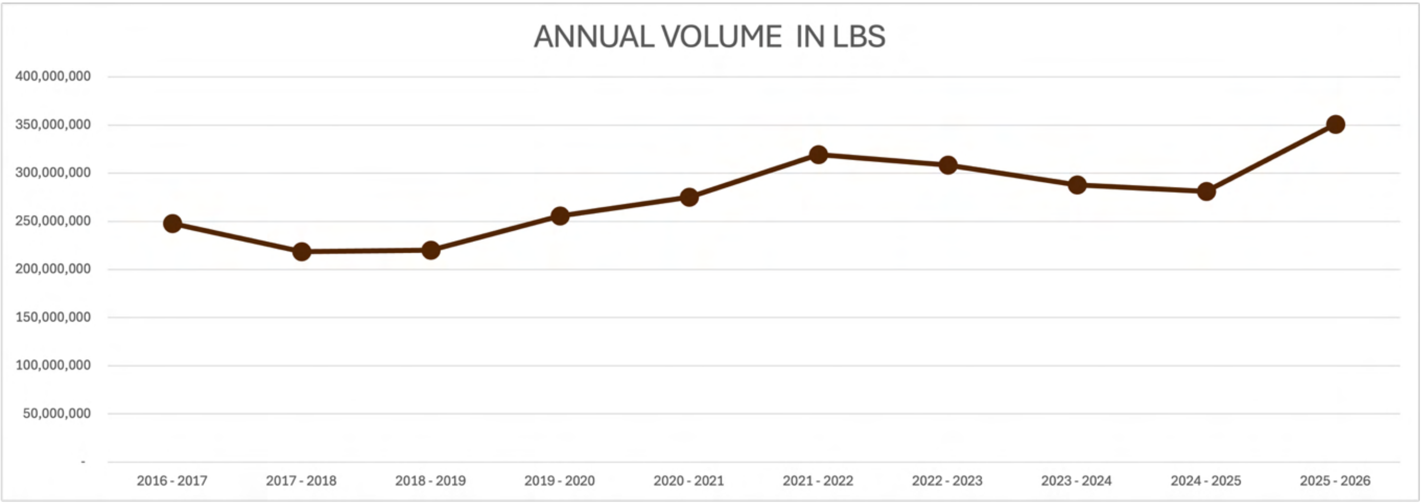
May 22, 2026

ANNUAL REPORT OF THE RASPBERRIES MARKET IN THE UNITED STATES

The raspberries sector has experienced robust structural growth over the last decade, establishing itself as an increasingly vital category within the U.S. fresh produce market. Driven by a dramatic expansion in import volumes from Mexico, this fruit has successfully captured significant consumer interest.
This document presents the evolution of the raspberries market in the last decade, as well as a more specific focus between the years 2023 to 2026, as well as a comparison with the growth of blackberries consumption in the last ten years, as these markets are complementary, so they are intertwined.
To have the most up-to-date information possible, this report covers the period from May 1, 2025, to April 30, 2026

TOTAL ANNUAL VOLUME OF RASPBERRIES BETWEEN 2016 AND 2026



Over the last decade, raspberries have experienced a significant expansion; when comparing the 2016-2017 season against 2025-2026, the market shows a remarkable growth of 41.56%. As shown in the graph, from the 2019-2020 season to 2021-2022, the category experienced sustained, consecutive year-over-year growth. In contrast, this upward trajectory was followed by a three-year downturn; however, this contraction came to an end in the 2025-2026 season, which recorded the sharpest volume surge on the graph, bouncing back with an outstanding 24.87% increase compared to the previous year.

