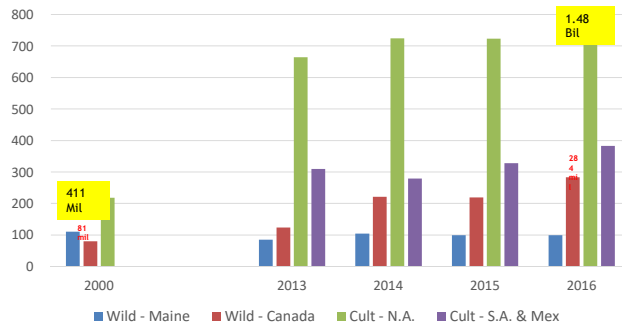


Back in 2000 the wild blueberry crop set a record of 192 mil lbs. Canada was 81 mil lbs and total blueberry was 411 mil lbs. In 2016 Canada was 284 mil lbs and total blueberry volume was nearly 1.5 BILLION LBS

Growth in Blueberry Crops
(Lbs in Mills)



Total US Frozen Fruit Category:
Week ending 10/08/16

Source: Nielsen, Total US xAOC • Product Share Basis : FROZEN FRUIT, w/e 10/08/16

Description	Latest 4 Wks - W/E 10/08/16			Latest 13 Wks - W/E 10/08/16			Latest 52 Wks - W/E 10/08/16		
	\$	\$ % Chg YA	\$ Shr	\$	\$ % Chg YA	\$ Shr	\$	\$ % Chg YA	\$ Shr
FROZEN FRUIT	77,249,367	0.1	100.0	253,046,426	1.6	100.0	1,143,357,424	6.3	100.0
FRUIT FRZN BLUEBERRY	17,928,276	2.0	23.2	52,250,454	2.1	20.6	241,693,857	4.8	21.1
BLUEBERRY	13,971,354	-0.9	18.1	40,922,388	-0.2	16.2	192,562,621	4.1	16.8
WILD BLUEBERRY	3,904,664	11.9	5.1	11,183,762	9.8	4.4	48,762,743	4.3	4.3
FRUIT FRZN MIXED	21,589,908	4.4	27.9	71,607,424	5.0	28.3	312,787,554	7.0	27.4
FRUIT FRZN OTHER	21,051,399	-0.7	27.3	71,328,825	2.7	28.2	314,139,869	9.7	27.5
FRUIT FRZN RASPBERRY	3,009,288	-2.4	3.9	9,981,762	-2.1	3.9	47,545,229	-2.3	4.2
FRUIT FRZN STRAWBERRY	13,556,457	-6.6	17.5	47,533,783	-4.3	18.8	224,765,575	4.6	19.7
FRZN COCONUT	114,040	-11.4	0.1	344,178	-10.6	0.1	2,425,340	-10.1	0.2

1. For the last 52 wks frozen blueberries were 21.1% of the \$1.1 bil frozen fruit category. Cultivated was 16.8% and wild was 4.3%.
2. Wild blueberries in the latest 4 wks (+11.9%) and 13 wks (9.8%) are fastest growing fruit in the category

Market Trends

- ▶ Eat for Health trend still has significant growth potential. Smoothies are core product for health seekers and frozen fruit is preferred.
- ▶ A wild blueberry smoothie has color superiority over cultivated one (purple vs gray).
- ▶ Nearly all commodities are in price deflation status. Eggs last year \$2.50/lb, now \$0.50-.75/lb. Almonds price down by 40%. Dairy, wheat, corn down. This is due to ramped up supplies, good growing conditions and weak economies in Europe and Asia
- ▶ Food category consolidation leads to bid oriented buying and away from relationship buying.
- ▶ Bakeries and yogurt suppliers going global which pressures price down to lowest market.
- ▶ U.S. dollar's strength reduces competitiveness, giving advantage to Canada wild and B.C cultivated.
- ▶ Continuing consumer and customer pressure to provide organic. Wyman's has responded with strong sustainability messaging but "organic" easy to understand, "sustainability" requires a lot more explaining.
- ▶ In U.S. Food Safety Modernization Act (FSMA) has created recall jeopardy and enforced, expensive food safety protocols. Definition of "adulterated food" (hence recallable) has been reduced from 100 cfu/gr to "less than one" cfu/gr. Every processor is at risk. Wyman's working within AFFI to return to 100 cfu/gr. Possibility up with Trump Presidency.