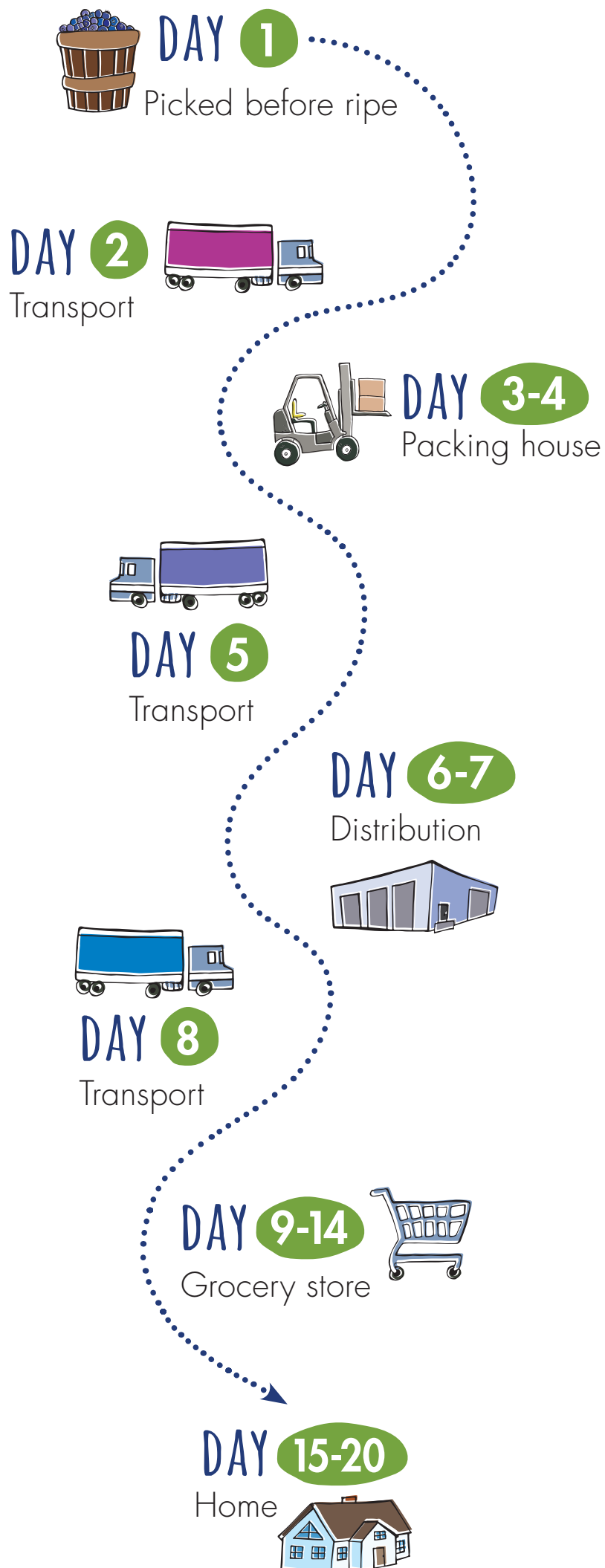


# FROZEN IS FRESHER

## FRESH BLUEBERRIES

15+ DAYS\*



## FROZEN WILD BLUEBERRIES

24 HOURS



## FROZEN FACTS:

### FREEZING IS NATURE'S PAUSE BUTTON

- Flash freezing fruit locks in fresh taste, nutrition, and convenience.
- Research shows frozen fruit is often nutritionally superior to its fresh counterpart.\*\*
- Frozen food can help reduce the food waste epidemic in the US.
- 40% of all food produced in the US is not eaten. That's \$162 billion in wasted food each year.
- Frozen food generates 47% less food waste than ambient and chilled food in the home.

**Wild**  
Blueberries®

\* Transit time for fresh blueberries to a grocery store is an estimate. Time from harvest to grocery store may vary depending on the shipping origin. <http://www.fruitandvegetable.ucdavis.edu/files/197179.pdf>

\*\* Source: <http://www.frozenfoodfacts.org/assets-foundation/misc/images/JFCA%20Frozen%20Food%202017.pdf>