

**USHBC PROMOTION COMMITTEE  
MEETING MINUTES  
March 2, 2007**

USHBC Promotion Committee Chairman Kirk McCreary called the meeting of the USHBC Promotion Committee to order at 2:35 pm on Friday, March 2, 2007. Roll call showed committee members Ray Biln, Bob Carini, Rod Cook, Denny Doyle, Roy Malensky, Keith Mixon, Bryan Sakuma, John Shelford and Tim Wetherbee in attendance. Also present at the meeting, held at the Hilton Walt Disney World in Orlando, Florida, were USDA representative Rafael Manzoni and USHBC staff member Mark Villata.

The first order of business was an update on 2006 and 2007 market promotion activities. Kathy Blake from Lewis & Neale Public Relations discussed final results from the 2006 consumer and foodservice public relations campaign and highlighted the added winter season promotional activities that were made possible by the \$100,000 donation made by Chilean growers this past year. Blake noted that a winter season press kit had been distributed to more than 900 food and lifestyle publication editors as well as a winter ready to print column featuring a *Blueberry Breakfast Parfait*. Winter television placements included blueberry coverage on the *Mr. Food Show* in January, seven appearances by *The Love Chef* in January and February as well as blueberry placements by Paulette Mitchell and on *Telemundo*. Blueberry baskets and press kits were also distributed this winter to 40 magazine and newspaper editors as well as radio personalities in New York, Chicago, Des Moines, Birmingham and Los Angeles. Mark Villata noted that the Chilean growers group will be receiving a recap report showing how their donated dollars were allocated, along with print and television results from the winter campaign. Chairman McCreary suggested that staff explore the possibility of having a representative from Lewis & Neale PR or the USHBC travel to Chile and present results, as well as background information on the USHBC, first hand at an appropriate grower meeting.

Blake then discussed results from our retail frozen polybag consumer survey noting that this online survey of 2,000 adults showed that dual buyers (those buying both fresh and frozen blueberries) bought more of both forms compared to single buyers. The survey also indicated that 60% of dual purchasers bought frozen only when fresh was not available or high in price. The survey also showed that dual buyers purchase fresh and frozen regardless of season, indicating that season is less of a purchase determinant than was expected. It was also of interest to note that only 4% of respondents believe frozen is not as nutritious as fresh. McCreary noted that it would be interesting to find out at what price point consumers move from fresh to frozen. He also mentioned that perhaps the Committee may wish to field additional polybag research in the future beyond this preliminary report.

Blake then provided a brief recap of activities approved for 2007 (see Exhibit #1) and discussed additional options which could be considered for this season which included a summertime blueberry basket and press kit delivery to newspaper and magazine editors; a foodservice internet based advertising campaign; additional funds for potential chain restaurant and non-commercial feeder promotions in 2007; expansion of the school blueberry menu backer campaign; a direct mail campaign to dietitians and reprints and updates of existing publicity leaflets and materials (see Exhibit #2).

Tom Payne from TJP Market Development provided an update on final results from the 2006 food manufacturer publicity program and currently approved activities for 2007. He noted that the *Best Blueberry Product Contest for 2006* has just been completed identifying the best new highbush blueberry products in the bakery, beverage, cereal, snack, dairy and sauce categories. Winning products were selected from 188 products identified as having blueberries as a key ingredient. After initial screening, all qualifying products had been purchased and used in judging by a consumer focus group, foodservice professionals and university researchers. Products were judged on originality, blueberry flavor, blueberry health message, overall product quality and packaging design. Winners were named in six categories: Best New Beverage (*V-8 Fusion Pomegranate Blueberry Juice*); Best New Snack (*Balance Trail Mix Fruit and Nut Bar*); Best New Cereal Product (*Bear Naked Triple Berry Crunch*); Best New Bakery Product (*Lifestream Foods Blueberry Buckwheat Waffles*), Best New Confection (*Emily's Dark Chocolate Covered Blueberries*) and Best New Dairy Product (*Dannon Light & Fit Mixed Berry Smoothie*). Winners are featured on the USHBC website.