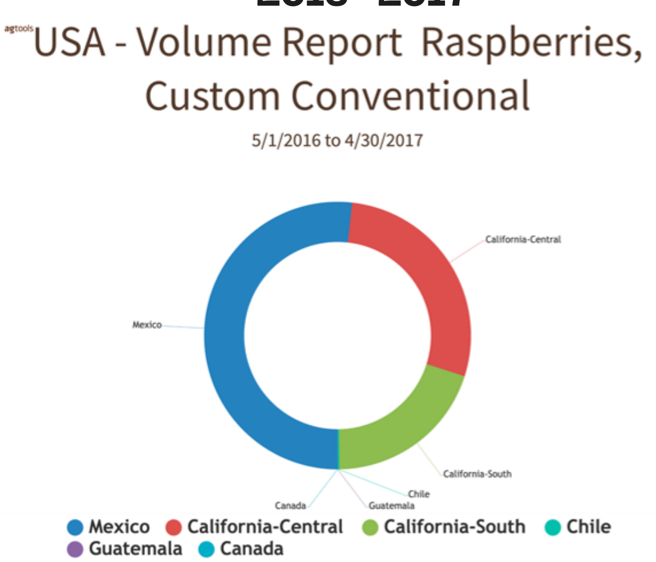
ANNUAL RASPBERRIES VOLUME BETWEEN 2016 AND 2025

Period	Volume (Lbs)	Growth (%)
2016 - 2017	247,888,984	-1.96%
2017 - 2018	218,581,149	-11.82%
2018 - 2019	219,912,816	0.61%
2019 - 2020	255,684,969	16.27%
2020 - 2021	275,001,299	7.55%
2021 - 2022	319,302,447	16.26%
2022 - 2023	308,315,497	-3.44%
2023 - 2024	287,761,755	-6.67%
2024 - 2025	281,014,402	-2.34%
2025 - 2026	350,915,818	24.87%

When evaluating the numbers over the last decade, the sharpest volume contraction occurred during the 2017-2018 season, recording an 11.82% drop compared to the previous year and marking the lowest-volume floor of the entire ten-year period. In sharp contrast, the market has shown substantial recovery and expansion in recent cycles, with the 2021-2022, 2022-2023, and 2025-2026 seasons all successfully shattering the 300-million-pound threshold.

COMPARISON OF MARKET SHARES BY PRODUCING REGION

2016 - 2017



2025 - 2026

When analyzing the supplying regions for raspberries in the United States, the market expanded from 6 supplying regions in the 2016-2017 season to 10 regions in 2025-2026. Furthermore, despite this broader diversification of supplying regions, the core leadership structure remains highly concentrated. The top six producing regions have remained completely unchanged over the last decade; moreover, the top three positions have held perfectly intact, with Mexico continuing its absolute dominance of the market, followed by Central California and Southern California in the second and third spots, respectively.

GROWTH COMPARATIVE OF TOP 3 REGIONS OF RASPBERRIES IN 10 YEARS

Region	2016-2017	% Share	2025-2026	% Share	Growth (Lbs)	Growth (%)
Mexico	128,286,985	51.75%	279,508,249	79.65%	151,221,264	117.88%
California - Central	69,819,535	28.16%	38,220,395	10.89%	(31,599,140)	-45.26%
California - South	49,225,795	19.86%	31,019,280	8.84%	(18,206,515)	-37%
Rest of the Regions	556,669	0.23%	2,167,894	0.62%	1,611,225	289.44%
Total	247,888,984	100%	350,915,818	100%	103,026,834	41.56%

