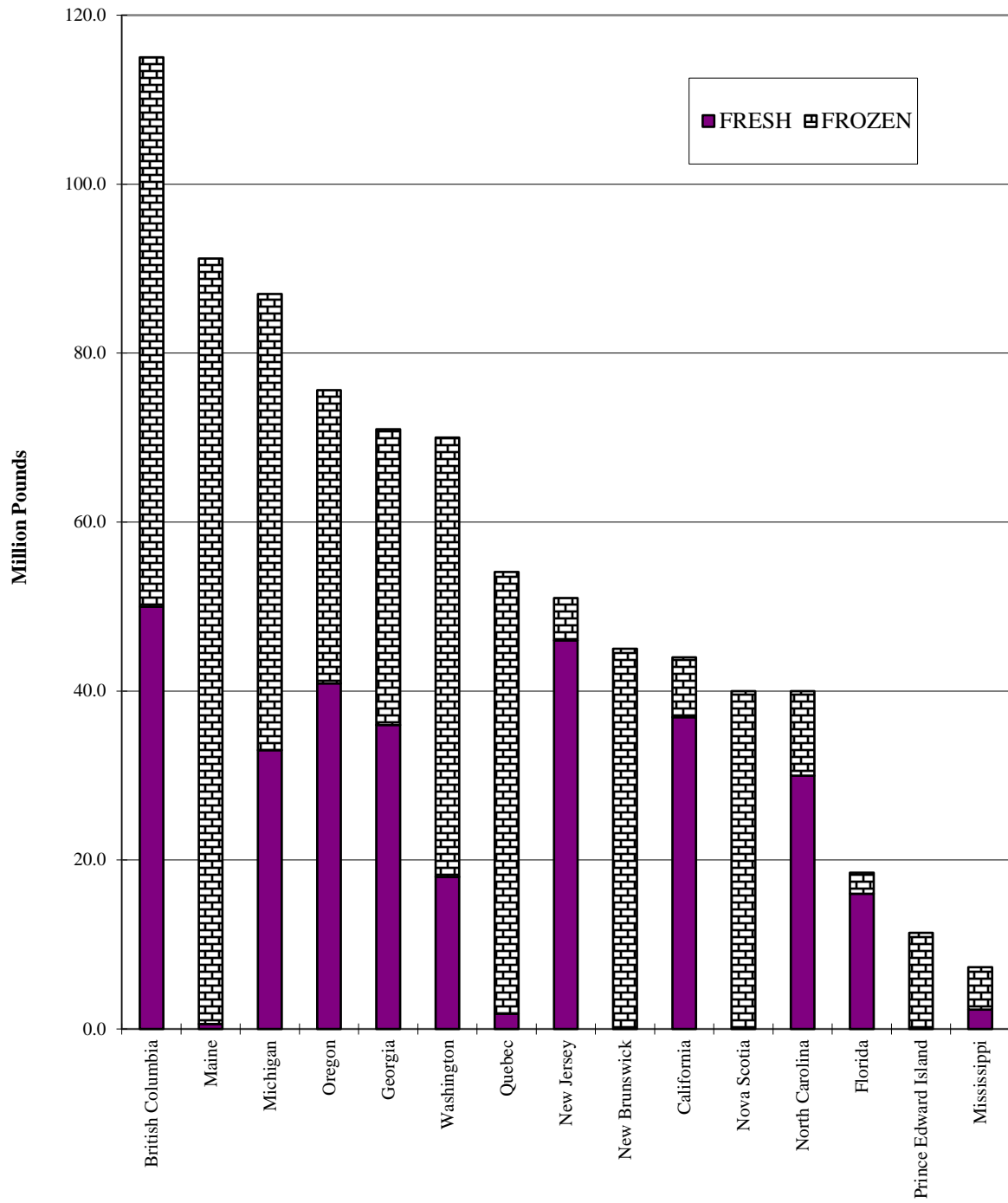
January 2013, USDA/NASS

**LOWBUSH - Maine = "Maine Wild Blueberries - February 2013 "New England Agricultural Statistics Service**

Canadian Lowbush = NABC Estimates (New Brunswick and Newfoundland) 3/21/2013

Stats Canada (Quebec, Nova Scotia, PEI)

**2012  
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS**



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION  
2008-2012  
(000 Pounds)**

<b>HIGHBUSH</b>		<b><u>2008</u></b>	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>2011</u></b>	<b><u>2012</u></b>
<b><u>REGION:</u></b>						
<b>WESTERN REGION</b>	BRITISH COLUMBIA	68,000	88,350	90,000	95,000	115,000
	CALIFORNIA	14,000	24,200	28,000	42,100	44,000
	OREGON	43,100	48,000	54,600	65,500	75,600
	WASHINGTON	32,000	39,000	42,000	61,000	70,000
	<b><u>SUB TOTAL</u></b>	<b><u>157,100</u></b>	<b><u>199,550</u></b>	<b><u>214,600</u></b>	<b><u>263,600</u></b>	<b><u>304,600</u></b>
<b>MIDWEST REGION</b>	ILLINOIS	2,100	1,500	1,500	1,500	1,200
	INDIANA	3,800	3,700	3,600	1,600	1,500
	MICHIGAN	110,000	99,000	109,000	72,000	87,000
	*OTHERS 1/	400	400	400	400	300
	<b><u>SUB TOTAL</u></b>	<b><u>116,300</u></b>	<b><u>104,600</u></b>	<b><u>114,500</u></b>	<b><u>75,500</u></b>	<b><u>90,000</u></b>
<b>NORTHEAST REGION</b>	NEW JERSEY	59,000	53,000	49,000	62,000	51,000
	NEW YORK	2,300	2,100	2,100	1,800	1,700
	ONTARIO	1,840	1,976	2,280	1,914	1,900
	*OTHERS 2/	500	400	400	400	400
	<b><u>SUB TOTAL</u></b>	<b><u>63,640</u></b>	<b><u>57,476</u></b>	<b><u>53,780</u></b>	<b><u>66,114</u></b>	<b><u>55,000</u></b>
<b>SOUTHERN REGION</b>	ALABAMA	360	300	430	500	700
	ARKANSAS	800	500	650	400	400
	FLORIDA	9,800	13,500	16,400	21,400	18,500
	GEORGIA	41,000	43,000	58,000	62,000	71,000
	LOUISIANA	1,000	1,000	1,000	1,000	1,000
	MISSISSIPPI	4,000	5,900	8,000	10,500	7,300
	NORTH CAROLINA	28,500	32,700	39,050	36,200	40,000
	TEXAS	1,500	1,500	1,500	1,500	1,500
	*OTHERS 3/	500	300	300	300	600
	<b><u>SUB TOTAL</u></b>	<b><u>87,460</u></b>	<b><u>98,700</u></b>	<b><u>125,330</u></b>	<b><u>133,800</u></b>	<b><u>141,000</u></b>
	<b>HIGHBUSH TOTAL</b>	<b><u>424,500</u></b>	<b><u>460,326</u></b>	<b><u>508,210</u></b>	<b><u>539,014</u></b>	<b><u>590,600</u></b>
<b>LOWBUSH</b>	MAINE	89,950	88,100	83,000	79,900	91,200
	NEWFOUNDLAND	400	500	224	214	1,000
	NEW BRUNSWICK	33,410	23,474	32,580	27,582	45,000
	NOVA SCOTIA	41,500	33,006	32,790	29,424	40,000
	PRINCE EDWARD ISLAND	9,600	10,428	12,428	13,338	11,400
	QUEBEC	55,828	69,192	13,898	62,058	54,100
	<b><u>LOWBUSH TOTAL</u></b>	<b><u>230,688</u></b>	<b><u>224,700</u></b>	<b><u>174,920</u></b>	<b><u>212,516</u></b>	<b><u>242,700</u></b>
	<b>GRAND TOTAL</b>	<b><u>655,188</u></b>	<b><u>685,026</u></b>	<b><u>683,130</u></b>	<b><u>751,530</u></b>	<b><u>833,300</u></b>

Highbush blueberry production in 2012 is +9.6% greater than the total for 2011.

Lowbush blueberry production in 2012 is +14.2% greater than the total for 2011.

Total blueberry production in 2012 is +10.9% greater than the total for the previous year.

The 5 year average of total production from 2008 to 2012 equals 721,634,800 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.

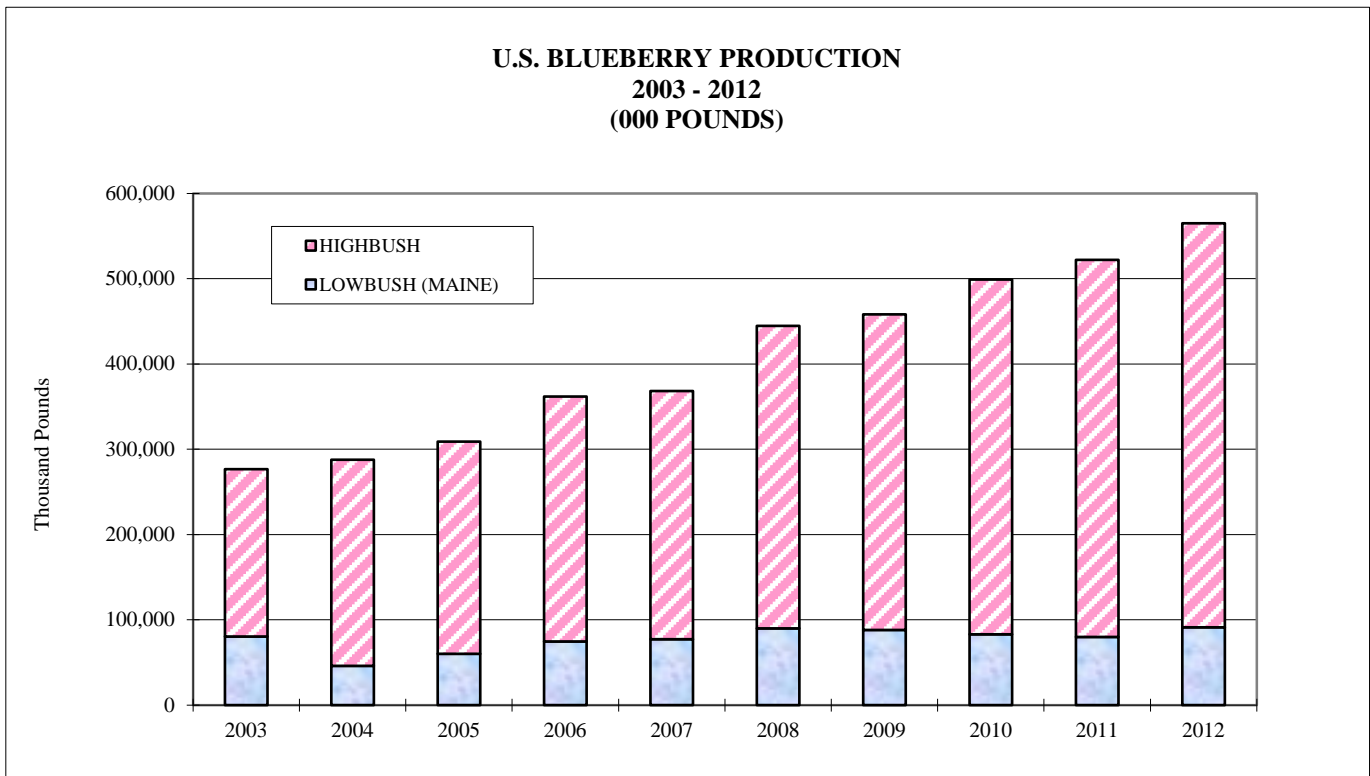
Source: 2012 see page #1  
2008 to 2011 Highbush = USDA/ERS; Statistics Canada; NABC for Illinois, Louisiana, Texas and Others.  
2008 to 2012 Lowbush Canadian=Statistics Canada  
2008 to 2011 Lowbush Maine = USDA/ERS

**UNITED STATES BLUEBERRY PRODUCTION  
2003 -2012  
(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 &amp; OTHERS*</u>	<u>TOTAL</u>
2003	63,800	40,000	80,400	22,500	37,100	32,800	<b>276,600</b>
2004	83,000	39,000	46,000	22,900	52,000	44,770	<b>287,670</b>
2005	69,500	45,000	60,150	26,000	54,100	54,170	<b>308,920</b>
2006	93,400	52,000	74,600	26,600	54,600	60,550	<b>361,750</b>
2007	94,400	54,000	77,250	16,200	74,600	51,780	<b>368,230</b>
2008	113,800	59,000	89,950	28,500	75,100	78,260	<b>444,610</b>
2009	102,700	53,000	88,100	32,700	87,000	94,600	<b>458,100</b>
2010	112,600	49,000	83,000	39,050	96,600	118,680	<b>498,930</b>
2011	73,600	62,000	79,900	36,200	126,500	143,800	<b>522,000</b>
2012	88,500	51,000	91,200	40,000	145,600	148,600	<b>564,900</b>
<b>TEN YEAR AVERAGE 2003-2012</b>							
	89,530	50,400	77,055	29,065	80,320	82,801	<b>409,171</b>
<b>MOST RECENT THREE YEAR AVERAGE 2010-2012</b>							
	91,567	54,000	84,700	38,417	122,900	137,027	<b>493,010</b>

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

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



Source: see page #3.



# CANADIAN BLUEBERRY PRODUCTION

**2002 - 2012**

**(000 Pounds)**

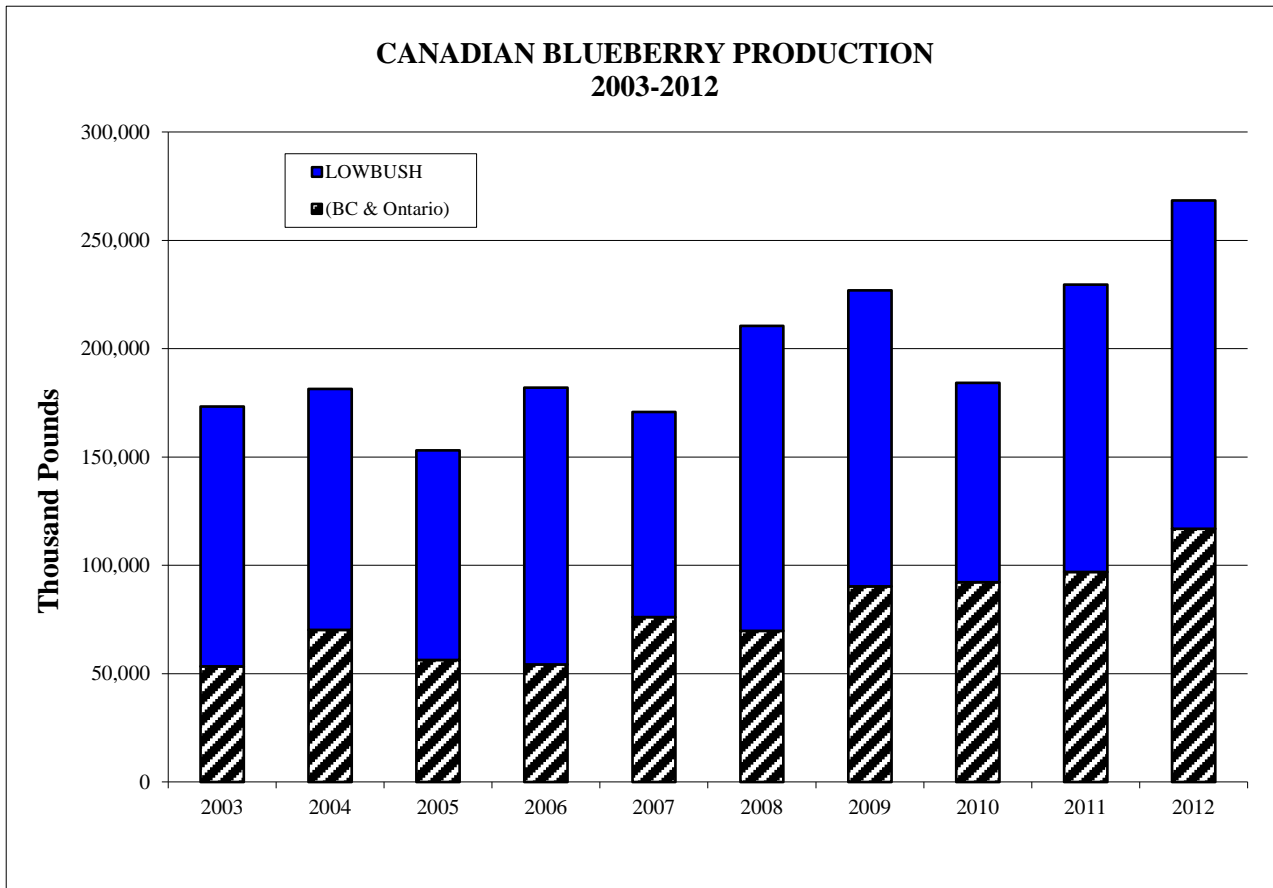
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2003	450	7,350	58,250	24,210	29,710	870	52,460	<b>173,300</b>
2004	396	8,316	38,550	19,110	44,890	1,360	68,850	<b>181,472</b>
2005	500	8,350	34,886	20,126	32,900	1,120	55,150	<b>153,032</b>
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	<b>181,942</b>
2007	500	8,300	27,000	26,010	32,860	2,290	73,780	<b>170,740</b>
2008	400	9,600	41,500	33,410	55,828	1,840	68,000	<b>210,578</b>
2009	500	10,428	33,006	23,474	69,192	1,976	88,350	<b>226,926</b>
2010	224	12,428	32,790	32,580	13,898	2,280	90,000	<b>184,200</b>
2011	214	13,338	29,424	27,582	62,058	1,914	95,000	<b>229,530</b>
2012	1,000	11,400	40,000	45,000	54,100	1,900	115,000	<b>268,400</b>

