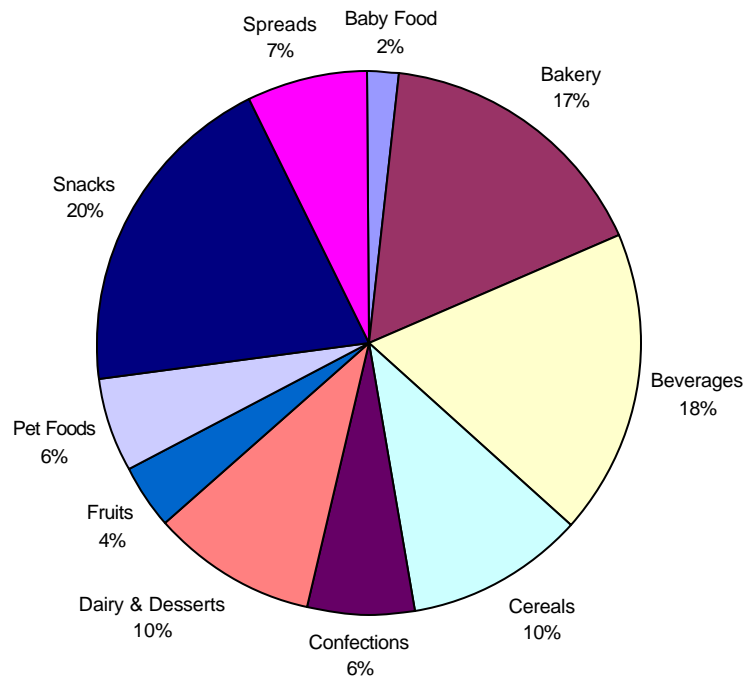


U.S. Blueberry Product Introductions 2007



In 2007, 155 new products containing highbush blueberries were introduced in the United States. The leading category for blueberry usage was the snacks sector, where 31 different products (20% of the total) were introduced. The next highest sector was the beverage sector, with 28 products introduced, accounting for 18% of all products.

This was followed by the bakery category (26 products for 17% of the total); cereals (16 products at 10%); dairy & desserts (15 products for 10% of the total); and confections (10 products at 6%). The remaining sectors accounted for 39 products and 25% of introductions.