UNITED STATES

Retail Procurement Snapshot

2024–2026

Format economics, regional dispersion and procurement signals

FREE EXECUTIVE EDITION A concise decision brief derived from the U.S. Blueberry Retail & Procurement Outlook 2024–2026. Retail observations reflect advertised features, not verified retail sales.

BLUEBERRY WORLD ANALYTICS
Andrés Rodríguez C. | Market Intelligence | Blueberries Consulting
October 2026

Executive snapshot

The key point

U.S. blueberry retail pricing is not governed by a single national average. Package size and regional market context materially change the observed price per ounce. The most useful procurement view combines format, geography and timing.

USD 0.517/oz	USD 0.511/oz	USD 0.284/oz	USD 0.289/oz
6 oz	**9.8 oz**	**18 oz**	**1 pint**
Published format benchmark	Published format benchmark	Arithmetic-compatible	Recalculated at 11.5 oz

Fuente y alcance: *Published and reconciled format values from the automated price audit. The pint value is recalculated from USD 3.32 per package and 11.5 oz; it differs from the earlier published USD 0.277/oz.*

Three decision signals

1. Small packs carry a higher unit price

The 6 oz and 9.8 oz formats cluster near USD 0.51–0.52/oz, while 18 oz and a recalculated pint are near USD 0.28–0.29/oz.

2. Geography changes the economics

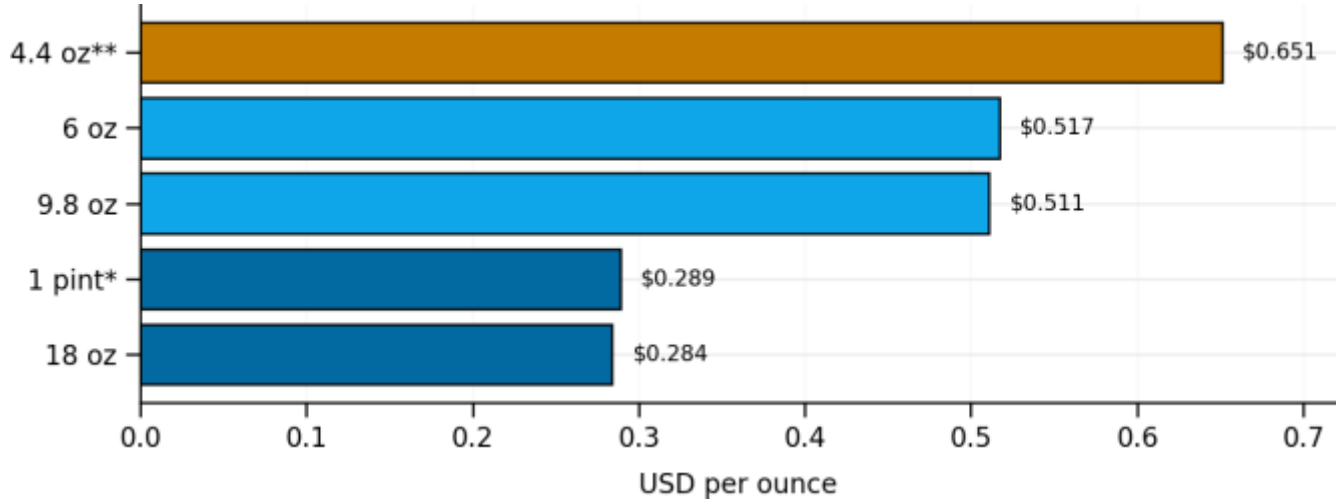
Terminal-market medians vary materially within the same format. A national average can conceal local opportunity and risk.

3. Organic comparisons require exact matching

The organic premium is reproducible only when date, region and format coincide. It should not be inferred from unmatched averages.

Interpretation rule Advertised retail prices indicate promotional presence and observed price architecture. They are not sales, units sold, pounds sold or retailer margin.