TEN YEAR AVERAGE 2003-2012

445	9,791	36,660	27,171	46,298	1,787	75,859	<b>198,012</b>
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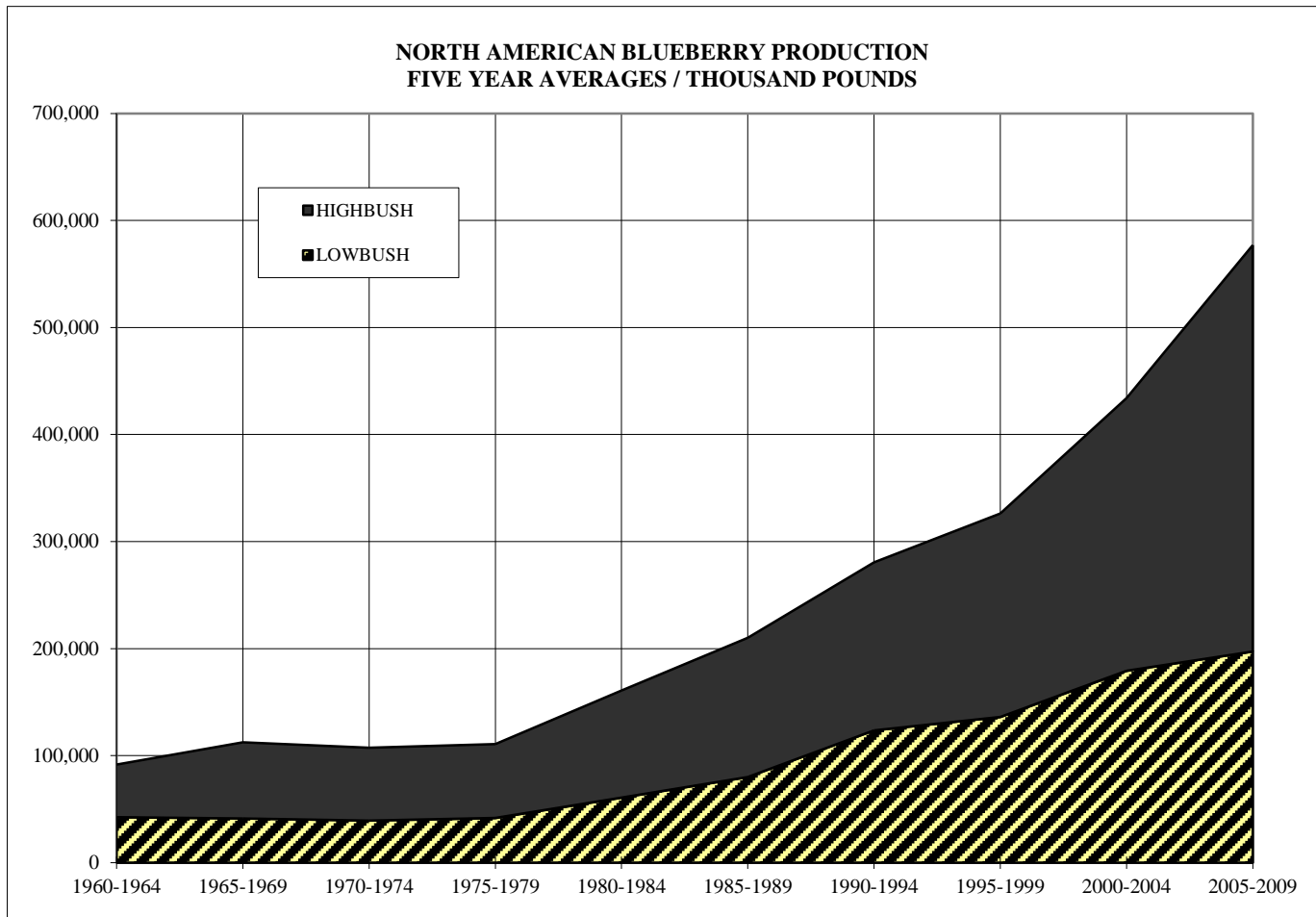
MOST RECENT THREE YEAR AVERAGE 2010-2012

479	12,389	34,071	35,054	43,352	2,031	100,000	<b>227,377</b>
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**NORTH AMERICAN BLUEBERRY PRODUCTION  
5 YEAR AVERAGES (1960-2012)  
(000 Pounds)**

<u>YEARS</u>	<u>LOWBUSH</u>	<u>HIGHBUSH</u>	<u>TOTAL</u>
1960-1964	42,517	49,160	<b>91,677</b>
1965-1969	41,299	71,169	<b>112,468</b>
1970-1974	39,309	68,091	<b>107,400</b>
1975-1979	41,815	68,981	<b>110,796</b>
1980-1984	60,816	100,059	<b>160,875</b>
1985-1989	80,037	130,083	<b>210,120</b>
1990-1994	123,606	157,003	<b>280,609</b>
1995-1999	136,149	190,090	<b>326,239</b>
2000-2004	179,291	254,739	<b>434,030</b>
2005-2009	197,288	379,677	<b>576,965</b>
(2010-2012*)	(210,045)	(545,941)	<b>(755,986)</b>

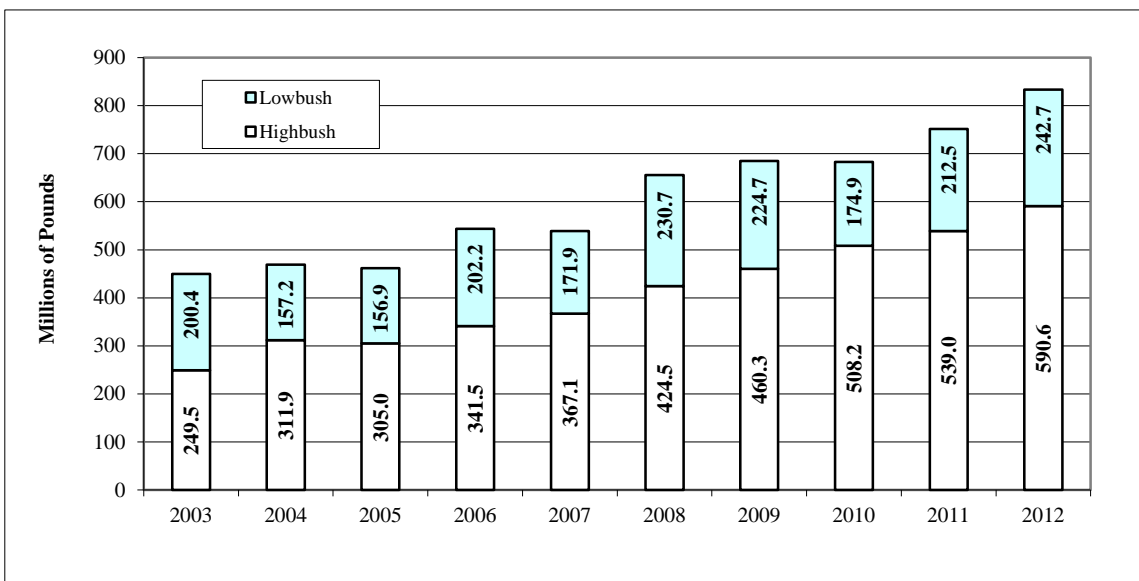


From 1960 to 2009 Average Total Production has increased more than six fold. The five year production average for 2005 to 2009 is +33% above the previous five year average (2000 to 2004)

\* Three year average for comparison

**NORTH AMERICAN BLUEBERRY PRODUCTION**  
**2003-2012**  
**(Millions of Pounds)**

	<b>Highbush</b>	<b>Lowbush</b>	<b>Total</b>
2003	249.5	200.4	449.9
2004	311.9	157.2	469.1
2005	305.0	156.9	461.9
2006	341.5	202.2	543.7
2007	367.1	171.9	539.0
2008	424.5	230.7	655.2
2009	460.3	224.7	685.0
2010	508.2	174.9	683.1
2011	539.0	212.5	751.5
2012	590.6	242.7	833.3



**Production Averages Last 5 Years**

2008 Highbush total production 424,500,000 pounds = 64.8%

Lowbush total production 230,688,000 pounds = 35.2%

2009 Highbush total production 460,326,000 pounds = 67.2%

Lowbush total production 224,700,000 pounds = 32.8%

2010 Highbush total production 508,210,000 pounds = 74.4%

Lowbush total production 174,920,000 pounds = 25.6%

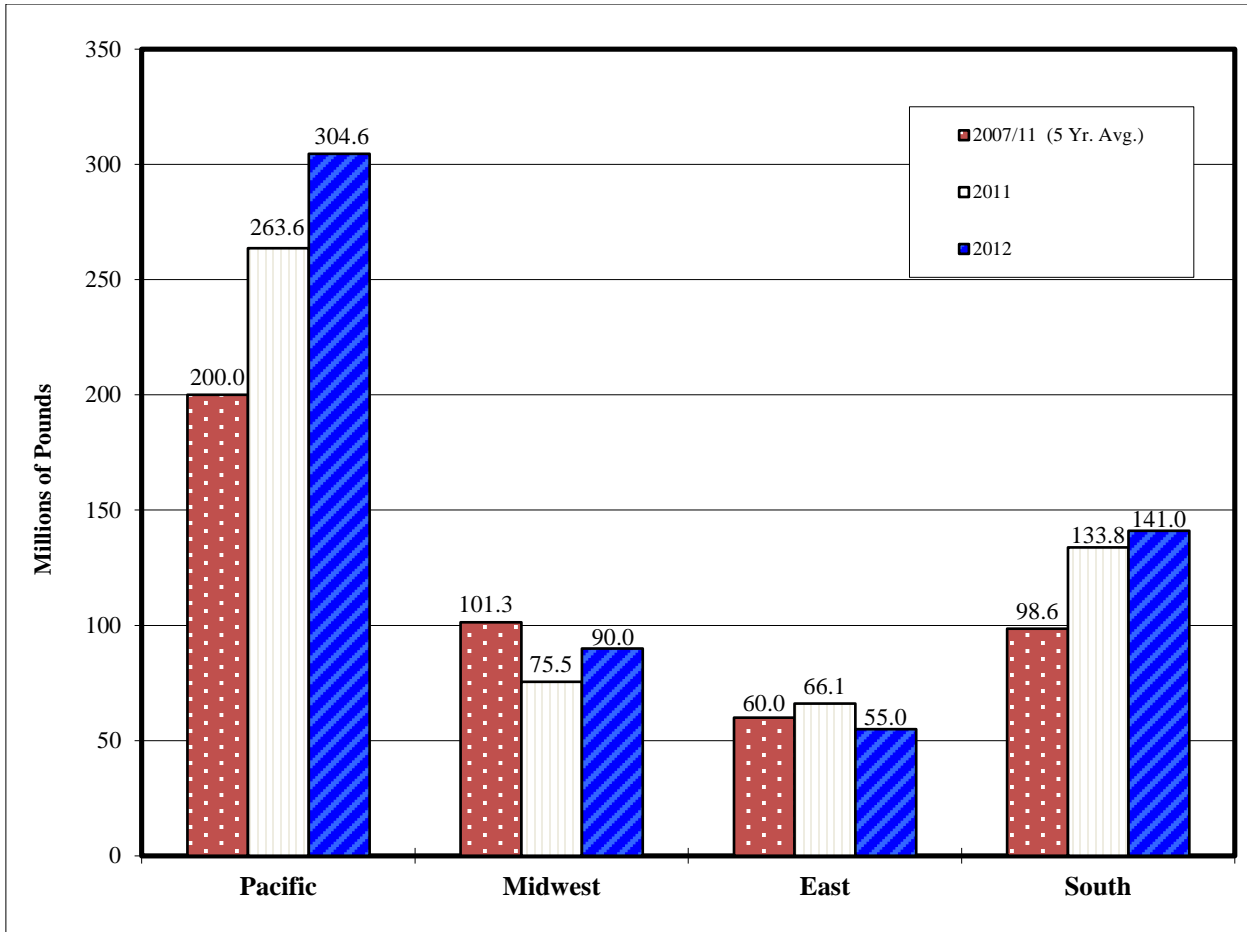
2011 Highbush total production 539,000,000 pounds = 71.7%

Lowbush total production 212,516,000 pounds = 28.3%

2012 Highbush total production 590,600,000 pounds = 70.9%

Lowbush total production 242,700,000 pounds = 29.1%

## Highbush Blueberry Production by Region (Millions of Pounds)



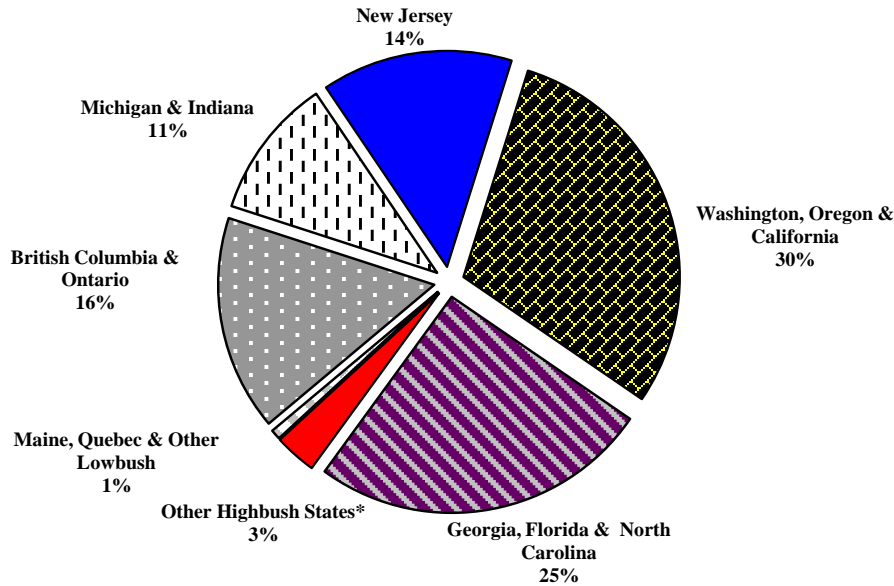
Pacific = Oregon, Washington, British Columbia, California

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

**2012**  
**NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



TOTAL BLUEBERRIES MARKETED FRESH IN 2012  
**322,200,000 POUNDS**

FRESH MARKET BLUEBERRY SALES TOTALED AN ESTIMATED FARM GATE VALUE OF:  
**\$687,909,000**

Fresh market consumption equals 39% of North American total production.  
Fresh market income equals 63% of North American total income.  
Highbush fresh market sales equal 54% of highbush production.

2012 total fresh pounds decreased by -2.7% compared to 2011 (322.2 million pounds versus 331.1 million pounds).  
2012 fresh sales dollars decreased -0.3% compared to 2011 level (\$687.9 million versus \$690.1 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", USDA ERS Tables, January 2013; Stats Canada "Fruit & Vegetable Production" Table 001-0009 January 2013

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

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION  
2003-2012  
(000 Pounds)**

<u>YEAR</u>	<u>NEW JERSEY</u>	<u>MICHIGAN/ INDIANA</u>	<u>NORTH CAROLINA</u>	<u>GEORGIA/ FLORIDA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA</u>	<u>SOUTHERN STATES &amp; OTHERS**</u>	<u>CANADA</u>	<u>TOTAL</u>
2003	33,000	25,300	16,100	11,500	16,800	3,400	32,000	<b>138,100</b>
2004	33,000	37,500	16,400	15,600	23,000	2,300	37,900	<b>165,700</b>
2005	33,000	27,000	16,100	17,200	26,800	6,000	36,100	<b>162,200</b>
2006	40,000	30,900	18,600	23,000	28,400	2,900	26,100	<b>169,900</b>
2007	41,000	30,800	11,000	16,800	42,500	4,291	27,009	<b>173,400</b>
2008	46,000	42,200	20,000	33,800	45,600	5,960	38,300	<b>231,860</b>
2009	45,000	51,700	25,500	36,500	58,700	7,650	57,877	<b>282,927</b>
2010	42,000	51,000	27,350	52,400	67,500	6,180	53,211	<b>299,641</b>
2011	47,000	35,300	28,600	60,400	109,300	6,700	43,795	<b>331,095</b>
2012	46,000	34,000	30,000	52,000	95,800	10,100	54,300	<b>322,200</b>

