

**USHBC INDUSTRY RELATIONS COMMITTEE**  
**MEETING MINUTES**  
**March 2, 2007**

Committee Chairman Francisco Allende called the meeting of the USHBC Industry Relations Committee to order at 2:35pm on Friday, March 2, 2007. Roll call showed committee members Dave Arena, Kathryn Clemons, Guy Cotton, Beverlee DeJonge, Bill DeWitt, Verne Gingerich, Luis Monterde, Neil Moore and Ken Patterson in attendance. Also present at the meeting, held at the Hilton Walt Disney World in Orlando, Florida were USHBC Chairman Mark Hurst and USHBC staff member Mary Nezbeth.

The first order of business was a discussion of the revised nomination procedure for the USHBC positions of exporter, importer, handler and public members and their alternates. The nomination procedure will begin in October and the selected members will assume their positions on January 1 of the new year. In the spring of the prior year, the Industry Relations Committee will propose names of nominees, if approved by the USHBC the list of nominees would be forwarded to the USDA for approval.

The Industry Relations Committee recommends the term for the Executive Committee remain the same as it is in the current by-laws, which is one year and no limit. In the spring, the committee will finalize the list of recommended Executive Committee members and present it to the Council for voting at the October meeting.

The second item of business was the Industry Relations Committee's recommendation of Paul Macrie for the position of Handler and Guy Cotton as the Handler Alternate. The committee also recommends the third name of Stan Crafton and the fourth name of Mark Greef be listed.

The next item on the agenda was a review and recommendation of future meeting sites. The 2009 USHBC Spring Meeting will be held in Biloxi, Mississippi on February 27 and 28. Other future meeting sites and dates recommended were:

March 4 & 5, 2011	South	Dallas, Texas
Sept 30 & Oct 1, 2011	East	Atlantic City, New Jersey
March 3 & 4, 2012	West	San Francisco, California
October 5 & 6, 2012	Midwest	St. Louis, Missouri
March 1 & 2, 2013	South	Branson, Missouri

It was noted that the 2007 USHBC Fall Meeting will be held in Minneapolis, Minnesota at the Crowne Plaza Northstar Hotel on October 5 and 6. The 2008 USHBC Spring Meeting will be held in Vancouver, British Columbia on February 29 and March 1.

The fifth item on the agenda was the committee's review of the proposal for the International Blueberry Acreage Survey submitted by Cort Brazelton of Brazelton Agriculture Consultants (BAC). The proposed cost of the survey is \$15,865. The final product will consist of an executive report supported by a power point presentation, to be presented at the 2007 Fall USHBC meeting. Luis

Monterde moved to have Mark Villata contact Cort Brazelton, finalize the contract and move forward with the project. Brazelton will also be asked to determine the cost of its continued update over the next few years. Verne Gingerich seconded. The motion carried.

The committee recommends continuance of the current Crisis Plan and to work with Sharon McNerney of *Nuffer, Smith, Tucker, Inc.* regarding any necessary updates. The Industry Relations Committee will turn the Crisis Management Plan over to the newly established Food Safety Committee at a future date. The committee agreed that a mock trial of the crisis plan should be handled by the USHBC Food Safety Committee.

The committee agreed with a procedure, suggested by Mark Villata, to screen and evaluate requests for Seminar and Grower Meeting Sponsorships and establishment of funding levels. The committee would like to have the procedure updated to include any new strategic goals that have been established.

Sponsorship of the July 2008 International Vaccinium Conference was discussed by the committee. It was decided that additional funds in the amount of \$10,000 could be requested from the USHBC Board to help sponsor this program. The committee would like to organize a group of USHBC members to attend the Conference and set up a formal meeting with representatives from other countries. A motion was made by Luis Monterde and seconded by Verne Gingerich to support the 2008 International Vaccinium Conference at up to \$10,000. Motion carried.

The ninth order of business was a discussion of how to publicize organic assessment exemptions and use a plan of action to encourage organic growers to participate in the USHBC. The committee recommended the implementation of Mark Villata's ideas that include the development of a "Sell Sheet" which will detail the importance of the USHBC and encourage organic growers to continue to support the USHBC through USHBC assessment payments.

In other business, Mark Hurst suggested that the USHBC approach US Customs and request that a tariff code be established for imported highbush blueberry products such as dried, concentrate and puree. Luis Monterde made a motion to take this action, which was seconded by Verne Gingerich. Motion carried.

There being no further business, Beverlee DeJonge moved, with a second from Ken Patterson, to adjourn the meeting of the USHBC Industry Relations Committee. The motion carried and the meeting was adjourned at 4:05pm.