



## NORTH AMERICAN BLUEBERRY COUNCIL

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To: NABC Members  
From: Mark Villata  
Date: August 28, 2015  
Re: **2014 NABC Blueberry Statistical Record**

The NABC Blueberry Statistical Record for 2014 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 2014 statistical report follow:

- North American blueberry production totaled 1,063,100,000 pounds in 2014, up 21.6% (189,028,000 pounds) from the crop of 874,072,000 pounds produced in 2013 (see page #3). Highbush blueberries represented 70% of total production in 2014 (745,000,000 pounds) and lowbush blueberries accounted for 30% of the total (318,100,000 pounds).
- Figures for 2014 show that 39.7% of the total North American blueberry crop was sold as fresh blueberries (421,800,000 pounds) and the remaining 60.3% sold as process berries (641,300,000 pounds). Highbush blueberries accounted for 98.7% of fresh blueberry movement in 2014 (416,400,000 pounds) and 51.2% of total process blueberries (328,600,000 pounds). British Columbia (60,000,000 pounds) was the top fresh highbush blueberry supplier in 2014 followed by Georgia (58,000,000), New Jersey (50,000,000 pounds), Michigan (47,000,000 pounds), California (41,300,000 pounds), and Oregon (38,400,000 pounds). British Columbia was the leading supplier of process highbush blueberries in 2014 at 92,000,000 pounds followed by Washington at 65,500,000 pounds, Michigan at 50,100,000 pounds, Oregon at 48,100,000 pounds and Georgia at 38,000,000 pounds (see page #1). The total North American blueberry crop in 2014 came in at 1,063,100,000 pounds, considerably above the most recent five year average (2010 to 2014) of 845,368,000 pounds (see page #6).
- Fresh market sales of blueberries in 2014 had an estimated farm gate value of \$750,608,000 which is 12.5% more than the level attained in 2013 (\$667,290,000). Blueberries for processing had an estimated farm gate value of \$446,143,000 in 2014, up 22.4% from the value of \$364,367,000 attained in 2013 (see pages #9 and #11). The 2014 crop of 1,063,100,000 pounds had an estimated total farm gate value of \$1,196,751,000 which is \$165,074,000 more than the total estimated farm gate value of the 2013 crop which totaled \$1,031,677,000 (see page #17).
- Offshore exports of North American blueberries in 2014 totaled 111,088,249 pounds, which is up 8,889,536 pounds from the total exported offshore in 2013 (102,198,713 pounds) (see page # 28). Offshore exports account for an average of 13% 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 2014 were

Japan (3,101,328 pounds), Hong Kong (2,679,226 pounds), Singapore (1,012,127), Taiwan (917,909 pounds), and South Korea (806,132 pounds). The top five offshore export markets for North American frozen blueberries (U.S. and Canada combined) in 2013 were Japan (24,694,362 pounds), Germany (16,197,670 pounds), South Korea (12,720,593 pounds), Netherlands (10,099,721 pounds) and China (9,172,743 pounds) (see pages #18 and #19).

- North American consumption totaled an estimated 1,134,249 pounds in 2014, up +159,487 pounds from the 974,762 pound total of the previous season (see Page #30). The industry increased June 30th carry out frozen inventory from 137,300,000 pounds as of June 30, 2014 to 175,600,000 pounds on June 30, 2015, representing an increase in inventory of 38,300,000 pounds (see page #29).
- North American domestic per capita consumption totaled an estimated 51.4 ounces per person in 2014, up +7 ounces over the total of 44.4 ounces in 2013. Estimated fresh consumption of 27.1 ounces per person in 2014 represents 53% of total consumption. Process consumption estimated at 24.3 ounces per person in 2014 represents the remaining 47% of total consumption, (see page #32).

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

# BLUEBERRIES

# 2014

BLUEBERRY STATISTICAL RECORD  
**2014**

BLUEBERRY PRODUCTION AND UTILIZATION  
FOR THE **2014** CROP YEAR



PREPARED BY

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**August 2015**

# BLUEBERRY STATISTICAL RECORD

2014

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**2014**  
**NORTH AMERICAN BLUEBERRY PRODUCTION**  
**(Millions of Pounds)**

<u>Highbush</u>	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
<i>Western Region</i>			
British Columbia	60.0	92.0	152.0
California	41.3	13.4	54.7
Oregon	38.4	48.1	86.5
Washington	28.0	65.5	93.5
Mexico#	23.1	0.2	23.3
<b>Sub-Total</b>	<b>190.8</b>	<b>219.2</b>	<b>410.0</b>
<i>Midwest Region</i>			
Illinois*	1.9	0.0	1.9
Indiana	1.6	0.4	2.0
Michigan	47.0	50.1	97.1
Others 1/	0.5	0.0	0.5
<b>Sub-Total</b>	<b>51.0</b>	<b>50.5</b>	<b>101.5</b>
<i>Northeast Region</i>			
New Jersey	50.0	5.0	55.0
New York^	1.5	0.0	1.5
Ontario~	2.2	0.0	2.2
Others 2/	0.2	0.0	0.2
<b>Sub-Total</b>	<b>53.9</b>	<b>5.0</b>	<b>58.9</b>
<i>Southern Region</i>			
Alabama^	0.5	0.0	0.5
Arkansas^	0.5	0.0	0.5
Florida	17.0	0.0	17.0
Georgia	58.0	38.0	96.0
Louisiana	1.0	0.0	1.0
Mississippi	4.5	4.7	9.2
North Carolina	37.3	11.2	48.5
Texas	1.0	0.0	1.0
Others 3/	0.9	0.0	0.9
<b>Sub-Total</b>	<b>120.7</b>	<b>53.9</b>	<b>174.6</b>
<b>HIGHBUSH TOTAL:</b>	<b>416.4</b>	<b>328.6</b>	<b>745.0</b>
	<u>Fresh</u>	<u>Process</u>	<u>Total</u>
<u>Lowbush:</u>			
Maine^	0.6	103.8	104.4
New Brunswick~	0.0	58.9	58.9
Newfoundland	0.0	1.0	1.0
Nova Scotia~	1.6	61.9	63.5
Prince Edward Island~	0.0	19.3	19.3
Quebec~	3.2	67.8	71.0
<b>Lowbush Total:</b>	<b>5.4</b>	<b>312.7</b>	<b>318.1</b>
<b>GRAND TOTAL:</b>	<b>421.8</b>	<b>641.3</b>	<b>1,063.1</b>

**Others:**

1/ Kentucky, Minnesota, Missouri, Ohio, Wisconsin

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

3/ Oklahoma, South Carolina, Tennessee

**SOURCE:**

**HIGHBUSH - US, BC and Ontario (except Alabama/Arkansas/New York) = NABC Area Reps 2/26/15**

Alabama/Arkansas/New York = "Non Citrus Fruits and Nuts 2014 Preliminary Summary"

January 2015, USDA/NASS

**LOWBUSH - Maine = "Non Citrus Fruits and Nuts 2014 Preliminary Summary" - January 2015, USDA/NASS**

Canadian Lowbush = NABC Estimates (New Brunswick, Newfoundland, PEI) 2/26/15

Stats Canada (Quebec, Nova Scotia)

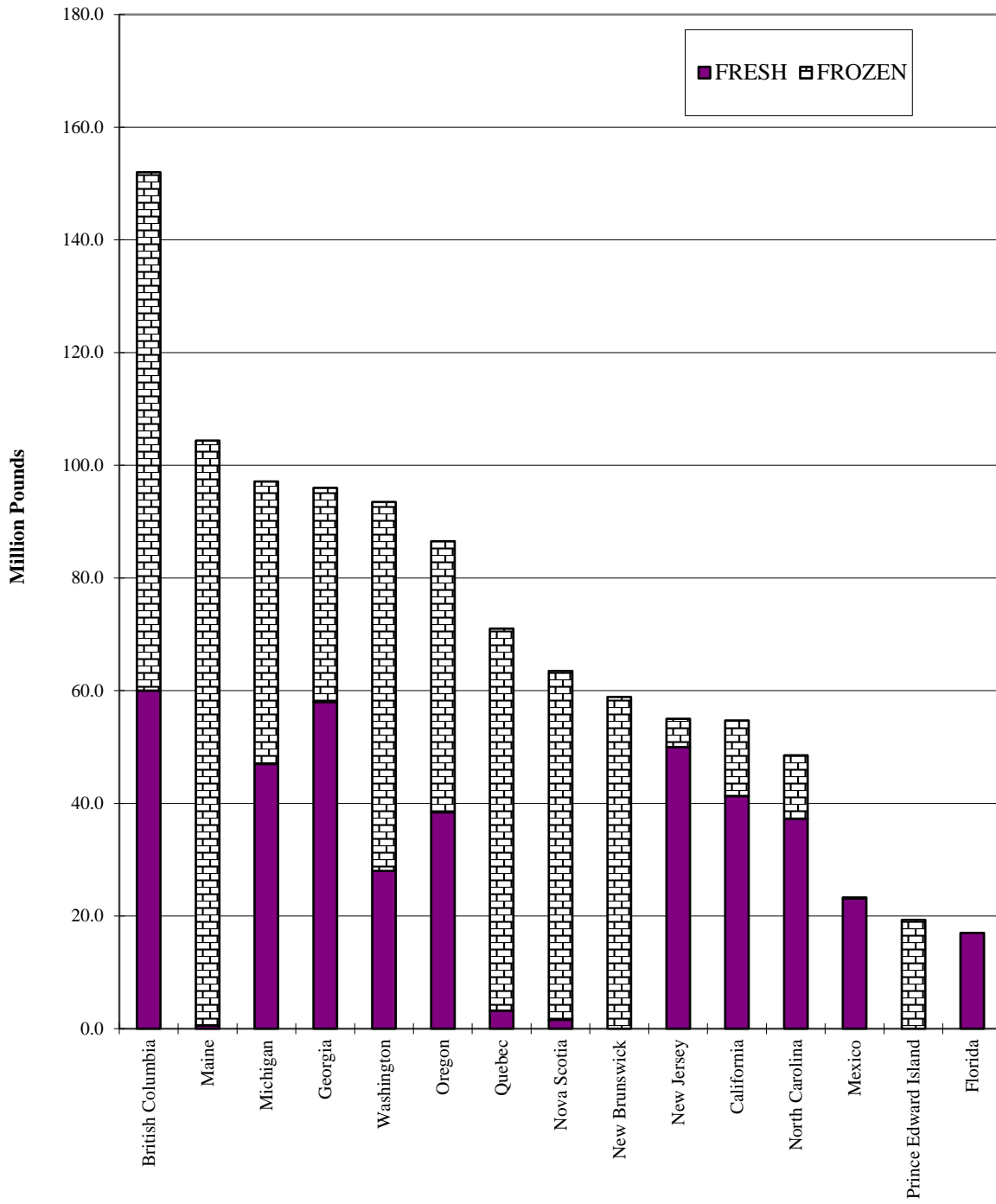
# data from World Blueberry Statistics & Global Market Analysis 2015

^ data from USDA "Non Citrus Fruits & Nuts 2014 Prelim report - January 2015

\* data from USHBC Collections

~data from Stats Canada

**2014  
TOP 15 NORTH AMERICAN BLUEBERRY PRODUCTION REGIONS**



**NORTH AMERICAN ANNUAL BLUEBERRY PRODUCTION**  
**2010-2014**  
**(000 Pounds)**

<b>HIGHBUSH</b>		<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013 ^</b>	<b>2014</b>
<b>REGION:</b>						
<b>WESTERN</b>	BRITISH COLUMBIA	90,000	95,000	115,958	110,842	152,000
<b>REGION</b>	CALIFORNIA	28,000	42,100	40,900	51,400	54,700
	OREGON	54,600	65,500	72,000	89,500	86,500
	WASHINGTON	42,000	61,000	70,000	81,600	93,500
	MEXICO	5,000	8,750	12,500	17,900	23,300
	<b><u>SUB TOTAL</u></b>	<b><u>219,600</u></b>	<b><u>272,350</u></b>	<b><u>311,358</u></b>	<b><u>351,242</u></b>	<b><u>410,000</u></b>
<b>MIDWEST</b>	ILLINOIS	1,500	1,500	1,200	1,900	1,900
<b>REGION</b>	INDIANA	3,600	1,600	1,500	3,200	2,000
	MICHIGAN	109,000	72,000	87,000	114,000	97,100
	*OTHERS 1/	400	400	300	300	500
	<b><u>SUB TOTAL</u></b>	<b><u>114,500</u></b>	<b><u>75,500</u></b>	<b><u>90,000</u></b>	<b><u>119,400</u></b>	<b><u>101,500</u></b>
<b>NORTHEAST</b>	NEW JERSEY	49,000	62,000	51,500	47,940	55,000
<b>REGION</b>	NEW YORK	2,100	1,800	1,700	1,000	1,500
	ONTARIO	2,280	1,914	1,900	2,000	2,200
	*OTHERS 2/	400	400	400	400	200
	<b><u>SUB TOTAL</u></b>	<b><u>53,780</u></b>	<b><u>66,114</u></b>	<b><u>55,500</u></b>	<b><u>51,340</u></b>	<b><u>58,900</u></b>
<b>SOUTHERN</b>	ALABAMA	430	500	700	600	500
<b>REGION</b>	ARKANSAS	650	400	400	400	500
	FLORIDA	16,400	21,400	17,100	19,500	17,000
	GEORGIA	58,000	62,000	70,000	65,550	96,000
	LOUISIANA	1,000	1,000	1,000	1,000	1,000
	MISSISSIPPI	8,000	10,500	9,000	6,300	9,200
	NORTH CAROLINA	39,050	36,200	40,000	40,000	48,500
	TEXAS	1,500	1,500	1,500	1,500	1,000
	*OTHERS 3/	300	300	600	600	900
	<b><u>SUB TOTAL</u></b>	<b><u>125,330</u></b>	<b><u>133,800</u></b>	<b><u>140,300</u></b>	<b><u>135,450</u></b>	<b><u>174,600</u></b>
	<b>HIGHBUSH TOTAL</b>	<b><u>513,210</u></b>	<b><u>547,764</u></b>	<b><u>597,158</u></b>	<b><u>657,432</u></b>	<b><u>745,000</u></b>
<b>LOWBUSH</b>	MAINE	83,000	79,900	91,100	87,130	104,400
	NEWFOUNDLAND	224	214	1,000	-	1,000
	NEW BRUNSWICK	32,580	27,582	45,000	42,610	58,900
	NOVA SCOTIA	32,790	29,424	40,000	41,400	63,500
	PRINCE EDWARD ISLAND	12,428	13,338	11,400	13,300	19,300
	QUEBEC	13,898	62,058	55,600	32,200	71,000
	<b><u>LOWBUSH TOTAL</u></b>	<b><u>174,920</u></b>	<b><u>212,516</u></b>	<b><u>244,100</u></b>	<b><u>216,640</u></b>	<b><u>318,100</u></b>
	<b><u>GRAND TOTAL</u></b>	<b><u>688,130</u></b>	<b><u>760,280</u></b>	<b><u>841,258</u></b>	<b><u>874,072</u></b>	<b><u>1,063,100</u></b>

Highbush blueberry production in 2014 is +13.3% greater than the total for 2013.

Lowbush blueberry production in 2014 is +46.8% greater than the total for 2013.

Total blueberry production in 2014 is +21.6% greater than the total for the previous year.

The 5 year average of total production from 2010 to 2014 is 845,368,000 pounds.