Payne then provided a brief recap on currently approved food manufacturer publicity activities for 2007 (see Exhibit #3) and discussed additional program options for the year. He discussed the possible expansion of the USHBC *Made With Real Blueberries* real seal campaign to increase awareness among manufacturers and encourage placement of the seal on their packages. He also discussed the possible expansion of the USHBC trade advertising schedule to accommodate advertising in the trade show publication to be distributed during each of the four days of the *National Institute of Food Technologist* (IFT) trade show scheduled for Chicago later this year. Costs for an ad in the IFT publication on each of the four days is estimated to total \$12,000.

The meeting then moved on to an update on the export market promotion program. Payne reported that the USHBC had received approval for export promotional activities in China, Japan, Korea, Taiwan and the United Kingdom in 2007 (see Exhibit #4). The USDA Market Access Program has allocated a total of \$128,930 to the USHBC in 2007, down from our allocation of \$173,065 the previous year. The committee discussed progress made to date in trying to open the Korean market for fresh blueberries. Denny Doyle, who also serves as Chairman of the NABC Legislative Committee, noted that the NABC Legislative Committee will be traveling to Washington D.C. later this month to discuss truth in labeling issues as well as the Korean issue. Meetings are planned with USDA APHIS to discuss the delay in developing a protocol with Korea and hopefully the NABC Legislative Committee will come away from these meetings with a commitment from APHIS to more aggressively address this issue.

The committee once again discussed the administrative requirements of the USDA export market development programs and whether these programs were practical based on the staff time involved in program documentation and reporting. Villata reiterated that it appears our program is assigned to lower level funding consideration and that the USHBC might be better served to invest additional USHBC dollars in export market promotion, rather than federal funds, as these would be "working funds" which could be used to support actual market promotion actions rather than being used to cover administrative costs. The committee considered this action and Denny Doyle moved, with a second from Bob Carini that the USHBC discontinue participation in the USDA Market Access Program starting in 2008 and that additional USHBC funds be used for export market promotion in 2008 and beyond. The motion carried. Staff will also look for opportunities to cooperate with other commodity groups from time to time to help leverage our export market promotion funds.

Villata then provided a brief review of the final USHBC magazine advertising schedule for 2007. A total of twelve ads are appearing in medical and nutritional publications in February, April, May, July, August, September, November and December. A consumer-oriented ad will appear in three editions of *Eating Well Magazine* in May, July and September (see Exhibit #5). Copies of both the health and consumer ads were distributed to committee members for their review.

The next agenda item was the consideration of participation in the Produce for Better Health Foundation (PBH) "*Campaign for Children's Health*". PBH is moving away from the old 5-A-Day campaign to a new strategy, "*Fruits and Veggies---More Matters*". This new slogan will be launched in March of 2007. The "*Campaign for Children's Health*" will be part of this program and is a \$3 million campaign to increase fruit and vegetable consumption among children. The campaign features a consumer website, educational materials and research. Committee members had been provided with the PBH proposal earlier this year. PBH is looking for sponsors and has asked the USHBC to consider a total sponsorship of \$50,000 for this five-year program at a rate of \$10,000 per year from 2007 to 2011. It was noted that this program appears to fit with our goal of increasing blueberry consumption among children and should have impact given the wide range of produce industry members expected to participate.

The *Campaign for Children's Health* program elements include a website targeted to mothers and their children ([www.fruitsandveggiesmorematters.com](http://www.fruitsandveggiesmorematters.com)); educational materials for teacher/student and parent/child interaction; market research; and a continued national action plan to promote increased fruit and vegetable consumption. Benefits to the USHBC include recognition on PBH websites and in newsletters; a USHBC link to [www.fruitsandveggiesmorematters.com](http://www.fruitsandveggiesmorematters.com); use of artwork and logos; goodwill and awareness of USHBC; and hopefully increased produce consumption among children. After additional discussion Rod Cook moved, with a second from Bob Carini, to participate in this PBH program over the next five years at a sponsorship level of \$10,000 per year from 2007 to 2011. The motion carried.