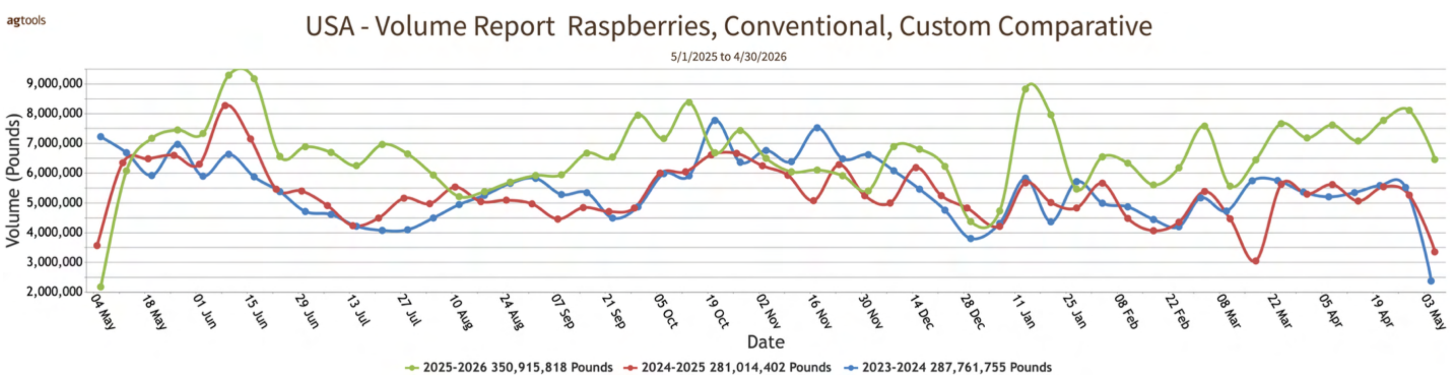
In terms of market share over the last decade, Mexico stands out as the only region within the top 3 to expand its dominance, registering a significant 27.90% increase in its total share. In sharp contrast, the domestic sector experienced a severe contraction; both Central California and Southern California saw their respective market participation plunge by more than half, ceding substantial ground to the market leader.

GROWTH OF THE MAIN REGIONS IN 2025-2026

Location	Volume (Lb)	Difference (Lb)	Variance	Var%
Mexico	279,508,249	62,137,905	more than same period 2024 - 2025	28.59
California-Central	38,220,395	520,725	more than same period 2024 - 2025	1.38
California-South	31,019,280	6,290,455	more than same period 2024 - 2025	25.44
Guatemala	1,102,333	348,956	more than same period 2024 - 2025	46.32
Canada	601,491	139,308	more than same period 2024 - 2025	30.14
Chile	275,488	275,488	more than same period 2024 - 2025	100.00
Serbia	188,540	188,540	more than same period 2024 - 2025	100.00
France	29	29	more than same period 2024 - 2025	100.00
Netherlands	11	8	more than same period 2024 - 2025	266.67
Turkey	2	2	more than same period 2024 - 2025	100.00
TOTAL VOLUME	350,915,818	69,901,416	more than same period 2024-2025	24.87%

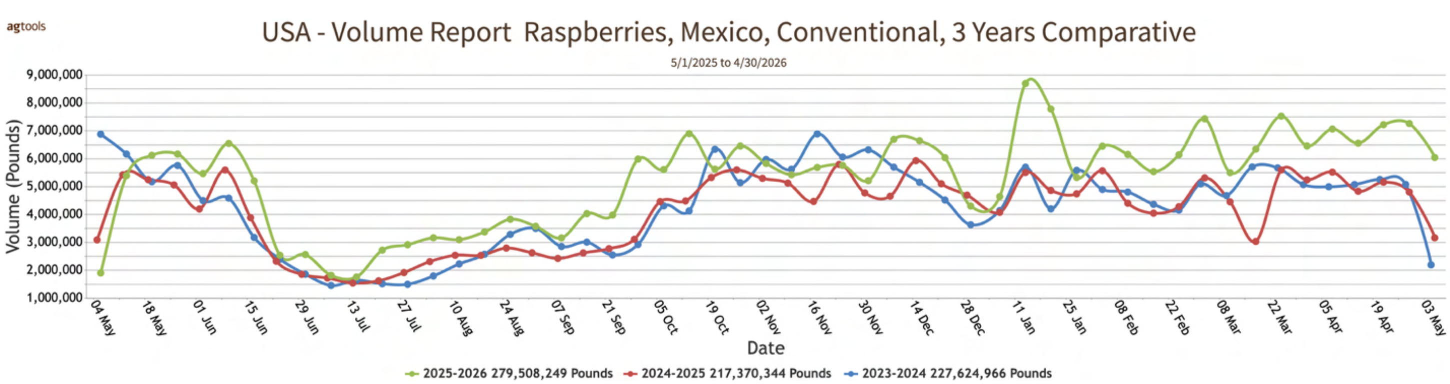
Analyzing the last 12 months reveals highly positive results across the entire market, as every single raspberry producing region experienced volume growth compared to the previous year. Within this widespread expansion, Guatemala stood out as the top-performing region, recording the highest growth rate with a sharp 46.32% increase. This collective upward momentum across all supplying areas was directly reflected in the overall market, driving total category volume up by a remarkable 24.87% year-over-year

