

USHBC PROMOTIONAL AGENCY POLICY

June 2007

Promotional agencies under contract with the USHBC to conduct market promotion activities will not offer services to any other berry organization while working with the USHBC. Should an agency be approached by another berry organization, the agency will direct the inquiry to the USHBC Promotion Committee for initial consideration and to the USHBC Board for final decision.

The USHBC Promotion Committee will use the following criteria to determine whether to agree to share promotional services with other groups.

1. Is the requesting group in direct competition with the highbush blueberry industry?
2. Is the group currently paying assessment to the USHBC through domestic assessments or import assessments?
3. Is the group requesting assistance for a specific project, or are they seeking long-term services from the promotional agency?
4. By allowing these services, will the USHBC be able to expand its current market promotion efforts? Will the group's activities mirror USHBC activities in the United States?
5. If the group is a blueberry organization, will they be willing to follow a generic, non-branded, marketing theme in activities they conduct in the U.S. and refrain from segmenting the blueberry category? *(Note- Country of origin or brand identification would be allowed in activities outside of the United States.)*
6. If the berry group is not a blueberry group, would they be willing to conduct activities without direct comparisons to blueberries and refrain from activities that do not support the berry category as a whole?
7. Would the addition of activities conducted for this new group dilute the amount of time and effort the agency can devote to the USHBC? If so, is the agency willing to add staff to accommodate this additional work, at no cost to the USHBC, and would those currently assigned to the USHBC account remain on the account?
8. Is the group willing to provide updates to the USHBC on their activities and the progress of their market development program?
9. Is the group willing to conduct activities with the promotional agency on a year-to-year basis with yearly approvals required by the USHBC for continuation?
10. Access to and any costs associated with use of past and/or present promotional materials developed by the USHBC and requested by an organization (brochures, recipes, point-of-sale, etc.) will be considered by the Committee on a case-by-case basis.

EXHIBIT #3