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

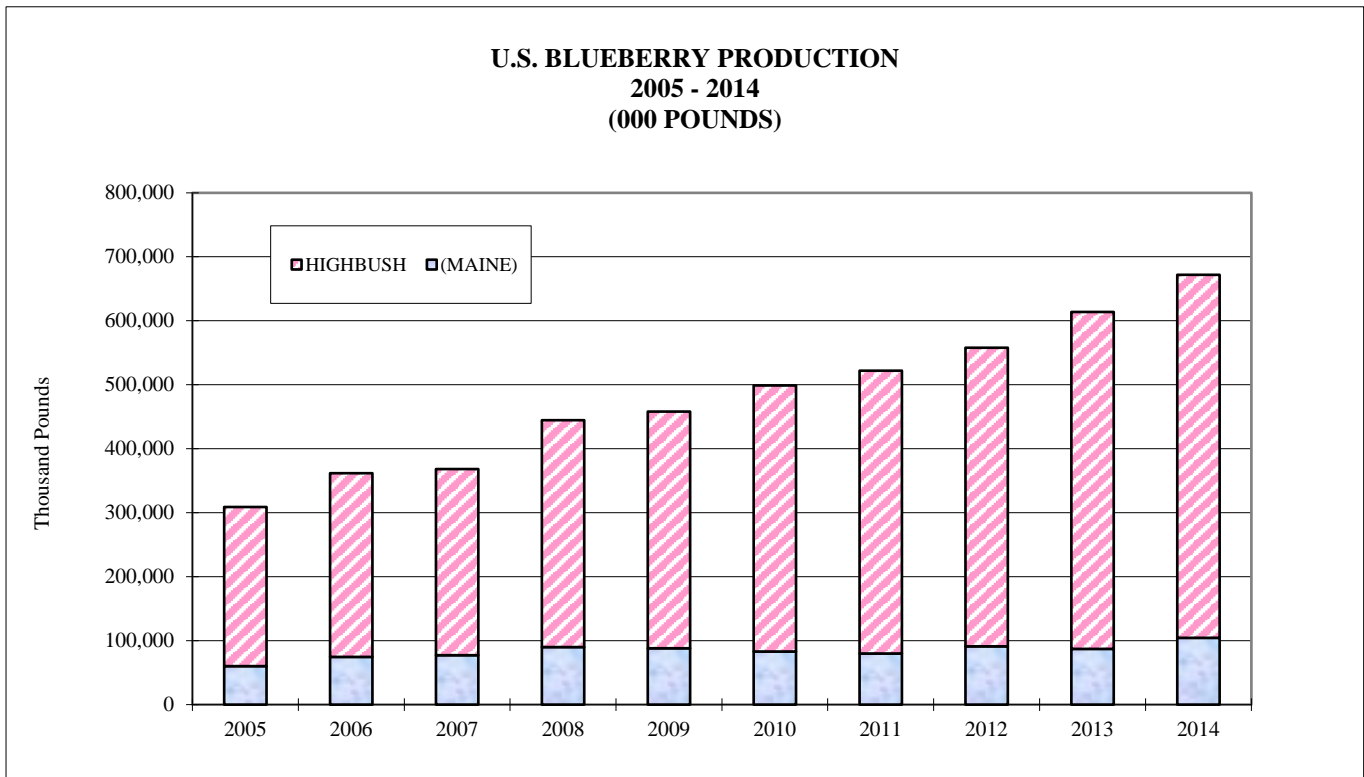
Source: 2014 see page #1  
2010 to 2014 Highbush = USDA/NASS; Statistics Canada; NABC for Illinois, Louisiana, Texas and Others  
2010 to 2014 Lowbush Canadian=Statistics Canada  
2010 to 2014 Lowbush Maine = USDA/NASS  
2010 to 2014 data from World Blueberry Statistics & Global Market Analysis 2015 (For Mexico Only)

^ Numbers revised per USDA/NASS and Stats Canada

**UNITED STATES BLUEBERRY PRODUCTION  
2005 -2014  
(000 Pounds)**

<u>YEAR</u>	<u>MICHIGAN/ INDIANA</u>	<u>NEW JERSEY</u>	<u>MAINE</u>	<u>NORTH CAROLINA</u>	<u>WASHINGTON/ OREGON/ CALIFORNIA</u>	<u>SOUTHERN STATES &amp; OTHERS</u> *	<u>TOTAL</u>
2005	69,500	45,000	60,150	26,000	63,200	45,070	<b>308,920</b>
2006	93,400	52,000	74,600	26,600	64,600	50,550	<b>361,750</b>
2007	94,400	54,000	77,250	16,200	91,100	35,280	<b>368,230</b>
2008	113,800	59,000	89,950	28,500	89,100	64,260	<b>444,610</b>
2009	102,700	53,000	88,100	32,700	111,200	70,400	<b>458,100</b>
2010	112,600	49,000	83,000	39,050	124,600	90,680	<b>498,930</b>
2011	73,600	62,000	79,900	36,200	168,600	101,700	<b>522,000</b>
2012	88,500	51,500	91,100	40,000	182,900	103,900	<b>557,900</b>
<sup>^</sup> 2013	117,200	47,940	87,130	40,000	222,500	99,050	<b>613,820</b>
2014	99,100	55,000	104,400	48,500	234,700	130,200	<b>671,900</b>
<b>TEN YEAR AVERAGE 2005-2014</b>							
	96,480	52,844	83,558	33,375	135,250	79,109	<b>480,616</b>
<b>MOST RECENT THREE YEAR AVERAGE 2012-2014</b>							
	101,600	51,480	94,210	42,833	213,367	111,050	<b>614,540</b>

\* 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



<sup>^</sup> Numbers revised per USDA/NASS  
Source: see page #3.

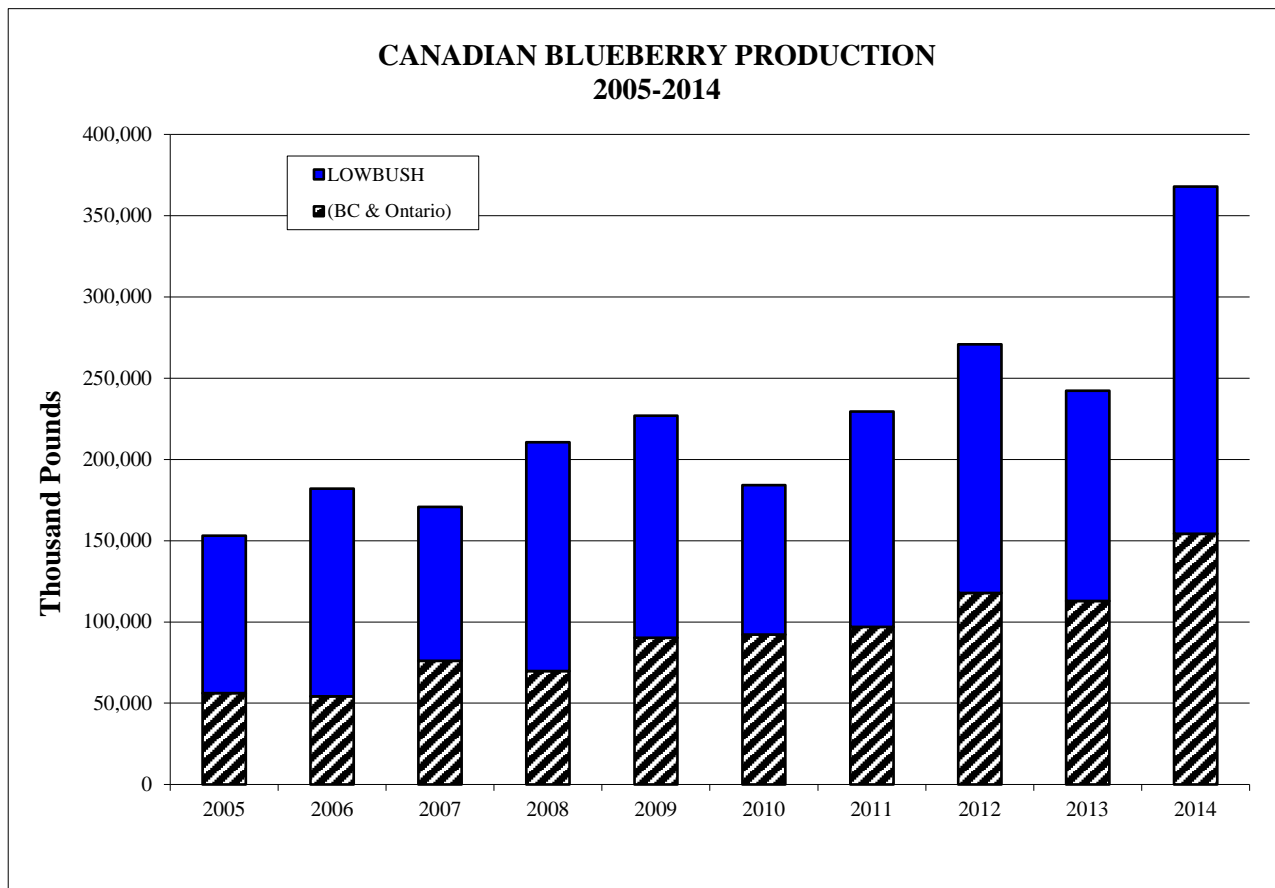


# CANADIAN BLUEBERRY PRODUCTION

**2005 - 2014**

**(000 Pounds)**

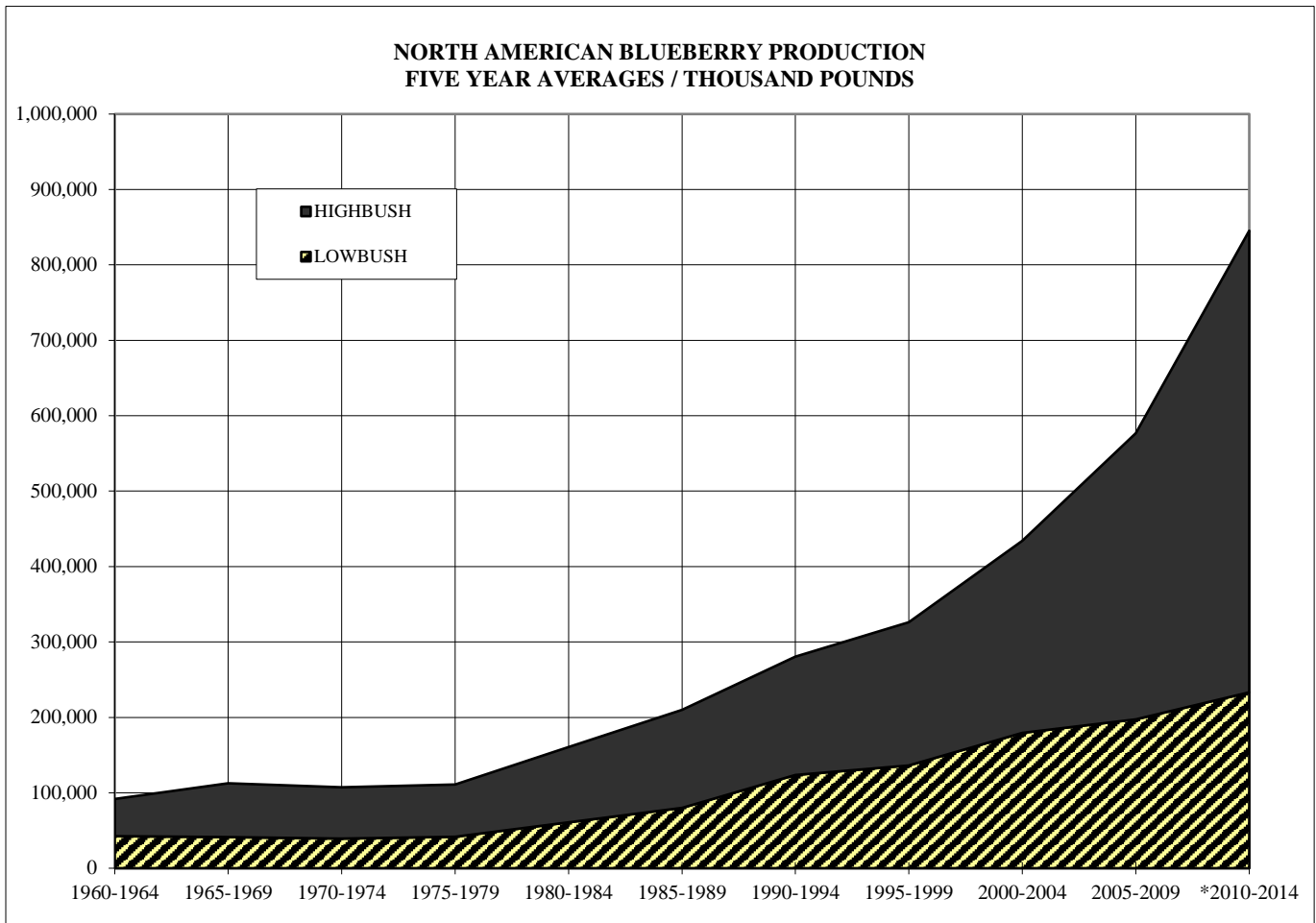
<u>YEAR</u>	<u>NEW- FOUNDLAND</u>	<u>P.E.I.</u>	<u>NOVA SCOTIA</u>	<u>NEW BRUNS.</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>B.C.</u>	<u>TOTAL</u>
2005	500	8,350	34,886	20,126	32,900	1,120	55,150	<b>153,032</b>
2006	270	8,400	31,196	20,210	67,546	2,320	52,000	<b>181,942</b>
2007	500	8,300	27,000	26,010	32,860	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	55,600	1,900	115,900	<b>270,800</b>
* 2013	-	13,300	41,400	42,610	32,200	2,000	110,842	<b>242,352</b>
2014	1,000	19,300	63,500	58,900	71,000	2,200	152,000	<b>367,900</b>
<b>TEN YEAR AVERAGE 2005-2014</b>								
	461	11,484	37,470	32,990	49,308	1,984	90,102	<b>223,800</b>
<b>MOST RECENT THREE YEAR AVERAGE 2012-2014</b>								
	667	14,667	48,300	48,837	52,933	2,033	126,247	<b>293,684</b>



\* Numbers revised per Stats Canada

**NORTH AMERICAN BLUEBERRY PRODUCTION  
5 YEAR AVERAGES (1960-2014)  
(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>
*2010-2014	233,255	612,113	<b>845,368</b>

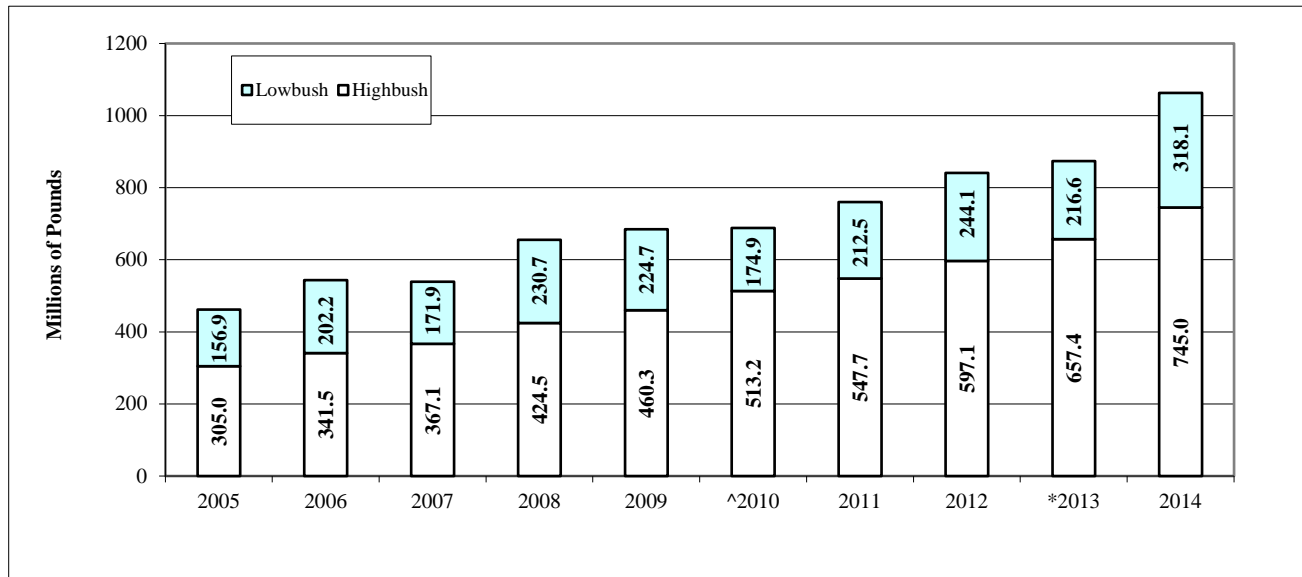


From 1960 to 2014 Average Total Production has increased more than nine fold. The five year production average for 2010 to 2014 is +47% above the previous five year average (2005 to 2009)

\*As of 2010 includes data from Mexico

**NORTH AMERICAN BLUEBERRY PRODUCTION  
2005-2014  
(Millions of Pounds)**

	<u>Highbush</u>	<u>Lowbush</u>	<u>Total</u>
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	513.2	174.9	688.1
2011	547.7	212.5	760.2
2012	597.1	244.1	841.2
*2013	657.4	216.6	874.0
2014	745.0	318.1	1,063.1



**Production Percentages Over Last 5 Years**

2010 Highbush total production 513,210,000 pounds = 70.7%

Lowbush total production 174,920,000 pounds = 29.3%

2011 Highbush total production 547,700,000 pounds = 72.1%

Lowbush total production 212,517,000 pounds = 27.9%

2012 Highbush total production 597,100,000 pounds = 71.0%

Lowbush total production 244,100,000 pounds = 29.0%

\*2013 Highbush total production 657,432,000 pounds = 75.22%

Lowbush total production 216,640,000 pounds = 24.78%

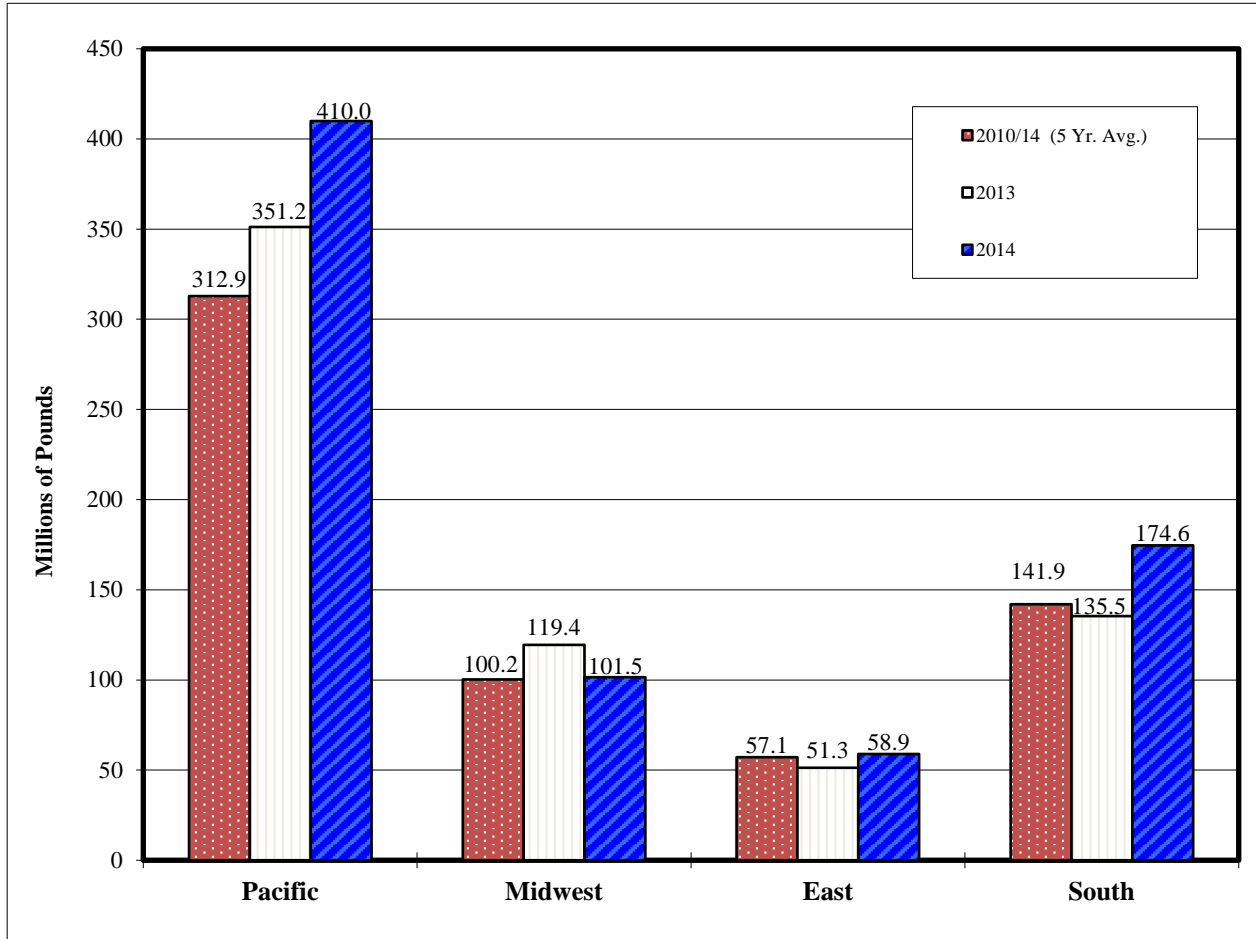
2014 Highbush total production 745,000,000 pounds = 70.1%