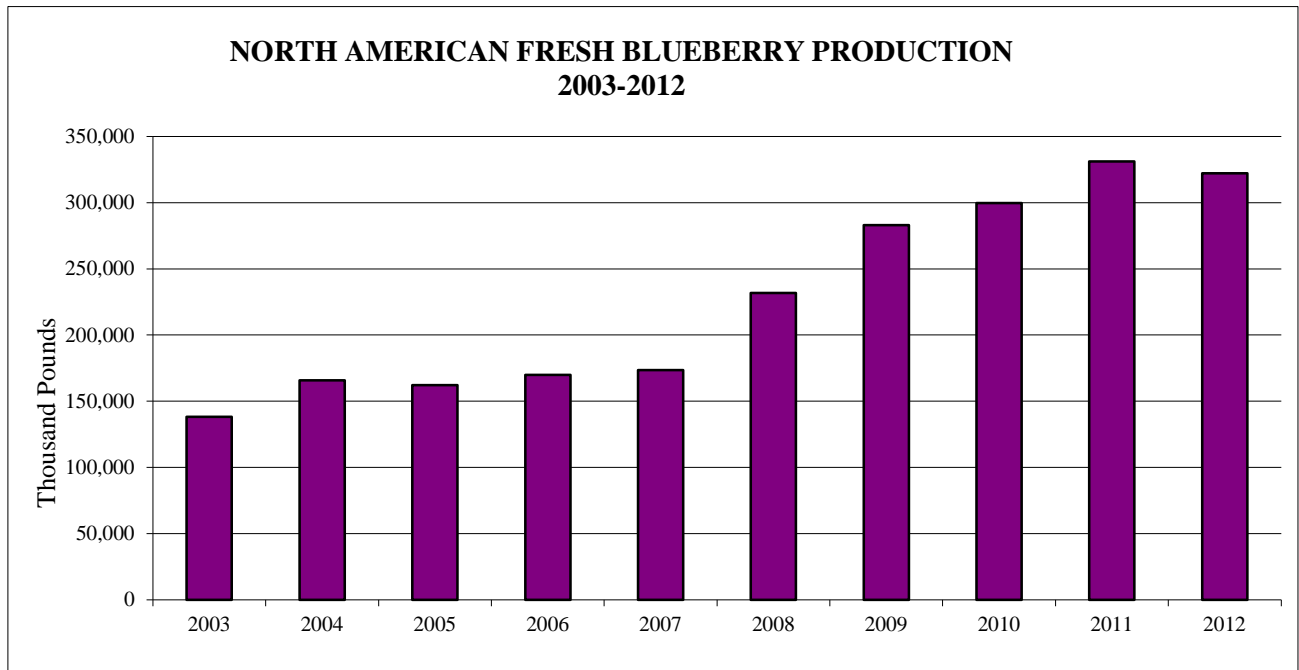
TEN YEAR AVERAGE 2003-2012

40,600	36,570	20,965	31,920	51,440	5,548	40,659	227,702
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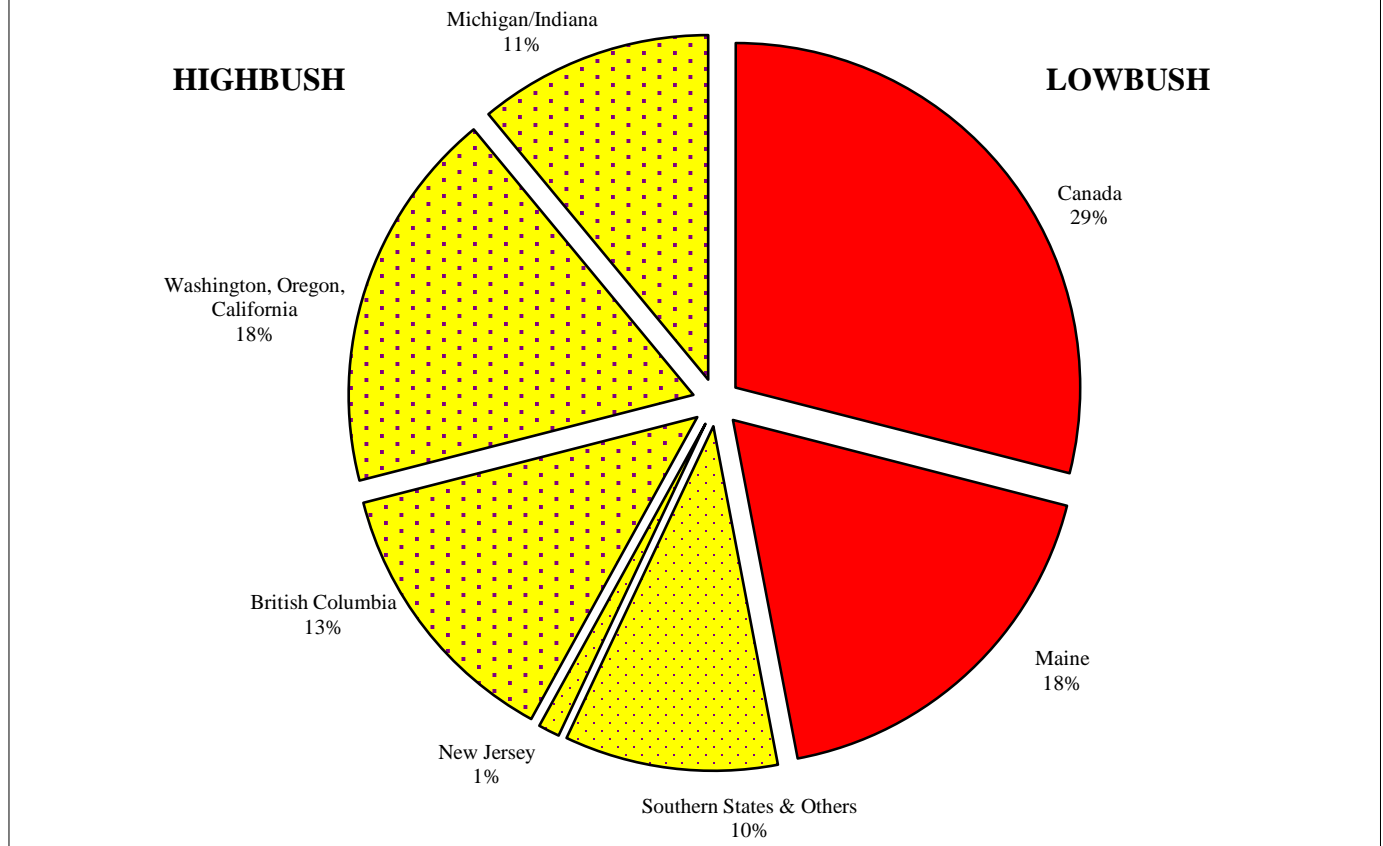
MOST RECENT THREE YEAR AVERAGE 2010-2012

45,000	40,100	28,650	54,933	90,867	7,660	50,435	317,645
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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



**2012  
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



**TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2012:  
511,100,000 POUNDS**

**BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM LEVEL VALUE OF:  
\$396,270,000**

Maine, Lowbush Canadian and Michigan blueberries combined represent 57.6% of process tonnage  
(294,300,000 Pounds)

2012 total North American process tonnage increased by 21% compared to 2011 total  
(511.1 million pounds versus 429.5 million pounds).

2012 total farm level income from North American process tonnage decreased by -12.7% compared to 2011 (\$396.3  
million versus \$454 million).

In 2012, process utilization was 61% of total production and 34% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA ERS Tables, January 2013  
Stats Canada "Fruit & Vegetable Production," Table 001 - 0009 January 2013

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION  
LOWBUSH VS. HIGHBUSH  
2003-2012**

**(000 Pounds)**

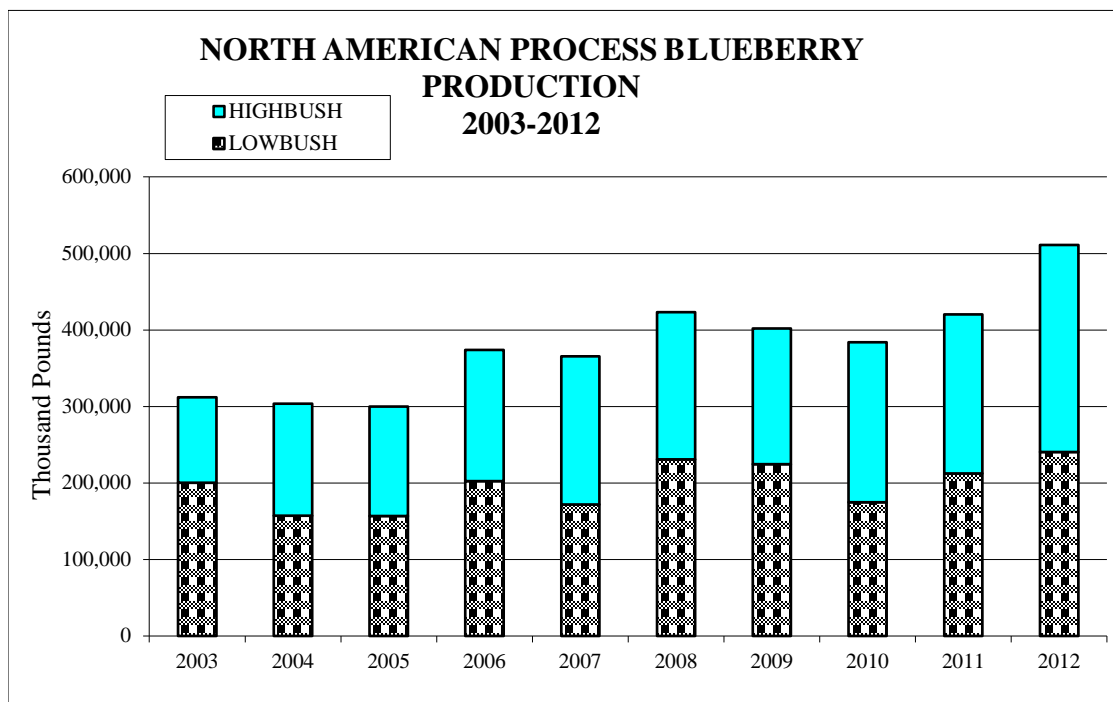
<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>HIGHBUSH</u>	<u>%</u>	<u>TOTAL</u>
2003	200,370	64.3%	111,430	35.7%	<b>311,800</b>
2004	157,262	51.8%	146,180	48.2%	<b>303,442</b>
2005	156,912	52.3%	142,840	47.7%	<b>299,752</b>
2006	202,222	54.1%	171,570	45.9%	<b>373,792</b>
2007	171,920	47.0%	193,650	53.0%	<b>365,570</b>
2008	230,688	54.5%	192,640	45.5%	<b>423,328</b>
2009	224,700	55.9%	177,399	44.1%	<b>402,099</b>
2010	174,920	45.6%	208,959	54.4%	<b>383,879</b>
2011	212,516	50.5%	207,919	49.5%	<b>420,435</b>
2012	240,300	47.0%	270,800	53.0%	<b>511,100</b>

TEN YEAR AVERAGE 2003-2012

197,181	52.3%	182,339	47.7%	379,520
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MOST RECENT THREE YEAR AVERAGE 2010-2012

209,245	47.7%	229,226	52.3%	438,471
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**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION  
CANADA VS. UNITED STATES  
2003-2012  
(000,000 Pounds)**

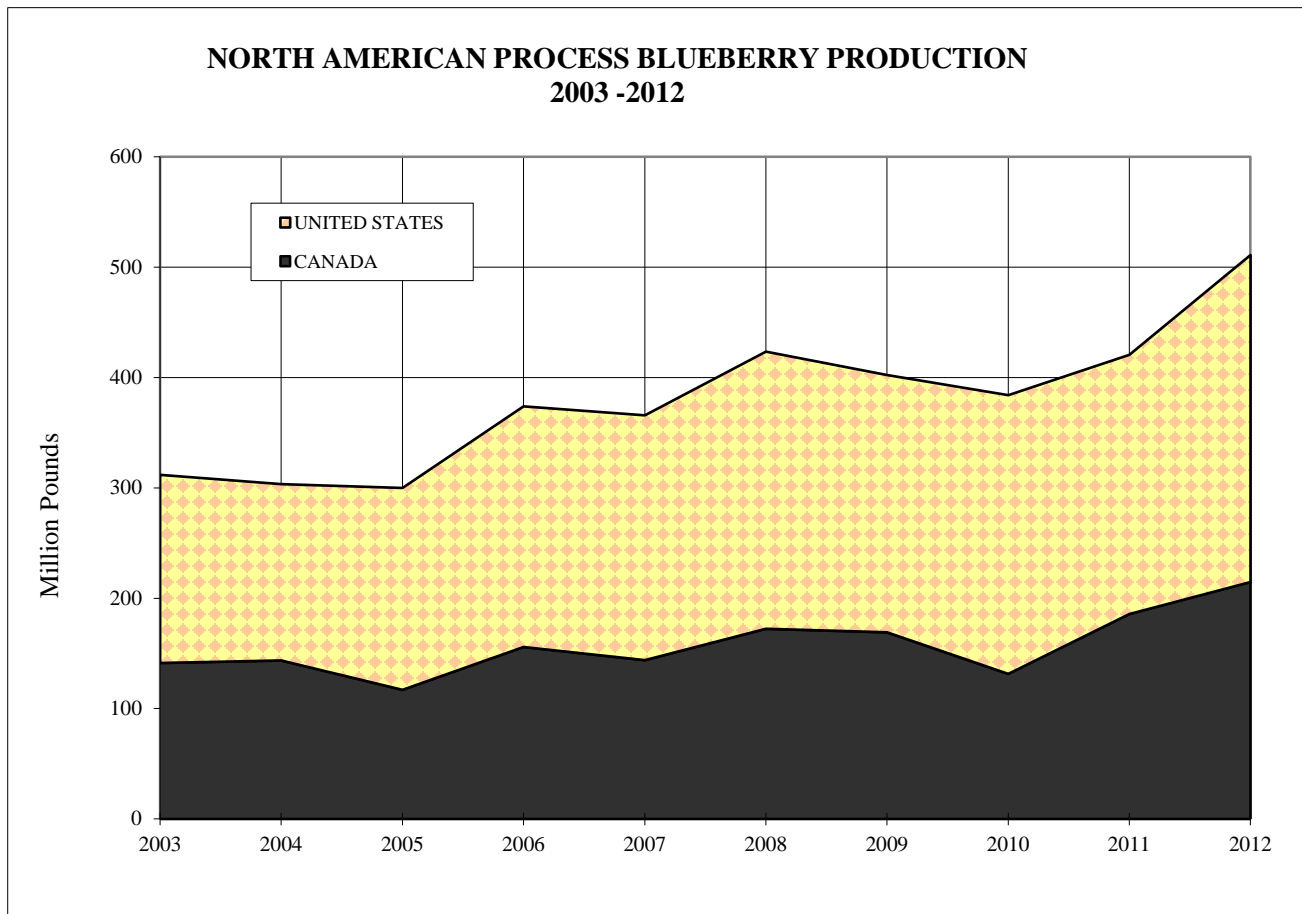
<u>YEAR</u>	<u>CANADA</u>	<u>UNITED STATES</u>	<u>TOTAL</u>
2003	141.3	170.5	<b>311.8</b>
2004	143.5	159.9	<b>303.4</b>
2005	117.0	182.8	<b>299.8</b>
2006	155.8	218.0	<b>373.8</b>
2007	143.8	221.8	<b>365.6</b>
2008	172.2	251.1	<b>423.3</b>
2009	169.0	233.1	<b>402.1</b>
2010	131.4	252.5	<b>383.9</b>
2011	185.7	234.7	<b>420.4</b>
2012	214.7	296.4	<b>511.1</b>

10 YEAR AVERAGE 2003-2012

**157.4                      222.1                      379.5**

3 YEAR AVERAGE 2010-2012

**177.3                      261.2                      438.5**



**UNITED STATES PROCESS BLUEBERRY PRODUCTION  
2003-2012  
(000 Pounds)**

YEAR	MAINE	MICHIGAN/ INDIANA	NEW JERSEY	WASH./ OREGON	SOUTHERN STATES & OTHERS*	U.S. PROCESS TOTAL	FROZEN IMPORTS	TOTAL INCLUDING IMPORTS
2003	80,000	38,500	7,000	23,300	21,700	<b>170,500</b>	67,932	<b>238,432</b>
2004	45,700	45,500	6,000	33,600	29,070	<b>159,870</b>	71,101	<b>230,971</b>
2005	59,800	42,500	12,000	36,400	32,120	<b>182,820</b>	81,138	<b>263,958</b>
2006	74,200	62,500	12,000	36,200	33,050	<b>217,950</b>	74,080	<b>292,030</b>
2007	76,800	63,600	13,000	46,600	21,839	<b>221,839</b>	80,412	<b>302,251</b>
2008	89,400	71,600	13,000	43,500	33,550	<b>251,050</b>	93,226	<b>344,276</b>
2009	87,500	51,000	8,000	52,500	34,050	<b>233,050</b>	85,181	<b>318,231</b>
2010	82,500	61,600	7,000	57,100	44,300	<b>252,500</b>	92,921	<b>345,421</b>
2011	82,500	38,400	15,000	59,100	39,700	<b>234,700</b>	111,963	<b>346,663</b>
2012	90,600	54,500	5,000	86,700	59,600	<b>296,400</b> **	114,971	<b>411,371</b>