3-YEAR COMPARISON OF WEEKLY VOLUME OF THE TOTAL RASPBERRIES MARKET



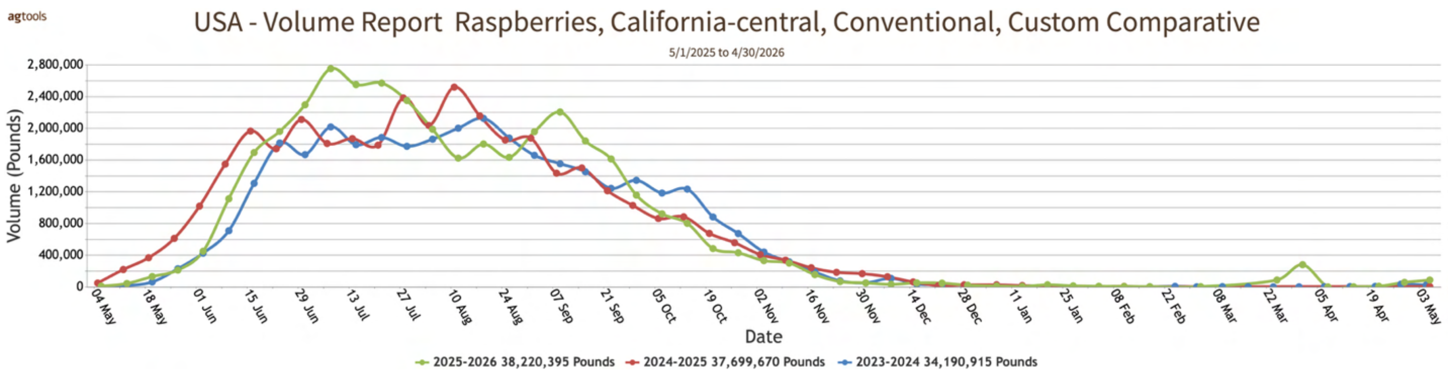
Analyzing the market over the last three years, as previously noted, the 2025-2026 period experienced an outstanding surge in volume. This historic expansion not only sets the highest benchmark of the last three cycles but officially marks a record high for the entire decade. Weekly volume tracking indicates that this growth was heavily concentrated across two primary windows, driven by peak performances between June and October 2025, and sustained momentum from January through April 2026.