Lowbush total production 318,100,000 pounds = 29.9%

^ Started including Mexico data World Blueberry Statistics & Global Market Analysis 2015

\* Numbers revised per USDA/NASS and Stats Canada - January 2015

## HIGHBUSH BLUEBERRY PRODUCTION BY REGION (Millions of Pounds)



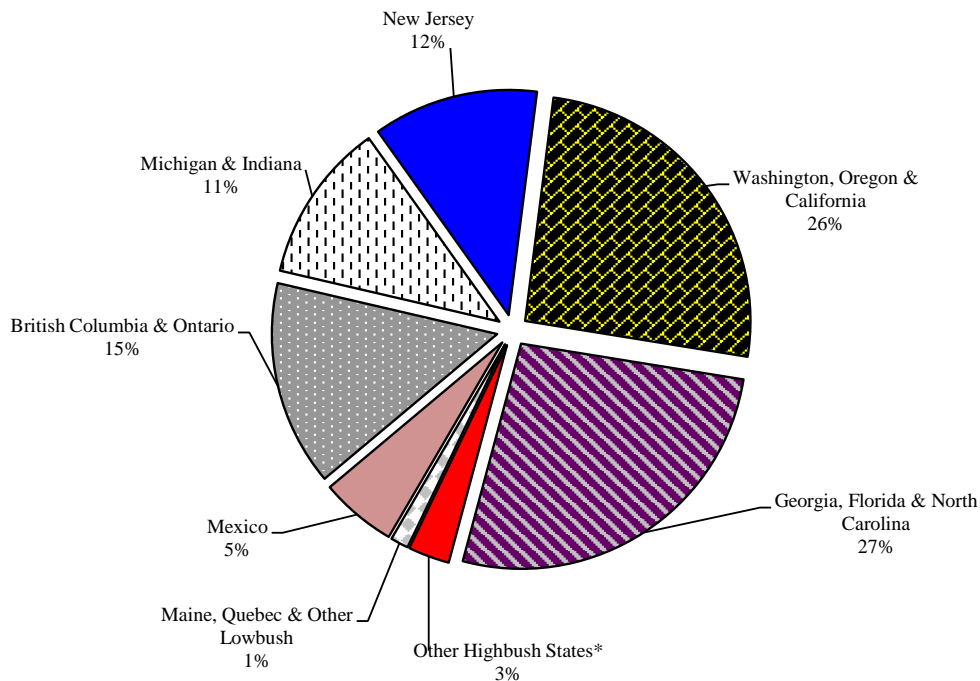
Pacific = Oregon, Washington, British Columbia, California, Mexico

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

**2014  
NORTH AMERICAN SOURCE OF FRESH BLUEBERRIES**



**TOTAL BLUEBERRIES MARKETED FRESH IN 2014**

**421,800,000 Pounds**

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

**\$750,608,000**

Fresh market consumption equals 39.7% of North American total production.

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

Highbush fresh market sales equal 55% of highbush production.

2014 total fresh pounds increased by 18.6% compared to 2013 (421.8 million pounds versus 355.6 million pounds).

2014 fresh sales dollars increased 12.5% compared to 2013 level (\$750.6 million versus \$667.3 million).

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary", January 2015;

Stats Canada "Fruit & Vegetable Production" Table 001-0009 January 2015

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

Note: 2013 data revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - January 2015 and Stats Canada - January 2015

**NORTH AMERICAN FRESH BLUEBERRY PRODUCTION  
2005-2014  
(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>
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	43,000	34,000	30,000	54,100	113,400	11,800	53,700	<b>340,000</b>
2013 *	43,500	50,200	32,000	54,500	106,600	11,800	57,000	<b>355,600</b>
2014	50,000	48,600	37,300	75,000	107,700	36,200	67,000	<b>421,800</b>

TEN YEAR AVERAGE 2005-2014

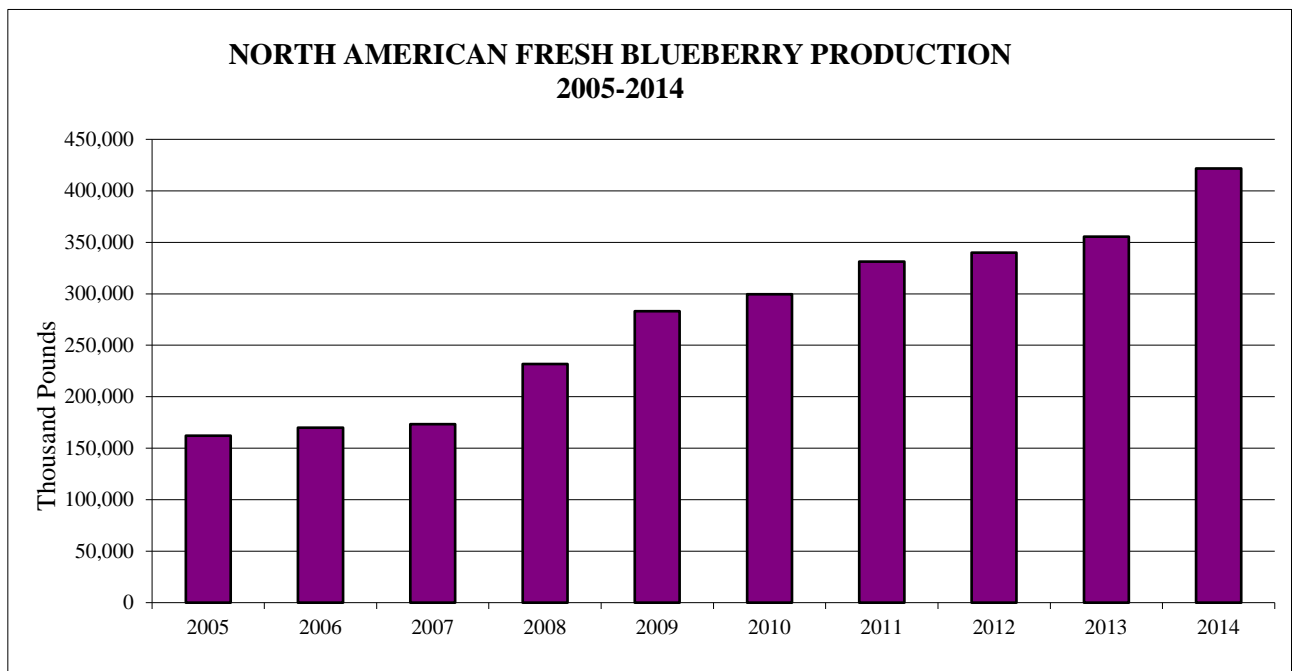
43,050	40,170	24,645	42,370	66,533	9,948	46,009	276,842
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MOST RECENT THREE YEAR AVERAGE 2012-2014

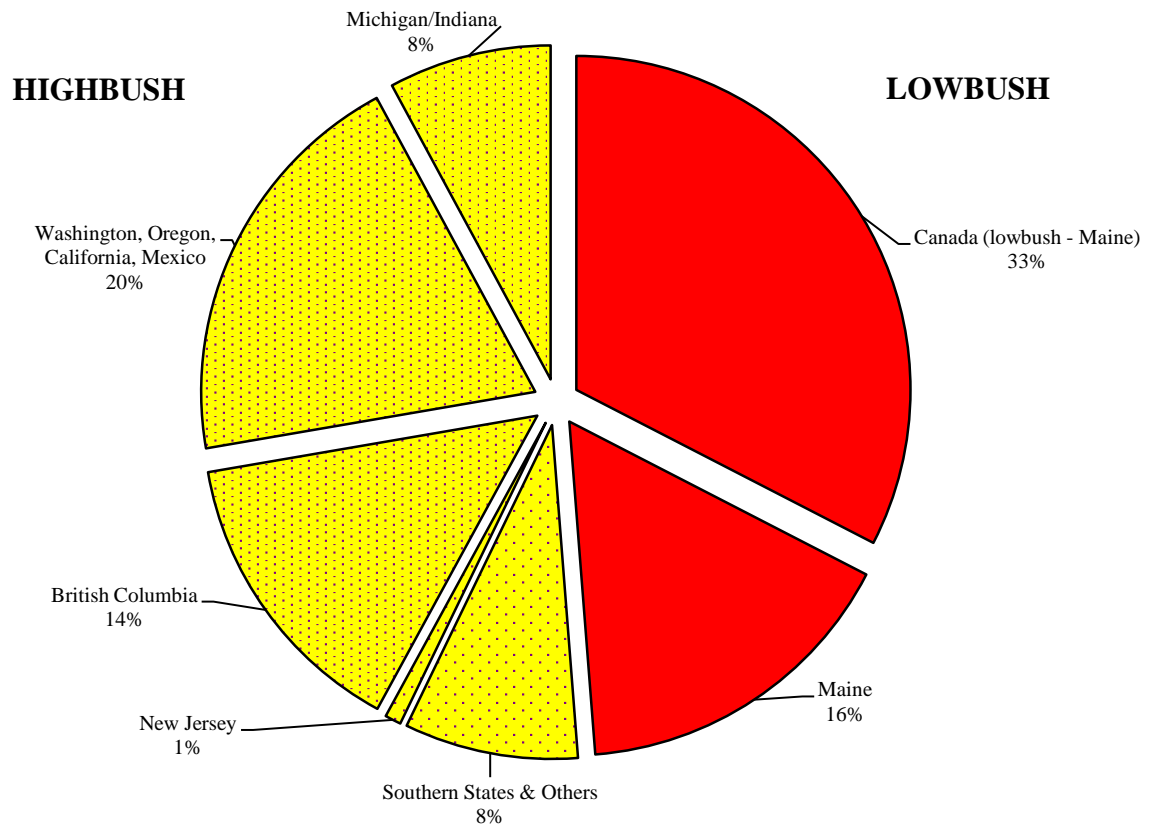
45,500	44,267	33,100	61,200	109,233	19,933	59,233	372,467
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\* Revisions made due to changes in USDA "Non-Citrus Fruits and Nuts 2014 Preliminary Summary" January 2015 and Stats Canada - January 2014

\*\* Also includes: Maine, New York, Arkansas, Alabama, Mississippi, Connecticut, Delaware, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, New Hampshire, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Wisconsin, West Virginia (Mexico for 2014 only)



**2014  
NORTH AMERICAN SOURCE OF PROCESSED BLUEBERRIES**



**TOTAL PROCESSED BLUEBERRIES PRODUCED IN 2014:  
641,300,000 POUNDS**

**BLUEBERRIES FOR PROCESSING HAD AN ESTIMATED FARM GATE VALUE OF:  
\$446,143,000**

Maine, Lowbush Canadian and Michigan blueberries combined represent 56.6% of process tonnage  
(362,800,000 Pounds)

2014 total North American process tonnage increased by 28.1% compared to 2013 total  
(641.3 million pounds versus 500.5 million pounds).

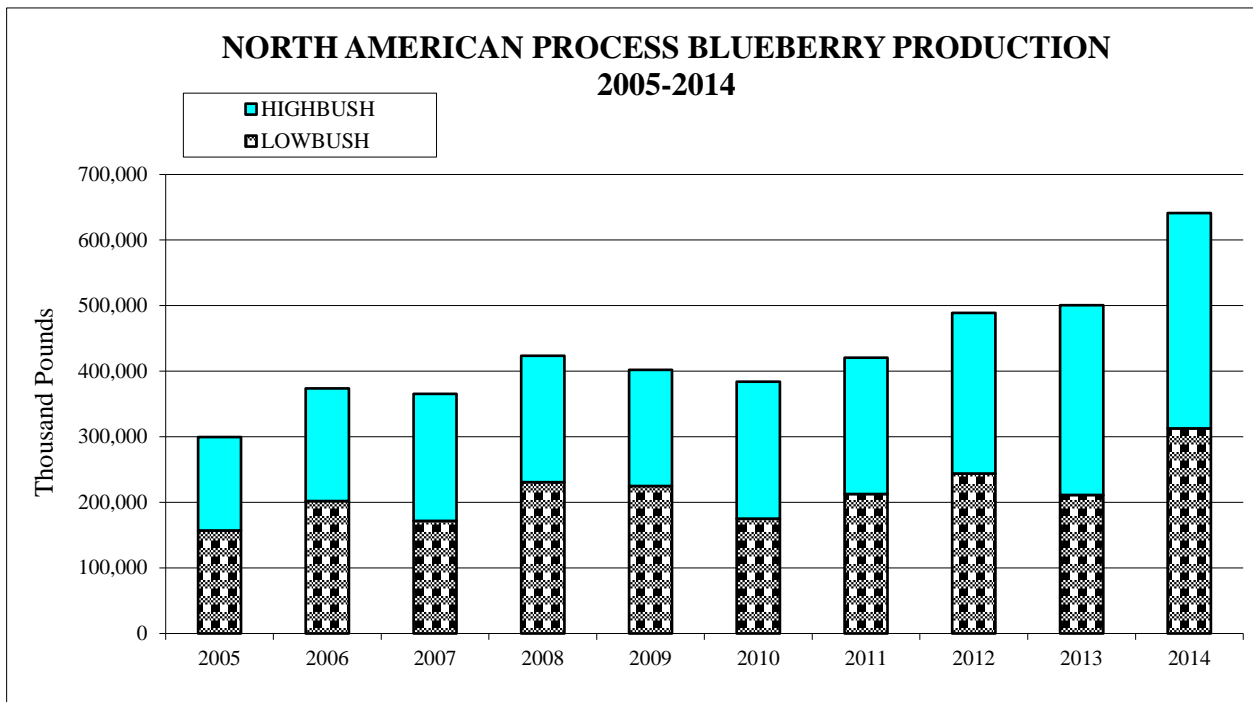
2014 total farm level income from North American process tonnage increased by 22.4% compared to 2013  
(\$446.1 million versus \$364.4 million).

In 2014, process utilization was 60.3% of total production and 37.3% of income.