TEN YEAR AVERAGE 2003-2012

76,900	52,970	9,800	47,500	34,898	222,068	87,293	309,360
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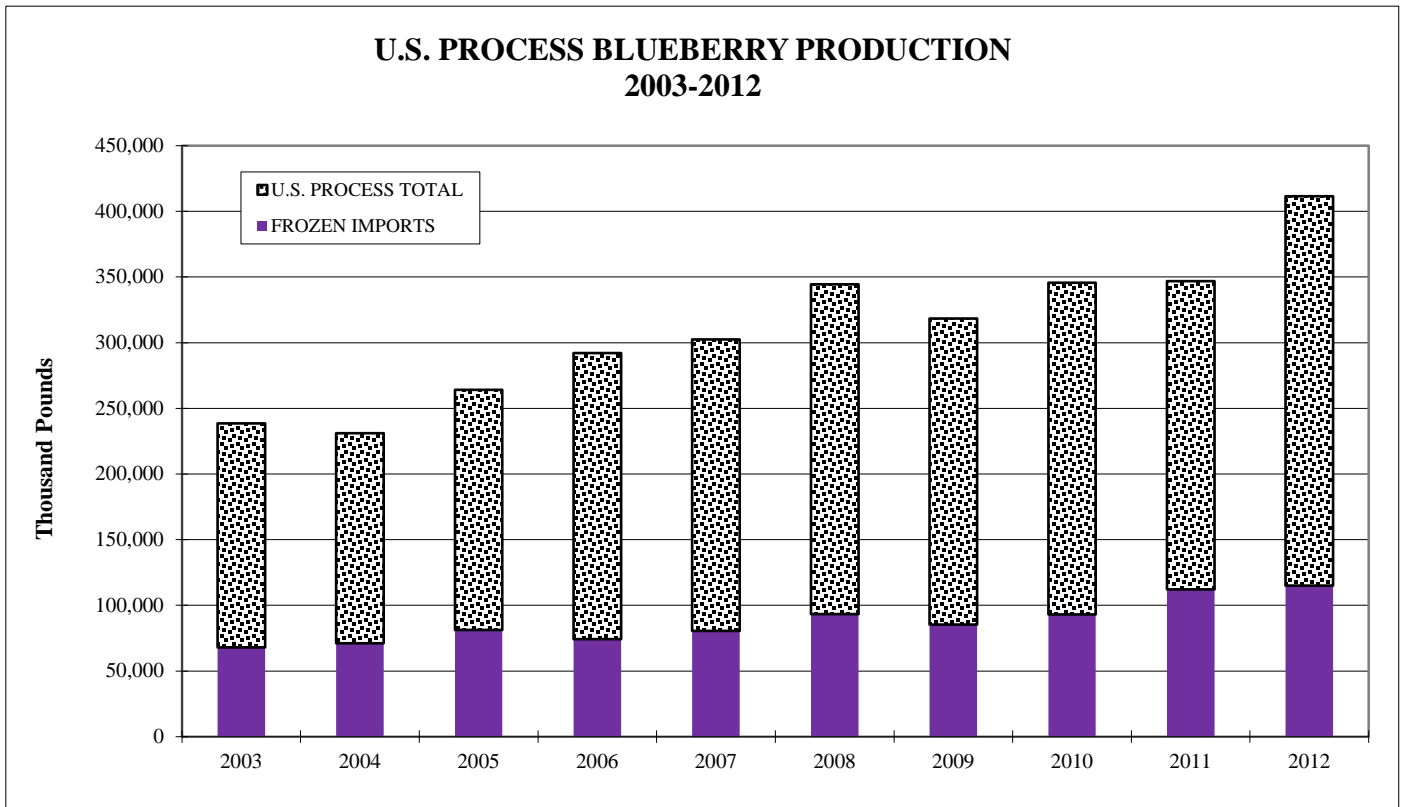
MOST RECENT THREE YEAR AVERAGE 2010-2012

85,200	51,500	9,000	67,633	47,867	261,200	106,618	367,818
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Source: 2012 Production - See Page 1. 2003 to 2011 = USDA - ERS - Non Citrus Fruits & Nuts 2012 Preliminary-January 2013  
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 2012 totals 205,800; US Lowbush Process for 2012 totals 90,600



## CANADIAN PROCESS BLUEBERRY PRODUCTION\* 2003-2012

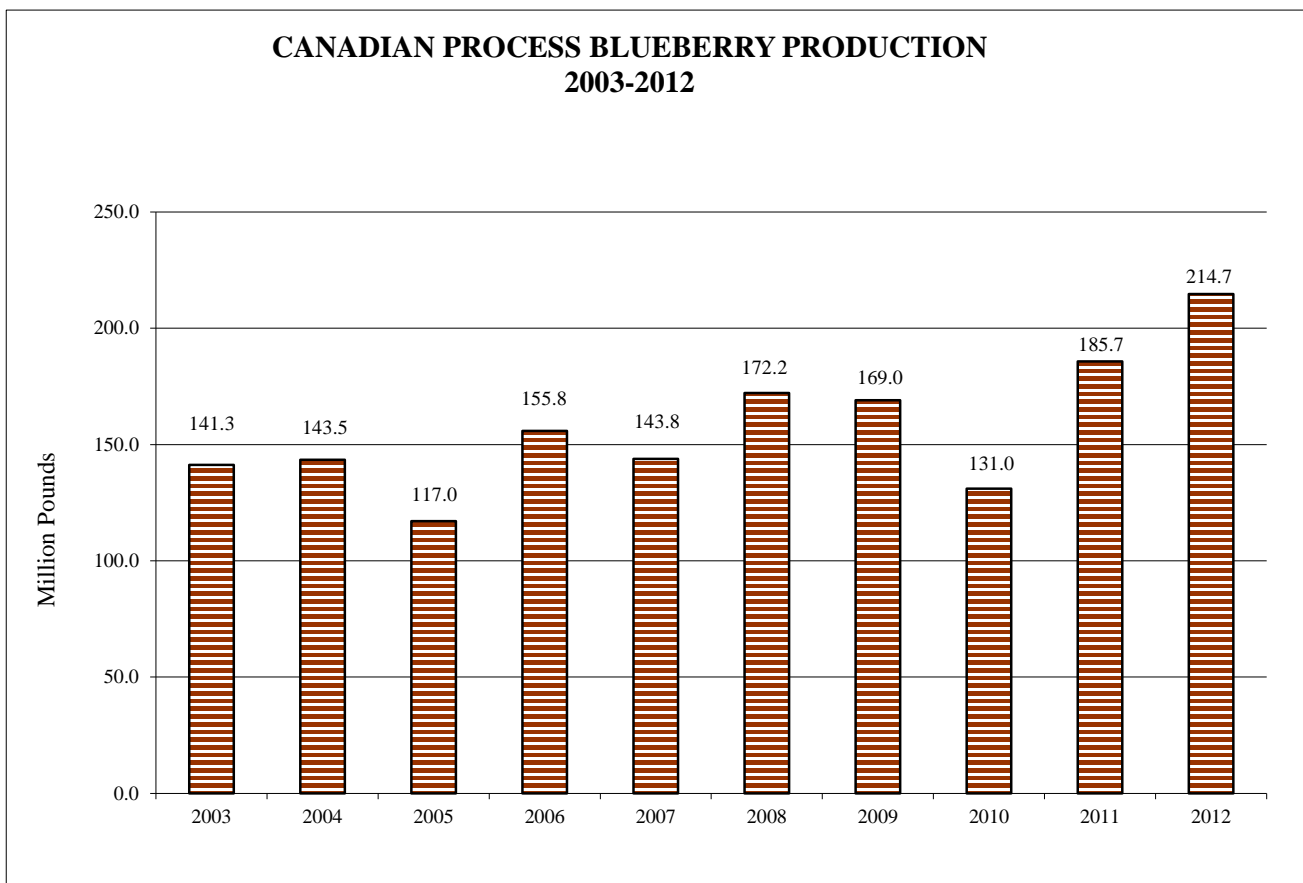
(000,000 Pounds)

YEAR	NOVA SCOTIA	QUEBEC	BRITISH COLUMBIA	NEW BRUNS.	NEW-FOUNDLAND	P.E.I.	TOTAL
2003	58.3	27.6	23.3	24.2	0.5	7.4	<b>141.3</b>
2004	38.5	42.9	34.3	19.1	0.4	8.3	<b>143.5</b>
2005	34.9	30.9	22.2	20.1	0.5	8.4	<b>117.0</b>
2006	31.2	65.5	30.2	20.2	0.3	8.4	<b>155.8</b>
2007	27.0	30.9	51.1	26.0	0.5	8.3	<b>143.8</b>
2008	41.5	53.8	33.5	33.4	0.4	9.6	<b>172.2</b>
2009	33.0	67.2	34.4	23.5	0.5	10.4	<b>169.0</b>
2010	32.8	13.0	40.0	32.6	0.2	12.4	<b>131.0</b>
2011	29.4	61.1	54.1	27.6	0.2	13.3	<b>185.7</b>
2012	40.0	52.3	65.0	45.0	1.0	11.4	<b>214.7</b>
10 YEAR AVERAGE 2003-2012							
	36.7	44.5	38.8	27.2	0.5	9.8	157.4 **
MOST RECENT 3 YEAR AVERAGE 2010-2012							
	34.1	42.1	53.0	35.1	0.5	12.4	177.1

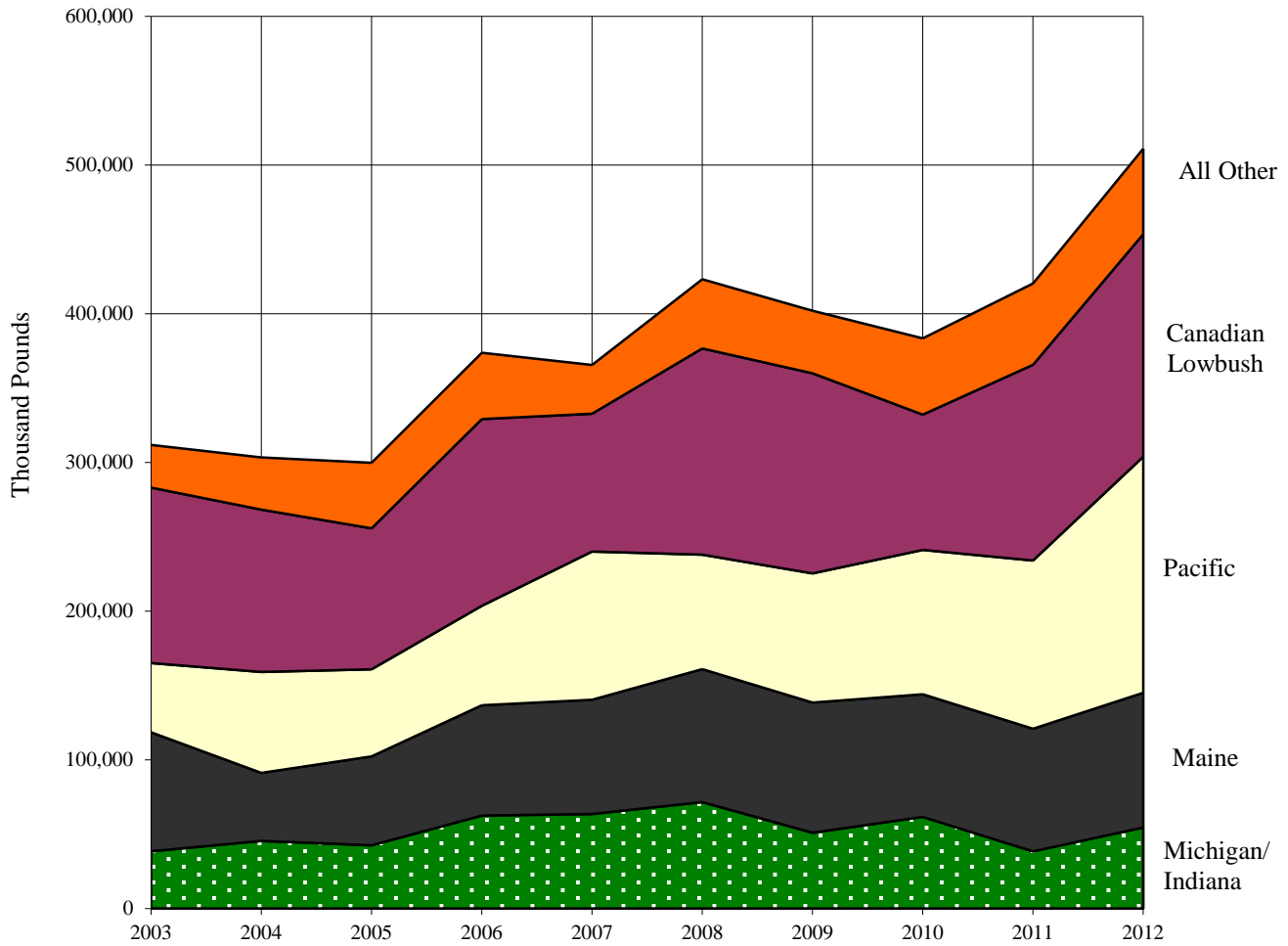
\*Ontario not included, 0 process production to date.

\*\*Average of 118.6 million pounds Lowbush; 38.8 million pounds Highbush.

Source: 2012 Production- see Page 1. 2003-2011=Stats Canada with NABC adjustments for estimated fresh production.



**NORTH AMERICAN PROCESS BLUEBERRY TREND  
BY PRODUCTION AREA  
2003-2012**

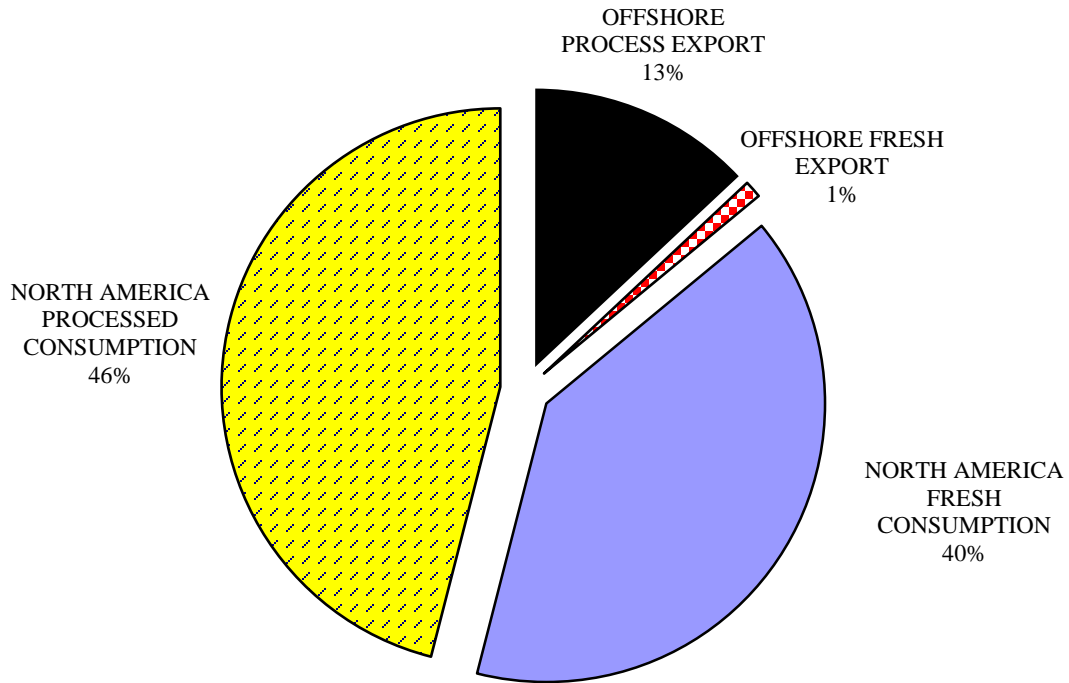


PACIFIC: British Columbia, Oregon, Washington and California combined.

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  
ESTIMATED UTILIZATION OF  
NORTH AMERICAN BLUEBERRIES**



2012 CROP PRODUCTION TOTAL:  
**833,300,000 POUNDS**

TOTAL ESTIMATED FARM GATE VALUE:  
**\$1,084,179,000**

**ESTIMATED 2012 CROP UTILIZATION:**

NORTH AMERICA FRESH CONSUMPTION: 317,855,819 POUNDS

OFFSHORE FRESH EXPORT: 10,344,181 POUNDS

NORTH AMERICAN PROCESSED CONSUMPTION 366,600,000 POUNDS

OFFSHORE PROCESS EXPORT: 106,117,246 POUNDS

TOTAL UTILIZATION: 800,917,246 POUNDS

**2011 AND 2012 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS**

*UNITED STATES*

**IMPORTS**

**EXPORTS**

<b>FRESH:</b>	<u>2011 POUNDS</u>	<u>2012 POUNDS</u>	<b>FRESH:</b>	<u>2011 POUNDS</u>	<u>2012 POUNDS</u>
CHILE	122,704,092	117,121,372	CANADA	69,970,512	63,924,202
CANADA	42,370,474	64,799,861	JAPAN	5,737,430	5,239,781
ARGENTINA	20,993,509	21,019,402	HONG KONG	782,971	2,188,041
MEXICO	4,110,195	7,872,292	TAIWAN	201,630	451,581
URUGUAY	2,041,909	1,448,488	UNITED KINGDOM	364,015	399,932
NEW ZEALAND	172,710	114,685	SINGAPORE	357,692	254,578
PERU	80,508	38,900	SOUTH KOREA	416,707	242,138
NETHERLANDS	6,989	25,516	CHINA	72,276	224,530
SWITZERLAND	0	10,386	ISRAEL	82,686	158,729
CHINA	31,576	0	MEXICO	156,830	130,462
EQUADOR	28,572	0	IRELAND	6,501	94,039
BRAZIL	0	0	NETHERLANDS	127,644	69,584
COLOMBIA	0	0	ICELAND	53,779	45,364
<b>FRESH TOTAL:</b>	<b>192,540,534</b>	<b>212,450,902</b>	BRAZIL	11,472	32,410
			SENEGAL	0	26,349
			UNITED ARAB EMIRATES	6,299	18,843
			BAHAMAS	9,381	17,423
			DENMARK	0	12,533
			MALAYSIA	10,300	9,639
			KUWAIT	0	9,583
<b>FROZEN:</b>	<u>2011 POUNDS</u>	<u>2012 POUNDS</u>	PHILIPPINES	1,102	7,840
CANADA	68,822,328	81,638,915	BELGIUM	0	7,337
CHILE	34,628,545	23,817,969	BERMUDA	7,903	5,278
ARGENTINA	7,331,126	8,966,979	INDIA	1,911	3,668
NETHERLANDS	83,334	166,668	TRINIDAD	0	2,405
MEXICO	162,819	164,265	THAILAND	8,342	1,442
URUGUAY	0	143,916	URUGUAY	0	664
POLAND	44,092	66,138	QATAR	0	337
LITHUANIA	0	3,911	FRANCE	39,467	0
FRANCE	661	1,874	COSTA RICA	15,741	0
UKRAINE	804,238	0	PANAMA	13,990	0
CHINA	48,942	0	COLOMBIA	13,781	0
PERU	37,037	0	EL SALVADOR	13,201	0
RUSSIA	0	0	RUSSIA	5,699	0
BELGIUM	0	0	AUSTRALIA	600	0
<b>FROZEN TOTAL</b>	<b>111,963,122</b>	<b>114,970,635</b>	CHILE	0	0
			NEW ZEALAND	0	0
			GERMANY	0	0
<b>GRAND TOTAL:</b>	<u><b>304,503,656</b></u>	<u><b>327,421,537</b></u>	<b>FRESH TOTAL:</b>	<b>78,489,862</b>	<b>73,578,712</b>

