

USHBC 2010 SPRING MEETING TOPICS
February 24 to 26, 2010
The Embassy Suites Phoenix Airport—1515 North 44th Street, Phoenix, Arizona

Wednesday, February 24, 2010

1:15pm to 1:30pm- USHBC Pre-Meeting

Topics:

Review of 2010 USHBC Spring Meeting Agenda and USHBC Strategic Plan Priorities; Discussion of Additional Areas of Concern to Cover during Spring 2010 Meeting

1:30pm to 3:30pm- USHBC Finance Committee Meeting

USHBC Finance Committee Members

Doug Krahmer – *Chairman* Paul Macrie
Parm Bains Lorrie Merker
Ron Bodtke Allen Miles
Mark Hurst

Topics:

Results of 2009 Audit; Review of Final 2009 Budget Expenditures and 2010 Expenditures to Date; Review of Current Cash Position and Updated Projected Income from 2009 Domestic Crop and Calendar Year 2010 Import Crop Assessments; Discussion of any Modification of 2010 USHBC Budget; Update on Federal Register Proposed Rule to Increase USHBC Assessment.

*** NOTE-----CONCURRENT MEETINGS SCHEDULED FOR 4:00pm to 6:00pm**

*** 4:00pm to 6:00pm- USHBC Industry Relations Committee Meeting**

USHBC Industry Relations Committee Members

Ken Patterson- *Chairman* Kathryn Clemons
Dave Arena Guy Cotton
Francisco Allende Verne Gingerich
John Bennett Luis Monterde
Ray Biln Neil Moore
Ralph Carter, Jr.

Topics:

Update on Confirmation of Newly Elected USHBC Regional Members, Importers, Exporter and Public Member and Alternates for Seating in 2010; Finalization of Recommended 2011 Handler Member and Alternate Candidates and Update on 2011 USHBC State Representative Elections; Update on USHBC Annual Report to be Published March 2010; Update on Formation of International Blueberry Organization; Continued Discussion of Future International Blueberry Acreage and Production Reports; Discussion of Adding Additional Representatives to Weekly Crop Calls; Discussion of Cultivated Blueberry 100th Anniversary.

*** 4:00pm to 6:00pm- USHBC Good Management Practices Committee Meeting**

USHBC Good Management Practices Committee Members

Keith Mixon- *Chairman* Roy Malensky
Parm Bains Keith Refsnider
Frank Bragg Juan Silva
Denny Doyle

Topics:

Approval of NABC Food Safety Booklet; Update on Revised USHBC Crisis Response Plan; Discussion of Labor Concerns and Planned Industry Actions; Discussion of USHBC Informational Materials and "Blue Seal" Educational Sessions on Good Management Practices; Discussion of Food Safety Legislation Progress; Discussion of Committee Next Steps, Budget Allocations and Assignment of Duties

Thursday, February 25, 2010

8:00am to 12 Noon- USHBC Promotion Committee Meeting*

USHBC Promotion Committee Members

Kirk McCreary- *Chairman*

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| Bob Carini | Keith Mixon |
| Rod Cook | Bryan Sakuma |
| Stan Crafton | John Shelford |
| Denny Doyle | Robert Verloop |
| Roy Malensky | Tim Wetherbee |

Topics:

Market Promotion and Publicity Activity Updates for 2009 and 2010 (Consumer/Foodservice Publicity, Expanded Winter Promotion, Food Manufacturer Publicity and Export Market Promotion); Update on Market Access Actions to Date; Consideration of Participation in PMA Foodservice Show and Future Efforts with Culinary Institute of America; Discussion of Industry "Image Campaign"; Discussion of Possible Modifications and/or Additions to 2010 Market Promotion Budget; Update on "Berry Boost for School Nutrition" Project; Follow-up on Branding Phase of *Blueprint 2015* Program (Expanded Market Promotion).

***Note: USHBC Promotion Committee also meets on Tuesday, February 23 to review brand positioning actions taken to date and the three brand platforms recommended by CRT/Tanaka.**

1:30pm to 5:30pm- USHBC Research Committee Meeting

USHBC Research Committee Members

Dave Brazelton- *Chairman*

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| Parm Bains | Amy Howell |
| Ryan Brown | Mike Mainland |
| Brian Caster | Dave Trinka |
| Adair Chambers Peterson | |

Topics:

Research Committee Activity Updates: *Research Study Progress, Blueberry Placebo, Blended Highbush/Lowbush Powder for Clinical Trials; Potential New Studies*; Projection of Freeze Dried Blueberry Demand for 2010 and Production of Additional Lots; Continued Discussion of Possible Cooperative Efforts with WBANA; Review of 2010 Research Budget and Funds Committed to Date, Allocation of Reserve; Discussion of Modifications to 2010 Research Budget if Needed

Friday, February 26, 2010

9:00am to 1:00pm- USHBC Council Meeting

Topics:

Adoption of Minutes from October 17, 2009 USHBC Council Meeting; USDA Agricultural Marketing Service (AMS) Updates; USHBC Activity Updates: *USHBC Strategic Plan Progress Report, USHBC 2011 Elections of State Representatives and Handler, USHBC Regional and Public Member Appointments and Recommended Candidates for Revised Importer and Exporter Positions; Potential Assessment Modifications*; Selection of Handler Member and Alternate for Seating January 1, 2011; USHBC 2009 Audit Report and USHBC Committee Reports and Recommendations: *USHBC Finance Committee, USHBC Research Committee, USHBC Good Management Practices Committee, USHBC Industry Relations Committee, USHBC Promotion Committee*; Update on *Blueprint 2015* Program: Actions Taken to Date, Branding Activity, Timeline, Next Steps; Consideration of any Modifications to 2010 USHBC Budget; Time and Place of Next Meeting