Value of production sources: USDA/NASS "Non-citrus Fruits & Nuts Summary" USDA/NASS Tables, January 2015,  
**Note:** 2013 data revised per USDA/NASS July 2015 report and  
Stats Canada "Fruit & Vegetable Production", Table 001-0009 January 2015

**NORTH AMERICAN PROCESS BLUEBERRY PRODUCTION  
LOWBUSH VS. Highbush  
2005-2014  
(000 Pounds)**

<u>YEAR</u>	<u>LOWBUSH</u>	<u>%</u>	<u>HIGHBUSH</u>	<u>%</u>	<u>TOTAL</u>
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	244,100	49.9%	244,600	50.1%	<b>488,700</b>
* 2013	211,100	42.2%	289,400	57.8%	<b>500,500</b>
2014	312,700	48.8%	328,600	51.2%	<b>641,300</b>
TEN YEAR AVERAGE 2005-2014	214,178	50.1%	215,758	49.9%	429,936
MOST RECENT THREE YEAR AVERAGE 2012-2014	255,967	47.0%	287,533	53.0%	543,500



\*Numbers revised per USDA/NASS "Non-citrus Fruits & Nuts Summary" - January 2015 and Stats Canada - January 2015





## UNITED STATES PROCESS BLUEBERRY PRODUCTION 2005-2014 (000 Pounds)

YEAR	MAINE	MICHIGAN/ INDIANA	NEW JERSEY	WASH./ OREGON	SOUTHERN STATES & OTHERS*	U.S. PROCESS TOTAL	TOTAL INCLUDING IMPORTS	
							FROZEN IMPORTS	TOTAL INCLUDING IMPORTS
2005	59,800	42,500	12,000	36,400	32,120	182,820	81,138	263,958
2006	74,200	62,500	12,000	36,200	33,050	217,950	74,080	292,030
2007	76,800	63,600	13,000	46,600	21,839	221,839	80,412	302,251
2008	89,400	71,600	13,000	43,500	33,550	251,050	93,226	344,276
2009	87,500	51,000	8,000	52,500	34,050	233,050	85,181	318,231
2010	82,500	61,600	7,000	57,100	44,300	252,500	92,921	345,421
2011	82,500	38,400	15,000	59,100	39,700	234,700	111,963	346,663
2012	90,600	54,500	8,500	69,500	48,500	271,600	114,971	386,571
^ 2013	86,600	67,000	4,400	105,500	51,700	315,200	129,378	444,578
2014	103,800	50,500	5,000	113,600	67,300	340,200	** 132,668	472,868

TEN YEAR AVERAGE 2005-2014

83,370      56,320      9,790      62,000      40,611      252,091      99,594      351,685

MOST RECENT THREE YEAR AVERAGE 2012-2014

93,667      57,333      5,967      96,200      55,833      309,000      125,672      434,672

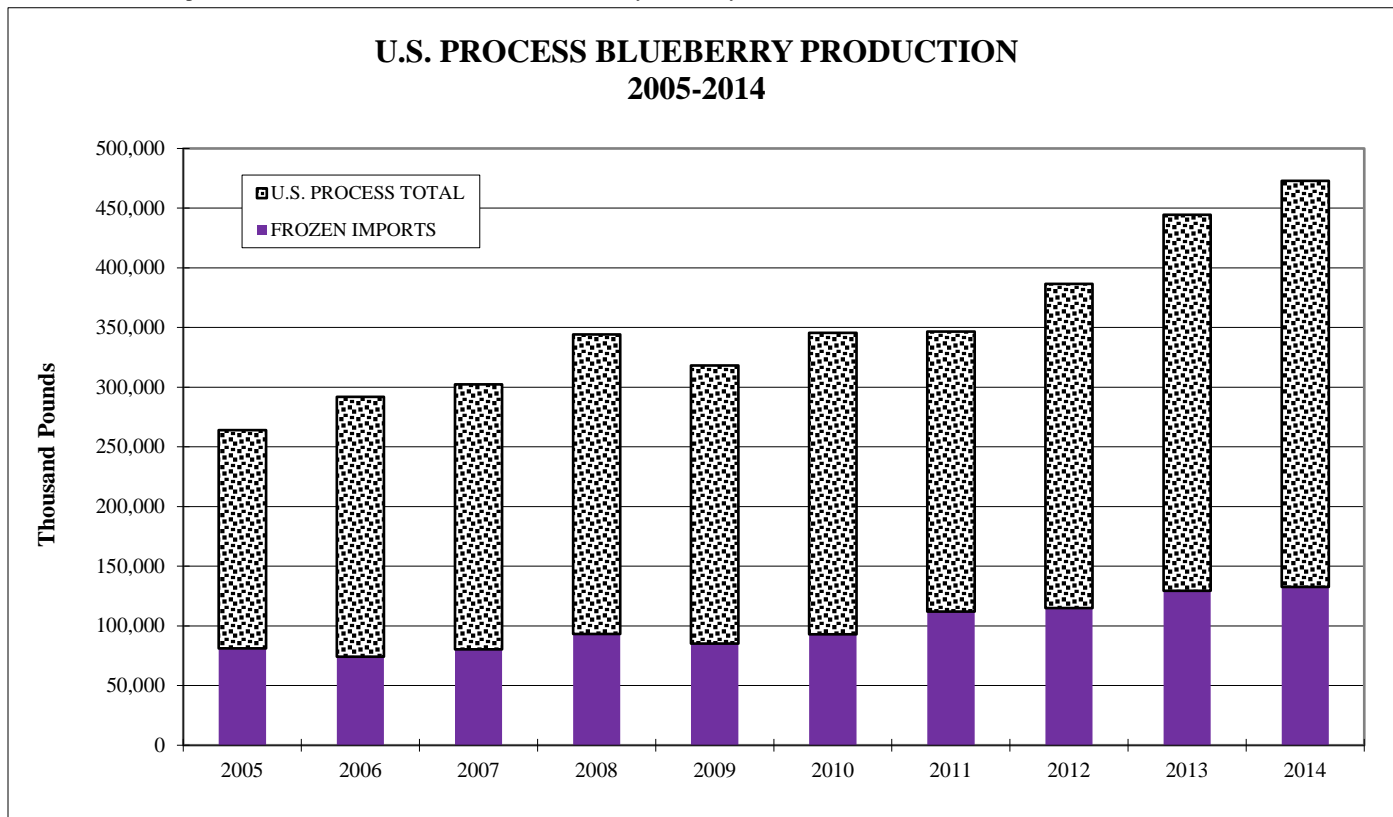
Source: 2014 Production - See Page 1. 2005 to 2013 = USDA/NASS - Non Citrus Fruits & Nuts 2014 - January 2015  
Imports- U.S Census Bureau. Jan-Dec 2014

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

\*\*US Highbush Process for 2014 totals 236,400

US Lowbush Process for 2014 totals 103,800

^ 2013 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - January 2015



**CANADIAN PROCESS BLUEBERRY PRODUCTION\***  
**2005-2014**  
**(000,000 Pounds)**

<u>YEAR</u>	<u>NOVA SCOTIA</u>	<u>QUEBEC</u>	<u>BRITISH COLUMBIA</u>	<u>NEW BRUNSW.</u>	<u>NEW-FOUNDLAND</u>	<u>P.E.I.</u>	<u>TOTAL</u>
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	53.8	65.9	45.0	1.0	11.4	<b>217.1</b>
^2013	39.1	29.5	60.8	42.6	0.0	13.3	<b>185.3</b>
2014	61.9	67.8	92.0	58.9	1.0	19.3	<b>300.9</b>

10 YEAR AVERAGE 2005-2014

37.1	47.4	48.4	33.0	0.5	11.5	177.8 **
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MOST RECENT 3 YEAR AVERAGE 2012-2014

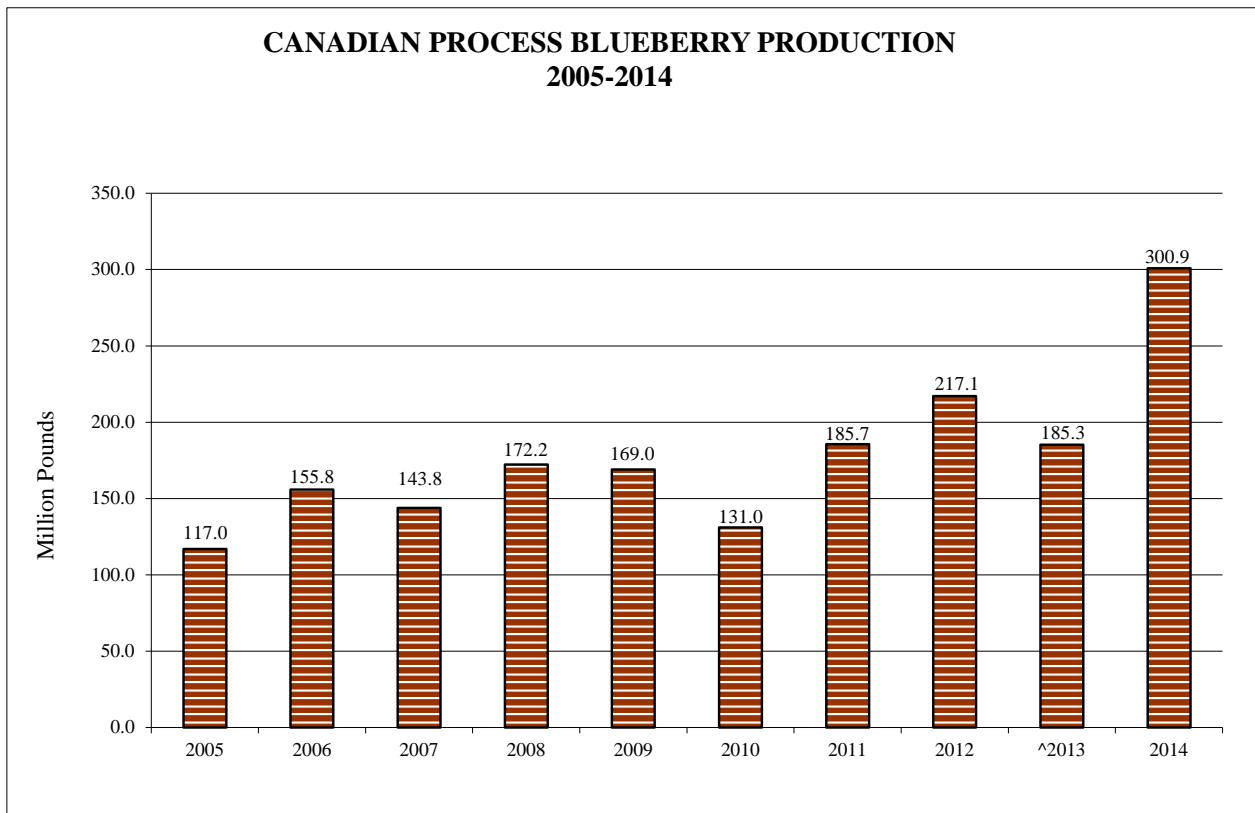
47.0	50.4	72.9	48.8	0.7	14.7	234.4
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\*Ontario not included, 0 process production to date.

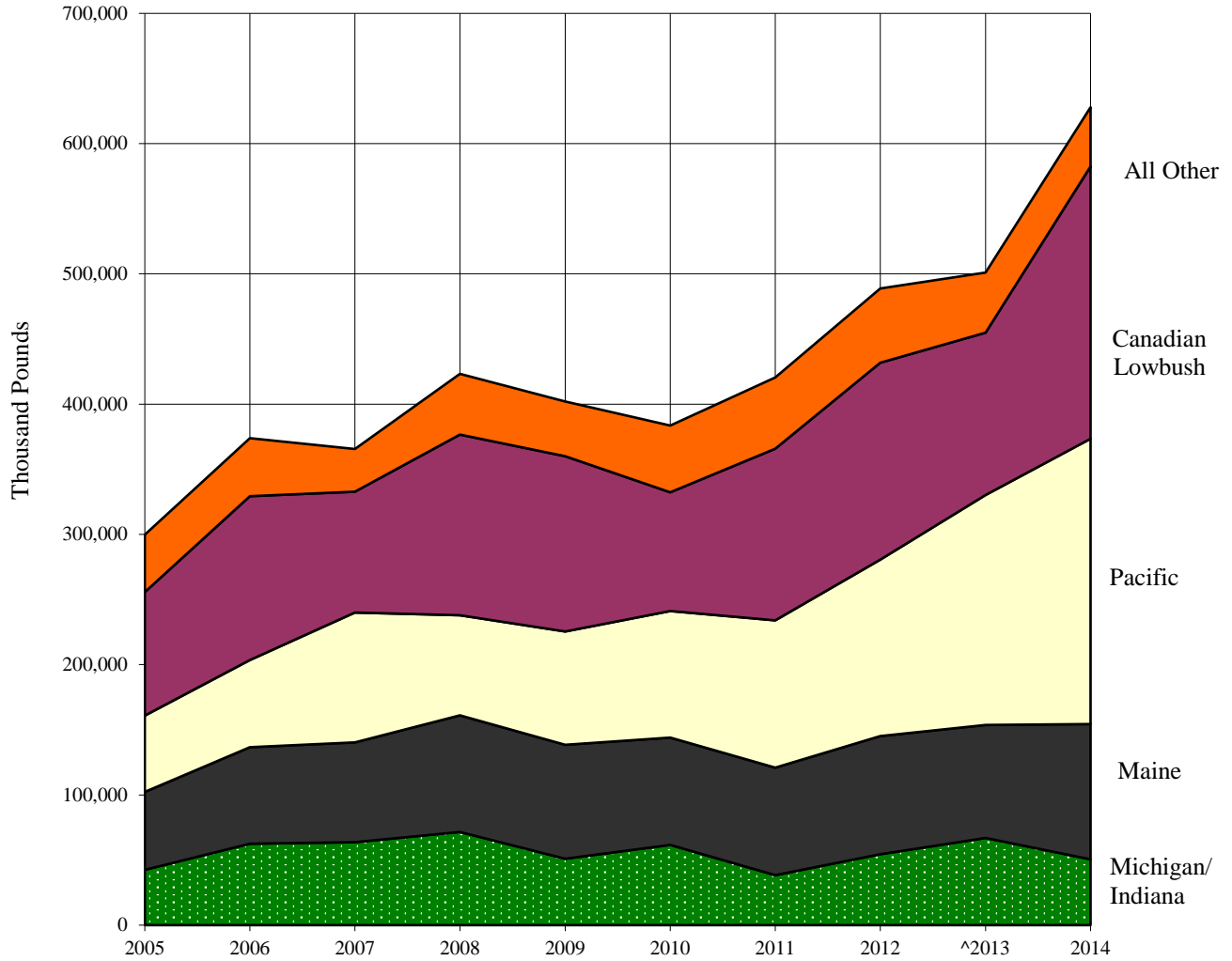
\*\*Average of 129.4 million pounds Lowbush; 48.4 million pounds Highbush.

Source: 2014 Production- see Page 1. 2005-2013=Stats Canada with NABC adjustments for estimated fresh production.

^ 2013 Data revised per Stats Canada - January 2015



**NORTH AMERICAN PROCESS BLUEBERRY TREND  
BY PRODUCTION AREA  
2005-2014**



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

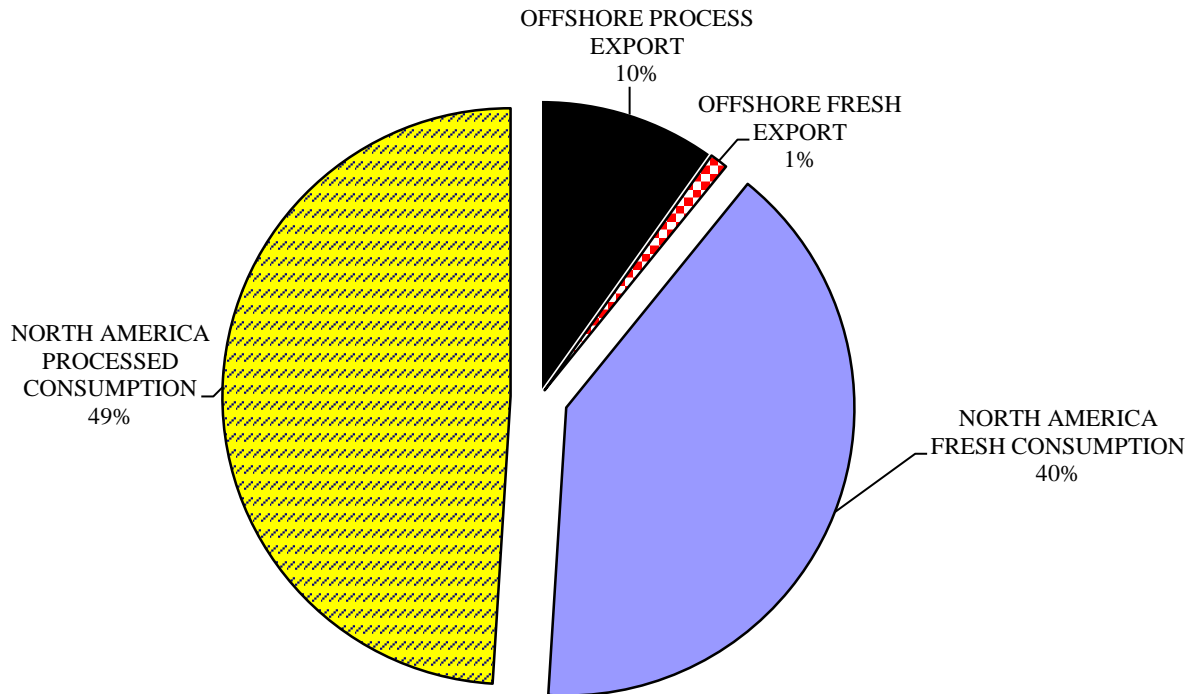
ALL OTHER AREAS: New Jersey, New York, North Carolina, Georgia, Arkansas, Florida, Mississippi & Other Southern States.