Format economics



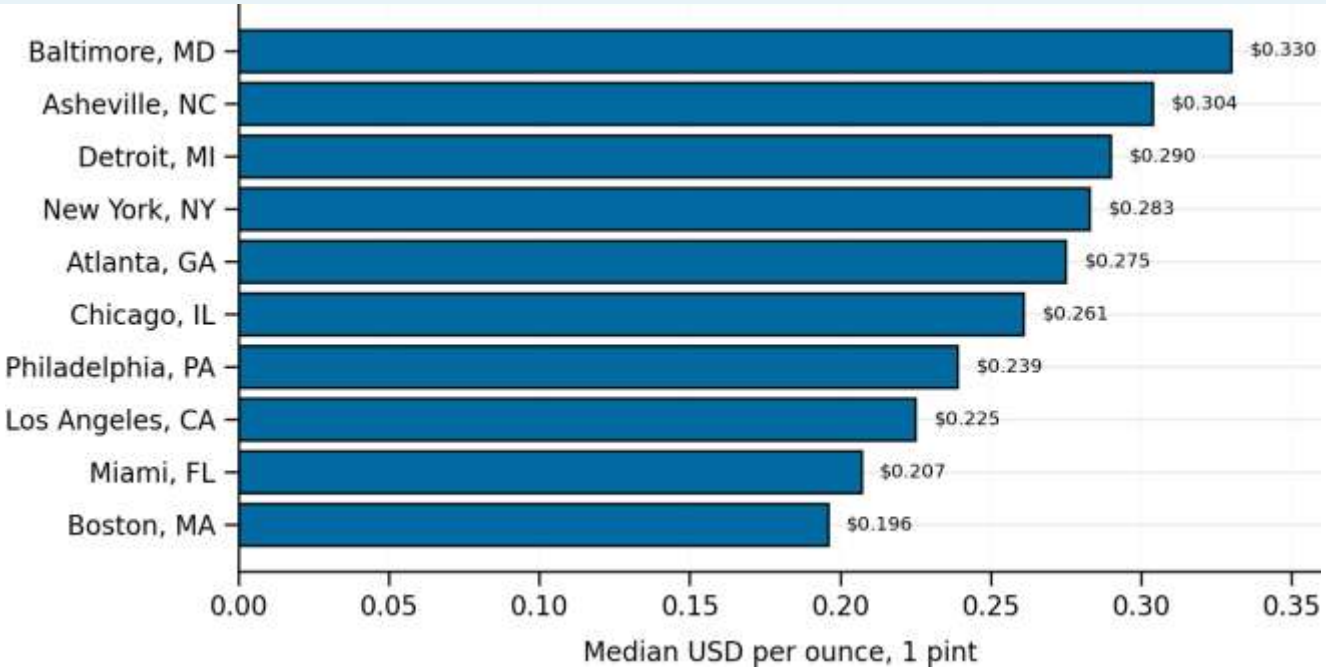
Fuente y alcance: *Format values from the audit of the U.S. report. * Pint recalculated using 11.5 oz. ** 4.4 oz is exploratory because the report cites only four observed weeks; the available 2026 source file has a different coverage window.*

What this means for procurement

Observed structure	Commercial implication	Decision discipline
Large packs	Lower price per ounce	Use for value architecture and volume-oriented programs.
Small packs	Higher price per ounce	Treat as convenience/premium architecture, not a direct equivalent to large packs.
Pint	Method-sensitive benchmark	Always declare the weight assumption. The audit uses 11.5 oz.
4.4 oz	Limited observation	Use as an exploratory signal, not as a stable benchmark.

Regional dispersion

Same format, different market The terminal-market matrix confirms that a format can carry materially different observed prices across markets. This is evidence for regional allocation, not a universal ranking.



Fuente y alcance: *Reproduced terminal-market matrix: median of the midpoint of low–high prices, normalized to USD/oz. Record counts differ by market; results describe observed reporting, not equal-weight market performance.*

Operational reading

- Do not transfer one market's benchmark to another without checking format and observation density.
- Use regional medians as negotiation context, not as evidence of net margin.
- Pair regional pricing with origin succession, logistics and product specification before allocating volume.

Procurement action sheet

Before the program	During the window	After the cycle
Define the pack and denominator: package, ounce, pound or kilogram.	Track advertised price and activity by region and pack.	Reconcile published metrics with the underlying coverage window.
Separate conventional and organic before comparison.	Compare only like-for-like regional and temporal observations.	Document assumptions, especially the pint weight.
Set a regional benchmark rather than relying on one national average.	Flag shifts in format mix before interpreting average price.	Treat sparse observations as exploratory, not structural.

Evidence boundaries

Retail layer: The data describe advertised retail features and weighted advertised prices. They do not measure verified sales.

Coverage: The audited retail files cover 2026 windows, while some published report metrics span substantially more weeks. Values must not be mixed without declaring the period.

Margin: Retail-to-upstream differences are not net margin. Freight, shrink, handling, packing, commissions and contract terms are not represented by the price gap alone.

Organic premium: Valid only for paired observations matching date, region and format.

Next step The Premium U.S. Blueberry Retail & Procurement Outlook 2024–2026 expands this snapshot into supply architecture, origin succession, conventional versus organic, terminal and shipping-point signals, regional allocation and a procurement decision framework.

Fuente y alcance: *Core sources: U.S. Blueberry Retail & Procurement Outlook 2024–2026; Precios retail semanales.xlsx; Precios retail orgánico.xlsx; Conciliacion_Automatizada_Precios_vs_Reporte_EEUU_2026.xlsx. Prepared by Blueberry World Analytics, October 2026.*