

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
December 2009

NOMINATION PERIOD FOR USHBC STATE MEMBER AND HANDLER CANDIDATES WILL BE CLOSING IN FEBRUARY OF 2010

The USHBC Industry Relations Committee continues seeking nominees to be considered for the USHBC Handler Member and Alternate positions on the Council. Nominees are being sought for the three-year term that begins January 1, 2011. The committee will present a slate of potential nominees to the USHBC Executive Committee for final consideration and recommendation by February 15, 2010. The Council will then make final candidate selections at the USHBC Spring Meeting on February 26, 2010. At the meeting, the Council will recommend to the U.S. Secretary of Agriculture a final candidate for handler member and alternate, along with two additional candidates for consideration by the Secretary for final appointment.

Blueberry industry members interested in being considered for the USHBC Handler Member and Alternate positions are encouraged to contact the USHBC office **no later than Monday, February 1, 2010** by phone at (916) 983-0111, or by email to mvillata@ushbc.org.

The USHBC is also seeking nominees to fill state member and alternate positions for the 2011 to 2013 term. The nomination period for state members will begin on January 11, 2010. Current USHBC state member and alternate terms for the top six production states of Michigan, New Jersey, Oregon, Washington, Georgia and North Carolina will expire on December 31, 2010. Potential nominees are required to complete a USHBC nomination application and forward their application on to the USHBC office by no later than February 15, 2010.

Nominations are to be received directly from growers in Michigan. Nominations for the other five state positions, New Jersey, North Carolina, Georgia, Oregon and Washington will be completed by their respective state blueberry councils and commissions. Nomination applications and final ballots will be mailed directly to growers in Michigan as well as posted on line at the USHBC website at www.blueberry.org. Eligible producer nominees are those who produced 2,000 pounds or more of highbush (cultivated) blueberries in the United States during the period of January 1, 2009 to December 31, 2009.

Contact the USHBC office at (916) 983-0111 for more details or for any questions concerning the nomination and election process for these positions

USHBC ALLOCATING NEARLY \$2 MILLION TO MARKET PROMOTION IN 2010

The USHBC Promotion Committee met in October to review current market promotion activities and hear proposals for the coming year. Based on this review, the USHBC will be allocating nearly \$2 million to consumer and foodservice publicity, food manufacturer publicity and export market development in the coming year.

Highlights from the 2009 food manufacturer publicity program include blueberry coverage in 114 trade

publications to date. A total of 17 trade ads have also been placed with the USHBC ad ranked among the highest in the Food Processing Magazine "Top 10 Ad Study Scores". Four blueberry advertorials were placed this year in the Institute of Food Technology's (IFT) Food Technology publication. The USHBC also expanded its trade show presence this past year in an attempt to generate increased awareness and demand for frozen blueberries.

The 2010 food manufacturer publicity program places additional emphasis on unique areas offering

market potential. In addition to support of existing blueberry users, activities will also be directed to the cosmeceutical and pet foods industries as well as to the armed forces, schools and to Latin America. The 2010 program includes continued tech-line and website work and participation in both regional and the *National IFT Show* as well as the *Canada Bakery Show*. Participation in the *International Baking Industry Expo*, held every four years in Las Vegas, is also included in the program as well as trade advertising with an emphasis on the *Made With Real Blueberries Seal* and the use of real blueberries in manufactured products, a blueberry advertorial, and participation in the *Alimentaria* trade show in Mexico City this coming June.

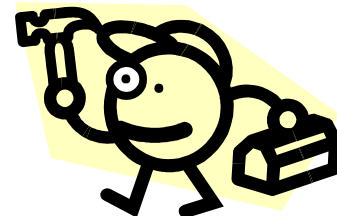
The 2010 export market promotion plan will focus primarily on Asia and Northern Europe with continued website updates in native languages; regional trade shows in Asia; participation in the *SIAL Food Show Europe*; continued use of an in-country representative in Taiwan to maintain trade contacts; consumer promotions in India and contact with Indian food manufacturers; and continued actions to attempt to gain fresh blueberry access to South Korea, South Africa and Australia.

Consumer and foodservice publicity actions in 2009 included extensive media coverage generated through press kits, releases to weekly and community newspapers, internet coverage (the new blueberry fan page on *Facebook* has generated over 3,300 fans since January), and desk side visits with the health care editors of magazines. Endorsement of highbush blueberries by Martha Steward in a segment on the *Today Show* this summer reached 4.9 million viewers and was accompanied by a blueberry article in her *Martha Stewart Living* magazine.

A cooperative satellite media effort with *Quebec Maple Syrup* promoting a blueberry smoothie and a blueberry-maple parfait generated 170 radio and television placements this year as well.

Foodservice activities included development of a new information folder and CD; trade magazine placements and advertisements; participation in foodservice and chef conferences; distribution of an e-newsletter; and chain restaurant and cafeteria/corporate dining promotions. An effort is also being made this year to learn more about the foodservice industry in Mexico in anticipation of moving forward with publicity and promotional activities for this sector in the future.

The proposed consumer and foodservice plan for 2010 features added emphasis on the school nutrition and feeding program as well as social media outlets in the coming year. Ongoing activities include print and television placements and expansion of the USHBC website. The USHBC will also conduct a cooperative effort with *Eating Well Magazine* as well as blueberry contest activities conducted with social media networks *Facebook*, *My Space* and *Twitter*. In an effort to encourage positive coverage of blueberry efforts to educate children, a pilot *School Blueberry Garden Initiative* was proposed which features donations of blueberry bushes to selected grade schools for use in their school gardens and environmental education activities. Foodservice activities include continued promotions with restaurant chains and cafeteria feeders with an added emphasis on school foodservice outlets.



Continued donations from Chile allow for expanded promotion of fresh winter blueberries once again as part of the proposed 2010 program.

USHBC MEETING SCHEDULE

2010 USHBC Spring Meeting- Phoenix, Arizona
Wednesday, February 24 to Friday, February 26, 2010
Embassy Suites Phoenix Airport- Phoenix, Arizona
Phone (602) 244-8800

2010 USHBC Fall Meeting- Grand Rapids, Michigan
Thursday, October 14 to Saturday, October 16, 2010
Amway Grand Plaza Hotel- Grand Rapids, Michigan
Phone (616) 774-2000

2011 USHBC Spring Meeting- Dallas, Texas
Wednesday, March 2 to Friday, March 4, 2011
Hotel- To Be Determined



The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 80 Iron Point Circle, Suite 114; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: www.blueberry.org.

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).