<b>FROZEN:</b>	<u>2011 POUNDS</u>	<u>2012 POUNDS</u>
CANADA	20,363,339	23,963,175
JAPAN	6,820,946	8,236,787
SOUTH KOREA	4,600,970	6,401,160
MEXICO	1,198,882	2,551,260
HONG KONG	687,588	760,827
AUSTRALIA	671,418	683,704
NEW ZEALAND	169,399	607,103
TAIWAN	233,718	330,679
ISRAEL	65,710	271,702
UNITED KINGDOM	451,002	171,295
CHINA	320,661	145,404
NETHERLANDS	98,704	109,716
PHILIPPINES	4,694	87,604
TRINIDAD	76,383	78,030
COSTA RICA	32,741	77,516
GERMANY	0	46,555
THAILAND	0	41,870
GUATEMALA	7,769	30,761
JAMAICA	8,721	27,864

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

BARBADOS	4,360	13,342
UNITED ARAB EMIRATES	4,096	9,125
BAHAMAS	0	7,500
PANAMA	7,703	6,911
CAMBODIA	0	2,736
COLOMBIA	2,864	2,414
KUWAIT	0	1,960
EL SALVADOR	2,881	1,947
HONDURAS	0	1,940
CURACO	0	1,753
NICARAGUA	1,307	1,634
DOMINICAN REPUBLIC	0	1,045
SINGAPORE	64,041	1,012
CHILE	90,001	0
SOUTH AFRICA	81,586	0
NORWAY	55,798	0
INDONESIA	11,404	0
VIETNAM	10,445	0
INDIA	7,934	0
IRELAND	7,328	0
BELGIUM	6,687	0
MALAYSIA	4,233	0
BERMUDA	880	0
DENMARK	0	0
FRANCE	0	0
POLAND	0	0
FROZEN TOTAL:	36,176,193	44,676,331
<b><u>GRAND TOTAL:</u></b>	<b><u>114,666,055</u></b>	<b><u>118,255,043</u></b>

**2011 AND 2012 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS**

CANADA

	IMPORTS			EXPORTS	
	2011 POUNDS	2012 POUNDS		2011 POUNDS	2012 POUNDS
<b>FRESH:</b>			<b>FRESH:</b>		
UNITED STATES	68,507,694	67,391,829	UNITED STATES	42,370,474	64,799,861
CHILE	25,601,843	22,632,452	JAPAN	184,428	189,291
ARGENTINA	7,107,813	4,161,275	RUSSIA	1,995	115,843
MEXICO	44,775	333,313	AUSTRALIA	384,004	96,002
URUGUAY	733,728	166,937	DENMARK	53,997	53,997
ANTIGUA BARBUDA	0	791	SOUTH KOREA	48,001	53,997
GUATEMALA	0	11	CHINA	144,739	52,496
NEW ZEALAND	18,254	0	HONG KONG	43,574	45,362
SWITZERLAND	2,381	0	TAIWAN	14,041	26,360
CHINA	626	0	UNITED KINGDOM	203,282	25,132
BELGIUM	613	0	IRELAND	43,263	15,805
BRAZIL	95	0	ICELAND	0	8,821
AZERBAIJAN	53	0	BELGIUM	101,663	3,571
BELIZE	0	0	THAILAND	0	2,196
			ARUBA	0	410
			NETHERLANDS	79,127	194
<b>FRESH TOTAL:</b>	<b>102,017,875</b>	<b>94,686,608</b>	FRANCE	891	88
			BURKINA FASO	240	86
			SAINT PIERRE	9	20
			GERMANY	309,980	0
<b>FROZEN:</b>			ITALY	161,996	0
UNITED STATES	21,543,329	23,955,508	SWITZERLAND	91,491	0
CHILE	2,070,690	2,315,846	NEW ZEALAND	52,800	0
ARGENTINA	414,822	402,730	UNITED ARAB EMIRATES	595	0
FRANCE	5,717	7,716	FINLAND	0	0
LITHUANIA	0	2,606	VIETNAM	0	0
IRAN	0	2,522	MALAYSIA	0	0
CHINA	2	2,275			
POLAND	1,323	772	<b>FRESH TOTAL</b>	<b>44,290,590</b>	<b>65,489,532</b>
MEXICO	73	51			
JAPAN	0	13	<b>FROZEN:</b>		
BELGIUM	2	0	UNITED STATES	68,712,742	81,598,414
GERMANY	0	0	GERMANY	20,067,197	19,378,436
BRAZIL	66		JAPAN	17,728,754	18,782,248
			NETHERLANDS	13,975,406	11,470,470
<b>FROZEN TOTAL:</b>	<b>24,036,024</b>	<b>26,690,039</b>	BELGIUM	4,403,775	7,674,389
			FRANCE	8,036,541	7,040,145
<b>GRAND TOTAL:</b>	<b>126,053,899</b>	<b>121,376,647</b>	CHINA	6,731,078	6,752,500
			SOUTH KOREA	4,053,867	3,119,066
			UNITED KINGDOM	3,842,567	2,672,775
			AUSTRALIA	2,556,214	1,861,520
			SWITZERLAND	446,094	1,394,976
			ITALY	939,850	1,380,042
			NEW ZEALAND	637,067	788,259
			AUSTRIA	429,430	555,173
			SWEDEN	291,528	516,857
			PHILIPPINES	306,003	314,427
			TAIWAN	209,744	291,744
			RUSSIA	1,436,806	260,764
			IRELAND	348,593	203,996
			NORWAY	379,790	162,812
			THAILAND	102,994	153,696
			LATVIA	51,449	105,711
			POLAND	1,105,199	104,615
			INDONESIA	10,053	83,781
			MALAYSIA	0	53,999
			SERBIA	0	52,701

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



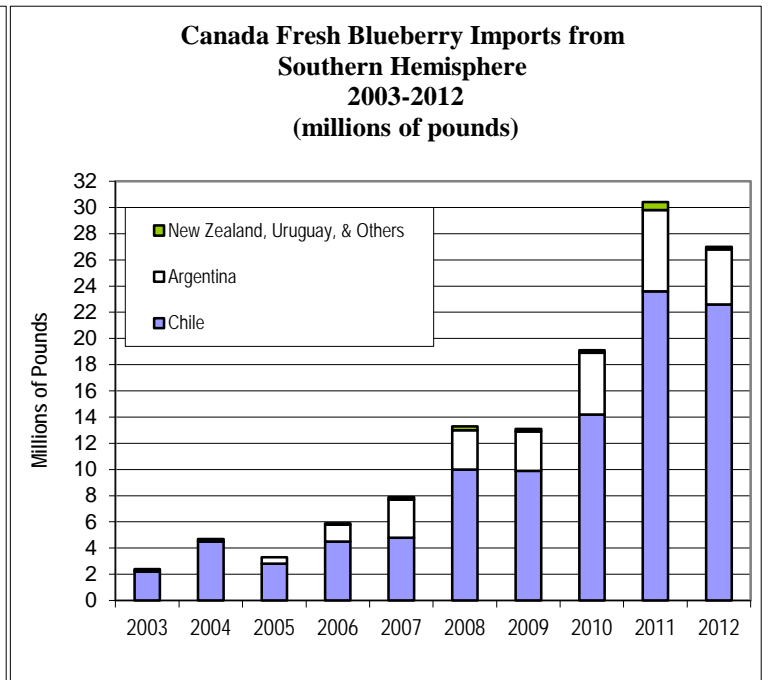
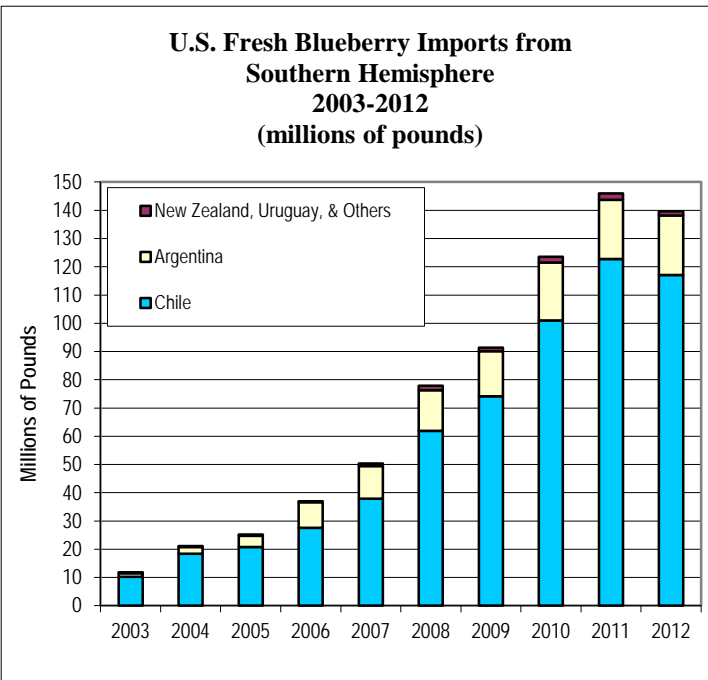
SPAIN	107,776	52,469
EGYPT	50,999	50,999
CROATIA	0	50,999
SOUTH AFRICA	145,345	35,249
UNITED ARAB EMIRATES	0	24,021
BRAZIL	0	13,999
NETHERLANDS ANTILLES	0	1,089
CUBA	86	137
SAINT PIERRE & MIQUELON	0	26
SLOVENIA	269,997	0
FINLAND	118,297	0
VIET NAM	106,068	0
MONTENEGRO	99,943	0
CHILE	89,330	0
COLOMBIA	52,000	0
DENMARK	51,449	0
AZERBAIJAN	51,200	0
MEXICO	20,668	0
LITHUANIA	14,581	0
BURKINA FASO	90	0
ISRAEL	0	0
TURKEY	0	0
SINGAPORE	0	0
HONG KONG	0	0
KENYA	0	0
MADAGASCAR	0	0
<b>FROZEN TOTAL:</b>	<b>157,980,570</b>	<b>167,002,504</b>
<b>GRAND TOTAL:</b>	<b>202,271,160</b>	<b>232,492,036</b>

**NORTH AMERICAN FRESH IMPORTS OF  
SOUTHERN HEMISPHERE BLUEBERRIES  
2003-2012  
(Millions of Pounds)**

**FRESH IMPORTS**

YEAR	U.S. IMPORTS					CANADIAN IMPORTS					North America Total
	Chile	Argentina	Zealand	Uruguay	Others	Chile	Argentina	Zealand	Uruguay	Others	
2003	10.3	1.2	0.3	0.0	0.0	2.2	0.1	0.0	0.0	0.1	14.2
2004	18.4	2.4	0.3	0.0	0.0	4.5	0.2	0.0	0.0	0.0	25.8
2005	20.8	4.0	0.3	0.0	0.1	2.8	0.5	0.0	0.0	0.0	28.5
2006	27.6	9.0	0.4	0.0	0.0	4.5	1.3	0.0	0.0	0.1	42.9
2007	37.9	11.5	0.4	0.3	0.0	4.8	2.9	0.1	0.1	0.0	58.0
2008	61.9	14.4	0.3	1.3	0.0	10.0	3.0	0.0	0.3	0.0	91.2
2009	74.2	15.9	0.3	1.0	0.0	9.9	3.0	0.0	0.2	0.0	104.5
2010	101.0	20.5	0.2	1.8	0.1	14.2	4.7	0.0	0.2	0.0	142.7
2011	122.7	21.0	0.2	2.0	0.1	23.6	6.2	0.0	0.6	0.0	176.4
2012	117.1	21.0	0.1	1.4	0.0	22.6	4.2	0.0	0.2	0.0	166.6
<b>10 YEAR AVERAGE</b>											
2003-2012	59.19	12.1	0.28	0.78	0.03	9.9	2.61	0.0	0.16	0.0	85.08
<b>3 YEAR AVERAGE</b>											
2010-2012	113.6	20.8	0.2	1.7	0.1	20.1	5.0	0.0	0.3	0.0	161.9

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



## UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2003-2012 (000 Pounds)

YEAR	<i>IMPORTS:</i>			<i>EXPORTS:</i>		
	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>	<u>FROZEN</u>	<u>FRESH</u>	<u>TOTAL</u>
2003	67,932	51,166	<b>119,098</b>	27,462	43,597	<b>71,059</b>
2004	71,101	63,664	<b>134,765</b>	29,300	32,454	<b>61,754</b>
2005	81,138	58,024	<b>139,162</b>	28,241	49,390	<b>77,631</b>
2006	74,080	71,873	<b>145,953</b>	26,984	50,600	<b>77,584</b>
2007	80,412	77,436	<b>157,848</b>	32,468	50,487	<b>82,955</b>
2008	93,224	114,951	<b>208,175</b>	29,742	64,187	<b>93,929</b>
2009	85,181	133,267	<b>218,448</b>	20,002	64,198	<b>84,200</b>
2010	92,921	169,189	<b>262,110</b>	32,878	69,064	<b>101,942</b>
2011	111,963	192,541	<b>304,504</b>	36,176	78,490	<b>114,666</b>
2012	114,971	212,451	<b>327,422</b>	44,676	73,579	<b>118,255</b>

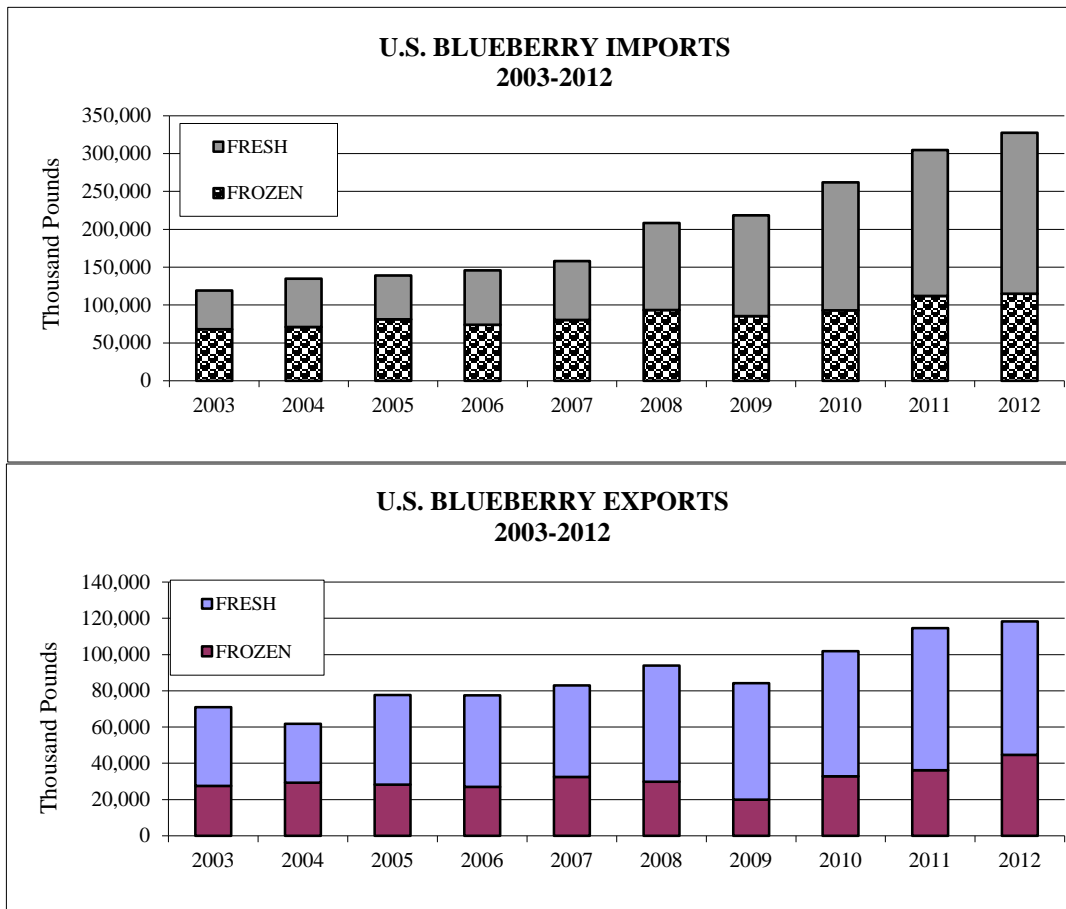
10 YEAR AVERAGE 2003-2012

87,292	114,456	<b>201,749</b>	30,793	57,605	<b>88,398</b>
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3 YEAR AVERAGE 2010-2012

106,618	191,394	<b>298,012</b>	37,910	73,711	<b>111,621</b>
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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 2011/12  
(THOUSANDS OF POUNDS)**

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

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

\* Includes exports to Canada.