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

^2013 data revised per USDA/NASS & Stats Canada - 2015

\*Mexico added for 2014 only

**2014  
ESTIMATED UTILIZATION OF  
NORTH AMERICAN BLUEBERRIES**



**2014 CROP PRODUCTION TOTAL:**  
**1,063,100,000 POUNDS**

**TOTAL ESTIMATED FARM GATE VALUE:**  
**\$1,196,751,000**

**ESTIMATED 2014 CROP UTILIZATION:**

<b>NORTH AMERICA FRESH CONSUMPTION:</b>	<b>411,482,799</b>	<b>POUNDS</b>
<b>OFFSHORE FRESH EXPORT:</b>	<b>10,317,201</b>	<b>POUNDS</b>
<b>NORTH AMERICAN PROCESSED CONSUMPTION:</b>	<b>502,200,000</b>	<b>POUNDS</b>
<b>OFFSHORE PROCESS EXPORT:</b>	<b>100,771,047</b>	<b>POUNDS</b>
<b>TOTAL UTILIZATION:</b>	<b>1,024,771,047</b>	<b>POUNDS</b>

## 2013 AND 2014 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

### UNITED STATES

	IMPORTS			EXPORTS	
	<u>2013 POUNDS</u>	<u>2014 POUNDS</u>		<u>2013 POUNDS</u>	<u>2014 POUNDS</u>
<b>FRESH:</b>			<b>FRESH:</b>		
CHILE	134,068,651	112,047,210	CANADA	75,000,106	69,095,815
CANADA	64,785,537	77,058,323	JAPAN	3,376,980	3,004,070
ARGENTINA	16,203,995	21,917,536	HONG KONG	2,070,977	2,589,704
MEXICO	10,324,472	18,757,859	SINGAPORE	650,167	987,026
PERU	1,025,602	2,548,112	TAIWAN	853,176	898,829
URUGUAY	1,412,653	2,150,819	SOUTH KOREA	692,613	806,132
NEW ZEALAND	103,667	115,697	MEXICO	207,250	448,810
CHINA	22,244	83,892	NEW ZEALAND	14,674	344,641
NETHERLANDS	102,618	41,480	UNITED KINGDOM	327,593	164,326
BRAZIL	0	11,400	UNITED ARAB EMIRATES	36,360	138,850
REP. OF S. AFRICA	1,168	10,829	AUSTRALIA	68,669	90,252
NICARAGUA	83,775	0	ISRAEL	0	79,855
UKRAINE	34,610	0	ICELAND	54,509	61,253
POLAND	926	0	CHILE	0	50,009
GERMANY	10,388	0	SAUDI ARABIA	1,717	43,667
SWITZERLAND	0	0	BELGIUM	274,872	41,777
			MALAYSIA	23,746	39,892
<b>FRESH TOTAL:</b>	<b>228,180,306</b>	<b>234,743,157</b>	GUATEMALA	0	28,843
			DENMARK	0	25,254
			THAILAND	4,233	24,471
			PHILIPPINES	16,803	21,354
			CHINA	132,122	17,749
<b>FROZEN:</b>	<b><u>2013 POUNDS</u></b>	<b><u>2014 POUNDS</u></b>	NETHERLANDS	393,166	16,418
CANADA	89,955,711	99,482,859	BAHAMAS	20,860	14,147
CHILE	32,671,727	28,275,011	TRINIDAD	6,131	12,432
ARGENTINA	6,560,094	4,592,700	INDIA	1,495	12,128
NETHERLANDS	0	130,733	QATAR	10,086	7,410
MEXICO	0	108,958	BERMUDA	1,750	3,622
SERBIA	0	43,651	BRAZIL	25,401	3,247
POLAND	170,129	20,051	CAYMAN	0	2,465
FINLAND	1,157	5,004	COSTA RICA	0	2,394
FRANCE	3,695	4,850	COLOMBIA	3,307	1,834
BELARUS	0	2,015	TURK ISLAND	0	1,440
URUGUAY	0	2,015	DOMINICAN REPUBLIC	0	950
CHINA	13,378	0	SWITZERLAND	0	450
LITHUANIA	1,543	0	FRANCE	77,181	0
GERMANY	128	0	RUSSIA	28,201	0
			KUWAIT	10,880	0
<b>FROZEN TOTAL</b>	<b>129,377,562</b>	<b>132,667,847</b>	PANAMA	1,499	0
			IRELAND	0	0
			SENEGAL	0	0
<b>GRAND TOTAL:</b>	<b><u>357,557,868</u></b>	<b><u>367,411,004</u></b>	URUGUAY	0	0
			<b>FRESH TOTAL:</b>	<b>84,386,524</b>	<b>79,081,513</b>

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.

**2013 AND 2014 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS (CON'T)**

**UNITED STATES**

FROZEN:	<u>2013 POUNDS</u>	<u>2014 POUNDS</u>
CANADA	23,595,477	24,352,208
SOUTH KOREA	6,526,793	11,692,700
JAPAN	9,083,549	8,481,969
AUSTRALIA	1,493,012	2,709,773
MEXICO	2,596,840	1,819,046
NETHERLANDS	96,173	1,065,025
HONG KONG	427,701	1,012,202
UNITED KINGDOM	737,613	935,654
CHINA	315,767	774,974
GERMANY	209,666	744,996
NEW ZEALAND	862,907	637,284
TAIWAN	559,173	507,065
PHILIPPINES	120,065	349,352
ISRAEL	343,510	208,169
TRINIDAD	115,426	141,286
CHILE	0	84,333
UNITED ARAB EMIRATES	7,802	55,285
COSTA RICA	113,131	47,977
FRANCE	107,981	43,199
JAMAICA	30,578	41,702
COLOMBIA	5,329	38,878
MADAGASCAR	0	23,949
INDIA	0	20,071
GUATEMALA	20,188	12,725
SINGAPORE	19,385	10,814
BARBADOS	12,456	9,835
PANAMA	12,621	9,799
EL SALVADOR	2,657	3,472
THAILAND	85,882	3,307
BANGLADESH	0	3,201
DOMINICAN REPUBLIC	4,722	2,134
EGYPT	0	2,064
HONDURAS	2,577	1,889
KUWAIT	0	1,499
SAUDI ARABIA	2,560	1,100
AFGHANISTAN	0	864
QATAR	0	809
VIETNAM	0	419
BAHAMAS	211,602	0
SOUTH AFRICA	163,200	0
NIGERIA	7,648	0
BERMUDA	6,360	0
CURACO	4,586	0
FINLAND	1,687	0
NICARAGUA	1,041	0
BAHRAIN	769	0
CAMBODIA	0	0
<b>FROZEN TOTAL:</b>	<b>47,908,434</b>	<b>55,851,028</b>
<b><u>GRAND TOTAL:</u></b>	<b><u>132,294,958</u></b>	<b><u>134,932,541</u></b>

## 2013 AND 2014 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

	IMPORTS			EXPORTS	
	2013 POUNDS*	2014 POUNDS		2013 POUNDS*	2014 POUNDS
<b>FRESH:</b>			<b>FRESH:</b>		
UNITED STATES	85,055,326	68,087,261	UNITED STATES	64,785,537	77,058,323
CHILE	21,127,220	23,780,365	JAPAN	160,252	97,258
ARGENTINA	3,690,214	3,927,164	HONG KONG	35,007	89,522
MEXICO	300,513	639,524	AUSTRALIA	0	47,000
URUGUAY	280,271	402,344	SINGAPORE	0	25,102
JAPAN	0	110	CHINA	0	21,063
ANTIGUA BARBUDA	7,000	0	TAIWAN	10,104	19,081
SWITZERLAND	408	0	MALAYSIA	8,150	13,572
PERU	170	0	IRELAND	11,228	8,267
NEW ZEALAND	0	0	INDONESIA	6,905	5,406
GUATEMALA	0	0	THAILAND	906	4,312
CHINA	0	0	BELGIUM	51,305	551
BELGIUM	0	0	SAINT PIERRE	348	370
BRAZIL	0	0	ITALY	431,980	0
AZERBAIJAN	0	0	SOUTH KOREA	253,483	0
BELIZE	0	0	FRANCE	108,294	0
			GERMANY	104,694	0
<b>FRESH TOTAL:</b>	<b>110,461,122</b>	<b>96,836,768</b>	NETHERLANDS	98,687	0
			DENMARK	53,997	0
<b>FROZEN:</b>			PORTUGAL	53,969	0
UNITED STATES	25,499,098	28,286,261	UNITED KINGDOM	52,906	0
CHILE	941,168	846,599	CZECH REPUBLIC	48,572	0
ARGENTINA	50,970	50,970	RUSSIA	48,001	0
SOUTH AFRICA	0	40,801	ICELAND	4,103	0
FRANCE	2,205	4,429	UNITED ARAB EMIRATES	3,089	0
MEXICO	2,566	2,628	BURKINA FASO	99	0
CHINA	0	1,301			
NETHERLANDS	0	9	<b>FRESH TOTAL</b>	<b>66,331,616</b>	<b>77,389,826</b>
THAILAND	54,601	0			
LITHUANIA	600	0	<b>FROZEN:</b>		
BRAZIL	137	0	UNITED STATES	89,955,711	99,482,859
IRAN	0	0	JAPAN	14,501,848	16,212,393
POLAND	0	0	GERMANY	15,182,333	15,452,674
JAPAN	0	0	NETHERLANDS	7,686,823	9,034,696
BELGIUM	0	0	CHINA	8,344,325	8,397,769
GERMANY	0	0	FRANCE	6,165,442	4,964,237
			BELGIUM	3,581,633	3,807,461
<b>FROZEN TOTAL:</b>	<b>26,551,345</b>	<b>29,232,998</b>	AUSTRALIA	2,065,809	2,712,474
			UNITED KINGDOM	2,289,993	2,580,352
<b>GRAND TOTAL:</b>	<b>137,012,467</b>	<b>126,069,766</b>	SOUTH KOREA	2,237,296	1,027,893
			NEW ZEALAND	1,074,304	777,953
			PHILIPPINES	270,174	583,372
			ITALY	512,702	564,594
			AUSTRIA	319,200	498,387
			POLAND	494,465	445,144
			CHILE	0	352,749
			SWITZERLAND	742,454	285,302
			PORTUGAL	0	257,248
			IRELAND	147,001	251,174
			TAIWAN	263,847	238,311
			DENMARK	0	207,836
			LATVIA	51,149	117,860
			RUSSIA	300,998	89,220
			MALAYSIA	105,644	52,500
			BRAZIL	0	52,500
			FINLAND	51,451	51,449
			GAMBIA	0	51,420

SOURCE: STATISTICS CANADA "TOTAL IMPORTS AND TOTAL EXPORTS 2014" CODE CRO-0124975

\*Revised for 2013 per Stats Canada - January 2015

# Totals based on rounded conversions from kilograms.



# 2013 AND 2014 NORTH AMERICAN BLUEBERRY IMPORTS AND EXPORTS

CANADA

EXPORTS
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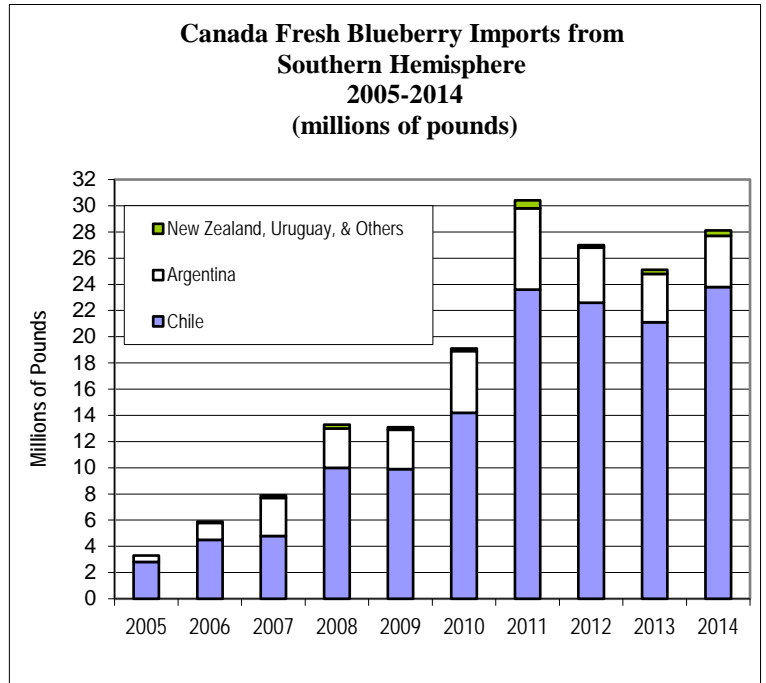
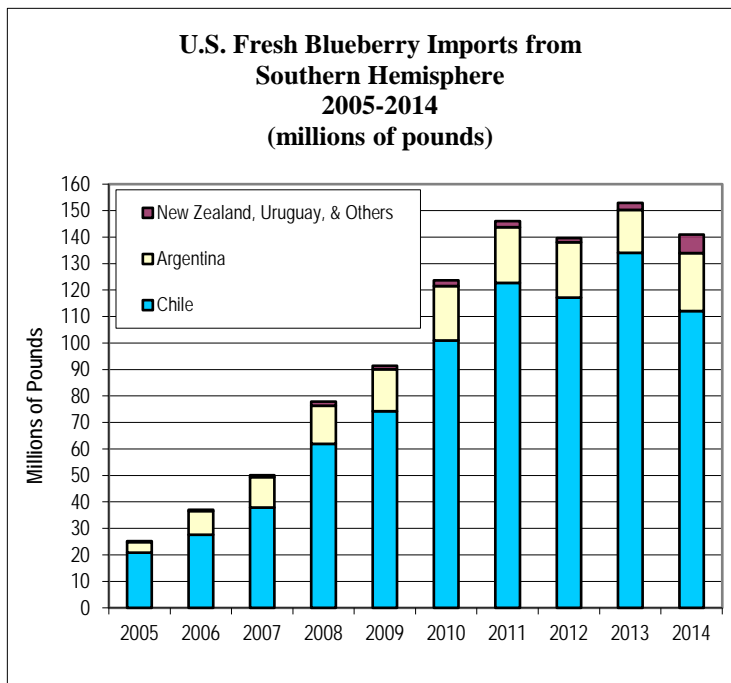
	<u>2013 POUNDS*</u>	<u>2014 POUNDS</u>
FROZEN:		
INDIA	19,416	47,035
TURKEY	0	40,613
THAILAND	79,498	39,661
SERBIA	0	27,000
INDONESIA	127,801	26,098
SWEDEN	0	14,601
BELIZE	0	10,251
EGYPT	101,998	0
LITHUANIA	57,154	0
SWAZILAND	52,469	0
CROATIA	50,999	0
LUXEMBOURG	50,999	0
UNITED ARAB EMIRATES	23,999	0
SAINT PIERRE & MIQUELON	35	0
FROZEN TOTAL:	156,908,970	168,755,086
GRAND TOTAL:	<u>223,240,586</u>	<u>246,144,912</u>

**NORTH AMERICAN FRESH IMPORTS OF  
SOUTHERN HEMISPHERE BLUEBERRIES  
2005-2014  
(Millions of Pounds)**

**FRESH IMPORTS**

YEAR	U.S. IMPORTS					CANADIAN IMPORTS					North America Total
	Chile	Argentina	Zealand	Uruguay	Others*	Chile	Argentina	Zealand	Uruguay	Others ^	
2005	20.8	4.0	0.3	0.0	0.1	2.8	0.5	0.0	0.0	0.0	28.5
2006	27.6	9.0	0.4	0.0	0.0	4.5	1.3	0.0	0.0	0.1	42.9
2007	37.9	11.5	0.4	0.3	0.0	4.8	2.9	0.1	0.1	0.0	58.0
2008	61.9	14.4	0.3	1.3	0.0	10.0	3.0	0.0	0.3	0.0	91.2
2009	74.2	15.9	0.3	1.0	0.0	9.9	3.0	0.0	0.2	0.0	104.5
2010	101.0	20.5	0.2	1.8	0.1	14.2	4.7	0.0	0.2	0.0	142.7
2011	122.7	21.0	0.2	2.0	0.1	23.6	6.2	0.0	0.6	0.0	176.4
2012	117.1	21.0	0.1	1.4	0.0	22.6	4.2	0.0	0.2	0.0	166.6
2013	134.1	16.2	0.1	1.4	1.1	21.1	3.7	0.0	0.3	0.0	178.0
2014	112.0	21.9	0.1	2.2	4.7	23.8	3.9	0.0	0.4	0.0	169.1
<b>10 YEAR AVERAGE</b>											
2005-2014	80.93	15.5	0.24	1.14	0.61	13.7	3.34	0.0	0.23	0.0	115.79
<b>3 YEAR AVERAGE</b>											
2012-2014	121.1	19.7	0.1	1.7	1.9	22.5	3.9	0.0	0.3	0.0	171.2

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



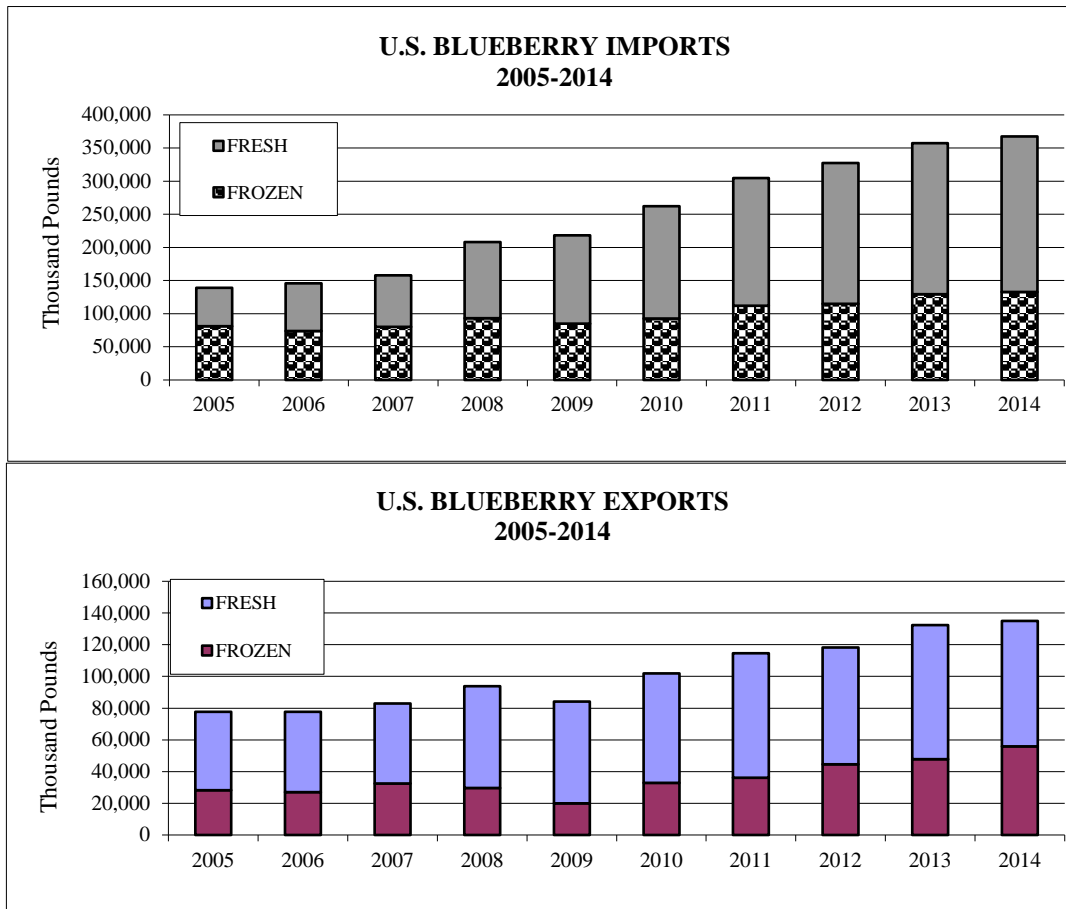
\* Includes: Peru, Brazil, Rep. of S. Africa, Nicaragua

^ Includes: Antigua Barbuda, Peru, Brazil, Belize

## UNITED STATES BLUEBERRY IMPORTS AND EXPORTS 2005-2014 (000 Pounds)

YEAR	IMPORTS:			EXPORTS:		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
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>
2013	129,378	228,180	<b>357,558</b>	47,908	84,387	<b>132,295</b>
2014	132,668	234,743	<b>367,411</b>	55,851	79,082	<b>134,933</b>
10 YEAR AVERAGE 2005-2014	99,594	149,266	<b>248,859</b>	35,493	66,346	<b>101,839</b>
3 YEAR AVERAGE 2012-2014	125,672	225,125	<b>350,797</b>	49,478	79,016	<b>128,494</b>

Source: U.S. Bureau of Census Calendar Year



**U.S. BLUEBERRY EXPORTS - CROP YEAR BASIS  
(JULY TO JUNE)  
2001/02 TO 2014/15  
(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>41,601</b>	19,397	7,891	<b>27,288</b>
2002/03	26,876	9,453	<b>36,329</b>	15,352	9,537	<b>24,889</b>
2003/04	30,543	16,317	<b>46,860</b>	23,273	8,041	<b>31,314</b>
2004/05	17,350	15,736	<b>33,086</b>	17,682	9,703	<b>27,385</b>
2005/06	31,758	22,248	<b>54,006</b>	13,366	10,428	<b>23,794</b>
2006/07	28,194	20,423	<b>48,617</b>	19,025	13,210	<b>32,235</b>
2007/08	28,466	26,439	<b>54,905</b>	20,344	16,265	<b>36,609</b>
2008/09	34,973	32,414	<b>67,387</b>	10,641	9,950	<b>20,591</b>
2009/10	31,744	37,588	<b>69,332</b>	7,621	14,951	<b>22,572</b>
2010/11	34,463	45,209	<b>79,672</b>	21,838	15,459	<b>37,297</b>
2011/12	31,026	48,174	<b>79,200</b>	17,596	21,373	<b>38,969</b>
2012/13	26,146	41,258	<b>67,404</b>	22,804	25,873	<b>48,677</b>
2013/14	36,833	47,583	<b>84,416</b>	20,069	33,861	<b>53,930</b>
2014/15	35,175	48,371	<b>83,546</b>	18,259	36,237	<b>54,495</b>

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

\* Includes exports to Canada.

