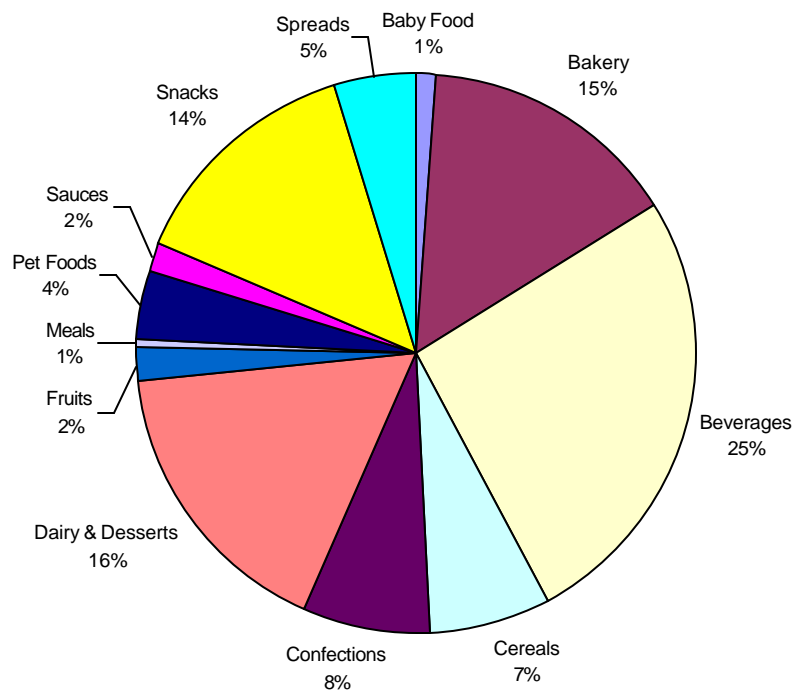


U.S. Blueberry Product Introductions 2006



In 2006, 173 new products containing highbush blueberries were introduced in the United States. The leading category for blueberry usage was the beverage sector, where 45 different drinks (25% of the total) were introduced. The next highest sector was the dairy and desserts segment with 29 products introduced, accounting for 16% of all products.

This was followed by the bakery category (26 products for 15% of the total); snacks (24 products at 14%); confections (13 products for 8% of the total); and cereals (12 products at 7%). The remaining seven sectors accounted for 24 products and 14% of introductions.