**2012 U.S. FRESH BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FRESH EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL U.S. EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL U.S. EXPORT</b>	<b>2012 TOTAL</b>
CANADA	41,322,458	65%	22,601,744	35%	<b>63,924,202</b>
JAPAN	1,702,022	32%	3,537,759	68%	<b>5,239,781</b>
HONG KONG	669,581	31%	1,518,460	69%	<b>2,188,041</b>
TAIWAN	382,484	85%	69,097	15%	<b>451,581</b>
UNITED KINGDOM	252,374	63%	147,558	37%	<b>399,932</b>
SINGAPORE	229,538	90%	25,040	10%	<b>254,578</b>
SOUTH KOREA	235,837	97%	6,301	3%	<b>242,138</b>
CHINA	9,033	4%	215,497	96%	<b>224,530</b>
ISRAEL	0	0%	158,729	100%	<b>158,729</b>
MEXICO	56,365	43%	74,097	57%	<b>130,462</b>
IRELAND	0	0%	94,039	100%	<b>94,039</b>
NETHERLANDS	16,045	23%	53,539	77%	<b>69,584</b>
ICELAND	45,364	100%	0	0%	<b>45,364</b>
BRAZIL	32,410	100%	0	0%	<b>32,410</b>
SENEGAL	26,349	100%	0	0%	<b>26,349</b>
UNITED ARAB EMIRATES	11,568	61%	7,275	39%	<b>18,843</b>
BAHAMAS	15,082	87%	2,341	13%	<b>17,423</b>
DENMARK	12,533	0%	0	0%	<b>12,533</b>
MALAYSIA	5,195	54%	4,444	46%	<b>9,639</b>
KUWAIT	5,350	56%	4,233	44%	<b>9,583</b>
PHILIPPINES	7,840	100%	0	0%	<b>7,840</b>
BELGIUM	7,337	100%	0	0%	<b>7,337</b>
BERMUDA	3,779	72%	1,499	28%	<b>5,278</b>
INDIA	3,668	100%	0	0%	<b>3,668</b>
TRINIDAD	0	0%	2,405	100%	<b>2,405</b>
THAILAND	635	44%	807	56%	<b>1,442</b>
URUGUAY	0	0%	664	100%	<b>664</b>
QATAR	337	100%	0	0%	<b>337</b>
<b>FRESH TOTAL:</b>	<b>45,053,184</b>	<b>61%</b>	<b>28,525,528</b>	<b>39%</b>	<b>73,578,712</b>

Note: Fresh exports excluding Canada total 9,654,510 pounds of which Highbush accounts for 39% (3,730,726 pounds) and Lowbush accounts for 61% (5,923,784 pounds )

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

**2012 U.S. FROZEN BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FROZEN EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL U.S. EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL U.S. EXPORT</b>	<b>2012 TOTAL</b>
CANADA	10,769,698	45%	13,193,477	55%	23,963,175
JAPAN	3,872,755	47%	4,364,032	53%	8,236,787
SOUTH KOREA	4,500,083	70%	1,901,077	30%	6,401,160
MEXICO	120,523	5%	2,430,737	95%	2,551,260
HONG KONG	11,849	2%	748,978	98%	760,827
AUSTRALIA	683,704	100%	0	0%	683,704
NEW ZEALAND	607,103	100%	0	0%	607,103
TAIWAN	330,679	100%	0	0%	330,679
ISRAEL	0	0%	271,702	100%	271,702
UNITED KINGDOM	171,295	100%	0	0%	171,295
CHINA	29,938	21%	115,466	79%	145,404
NETHERLANDS	0	0%	109,716	100%	109,716
PHILIPPINES	0	0%	87,604	100%	87,604
TRINIDAD	26,363	34%	51,667	66%	78,030
COSTA RICA	74,086	96%	3,430	4%	77,516
GERMANY	46,555	100%	0	0%	46,555
THAILAND	41,870	100%	0	0%	41,870
GUATEMALA	16,969	55%	13,792	45%	30,761
JAMAICA	25,763	92%	2,101	8%	27,864
BARBADOS	11,827	89%	1,515	11%	13,342
UNITED ARAB EMIRATES	1,621	18%	7,504	82%	9,125
BAHAMAS	0	0%	7,500	100%	7,500
PANAMA	6,911	100%	0	0%	6,911
CAMBODIA	2,736	100%	0	0%	2,736
COLOMBIA	2,414	100%	0	0%	2,414
KUWAIT	1,960	100%	0	0%	1,960
EL SALVADOR	1,947	100%	0	0%	1,947
HONDURAS	1,940	100%	0	0%	1,940
CURACO	1,753	100%	0	0%	1,753
NICARAGUA	0	0%	1,634	100%	1,634
DOMINICAN REPUBLIC	1,045	100%	0	0%	1,045
SINGAPORE	0	0%	1,012	100%	1,012
<b>FROZEN TOTAL:</b>	<b>21,363,387</b>	<b>48%</b>	<b>23,312,944</b>	<b>52%</b>	<b>44,676,331</b>

Note: Frozen exports excluding Canada total 20,713,156 pounds of which Highbush accounts for 51% of the total (10,593,689 pounds) and Lowbush accounts for 49% of the total (10,119,467 pounds)

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

**CANADIAN BLUEBERRY IMPORTS & EXPORTS**  
**2003-2012**  
**(000 POUNDS)**

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2003	14,120	44,227	58,347	119,490	39,998	159,488
2004	10,872	35,760	46,632	132,927	43,599	176,526
2005	11,470	47,072	58,542	135,960	33,444	169,404
2006	9,968	50,612	60,580	130,798	35,085	165,883
2007	10,755	54,138	64,893	122,026	28,153	150,179
2008	9,868	78,483	88,351	131,803	37,590	169,393
2009	5,910	71,835	77,745	124,815	42,436	167,251
2010	18,236	82,493	100,729	146,977	45,335	192,312
2011	25,207	102,185	127,392	157,981	44,291	202,272
2012	28,483	94,900	123,383	167,002	65,490	232,492

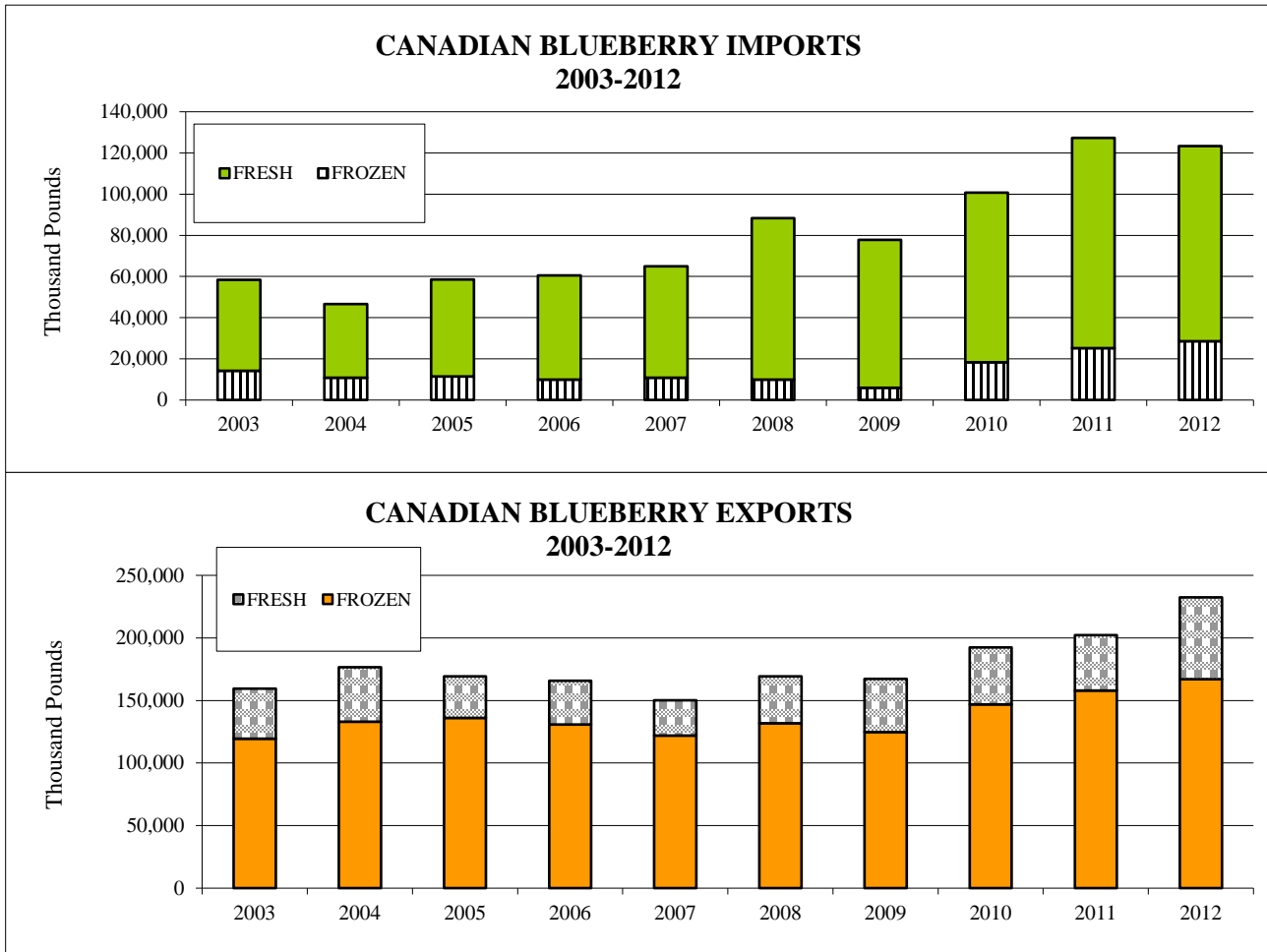
**10 year average 2003-2012**

14,489	66,171	80,659	136,978	41,542	178,520
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**3 year average 2010-2012**

23,975	93,193	117,168	157,320	51,705	209,025
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Source: Stats Canada



**2012 CANADIAN FRESH BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FRESH EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL EXPORT</b>	<b>2012 TOTAL</b>
UNITED STATES	47,762,549	74%	17,037,312	26%	<b>64,799,861</b>
JAPAN	189,291	100%	0	0%	<b>189,291</b>
RUSSIAN FEDERATION	0	0%	115,843	100%	<b>115,843</b>
AUSTRALIA	0	0%	96,002	100%	<b>96,002</b>
DENMARK	0	0%	53,997	100%	<b>53,997</b>
SOUTH KOREA	0	0%	53,997	100%	<b>53,997</b>
CHINA	0	0%	52,496	100%	<b>52,496</b>
HONG KONG	19,623	43%	25,739	57%	<b>45,362</b>
TAIWAN	26,360	100%	0	0%	<b>26,360</b>
UNITED KINGDOM	25,132	100%	0	0%	<b>25,132</b>
REPUB OF IRELAND	15,805	100%	0	0%	<b>15,805</b>
ICELAND	8,821	0%	0	0%	<b>8,821</b>
BELGIUM	3,571	100%	0	0%	<b>3,571</b>
THAILAND	2,196	0%	0	0%	<b>2,196</b>
ARUBA	0	0%	410	0%	<b>410</b>
NETHERLANDS	0	0%	194	100%	<b>194</b>
FRANCE	88	100%	0	0%	<b>88</b>
BURKINA FASO	0	0%	86	100%	<b>86</b>
SAINT PIERRE & MIQUELON	0	0%	20	100%	<b>20</b>
<b>FRESH TOTAL:</b>	<b>48,053,436</b>	<b>73%</b>	<b>17,436,096</b>	<b>27%</b>	<b>65,489,532</b>

Note: Fresh exports excluding the United States total 689,671 pounds of which Highbush accounts for 42% of the total (290,887 pounds) and Lowbush accounts for 58% of the total (398,784 pounds).

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



**2012 CANADIAN FROZEN BLUEBERRY EXPORTS  
HIGHBUSH VERSUS LOWBUSH  
(POUNDS)**

**FROZEN EXPORTS:**

<b>COUNTRY</b>	<b>HIGHBUSH POUNDS</b>	<b>HIGHBUSH % OF TOTAL EXPORT</b>	<b>LOWBUSH POUNDS</b>	<b>LOWBUSH % OF TOTAL EXPORT</b>	<b>2012 TOTAL</b>
UNITED STATES	37,164,192	46%	44,434,222	54%	<b>81,598,414</b>
GERMANY	1,139,987	6%	18,238,449	94%	<b>19,378,436</b>
JAPAN	5,018,494	27%	13,763,754	73%	<b>18,782,248</b>
NETHERLANDS	184,428	2%	11,286,042	98%	<b>11,470,470</b>
BELGIUM	303,898	4%	7,370,491	96%	<b>7,674,389</b>
FRANCE	101,998	1%	6,938,147	99%	<b>7,040,145</b>
CHINA	1,604,283	24%	5,148,217	76%	<b>6,752,500</b>
SOUTH KOREA	572,006	18%	2,547,060	82%	<b>3,119,066</b>
UNITED KINGDOM	1,427,070	53%	1,245,705	47%	<b>2,672,775</b>
AUSTRALIA	885,660	48%	975,860	52%	<b>1,861,520</b>
SWITZERLAND	45,009	3%	1,349,967	97%	<b>1,394,976</b>
ITALY	0	0%	1,380,042	100%	<b>1,380,042</b>
NEW ZEALAND	381,526	48%	406,733	52%	<b>788,259</b>
AUSTRIA	1,896	0%	553,277	100%	<b>555,173</b>
SWEDEN	0	0%	516,857	100%	<b>516,857</b>
PHILIPPINES	0	0%	314,427	100%	<b>314,427</b>
TAIWAN	12,375	4%	279,369	96%	<b>291,744</b>
RUSSIAN FEDERATION	0	0%	260,764	100%	<b>260,764</b>
REPUBLIC OF IRELAND	0	0%	203,996	100%	<b>203,996</b>
NORWAY	0	0%	162,812	100%	<b>162,812</b>
THAILAND	24,570	16%	129,126	84%	<b>153,696</b>
LATVIA	0	0%	105,711	100%	<b>105,711</b>
POLAND	0	0%	104,615	100%	<b>104,615</b>
INDONESIA	83,781	100%	0	0%	<b>83,781</b>
MALAYSIA	0	0%	53,999	100%	<b>53,999</b>
SERBIA	0	0%	52,701	100%	<b>52,701</b>
SPAIN	0	0%	52,469	100%	<b>52,469</b>
EGYPT	0	0%	50,999	100%	<b>50,999</b>
CROATIA	0	0%	50,999	100%	<b>50,999</b>
SOUTH AFRICA	35,249	100%	0	0%	<b>35,249</b>
UNITED ARAB EMIRATES	24,021	0%	0	0%	<b>24,021</b>
BRAZIL	0	0%	13,999	100%	<b>13,999</b>
NETHERLANDS ANTILLES	1,089	0%	0	0%	<b>1,089</b>
CUBA	0	0%	137	100%	<b>137</b>
SAINT PIERRE & MIQUELON	26	100%	0	0%	<b>26</b>

**FROZEN TOTAL:            49,011,558            29%            117,990,946            71%            167,002,504**

Note: Frozen exports excluding shipments to the United States total 85,404,090 pounds of which Highbush represents 14% of shipments (11,847,366 pounds) and Lowbush represents 86% of shipments (73,556,724 pounds).

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

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT  
2003-2012  
(000 POUNDS)**

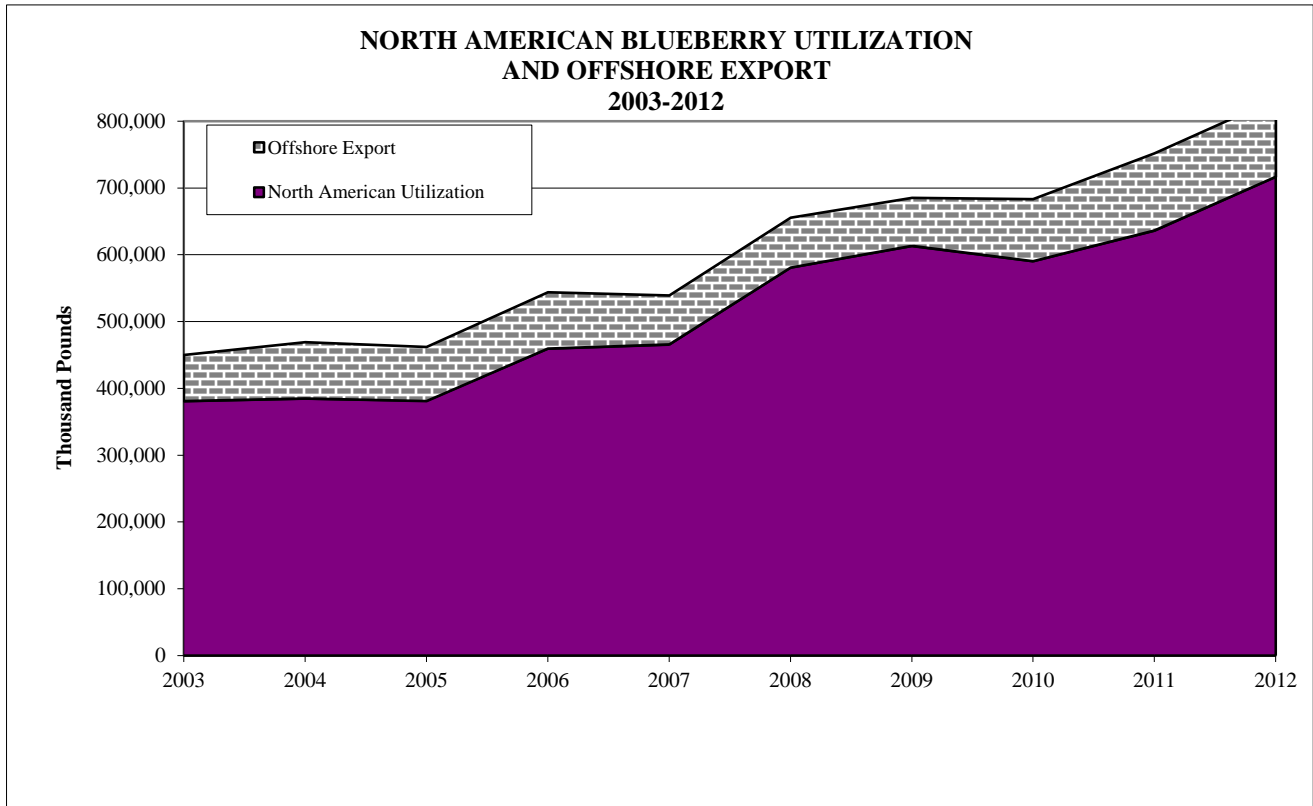
<b>YEAR</b>	<b>NORTH AMERICAN TOTAL PRODUCTION</b>	<b>OFFSHORE EXPORT*</b>	<b>OFFSHORE EXPORT AS % OF PRODUCTION</b>
2003	449,900	69,124	15%
2004	469,142	84,478	18%
2005	461,952	80,455	17%
2006	543,692	84,274	16%
2007	538,970	73,510	14%
2008	655,188	74,353	11%
2009	685,026	71,948	11%
2010	683,130	92,749	14%
2011	751,530	115,520	15%
2012	833,300	116,461	14%

**Ten Year Average 2003-2012                      607,183                      86,287                      14%**

The ten year average (2003-2012) for offshore export is 14% of the average of blueberry production from 2003 to 2012

North American offshore exports in 2012 total 116,461,427 pounds of which 10,344,181 pounds (9%) were fresh blueberries and 106,117,246 pounds (91%) were frozen blueberries.