3-YEAR COMPARISON OF MEXICO RASPBERRIES WEEKLY VOLUME IN THE U.S. MARKET



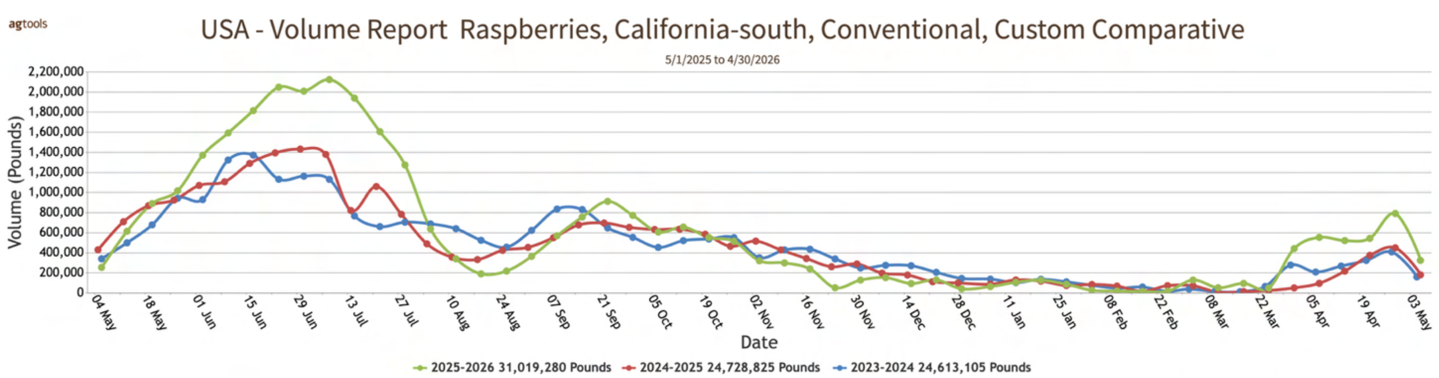
Analyzing Mexico's performance, the leading supplier recorded a stellar volume expansion of 28.59% compared to the previous year. In sharp contrast to the broader total market fluctuations, downloads from Mexico experienced their most considerable acceleration between January and April 2026 —with momentum peaking dramatically during the month of January— as well as during a highly active window throughout September and October 2025.

3-YEAR COMPARISON OF CALIFORNIA CENTRAL RASPBERRIES WEEKLY VOLUME IN THE U.S. MARKET



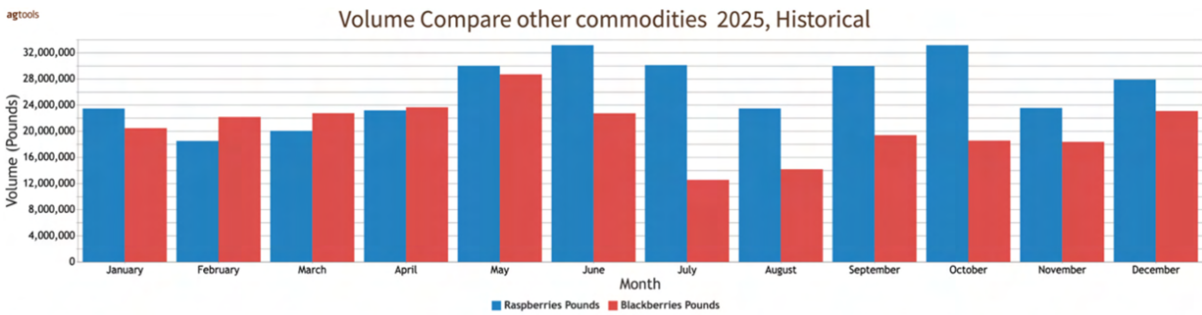
On the other hand, Central California, the leading production region within the United States, recorded highly stable volume levels that closely mirrored the previous year, posting a marginal increase of just 1.38% year-over-year. Weekly volume tracking indicates that its performance remained remarkably consistent with prior cycles; however, a notable exception occurred during the early weeks of July, where volume levels successfully shattered the 2.5-million-pound weekly threshold—a historic milestone that had never been surpassed in previous seasons.