The meeting moved on to finalization of the recommended market promotion budget for 2007. Prior to this meeting, the USHBC Finance Committee had allocated an additional \$258,500 to the 2007 market promotion and publicity budget bringing the budget total to \$1,431,930. Given these additional funds the Committee discussed the "add on" activities that had been suggested by Lewis & Neale PR and TJP Market Development. The committee agreed that these additional activities were worth while and Tim Wetherbee moved, with a second from Denny Doyle, that an additional \$130,000 be allocated to the consumer and foodservice public relations budget to fund the additional activities proposed by Lewis and Neale; that an additional \$12,000 be allocated to the food manufacturer publicity budget to fund the proposed expanded food tech advertising effort, that \$10,000 be allocated to the PBH campaign and that the remaining funds be allocated to reserve bringing the 2007 Market Promotion and Publicity Budget to a total of \$1,431,930 as detailed in Exhibit #6. The motion carried.

The meeting was then open to other business. Ray Biln provided an update on the steps the British Columbia Blueberry Council is taking to expand their promotional activities. As was discussed at previous USHBC Promotion Committee meetings, the BC Council invited Lewis & Neale PR to participate in their agency review and Lewis & Neale has now been selected as the agency for the BC Blueberry Council. Ruth Lowenberg discussed how Lewis & Neale will be working with the BC Council in Canada and gave a preliminary overview of publicity actions to be taking place in Canada this year. Committee members all agreed that this arrangement would result in a beneficial program in the Canadian market for both the USHBC and the BC Council.

John Shelford moved, with a second from Denny Doyle, that the committee reaffirm it's previous decision that the BC Council be allowed to employ Lewis & Neale Public Relations as their publicity agency in Canada and use USHBC materials in their publicity efforts. The motion carried. The British Columbia Blueberry Council can be listed as the contact or source on the USHBC materials that they use and will not be required to credit or note the USHBC in these materials. The BC Council will provide a recap report on their activities to the USHBC Promotion Committee as part of our Lewis & Neale PR reports.

At the close of the meeting staff was asked to keep the Committee posted on possible activities that could be funded this year with the \$148,000 currently held in reserve. There being no further business Tim Wetherbee moved, with a second from Denny Doyle, to adjourn the meeting. The motion carried and the meeting was adjourned at 5:35pm.

## EXHIBIT #1

### USHBC 2007 CONSUMER/FOODSERVICE PUBLIC RELATIONS CAMPAIGN

#### **PRINT MEDIA**

**\$111,000**

- Blueberry Month Press Kits (2)
- Spanish Language Press Releases (2)
- Syndicated Placements (3)
- Ready-to-Print Columns (4)
- Media and Consumer Relations

#### **HEALTH PROFESSIONAL OUTREACH \$17,500**

- Exhibit at American Dietetic Association Convention

#### **PRINT MATERIALS**

**\$25,000**

- Consumer Leaflet- "Blueberries for Everyone"

#### **RADIO/TV PLACEMENTS**

**\$30,000**

- Seek Placements on Major Market/ National Media
- Recruit and Train Spokespeople

#### **WEB SITE**

**\$45,000**

- Restructure/Reorganize Consumer Pages
- Promote Site

#### **FOODSERVICE PROGRAM**

**\$221,000**

- Magazine Editorial Placements (4)
- "Blueplate Special" Electronic Newsletter (2)
- Foodservice Trade Advertising (16 Placements)
- Student Chef Recipe Contest
- Professional Memberships
- Chain Restaurant Promotions
- Non-Commercial Cafeteria Promotions

#### **YOUTH PROGRAM**

**\$40,500**

- School Menu Backer
- Blueberry Classroom Learning Folio

#### **ADMINISTRATION**

**\$60,000**

- Out of Pocket Expenses, Fee, Staff Time, Reports, etc.