**2014 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>2014 TOTAL</b>
CANADA	37,459,355	54%	31,636,460	46%	<b>69,095,815</b>
JAPAN	1,358,891	45%	1,645,178	55%	<b>3,004,070</b>
HONG KONG	999,605	39%	1,590,099	61%	<b>2,589,704</b>
SINGAPORE	647,588	66%	339,438	34%	<b>987,026</b>
TAIWAN	677,136	75%	221,692	25%	<b>898,829</b>
SOUTH KOREA	622,273	77%	183,859	23%	<b>806,132</b>
MEXICO	203,531	45%	245,279	55%	<b>448,810</b>
NEW ZEALAND	344,641	100%	0	0%	<b>344,641</b>
UNITED KINGDOM	164,326	100%	0	0%	<b>164,326</b>
UNITED ARAB EMIRATES	133,601	96%	5,249	4%	<b>138,850</b>
AUSTRALIA	90,252	100%	0	0%	<b>90,252</b>
ISRAEL	0	0%	79,855	100%	<b>79,855</b>
ICELAND	61,253	100%	0	0%	<b>61,253</b>
CHILE	0	0%	50,009	100%	<b>50,009</b>
SAUDI ARABIA	41,627	95%	2,039	5%	<b>43,667</b>
BELGIUM	41,777	100%	0	0%	<b>41,777</b>
MALAYSIA	17,379	44%	22,513	56%	<b>39,892</b>
GUATEMALA	28,843	100%	0	0%	<b>28,843</b>
DENMARK	25,254	100%	0	0%	<b>25,254</b>
THAILAND	24,471	100%	0	0%	<b>24,471</b>
PHILIPPINES	21,354	100%	0	0%	<b>21,354</b>
CHINA	15,675	88%	2,075	12%	<b>17,749</b>
NETHERLANDS	16,418	100%	0	0%	<b>16,418</b>
BAHAMAS	14,147	100%	0	0%	<b>14,147</b>
TRINIDAD	10,990	88%	1,442	12%	<b>12,432</b>
INDIA	838	7%	11,290	93%	<b>12,128</b>
QATAR	7,145	96%	265	4%	<b>7,410</b>
BERMUDA	924	26%	2,698	74%	<b>3,622</b>
BRAZIL	3,247	100%	0	0%	<b>3,247</b>
CAYMAN	2,465	100%	0	0%	<b>2,465</b>
COSTA RICA	2,394	100%	0	0%	<b>2,394</b>
COLOMBIA	1,834	100%	0	0%	<b>1,834</b>
TURK ISLANDS	1,440	100%	0	0%	<b>1,440</b>
DOMINICAN REPUBLIC	950	100%	0	0%	<b>950</b>
SWITZERLAND	450	100%	0	0%	<b>450</b>
<b>FRESH TOTAL:</b>	<b>43,042,072</b>	<b>54%</b>	<b>36,039,441</b>	<b>46%</b>	<b>79,081,513</b>

Note: Fresh exports excluding Canada total 9,985,698 pounds of which Highbush accounts for 56% (5,582,717 pounds) and Lowbush accounts for 44% (4,402,981 pounds )

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

**2014 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>2014 TOTAL</b>
CANADA	12,999,122	53%	11,353,086	47%	24,352,208
SOUTH KOREA	9,577,012	82%	2,115,688	18%	11,692,700
JAPAN	5,956,075	70%	2,525,894	30%	8,481,969
AUSTRALIA	2,709,773	100%	0	0%	2,709,773
MEXICO	370,540	20%	1,448,506	80%	1,819,046
NETHERLANDS	197,296	19%	867,728	81%	1,065,025
HONG KONG	187,453	19%	824,750	81%	1,012,202
UNITED KINGDOM	564,585	60%	371,069	40%	935,654
CHINA	774,974	100%	0	0%	774,974
GERMANY	744,996	100%	0	0%	744,996
NEW ZEALAND	637,284	100%	0	0%	637,284
TAIWAN	321,272	63%	185,793	37%	507,065
PHILIPPINES	98,151	28%	251,201	72%	349,352
ISRAEL	0	0%	208,169	100%	208,169
TRINIDAD	22,183	16%	119,104	84%	141,286
CHILE	27,668	33%	56,665	67%	84,333
UNITED ARAB EMIRATES	50,876	92%	4,409	8%	55,285
COSTA RICA	47,256	98%	721	2%	47,977
FRANCE	0	0%	43,199	100%	43,199
JAMAICA	37,862	91%	3,840	9%	41,702
COLOMBIA	33,748	87%	5,130	13%	38,878
MADAGASGAR	23,949	100%	0	0%	23,949
INDIA	20,071	100%	0	0%	20,071
GUATEMALA	12,725	100%	0	0%	12,725
SINGAPORE	10,814	100%	0	0%	10,814
BARBADOS	9,835	100%	0	0%	9,835
PANAMA	9,799	100%	0	0%	9,799
EL SALVADOR	3,472	100%	0	0%	3,472
THAILAND	3,307	100%	0	0%	3,307
BANGLADESH	3,201	100%	0	0%	3,201
DOMINICAN REPUBLIC	1,078	51%	1,056	49%	2,134
EGYPT	2,064	100%	0	0%	2,064
HONDURUS	1,889	100%	0	0%	1,889
KUWAIT	1,499	100%	0	0%	1,499
SAUDI ARABIA	1,100	100%	0	0%	1,100
AFGHANISTAN	864	100%	0	0%	864
QATAR	809	100%	0	0%	809
VIETNAM	419	100%	0	0%	419
<b>FROZEN TOTAL:</b>	<b>35,465,019</b>	<b>63%</b>	<b>20,386,009</b>	<b>37%</b>	<b>55,851,028</b>

Note: Frozen exports excluding Canada total 31,498,820 pounds of which Highbush accounts for 71% of the total (22,465,897 pounds) and Lowbush accounts for 29% of the total (9,032,923 pounds)

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

## CANADIAN BLUEBERRY IMPORTS & EXPORTS 2005-2014 (000 POUNDS)

YEAR	IMPORTS			EXPORTS		
	FROZEN	FRESH	TOTAL	FROZEN	FRESH	TOTAL
2005	11,470	47,072	<b>58,542</b>	135,960	33,444	<b>169,404</b>
2006	9,968	50,612	<b>60,580</b>	130,798	35,085	<b>165,883</b>
2007	10,755	54,138	<b>64,893</b>	122,026	28,153	<b>150,179</b>
2008	9,868	78,483	<b>88,351</b>	131,803	37,590	<b>169,393</b>
2009	5,910	71,835	<b>77,745</b>	124,815	42,436	<b>167,251</b>
2010	18,236	82,493	<b>100,729</b>	146,977	45,335	<b>192,312</b>
2011	24,036	102,018	<b>126,054</b>	157,981	44,291	<b>202,272</b>
2012	26,690	94,687	<b>121,377</b>	167,002	65,490	<b>232,492</b>
^2013	26,551	110,461	<b>137,012</b>	156,908	66,332	<b>223,240</b>
2014	29,233	96,837	<b>126,070</b>	168,755	77,390	<b>246,145</b>

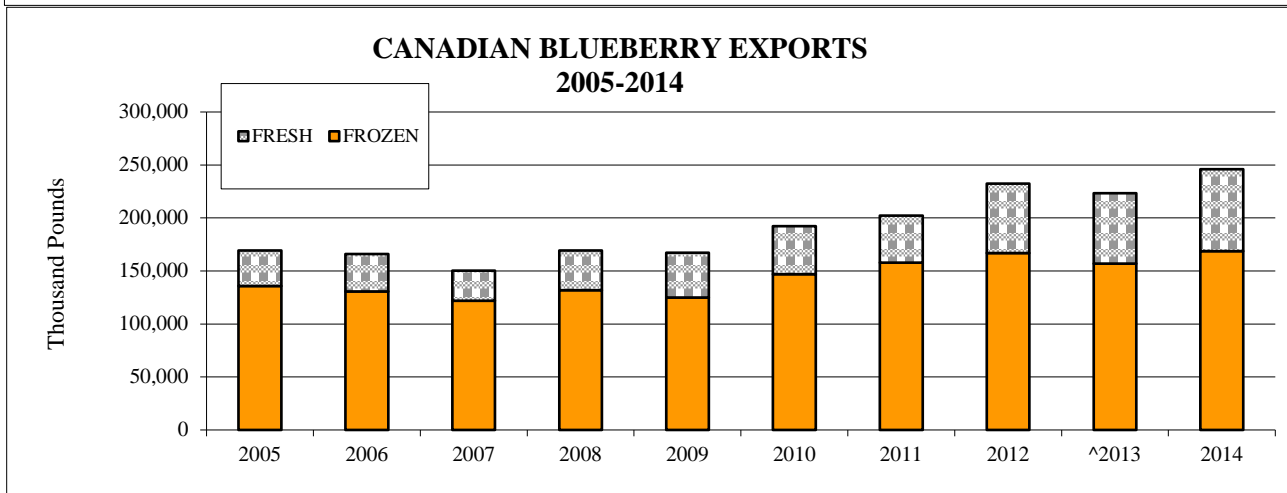
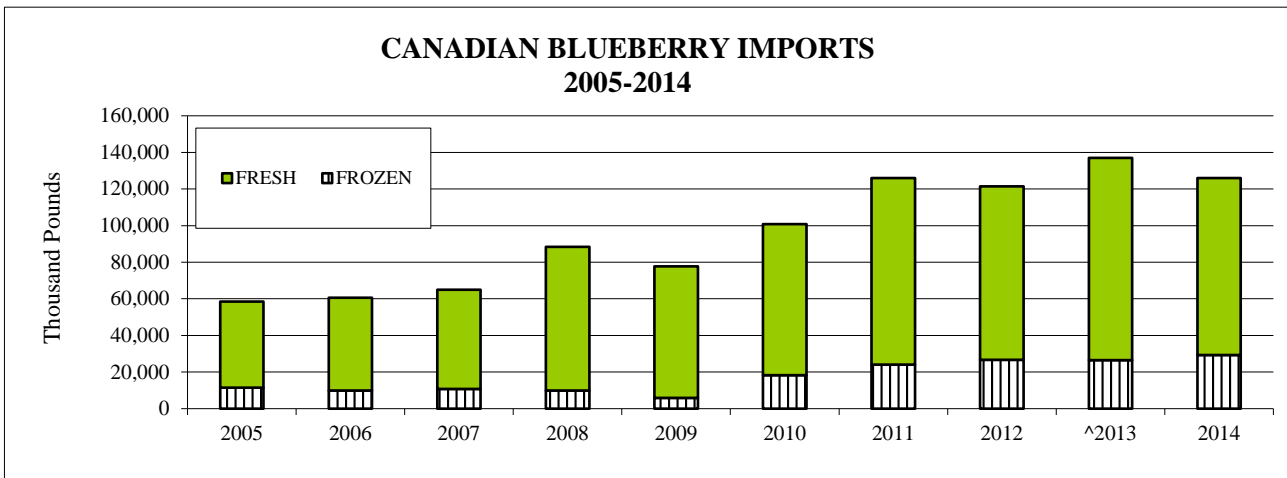
**10 year average 2005-2014**

17,272	78,864	96,135	144,303	47,555	191,857
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**3 year average 2012-2014**

27,491	100,662	128,153	164,222	69,737	233,959
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Source: Stats Canada



^Revised for 2013 per Stats Canada - January 2015

**2014 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>2014 TOTAL</b>
UNITED STATES	53,537,706	69%	23,520,617	31%	<b>77,058,323</b>
JAPAN	97,258	100%	0	0%	<b>97,258</b>
HONG KONG	87,869	98%	1,653	2%	<b>89,522</b>
AUSTRALIA	47,000	100%	0	0%	<b>47,000</b>
SINGAPORE	25,102	100%	0	0%	<b>25,102</b>
CHINA	17,000	81%	4,063	19%	<b>21,063</b>
TAIWAN	19,081	100%	0	0%	<b>19,081</b>
MALAYSIA	13,572	100%	0	0%	<b>13,572</b>
REPUBLIC OF IRELAND	8,267	100%	0	0%	<b>8,267</b>
INDONESIA	5,406	100%	0	0%	<b>5,406</b>
THAILAND	4,312	0%	0	0%	<b>4,312</b>
BELGIUM	0	0%	551	100%	<b>551</b>
SAINT PIERRE & MIQUELON	0	0%	370	100%	<b>370</b>
<b>FRESH TOTAL:</b>	<b>53,862,571</b>	<b>70%</b>	<b>23,527,255</b>	<b>30%</b>	<b>77,389,826</b>

Note: Fresh exports excluding the United States total 331,503 pounds of which Highbush accounts for 98% of the total (324,865 pounds) and Lowbush accounts for 2% of the total (6,638 pounds).

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



**2014 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>2014 TOTAL</b>
UNITED STATES	51,707,550	52%	47,775,309	48%	<b>99,482,859</b>
JAPAN	4,140,536	26%	12,071,856	74%	<b>16,212,393</b>
GERMANY	70,042	0%	15,382,632	100%	<b>15,452,674</b>
NETHERLANDS	60,022	1%	8,974,673	99%	<b>9,034,696</b>
CHINA	2,251,928	27%	6,145,841	73%	<b>8,397,769</b>
FRANCE	0	0%	4,964,237	100%	<b>4,964,237</b>
BELGIUM	0	0%	3,807,461	100%	<b>3,807,461</b>
AUSTRALIA	1,504,628	55%	1,207,845	45%	<b>2,712,474</b>
UNITED KINGDOM	254,995	10%	2,325,357	90%	<b>2,580,352</b>
SOUTH KOREA	33,988	3%	993,904	97%	<b>1,027,893</b>
NEW ZEALAND	469,476	60%	308,476	40%	<b>777,953</b>
PHILIPPINES	0	0%	583,372	100%	<b>583,372</b>
ITALY	0	0%	564,594	100%	<b>564,594</b>
AUSTRIA	0	0%	498,387	100%	<b>498,387</b>
POLAND	0	0%	445,144	100%	<b>445,144</b>
CHILE	352,749	100%	0	0%	<b>352,749</b>
SWITZERLAND	0	0%	285,302	100%	<b>285,302</b>
PORTUGAL	0	0%	257,248	100%	<b>257,248</b>
REPUBLIC OF IRELAND	40,565	16%	210,610	84%	<b>251,174</b>
TAIWAN	14,063	6%	224,248	94%	<b>238,311</b>
DENMARK	0	0%	207,836	100%	<b>207,836</b>
LATVIA	0	0%	117,860	100%	<b>117,860</b>
RUSSIAN FEDERATION	0	0%	89,220	100%	<b>89,220</b>
BRAZIL	0	0%	52,500	100%	<b>52,500</b>
MALAYSIA	0	0%	52,500	100%	<b>52,500</b>
FINLAND	0	0%	51,449	100%	<b>51,449</b>
GAMBIA	0	0%	51,420	100%	<b>51,420</b>
INDIA	40,051	85%	6,984	15%	<b>47,035</b>
TURKEY	40,613	100%	0	0%	<b>40,613</b>
THAILAND	0	0%	39,661	100%	<b>39,661</b>
SERBIA	0	0%	27,000	100%	<b>27,000</b>
INDONESIA	26,098	100%	0	0%	<b>26,098</b>
SWEDEN	0	0%	14,601	100%	<b>14,601</b>
BELIZE	0	0%	10,251	100%	<b>10,251</b>
<b>FROZEN TOTAL:</b>	<b>61,007,307</b>	<b>36%</b>	<b>107,747,779</b>	<b>64%</b>	<b>168,755,086</b>

Note: Frozen exports excluding shipments to the United States total 69,272,227 pounds of which Highbush represents 13% of shipments (9,299,757 pounds) and Lowbush represents 87% of shipments (59,972,470 pounds).