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



**NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET  
1988-2012  
(000,000 Pounds)**

YEAR	JULY 1		FROZEN					PROCESSED DOMESTIC		HIGHBUSH	LOWBUSH								
	FROZEN CARRY-IN*	PRODUCTION	TOTAL SUPPLY	FRESH PRODUCTION	PROCESSED AVAILABLE	CARRY-OUT JUNE 30*	PROCESSED CONSUMPTION	OFFSHORE EXPORT	PROCESSED CONSUMPTION	FROZEN MARKET**	FROZEN MARKET**								
1988/89	17.5	+	231.4	=	248.9	-	54.2	=	194.7	-	26.8	=	167.9	-	40.2	=	127.7	1.05-0.86	.98-1.00
1989/90	26.8	+	220.9	=	247.7	-	63.8	=	183.9	-	34.8	=	149.1	-	25.0	=	124.1	0.85-0.61	1.01-1.12
1990/91	34.8	+	267.5	=	302.3	-	65.4	=	236.9	-	33.2	=	203.7	-	56.6	=	147.1	0.57-0.71	1.10-0.95
1991/92	33.2	+	243.3	=	276.5	-	62.4	=	214.1	-	41.7	=	172.4	-	58.8	=	113.6	0.74-0.86	.97-1.05
1992/93	41.7	+	281.7	=	323.4	-	55.5	=	267.9	-	47.1	=	220.8	-	40.7	=	180.1	0.92-0.77	0.99-0.85
1993/94	47.1	+	319.8	=	366.9	-	77.4	=	289.5	-	58.8	=	230.7	-	44.6	=	186.1	0.62-0.51	0.85-0.75
1994/95	58.8	+	285.5	=	344.3	-	81.6	=	262.7	-	43.6	=	219.1	-	44.9	=	174.2	0.51-0.59	0.75-0.79
1995/96	43.6	+	321.9	=	365.5	-	90.0	=	275.5	-	31.7	=	243.8	-	50.9	=	192.9	0.48-0.83	0.79-0.88
1996/97	31.7	+	297.1	=	328.8	-	77.3	=	251.5	-	29.3	=	222.2	-	47.6	=	174.6	0.99-1.01	1.00-0.94
1997/98	29.3	+	333.3	=	362.6	-	85.5	=	277.1	-	63.4	=	213.7	-	46.6	=	167.1	0.97-0.63	0.94-0.87
1998/99	63.4	+	288.8	=	352.2	-	94.4	=	257.8	-	33.8	=	224.0	-	57.4	=	166.6	0.60-0.92	0.87-1.50
1999/00	33.8	+	390.0	=	423.8	-	91.8	=	332.0	-	31.4	=	300.6	-	58.2	=	242.4	0.88-1.00	0.50-1.15
2000/01	31.4	+	432.5	=	463.9	-	104.6	=	359.3	-	59.2	=	300.1	-	60.1	=	240.0	0.99-0.83	1.15-0.94
2001/02	59.2	+	418.2	=	477.4	-	112.3	=	365.1	-	69.0	=	296.1	-	56.9	=	239.2	0.78-0.76	0.94-0.68
2002/03	69.0	+	400.4	=	469.4	-	128.6	=	340.8	-	39.6	=	301.2	-	59.5	=	241.7	0.76-1.09	0.78-.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	+	833.3	=	942.9	-	322.2	=	620.7	-	137.6	***=	483.1	-	106.1	=	377.0	1.48-TBD	2.00-TBD
2013/14	137.6***																		
2012/13 vs.																			
2011/12	+43.1%		+10.9%		+13.9%		-2.7%		+24.9%		+25.5%		+24.7%		+1.0%		+33.5%		
5 Year Average																			
2008/09-2012/13	88.1		721.6		809.7		293.5		516.2		101.7		414.4		86.0		328.4		

Total Domestic Process Consumption has averaged 328,400,000 pounds for the past 5 years. Total 2012 Process Consumption (Domestic & Export): 387,400,000 pounds.

Total 2012 Production: 833,300,000 pounds. Estimated increase in carry over inventory 6/30/13 versus 6/30/12 +28,000,000 pounds

\* = Beginning with 1995/96 crop year, figures are estimates based on actual U.S. cold storage inventory figure and estimate of Canadian total based upon historic percentages.

\*\*Average July price versus average June price (following year) for Michigan (highbush) and Maine (lowbush) as reported by [Food Institute Report](#), estimates for months when data not available.

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

\*\*\*=Estimate based on 3/31/13 U.S. cold storage figure, estimates of U.S. consumption from 4/1/13 to 6/30/13, estimate of Canadian inventory as of 6/30/13

**TOTAL NORTH AMERICAN CONSUMPTION**  
**1990-2012**  
**(1,000's Pounds)**

<b>Year</b>	<b>Total Fresh Production</b>	<b>Fresh Offshore Exports</b>	<b>Fresh Offshore Imports</b>	<b>Domestic Fresh Consumption</b>	<b>Domestic Process Consumption</b>	<b>Process Offshore Imports</b>	<b>Total North American</b>	<b>North American Per Capita Consumption</b>	
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	322,200	-	10,344	172,837	484,693	+	377,000 *	37,858 = 899,551 *	2.58

\* = Estimate based on projections to end of 2012 Crop Year (July 2012 to June 2013)

**NORTH AMERICAN POPULATION 1990 to 2012 (millions)**

<b>YEAR</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
<i>Canada</i>	27.8	28.1	28.5	28.9	29.3	29.6	29.7	30.0	30.2	30.5	30.8
<i>USA</i>	249.5	252.2	255.0	257.8	260.3	262.8	265.2	267.8	270.2	272.7	281.4
<b>North American Total:</b>	<b>277.3</b>	<b>280.3</b>	<b>283.5</b>	<b>286.7</b>	<b>289.6</b>	<b>292.4</b>	<b>294.9</b>	<b>297.8</b>	<b>300.4</b>	<b>303.2</b>	<b>312.2</b>
<b>YEAR</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<i>Canada</i>	31.1	31.3	31.6	31.9	32.2	32.6	32.9	33.3	33.7	34.1	34.5
<i>USA</i>	284.8	287.4	291.5	293.6	296.5	299.1	302.2	304.5	306.8	309.6	311.7
<b>North American Total:</b>	<b>315.9</b>	<b>318.7</b>	<b>323.1</b>	<b>325.5</b>	<b>328.7</b>	<b>331.7</b>	<b>335.1</b>	<b>337.8</b>	<b>340.5</b>	<b>343.7</b>	<b>346.2</b>
<b>YEAR</b>	<b>2012</b>										
<i>Canada</i>	34.9										
<i>USA</i>	313.9										
<b>North American Total:</b>	<b>348.8</b>										

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

**U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH  
2008/09 TO 2012/13  
(Millions of Pounds)**

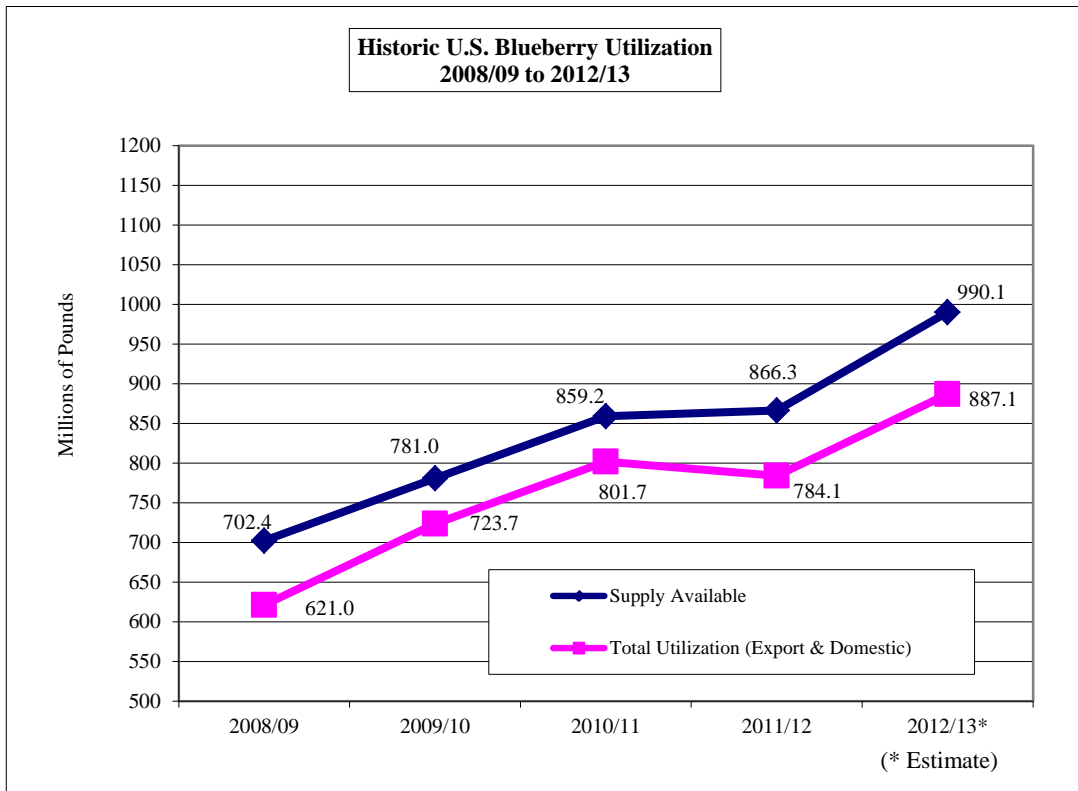
**CROP YEAR PROJECTION**

	2008/09	2009/10	2010/11	2011/12	2012/13	
July 1st Frozen Carry In	52.0	81.4	57.3	57.5	82.2	
+ Frozen Imports (7/1 to 6/30)	76.0	92.4	110.0	100.1	111.0	*
+ Fresh Imports (7/1 to 6/30)	129.8	149.1	193.0	186.7	232.0	*
+ US Production	444.6	458.1	498.9	522.0	564.9	
= Supply Available	702.4	781.0	859.2	866.3	990.1	
- Fresh Domestic Consumption (7/1 to 6/30) <sup>1/</sup>	255.9	304.8	359.3	394.8	424.0	*
- Frozen Domestic Consumption (7/1 to 6/30)	344.5	396.3	405.1	350.3	416.9	*
- Frozen Exports (7/1 to 6/30)	20.6	22.6	37.3	39.0	46.2	*
= June 30th Frozen Carry Out	81.4	57.3	57.5	82.2	103.0	*

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

Exports include shipments to Canada, Imports include shipments from Canada

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

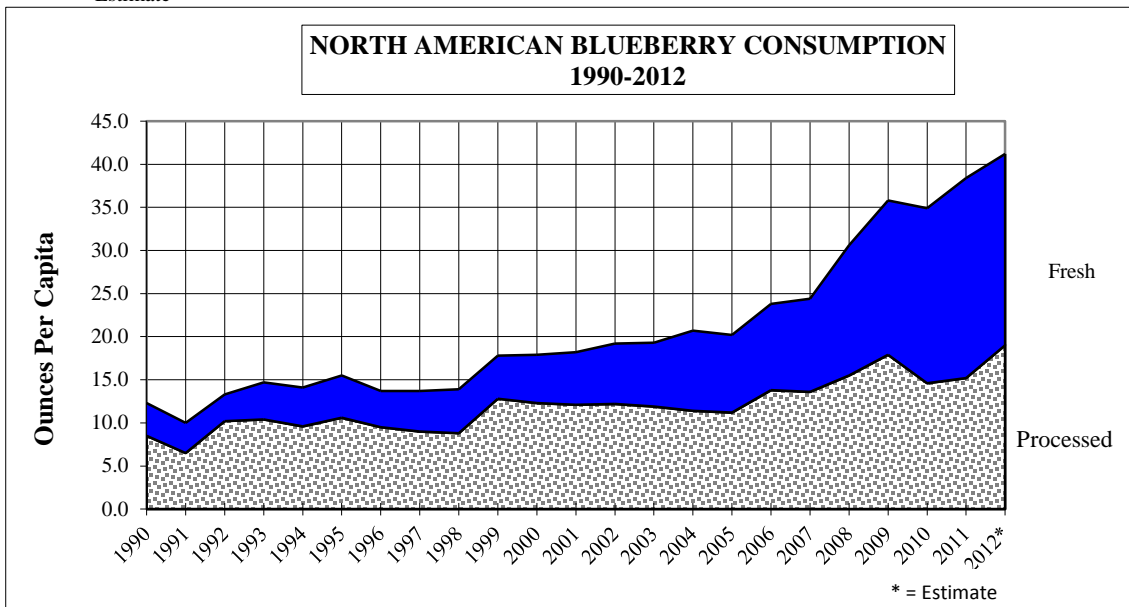


**NORTH AMERICAN BLUEBERRY CONSUMPTION  
1990-2012**

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	<b>0.769</b>	<b>12.3</b>
1991	0.220	3.5	0.405	6.5	<b>0.625</b>	<b>10.0</b>
1992	0.193	3.1	0.635	10.2	<b>0.828</b>	<b>13.3</b>
1993	0.268	4.3	0.649	10.4	<b>0.917</b>	<b>14.7</b>
1994	0.280	4.5	0.602	9.6	<b>0.882</b>	<b>14.1</b>
1995	0.308	4.9	0.660	10.6	<b>0.968</b>	<b>15.5</b>
1996	0.262	4.2	0.593	9.5	<b>0.855</b>	<b>13.7</b>
1997	0.291	4.7	0.563	9.0	<b>0.854</b>	<b>13.7</b>
1998	0.319	5.1	0.553	8.8	<b>0.872</b>	<b>13.9</b>
1999	0.310	5.0	0.801	12.8	<b>1.111</b>	<b>17.8</b>
2000	0.350	5.6	0.771	12.3	<b>1.121</b>	<b>17.9</b>
2001	0.378	6.1	0.759	12.1	<b>1.137</b>	<b>18.2</b>
2002	0.437	7.0	0.761	12.2	<b>1.198</b>	<b>19.2</b>
2003	0.462	7.4	0.746	11.9	<b>1.208</b>	<b>19.3</b>
2004	0.579	9.3	0.709	11.4	<b>1.288</b>	<b>20.7</b>
2005	0.562	9.0	0.700	11.2	<b>1.262</b>	<b>20.2</b>
2006	0.624	10.0	0.862	13.8	<b>1.486</b>	<b>23.8</b>
2007	0.678	10.8	0.848	13.6	<b>1.526</b>	<b>24.4</b>
2008	0.942	15.1	0.969	15.5	<b>1.911</b>	<b>30.6</b>
2009	1.121	17.9	1.120	17.9	<b>2.241</b>	<b>35.8</b>
2010	1.270	20.3	0.910	14.6	<b>2.180</b>	<b>34.9</b>
2011	1.448	23.2	0.947	15.2	<b>2.395</b>	<b>38.4</b>
2012*	1.390	22.2	1.189	19.0	<b>2.579</b>	<b>41.2</b>

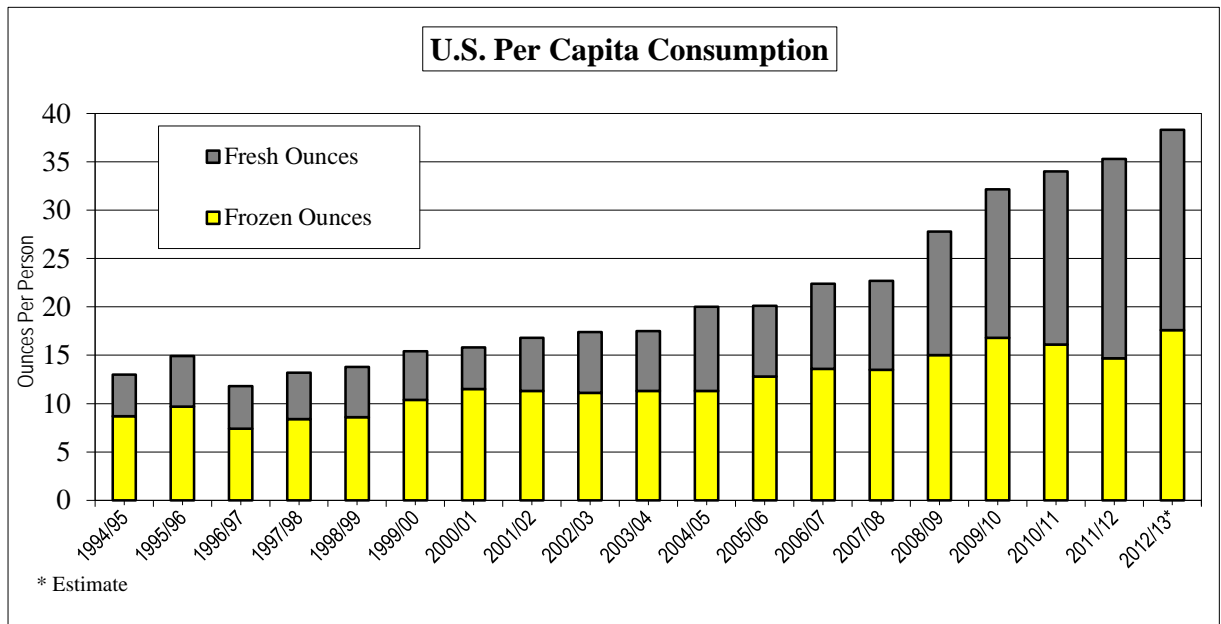
\*=Estimate



## U.S. PER CAPITA CONSUMPTION 1994/95 TO 2012/13

Crop Year	<u>FRESH BLUEBERRIES</u>		<u>PROCESSED BLUEBERRIES</u>		<u>TOTAL CONSUMPTION</u>	
	Fresh Pounds	Fresh Ounces	Frozen Pounds	Frozen Ounces	Pounds	Ounces
1994/95	0.268	4.3	0.544	8.7	0.812	13.0
1995/96	0.325	5.2	0.606	9.7	0.931	14.9
1996/97	0.274	4.4	0.463	7.4	0.737	11.8
1997/98	0.300	4.8	0.523	8.4	0.823	13.2
1998/99	0.326	5.2	0.534	8.6	0.860	13.8
1999/00	0.313	5.0	0.651	10.4	0.964	15.4
2000/01	0.266	4.3	0.719	11.5	0.985	15.8
2001/02	0.346	5.5	0.703	11.3	1.049	16.8
2002/03	0.394	6.3	0.691	11.1	1.085	17.4
2003/04	0.390	6.2	0.709	11.3	1.099	17.5
2004/05	0.542	8.7	0.707	11.3	1.249	20.0
2005/06	0.454	7.3	0.800	12.8	1.254	20.1
2006/07	0.552	8.8	0.850	13.6	1.402	22.4
2007/08	0.574	9.2	0.846	13.5	1.420	22.7
2008/09	0.802	12.8	0.936	15.0	1.738	27.8
2009/10	0.959	15.3	1.051	16.8	2.010	32.1
2010/11	1.119	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*	1.296	20.7	1.102	17.6	2.398	38.3