#### **2007 BUDGET TOTAL**

**\$550,000**

**2007 USHBC COMMUNICATIONS PROGRAM  
ADDITIONAL RECOMMENDED FUNDING OPPORTUNITIES**

February 27, 2007

<b>Media</b>	<b>TOTAL \$</b>
<b>Summer Blueberry Basket Deliveries</b> <ul style="list-style-type: none"> <li>• Target 25 food editors, including parenting/young families magazines</li> <li>• Develop special press kit focusing on kids' health and blueberries</li> <li>• Reinforce year-round availability message (long-lead magazines prepare stories 6 months in advance)</li> </ul>	15,000
<b>Foodservice Activities</b>	
<b>Internet Ad Campaign – www.Starchefs.com</b> <ul style="list-style-type: none"> <li>• Advertise to chefs and student chefs on most popular web resource for chefs/student chefs (20M hits a month/ 50,000 unique visitors)</li> <li>• Produce and place banner and box ads in "run of site" campaign for 6 months (30,000 impression per month)</li> <li>• Bonus "Custom Content Page"—of blueberry info for chefs linked with ads</li> <li>• Partner with Starchefs.com to conduct recipe contest—pre- and post-publicity; open to all student and working chefs</li> </ul>	20,000
<b>Chain Restaurant and Non-Commercial Promotions</b> <ul style="list-style-type: none"> <li>• Reserve funds to use as needed when opportunities arise</li> </ul>	20,000
<b>School Menu-Backer/Activity Sheets</b> <ul style="list-style-type: none"> <li>• Advertise through trade magazines/websites that target school foodservice</li> <li>• Provide samples of menu-backer in conference packs at July School Foodservice/Nutrition Conference (7,000 attend)</li> <li>• Reprint and fulfill requests</li> </ul>	20,000
<b>Health Professional Outreach</b>	
<b>Direct Mail to Dietitians</b> <ul style="list-style-type: none"> <li>• Reach 10,000 dietitians concerned with family health</li> <li>• Each to receive a 'starter kit' of 15 copies of the new family-friendly leaflet, letter with health updates and survey/order card</li> </ul>	40,000
<b>Reprinting Materials</b>	
<ul style="list-style-type: none"> <li>• To fulfill requests for information – all programs</li> <li>• "Cultivate a Taste" info folio—update data and reprint</li> <li>• 'Add Blueberries... Add Value' folio and CD-rom—reprint</li> </ul>	15,000

**EXHIBIT #2**

## **EXHIBIT #3**

### **USHBC 2007 FOOD MANUFACTURER PUBLICITY CAMPAIGN**

<b>BLUEBERRY TECH ASSISTANCE</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• Toll-free hotline number used by manufacturers for answers to their technical and usage questions.</li><li>• Attend and Represent USHBC at Food Industry, Health and Nutrition Conferences</li><li>• Address Industry Concerns</li></ul>	
<b>USHBC WEB SITE</b>	<b>\$30,000</b>
<ul style="list-style-type: none"><li>• Continued update and expansion of USHBC Website</li></ul>	
<b>TRADE PUBLICITY</b>	<b>\$35,000</b>
<ul style="list-style-type: none"><li>• Placements of health oriented blueberry stories in food manufacturer publications in U.S., Canada and Mexico</li></ul>	
<b>TRADE ADVERTISING</b>	<b>\$48,000</b>
<ul style="list-style-type: none"><li>• USHBC ads in key U.S., Canadian and Mexican trade magazines.</li><li>• Promotion of "Real Seal"</li></ul>	
<b>TRADE SHOWS</b>	<b>\$85,000</b>
<ul style="list-style-type: none"><li>• <i>Food Tech-</i> * Institute of Food Technologists (IFT) National Meeting Regional IFT Meetings</li><li>• <i>Bakery Expo</i></li></ul>	
<b>COMPANY MEETINGS (STRIKE TEAM)</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• One-on-one meetings with targeted food manufacturers.</li><li>• Develop working relationship with product manufacturers to encourage additional blueberry product development.</li></ul>	
<b>BLUEBERRY PRODUCT OF THE YEAR AWARD- 2007</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Identify and promote product showing versatility of blueberries.</li><li>• Develop working relationship with product manufacturers to encourage additional blueberry product development.</li></ul>	
<b>ADMINISTRATION</b>	<b><u>\$12,000</u></b>
<ul style="list-style-type: none"><li>• Out of pocket expenses plus staff time, reports, presentations, etc.</li></ul>	
<b>2007 BUDGET TOTAL</b>	<b>\$250,000</b>