3-YEAR COMPARISON OF CALIFORNIA SOUTH RASPBERRIES WEEKLY VOLUME IN THE U.S. MARKET

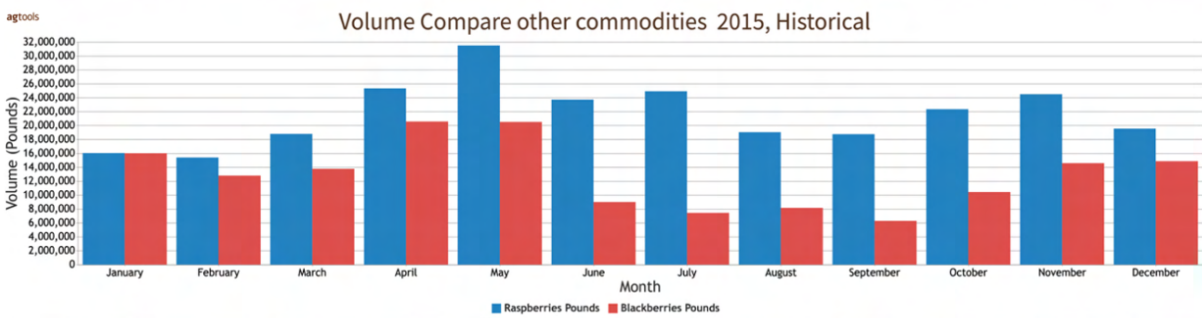


Analyzing the volume dynamics for South California reveals a strong recovery, with the region expanding by 25.44% compared to the previous year and securing its highest output of the last three cycles. However, despite this positive momentum, total volumes remain far below the historic benchmark achieved during the 2019-2020 season, when production surged past the 38-million-pound mark.
Weekly tracking indicates that this year's growth was primarily concentrated during the summer window of June and July 2025, alongside a notable volume lift during April 2026.

COMPARISON OF GROWTH OF THE RASPBERRIES VS BLACKBERRIES



January	February	March	April	May	June	July	August	September	October	November	December
23,473,773 (53.41%)	18,514,647 (45.49%)	20,066,053 (46.85%)	23,192,222 (49.49%)	30,025,638 (51.12%)	33,170,178 (59.32%)	30,121,209 (70.59%)	23,482,192 (62.35%)	29,994,734 (60.73%)	33,169,061 (64.12%)	23,551,682 (56.18%)	27,911,638 (54.72%)
20,476,819 (46.59%)	22,189,131 (54.51%)	22,760,732 (53.15%)	23,669,207 (50.51%)	28,705,654 (48.88%)	22,744,637 (40.68%)	12,550,907 (29.41%)	14,182,461 (37.65%)	19,393,487 (39.27%)	18,559,302 (35.88%)	18,372,477 (43.82%)	23,093,947 (45.28%)



January	February	March	April	May	June	July	August	September	October	November	December
16,044,565 (50.04%)	15,411,364 (54.62%)	18,802,351 (57.70%)	25,354,523 (55.20%)	31,529,090 (60.57%)	23,739,390 (72.49%)	24,937,890 (76.99%)	19,051,270 (70.01%)	18,762,555 (74.85%)	22,357,274 (68.18%)	24,513,744 (62.68%)	19,564,550 (56.80%)
16,021,322 (49.96%)	12,805,833 (45.38%)	13,784,762 (42.30%)	20,579,894 (44.80%)	20,525,619 (39.43%)	9,007,925 (27.51%)	7,454,038 (23.01%)	8,162,526 (29.99%)	6,305,921 (25.15%)	10,435,400 (31.82%)	14,592,773 (37.32%)	14,878,293 (43.20%)

When evaluating the market dynamics of raspberries versus blackberries, a clear shift in consumption behavior emerges over the last decade. While raspberries continue to lead overall demand, the gap between the two berries has narrowed dramatically during specific windows. When combining their volumes, data reveals that during April and May of 2025, the difference in consumption between both berries was virtually nonexistent; in stark contrast, back in 2015, raspberry consumption outpaced blackberries by a prominent 20% margin, particularly during May. Furthermore, this broad-based expansion has significantly raised the category's baseline: with the sole exception of August, every single month in 2025 achieved a combined consumption threshold of over 40 million pounds, whereas a decade ago in 2015, multiple months struggled to even clear the 30-million-pound mark

In conclusion, the U.S. raspberry market exhibits outstanding long-term vitality, expanding by 41.56% over the last decade. While the category experienced a multi-year contraction, the 2025-2026 season marked a historic turnaround, achieving a decade-high record driven by an extraordinary 24.87% year-over-year surge. This robust recovery stands as a stellar performance for the category, heavily fueled by the fact that every single supplying region without exception successfully increased its volume over the last 12 months.