**NORTH AMERICAN BLUEBERRY OFFSHORE EXPORT  
2005-2014  
(000 POUNDS)**

<b>YEAR</b>	<b>NORTH AMERICAN TOTAL PRODUCTION</b>	<b>OFFSHORE EXPORT*</b>	<b>OFFSHORE EXPORT AS % OF PRODUCTION</b>
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	688,130	92,749	13%
2011	760,280	115,520	15%
2012	841,258	116,461	14%
^2013	874,072	102,199	12%
2014	1,063,100	111,088	10%
<b>Ten Year Average 2005-2014</b>	<b>711,167</b>	<b>92,256</b>	<b>13%</b>

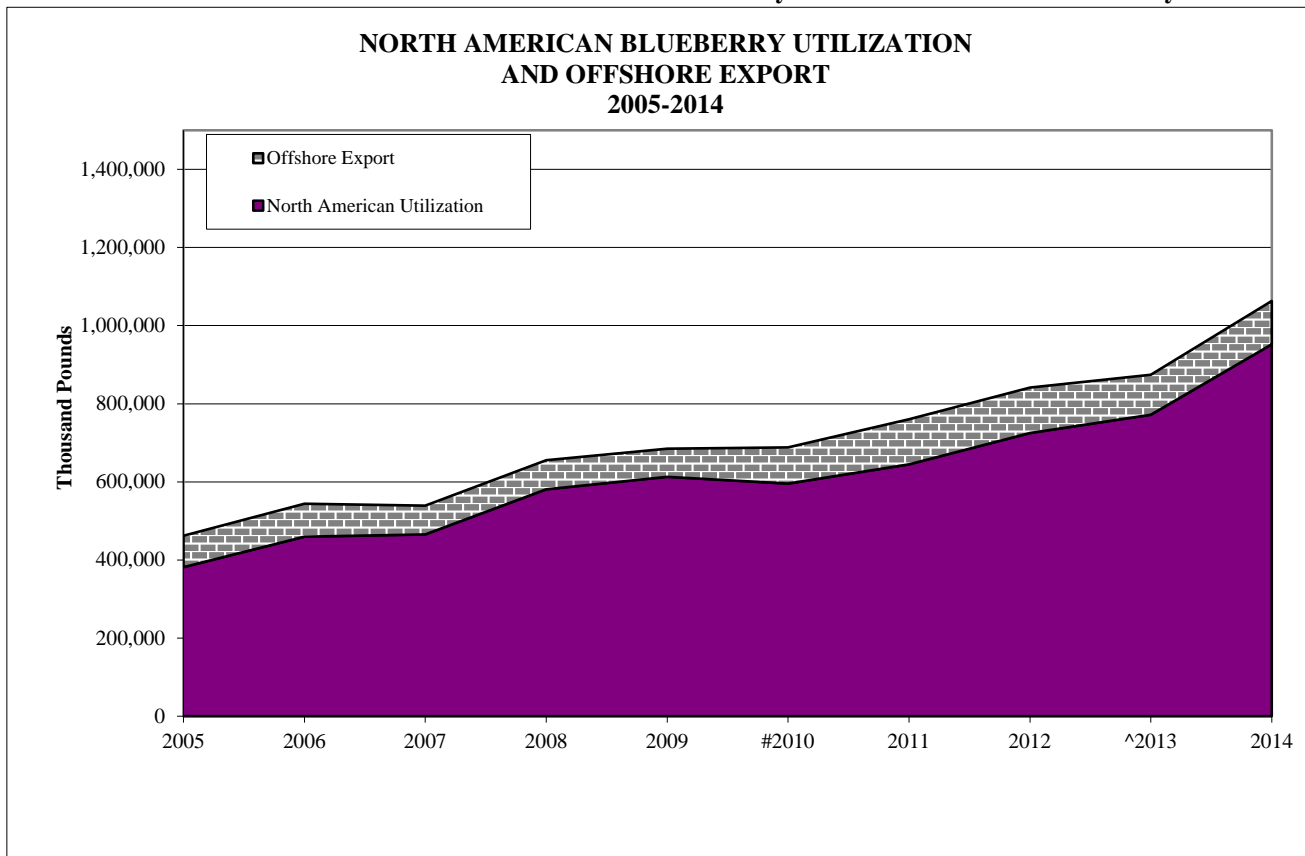
The ten year average (2005-2014) for offshore export is 13% of the average of blueberry production from 2005 to 2014

North American offshore exports in 2014 total 111,088,249 pounds of which 10,317,202 pounds (9%) were fresh blueberries and 100,771,047 pounds (91%) were frozen blueberries.

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

^Revised data per USDA/NASS "Non-citrus Fruit & Nuts Summary" - January 2015

# Includes Mexico data from 2010 to date. Data from World Blueberry Statistics & Global Market Analysis 2015.



**NORTH AMERICAN PROCESSED BLUEBERRY CONSUMPTION, ESTIMATED INVENTORY, PRODUCTION, FROZEN MARKET  
1988-2014  
(000,000 Pounds)**

YEAR	JULY 1				FROZEN			PROCESSED		DOMESTIC	HIGHBUSH	LOWBUSH							
	FROZEN CARRY-IN*	+	PRODUCTION	=	TOTAL SUPPLY	FRESH PRODUCTION	=	PROCESSED AVAILABLE	-	FROZEN CARRY-OUT JUNE 30*	=	PROCESSED CONSUMPTION	-	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	+	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	-	340.0	=	610.9	-	138.1	=	472.8	-	106.1	=	366.7	1.35-1.13	2.00-1.70
^2013/14	138.1	+	874.1	=	1012.2	-	358.8	=	653.4	-	137.3	=	516.1	-	97.2	=	418.9	1.13-95	1.70-175
2014/15	137.3	+	1063.1	=	1200.4	-	421.8	=	778.6	-	175.6	=	603.0	-	100.8	=	502.2	.95-TBD	1.75-TBD

2014/15

vs.

2013/14	+0.6%	+21.6%	+18.6%	+17.6%	+19.2%	+27.9%	+16.8%	+3.7%	+19.9%
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5 Year

Average

2010/11-

2014/15

107.6	845.4	953.0	350.3	602.7	127.4	475.3	98.7	376.6
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Total Domestic Process Consumption has averaged 376,580,000 pounds for the past 5 years. Total 2014 Process Consumption (Domestic & Export): 603,000,000 pounds.

Total 2014 Production: 874,100,000 pounds ( includes Mexico ). Estimated increase in carry over inventory 6/30/15 versus 6/30/14 + 38,300,000 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

^2013 data revised per USDA/NASS "Non-citrus Fruit & Nuts Summary" - July 2014 and Stats Canada - January 2015

**TOTAL NORTH AMERICAN CONSUMPTION  
1990-2014**

**(1,000's Pounds)**

	<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	=	<b>213,207</b>	0.77
1991	62,400	-	1,432	+	707	=	61,675	+	113,600	+	3	=	<b>175,278</b>	0.63
1992	55,502	-	1,474	+	701	=	54,729	+	180,100	+	18	=	<b>234,847</b>	0.83
1993	77,367	-	1,540	+	1,112	=	76,939	+	186,100	+	11	=	<b>263,050</b>	0.92
1994	81,644	-	1,764	+	1,011	=	80,891	+	174,200	+	32	=	<b>255,123</b>	0.88
1995	90,000	-	2,201	+	2,048	=	89,847	+	192,900	+	27	=	<b>282,774</b>	0.97
1996	77,310	-	2,583	+	2,603	=	77,330	+	174,600	+	133	=	<b>252,063</b>	0.85
1997	85,549	-	2,107	+	3,192	=	86,634	+	167,100	+	419	=	<b>254,153</b>	0.85
1998	94,363	-	2,881	+	4,257	=	95,739	+	166,600	+	637	=	<b>262,976</b>	0.88
1999	91,831	-	3,649	+	5,739	=	93,921	+	242,400	+	549	=	<b>336,870</b>	1.11
2000	104,630	-	3,541	+	8,107	=	109,196	+	240,000	+	530	=	<b>349,726</b>	1.12
2001	112,300	-	3,058	+	10,150	=	119,392	+	239,200	+	490	=	<b>359,082</b>	1.14
2002	128,600	-	3,974	+	14,471	=	139,097	+	241,700	+	663	=	<b>381,460</b>	1.20
2003	138,100	-	3,049	+	14,316	=	149,367	+	239,900	+	1,259	=	<b>390,526</b>	1.21
2004	165,700	-	3,317	+	25,952	=	188,335	+	230,000	+	921	=	<b>419,256</b>	1.29
2005	162,200	-	6,367	+	28,780	=	184,613	+	227,600	+	2,478	=	<b>414,691</b>	1.26
2006	169,900	-	5,979	+	43,100	=	207,021	+	280,900	+	5,008	=	<b>492,929</b>	1.49
2007	173,400	-	4,428	+	58,072	=	227,044	+	277,500	+	6,539	=	<b>511,083</b>	1.53
2008	231,860	-	5,154	+	91,521	=	318,227	+	314,900	+	12,264	=	<b>645,391</b>	1.91
2009	282,927	-	6,704	+	105,434	=	381,657	+	369,000	+	12,190	=	<b>762,847</b>	2.24
2010	299,641	-	8,496	+	145,186	=	436,331	+	299,000	+	13,865	=	<b>749,196</b>	2.18
2011	331,095	-	10,439	+	180,650	=	501,306	+	282,300	+	45,633	=	<b>829,239</b>	2.40
2012	340,000	-	10,344	+	122,624	=	452,280	+	354,100	+	36,036	=	<b>842,416</b>	2.42
2013 *	355,600	-	11,111	+	188,799	=	533,288	+	401,000	+	40,474	=	<b>974,762</b>	2.77
2014 #	421,800	-	10,317	+	186,434	=	597,917	+	502,200	+	34,132	=	<b>1,134,249</b>	3.21

**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>	<b>2013</b>	<b>2014</b>								
<i>Canada</i>	34.9	35.3	35.5								
<i>USA</i>	313.9	316.2	317.7								
<b>North American Total:</b>	<b>348.8</b>	<b>351.5</b>	<b>353.2</b>								

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

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

#Includes Mexico as of 2014

**U.S. BLUEBERRY UTILIZATION - HIGHBUSH AND LOWBUSH  
2010/11 TO 2014/15  
(Millions of Pounds)**

**CROP YEAR PROJECTION**

	2010/11	2011/12	2012/13	2013/14*	2014/15
July 1st Frozen Carry In	57.3	57.5	82.2	103.6	102.0
+ Frozen Imports (7/1 to 6/30)	110.0	111.1	131.3	116.5	137.8
+ Fresh Imports (7/1 to 6/30)	193.0	186.0	237.1	205.6	262.8
+ US Production	498.9	522.0	557.9	613.8	671.9
= Supply Available	859.2	876.6	1008.5	1039.5	1174.5
- Fresh Domestic Consumption (7/1 to 6/30) <sup>1/</sup>	335.9	400.6	431.3	442.4	506.0
- Frozen Domestic Consumption (7/1 to 6/30)	428.5	354.8	424.9	441.2	482.3
- Frozen Exports (7/1 to 6/30)	37.3	39.0	48.7	53.9	54.5
= June 30th Frozen Carry Out	57.5	82.2	103.6	102.0	131.7

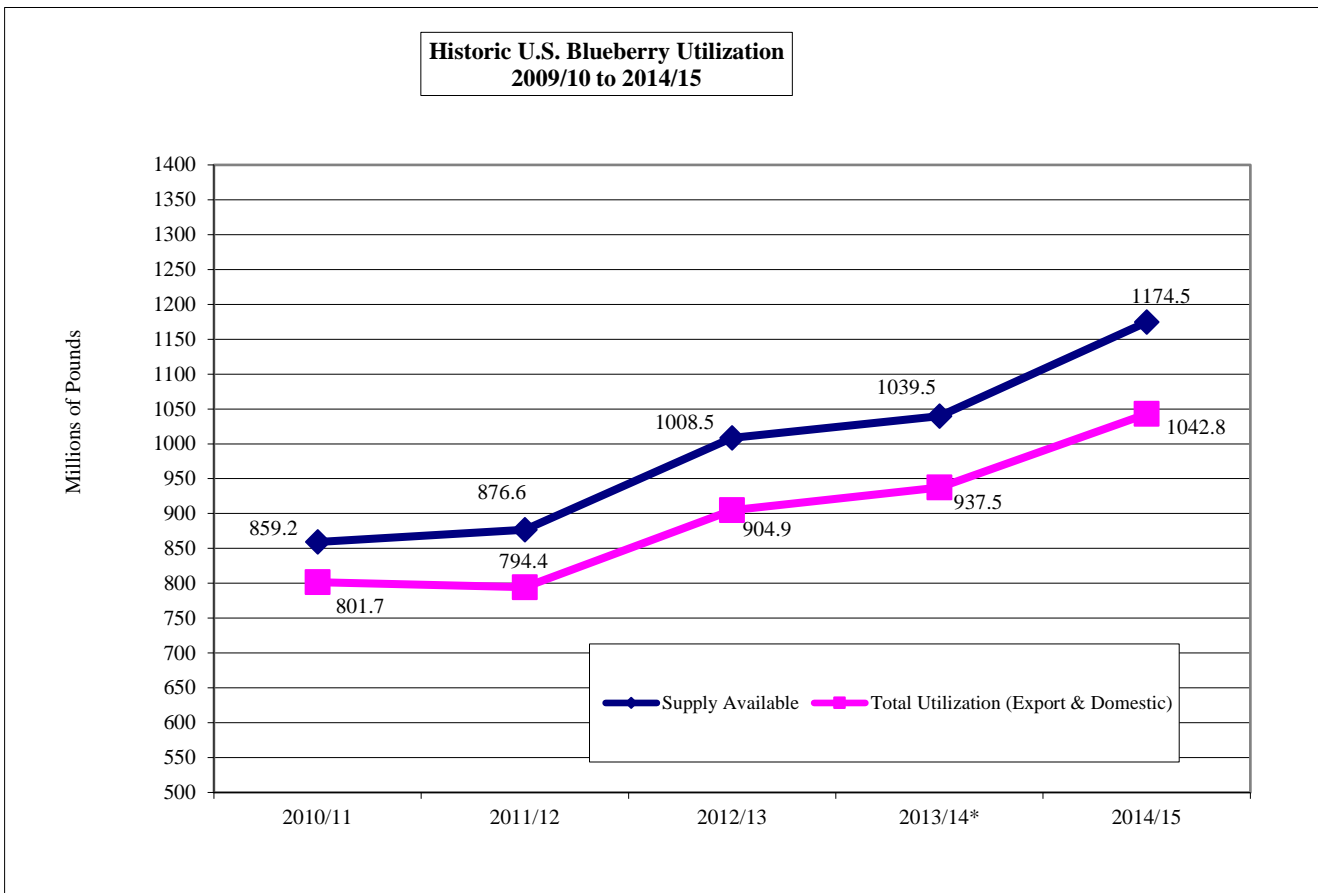
\* Numbers revised per USDA/ERS

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.