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



**PRICE TRENDS FROZEN BLUEBERRIES**  
**1992-2012**  
**CENTS PER POUND - F.O.B. PRICES - 30 POUND CARTONS**

		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>1992</b>	Michigan	80-82	80-82	80-82	80-82	82-84	85-88	90-95	95-105	92-96	92-95	88-93	86-90
	<i>Maine</i>	103-108	103-108	103-108	103-108	103-108	103-108	98-100	93-96	92-94	92-95	90-95	90-93
<b>1993</b>	Michigan	82-85	84-88	84-88	84-88	82	75-79	60-64	55-60	48-54	50-54	50-54	50-54
	<i>Maine</i>	90-92	88-90	87-89	87-89	87-89	85	85	79	75	72-75	70-73	68-72
<b>1994</b>	Michigan	50-54	50-54	50-52	50-52	50-52	50-52	50-52	58-60	58	59	60	60
	<i>Maine</i>	69	69	69	75	75	75	75	*	76-78	78	79-81	79-81
<b>1995</b>	Michigan	60	60	60	58-60	58-60	58-60	48	50	55-58	58-60	64-65	67-70
	<i>Maine</i>	78-80	78-80	78-80	78-80	78-80	78-80	*	*	78-80	78-80	80-83	80-85
<b>1996</b>	Michigan	68-72	70-72	75	78-80	78-80	80-85	98-99	105-110	105-110	105-108	110-112	110
	<i>Maine</i>	80-85	85	85	85-90	85-90	85-90	*	*	110-115	110-115	115	115-118
<b>1997</b>	Michigan	107-110	110-112	110-112	108	108	*	*	92-95	89-90	80-85	78-80	75-79
	<i>Maine</i>	115-118	115-118	110-114	110-118	110-118	92-95	92-95	98	95-98	90-95	90-92	90-92
<b>1998</b>	Michigan	65-70	61-66	62-68	62-65	60-65	60-65	60	75-79	79	80-82	80-82	85
	<i>Maine</i>	91-93	87-92	87-92	87-92	85-88	85-88	85-88	85-88	110-112	110-112	110-112	115
<b>1999</b>	Michigan	92-97	92-97	92-97	88-92	88-92	88-95	*	85-87	88-90	97-100	97-100	104-110
	<i>Maine</i>	125-140	125-140	125-140	150	150	150	150	*	115-120	115-120	115-120	115-120
<b>2000</b>	Michigan	105-110	105-110	115-120	114-120	*	*	*	95-97	95-97	95-97	95-97	97-98
	<i>Maine</i>	115-120	115-120	120	120	120	*	*	*	106-110	106-110	106-110	106-110
<b>2001</b>	Michigan	*	*	87-89	87-89	87-89	*	77-79	74-76	72-75	72-75	72-75	65-75
	<i>Maine</i>	*	*	90-93	90-93	90-93	*	94-95	*	80-85	*	82-85	*
<b>2002</b>	Michigan	62-68	64-68	64-68	74-78	74-78	75-77	74-78	80-84	80-86	85-88	94-96	85-90
	<i>Maine</i>	90-100	90-100	80-94	68	*	68	*	*	87-90	65-83	78-82	75-78
<b>2003</b>	Michigan	85-90	110-115	110-115	110-115	110-115	106-112	100-108	105-110	100-110	110-115	112-115	100-115
	<i>Maine</i>	75-78	84-88	84-88	84-88	85-90	85-95	85-95	95-100	95-100	95-110	100-110	100-110
<b>2004</b>	Michigan	110-115	110-115	110-115	*	115-120	*	*	105-110	112-115	110-115	112-115	112-115
	<i>Maine</i>	100-110	100-110	103-105	103-105	100-110	*	*	105-110	105	107	107	107
<b>2005</b>	Michigan	115-116	117-118	117-122	120-125	120-125	*	110-115	120-125	130-150	160-175	173-176	185-190
	<i>Maine</i>	*	125-135	140-145	140-145	140-145	*	*	*	142-145	150-160	*	*
<b>**2006</b>	Michigan	195-205	205-215	205-215	*	*	*	170-180	200-215	205-215	210-215	215-220	220-225
<b>2007</b>	Michigan	220-225	220-225	220-225	210	210	210	210	200	200	179-200	176-185	175-182
<b>2008</b>	Michigan	165	165	168	159	145	132	115	115	120	110	95	93
<b>2009</b>	Michigan	85	79	65	65	63	66	65	67	68	69	70	70
	<i>Maine</i>	150	150	150	*	*	*	110	110	95	95	*	*
<b>2010</b>	Michigan	72	75	92	100	97	*	*	120	165	*	*	*
	<i>Maine</i>	*	*	*	85	85	*	*	140	155	155	160	160
<b>2011</b>	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
<b>2012</b>	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

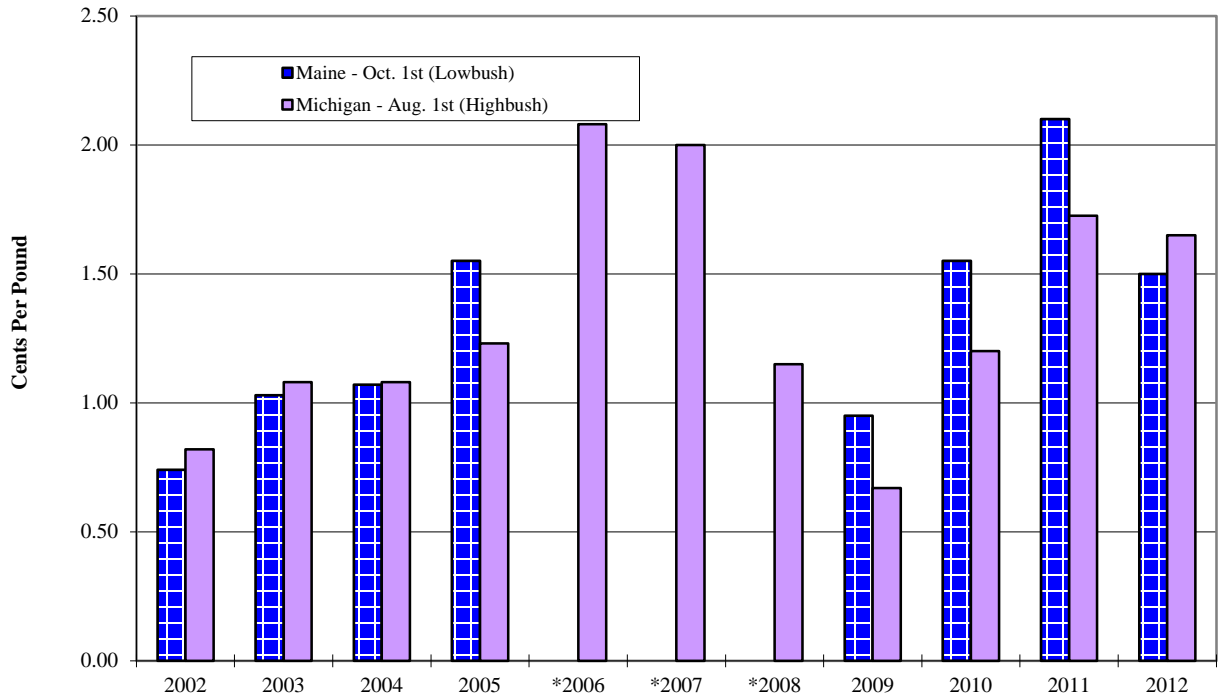
Source: Food Institute Report, January 7, 2013, "Price Trends of Frozen Fruits 2011-2012", Page 21.

\* = No prices quoted

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

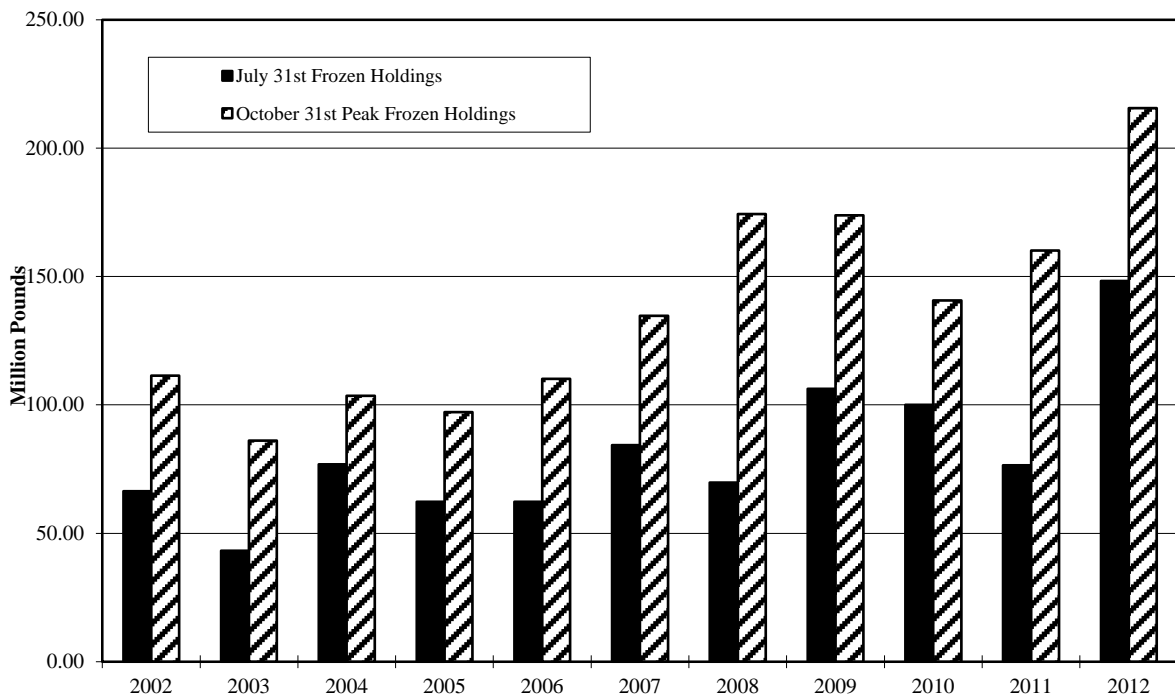


**FROZEN BLUEBERRY OPENING MARKET  
2002-2012**



(Source: Food Institute Report - January 07, 2013)  
\* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008

**U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER  
2002-2012**

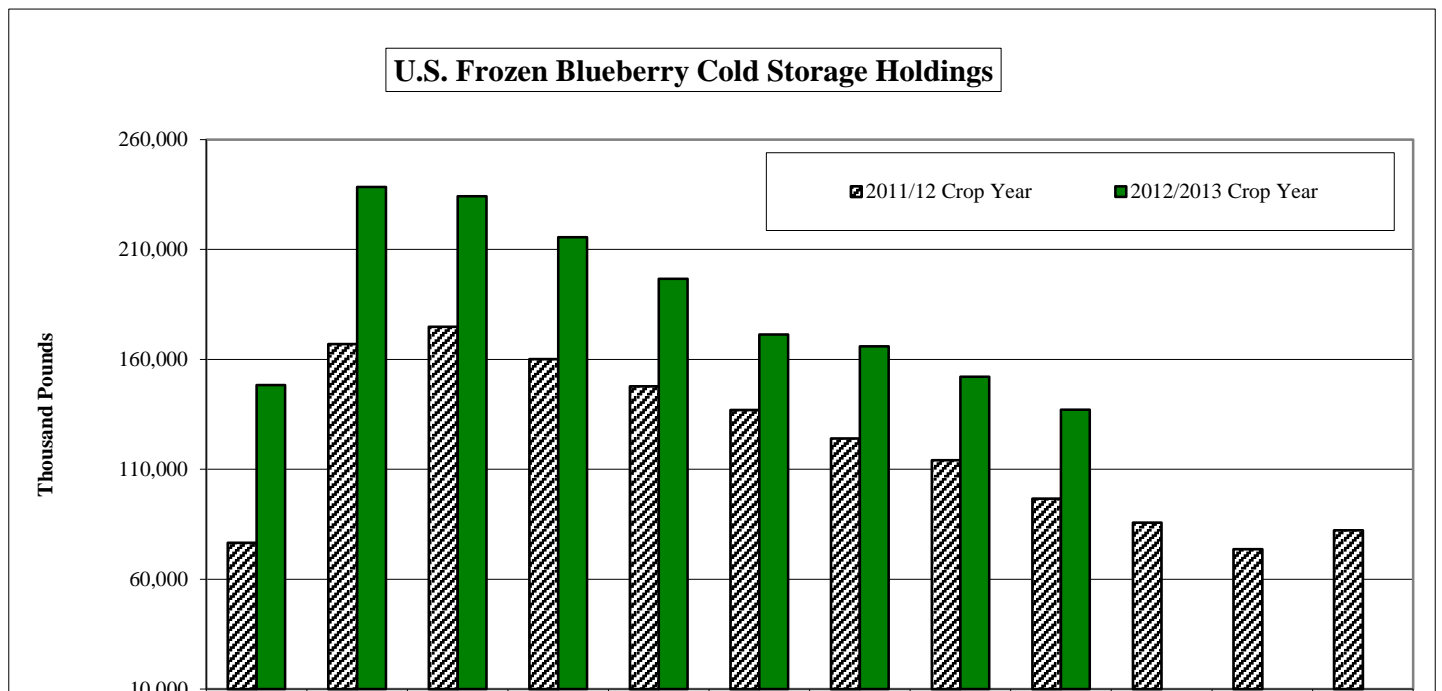


(Source: Public Cold Storage as reported to USDA/NASS)

**UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS  
1990-2012 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	137,077 *			

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 2002/03 TO 2012/13 (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>
2002/03	+14.7	+54.6	-1.4	-8.2	-11.1	-11.6	-11.8	-11.1	-9.0	-8.6	-12.9	-5.6	<b>-91.3</b>
2003/04	+13.5	+61.2	-15.5	-2.8	-1.7	-7.5	-6.8	-6.0	-12.8	-8.0	-5.7	-3.4	<b>-70.2</b>
2004/05	+42.8	+36.4	-3.3	-6.5	-9.7	-8.7	-8.1	-8.7	-14.7	-12.2	-6.8	-6.5	<b>-85.2</b>
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	<b>-84.3</b>
2006/07	+35.4	+60.9	-8.7	-4.2	-10.3	-1.1	-15.5	-7.5	-10.3	-9.0	-10.4	-8.2	<b>-85.2</b>
2007/08	+46.6	+70.5	-7.3	-12.9	-9.1	-11.5	-13.4	-6.0	-16.5	-11.5	-8.3	-6.3	<b>-102.8</b>
2008/09	+17.8	+102.4	+10.3	-8.1	-9.6	-11.3	-12.4	-10.1	-15.3	-14.8	-13.0	-6.4	<b>-101.0</b>
2009/10	+24.9	+83.6	-0.3	-15.8	-19.2	-12.8	-18.3	-14.5	-15.8	-17.9	-14.2	-4.0	<b>-132.8</b>
2010/11	+42.8	+63.3	-8.3	-14.4	-10.8	-13.4	-12.4	-11.0	-13.1	-14.4	-14.7	+6.6	<b>-112.5</b>
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	<b>-101.0</b>
2012/13	+66.1	+90.2	-4.3	-18.6	-18.9	-25.4	-5.4	-13.7	-15.1 **				<b>-101.4</b>
<b>10 Year Average (2002/03 - 2011/12)</b>													
	+29.2	+67.2	-2.9	-10.0	-10.3	-9.9	-12.1	-9.5	-13.7	-11.8	-10.6	-2.7	<b>-96.6</b>
<b>3 Year Average (2009/10 to 2011/12)</b>													
	+28.9	+79.1	-0.3	-14.9	-14.1	-12.3	-14.6	-11.8	-15.4	-14.4	-13.6	+3.7	<b>-115.4</b>

Figures are from the last day of the month.

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

\*\* Preliminary