## EXHIBIT #4

### U.S. Highbush Blueberry Council 2007 MAP Export Program (January 1, 2007 to December 31, 2007)

**CHINA** Budget: \$10,000 (\$0\$MAP / \$10,000 USHBC)

- **Website-** Continued update and expansion of Chinese language USHBC website, linking of site to Chinese search engines

**JAPAN** Budget: \$38,000 (\$25,000 MAP/ \$13,000 USHBC)

- **Trade Show-** Participation in the *International Food Ingredients and Additives (IFIA) Trade Show* scheduled for April 2007 in Tokyo. Meetings scheduled with key importers during trade show.
- **Website-** Continued update of Japanese site with emphasis on health research news.

**KOREA** Budget: \$60,000 (\$50,000 MAP / \$10,000 USHBC)

- **Trade Show-** Participation in *Food and Hotel Korea Trade Show*, March 2007 in Seoul.
- **Trade Contact-** Local business consultant to continue to conduct face-to-face meetings with Korean importers and food manufacturers, develop "hit list" of potential users, and evaluate market potential on an ongoing basis. Consultant will also assist in efforts to develop fresh blueberry import protocol.
- **Website-** Updates and additions to current USHBC Korean website.

**TAIWAN** Budget: \$35,000 (\$25,000 MAP/ \$10,000 USHBC)

- **Trade Contact-** Conduct face-to-face meetings with Taiwanese importers and food manufacturers, develop "hit list" of potential users and evaluate market potential on an ongoing basis.
- **Website-** Continued updating and expansion of USHBC Taiwanese website

**UNITED KINGDOM** Budget: \$35,930 (\$28,930 MAP/ \$7,000 USHBC)

- **Market Research-** Contract with research firm to conduct research on potential of blueberries in both fresh and process sectors. Trade team visit following research to evaluate market potential

<b>2007 BUDGET TOTAL</b>	<b>\$178,930</b> (\$128,930 MAP/ \$50,000)
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## ***EXHIBIT #5***

### ***U.S.HIGHBUSH BLUEBERRY COUNCIL*** **2007 MEDIA SCHEDULE** *(12/1/06)*

<b><u>Publication</u></b>	<b><u>Issue Date</u></b>
American Family Physician	February 15
Journal of the American Dietetic Association	April
Osteopathic News	May
Eating Well Magazine	May/June
The Chiropractic Journal	June
Eating Well Magazine	July/August
New England Journal of Medicine	July 14
Today's Dietitian	July
American Academy of Nurse Practitioners	August
Medical Economics	August
Eating Well Magazine	September/October
Diabetes Educator	September/October
School Foodservice & Nutrition	September
American Medical News	November
American Journal of Clinical Nutrition	December

EXHIBIT #6

**USHBC MARKET PROMOTION and PUBLICITY**  
*2007 BUDGET*

<i>ACTIVITY</i>	<i>2007 BUDGET REVISED 3/2/07</i>
Consumer/Foodservice Publicity	\$680,000*
Food Manufacturer Publicity	\$262,000
USDA/MAP Export Program (USHBC \$)	\$50,000
USDA/MAP Allocations (USDA \$)	\$128,930
Magazine Advertising	\$123,000
Berry Nutraceutical Seminar	\$15,000
Market Research Allocation/Strategic Plan	\$15,000
PBH "Campaign for Children's Health" <i>(Year 1 of 5)</i>	\$10,000
Reserve	\$148,000
<b>TOTAL</b>	<b>\$1,431,930</b>

\* Does not include \$100,000 to be donated from Chile to conduct Winter PR Campaign  
(*\$50,000 in late 2006 and \$50,000 in early 2007*)