^ Includes Organic

\*\* Preliminary number from USDA Cold Storage Report for the month of June 2015

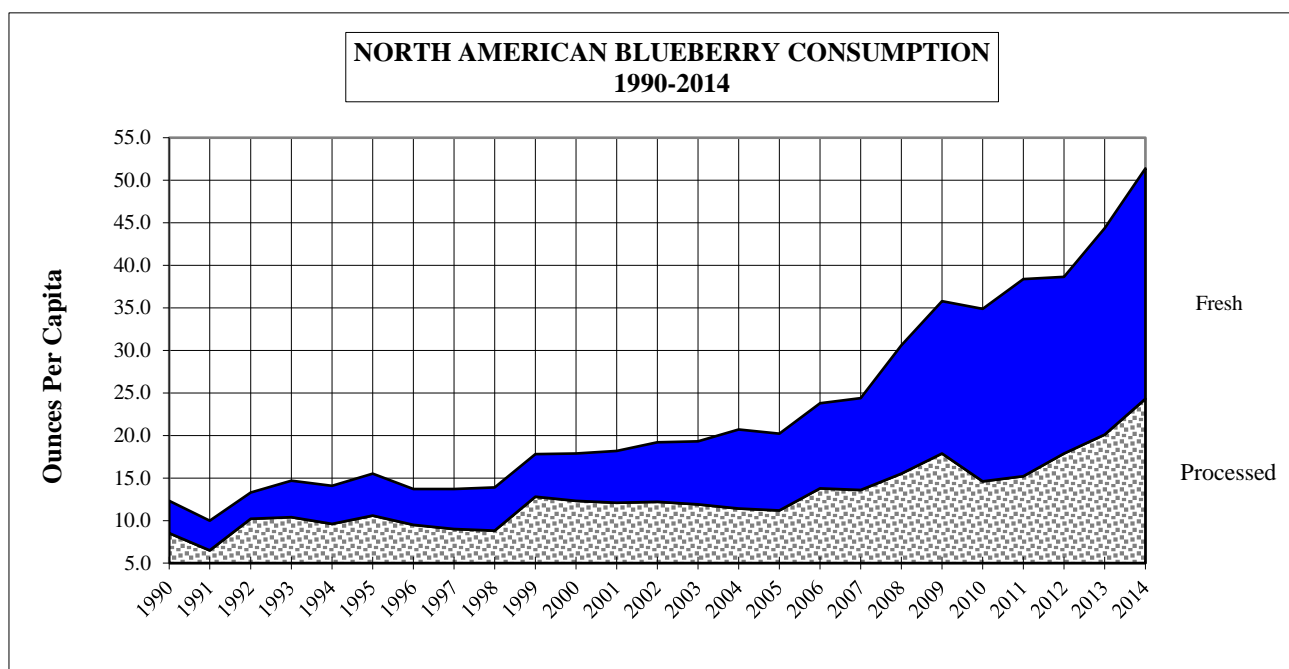


**NORTH AMERICAN BLUEBERRY CONSUMPTION  
1990-2014**

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	1.297	20.8	1.119	17.9	<b>2.416</b>	<b>38.7</b>
2013	1.526	24.3	1.327	20.1	<b>2.853</b>	<b>44.4</b>
2014	1.692	27.1	1.518	24.3	<b>3.210</b>	<b>51.4</b>



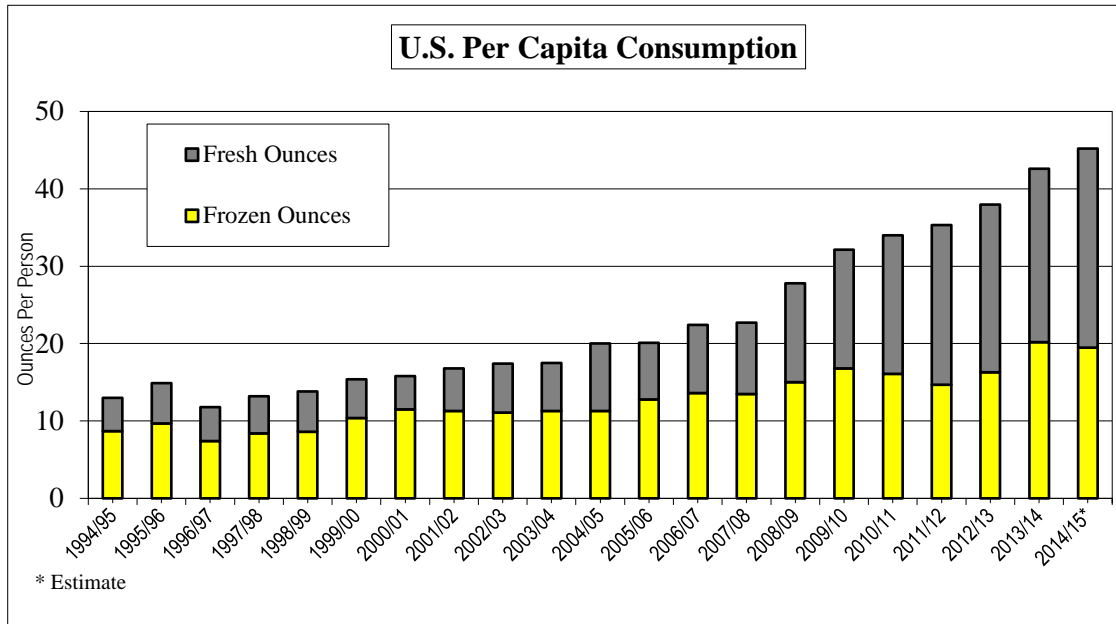
## U.S. PER CAPITA CONSUMPTION 1994/95 TO 2014/15

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	1.355	21.7	1.021	16.3	2.376	38.0
2013/14	1.399	22.4	1.259	20.2	2.659	42.6
2014/15*	1.607	25.7	1.013	19.5	2.620	45.2

(Crop Year = July 1 to June 30)

^Highbush & Lowbush

\*June 2015 Preliminary Numbers



**PRICE TRENDS FROZEN BLUEBERRIES**  
**1992-2014**  
**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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	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
	Maine	*	*	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
	Maine	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
	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
<b>2004</b>	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
<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
	Maine	*	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
	Maine	150	150	150	*	*	*	110	110	95	95	*	*
<b>2010</b>	Michigan	72	75	92	100	97	*	*	120	165	*	*	*
	Maine	*	*	*	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
	Maine	*	*	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
	Maine	*	*	200	200	*	200	*	140	130-140	125-175	125-175	125-175
<b>2013</b>	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
<b>2014</b>	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	*	*

Source: Food Institute Report, February 2015, "Price Trends of Frozen Fruits Blueberries"

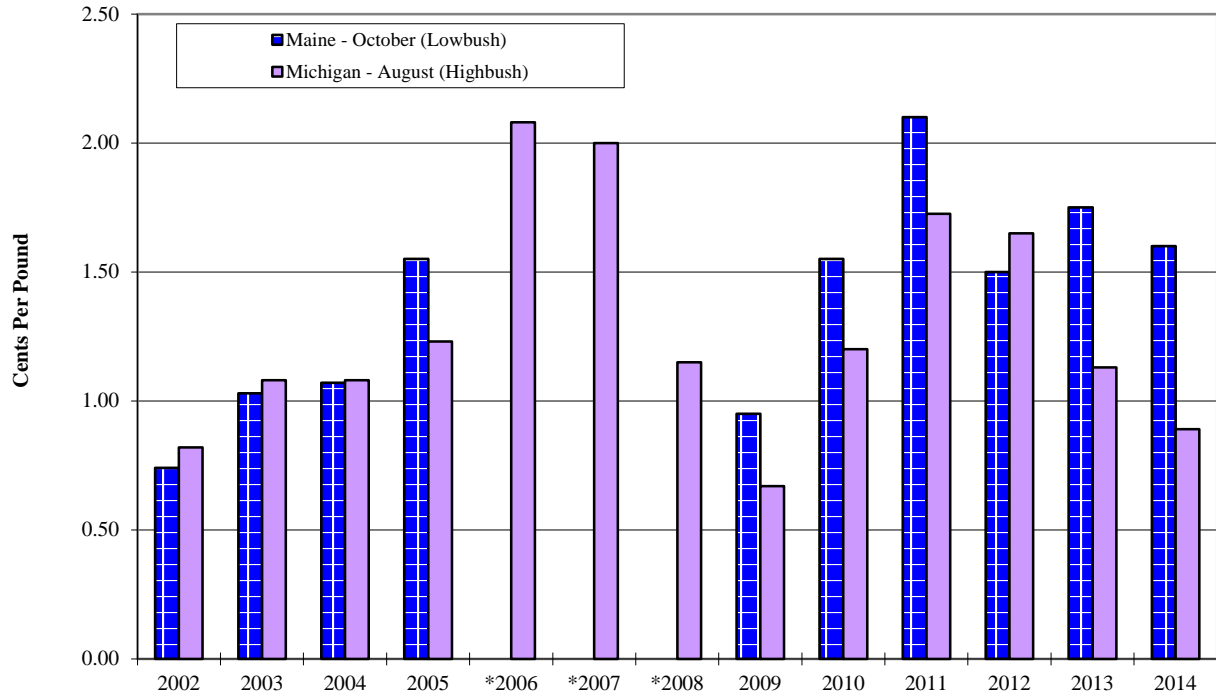
\* = No prices quoted

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

FRZTRNDS

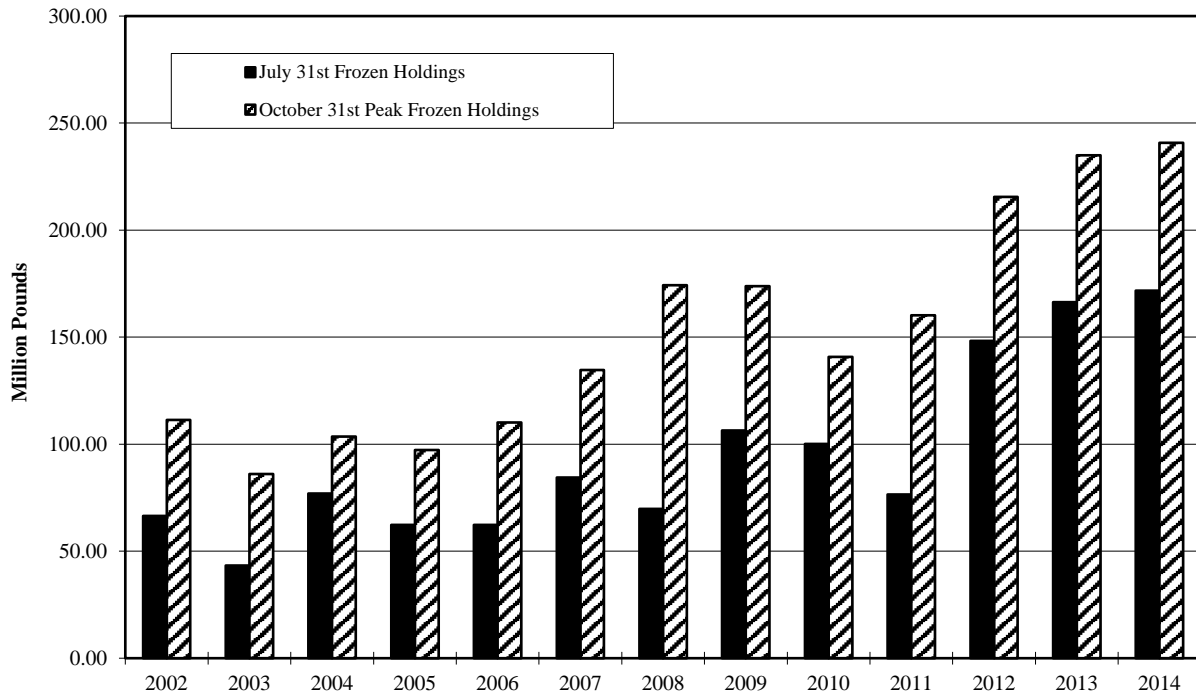


**FROZEN BLUEBERRY OPENING MARKET  
2002-2014**



(Source: Food Institute Report - February 2015)  
\* Note: Food Institute did not report Maine Lowbush figures from 2006 through 2008

**U.S. COLD STORAGE HOLDINGS JULY VS. OCTOBER  
2002-2014**



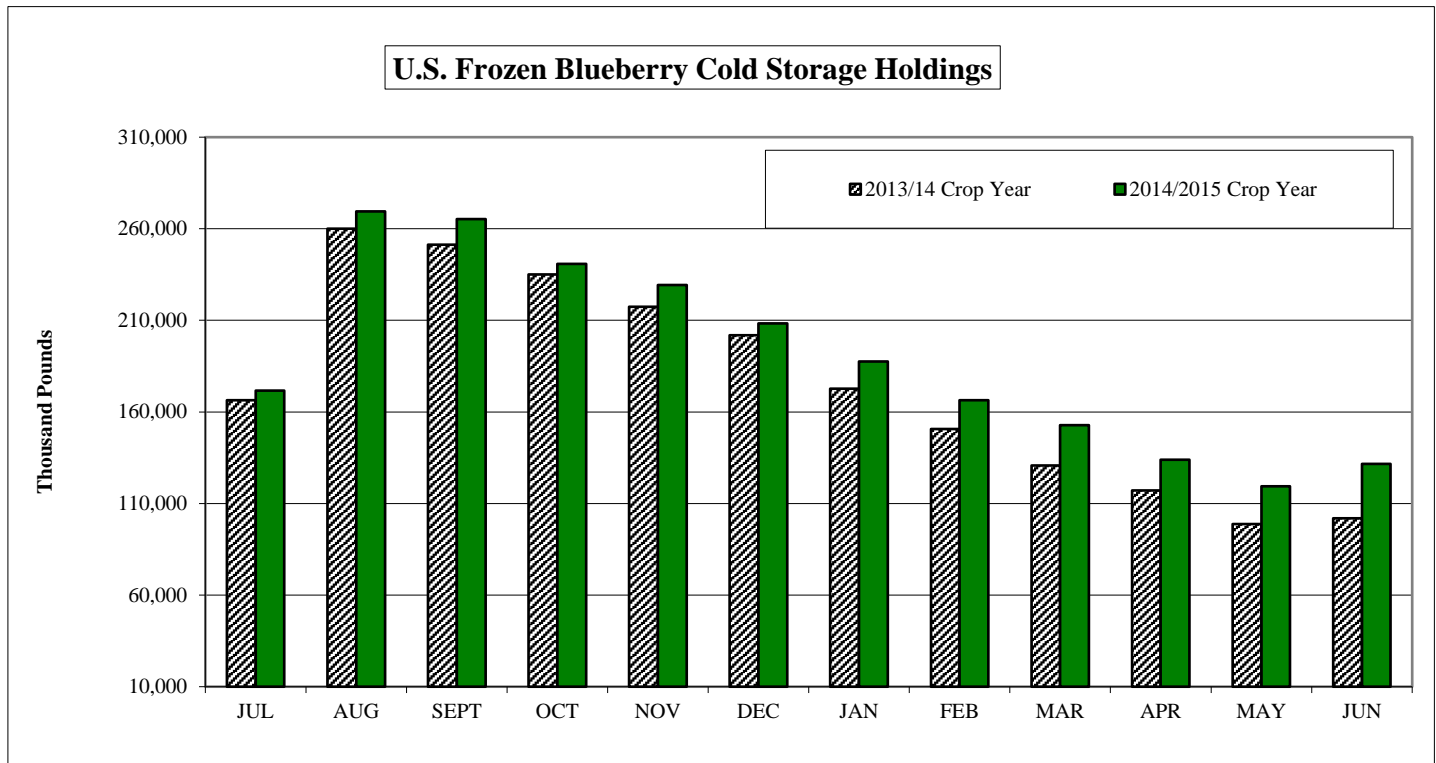
(Source: Public Cold Storage as reported to USDA/NASS)

# UNITED STATES FROZEN BLUEBERRY COLD STORAGE HOLDINGS

1990-2014 CROP YEAR / (000 POUNDS)

	<i>JULY</i>	<i>AUG</i>	<i>SEPT</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>		<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUNE</i>
1990	30,923	93,617	101,627	90,636	80,183	73,332	1991	64,705	57,109	50,344	42,313	32,741	28,590
1991	42,608	87,158	86,874	83,623	75,499	66,056	1992	60,711	53,794	43,966	37,559	31,884	28,679
1992	38,309	70,485	97,148	91,789	86,286	79,603	1993	69,058	60,952	52,011	45,550	38,605	30,266
1993	34,798	107,595	115,614	105,609	97,882	91,786	1994	88,817	77,475	68,310	56,631	48,652	41,407
1994	51,592	116,209	112,217	93,695	84,830	78,307	1995	70,955	61,018	57,130	46,925	39,462	32,192
1995	37,335	95,570	98,555	85,104	81,593	72,813	1996	60,590	55,911	47,192	38,532	29,363	23,786
1996	33,950	81,006	82,105	71,317	66,381	60,126	1997	55,782	47,892	39,023	32,624	25,661	21,968
1997	38,753	94,398	114,948	102,497	96,928	87,345	1998	83,353	74,665	64,026	60,136	51,593	47,537
1998	70,454	102,064	94,197	88,827	77,259	67,443	1999	60,759	52,951	48,402	40,093	28,603	25,358
1999	47,525	103,184	95,381	81,845	69,999	58,981	2000	52,814	44,814	38,794	30,697	24,137	23,584
2000	52,295	109,252	110,199	99,301	93,553	85,105	2001	77,392	68,791	63,218	53,932	46,978	44,407
2001	62,904	128,534	134,814	120,955	111,814	100,526	2002	91,259	84,492	75,051	66,635	56,245	51,746
2002	66,429	120,995	119,604	111,364	100,274	88,705	2003	76,903	65,843	56,836	48,226	35,299	29,733
2003	43,247	104,450	88,912	86,071	84,355	76,834	2004	69,985	63,981	51,158	43,190	37,504	34,073
2004	76,874	113,322	110,057	103,575	93,845	85,109	2005	77,105	68,419	53,737	41,516	34,673	28,198
2005	62,282	111,198	109,229	97,204	88,008	77,360	2006	68,466	58,754	47,039	36,613	28,909	26,785
2006	62,220	123,072	114,351	110,139	99,826	98,719	2007	83,196	75,709	65,398	56,362	45,921	37,700
2007	84,342	154,880	147,570	134,715	125,577	114,114	2008	100,696	94,652	78,106	66,604	58,282	51,960
2008	69,783	172,145	182,478	174,334	164,703	153,445	2009	141,089	130,964	115,615	100,820	87,790	81,404
2009	106,327	189,893	189,628	173,849	154,647	141,883	2010	123,579	109,095	93,342	75,482	61,331	57,332
2010	100,100	163,387	155,105	140,707	129,877	116,485	2011	104,091	93,103	80,016	65,583	50,865	57,467
2011	76,551	167,015	174,805	160,156	147,757	136,966	2012	124,003	114,066	96,723	85,700	73,717	82,218
2012	148,315	238,510	234,207	215,588	196,702	171,296	2013	165,932	152,187	137,358	119,814	100,876	103,599
2013	166,382	260,094	251,279	235,007	217,393	201,834	2014	172,718	150,626	130,825	117,065	98,716	102,012
2014	171,661	269,537	265,303	240,830	229,225	208,324	2015	187,523	166,469	152,745	133,836	119,328	131,692

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 2005/06 TO 2014/15 (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>
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	-14.8	-17.5	-18.9	+2.7	<b>-137.5</b>
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	<b>-161.4</b>
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 **	<b>-150.2</b>
<u>10 Year Average (2005/06 - 2014/15)</u>													
	41.8	80.2	-2.6	-14.1	-12.9	-13.3	-14.9	-12.6	-14.8	-13.9	-13.2	0.7	<b>-116.9</b>
<u>3 Year Average (2012/13 to 2014/15)</u>													
	65.8	93.9	-5.8	-19.8	-16.0	-20.6	-18.4	-19.0	-16.1	-16.7	-17.2	6.1	<b>-149.7</b>

Figures are from the last day of the month.

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

\*\* Preliminary

