

THE USHBC BLUESPAPER

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

USHBC REGIONAL MEMBER NOMINEES AWAIT FINAL APPOINTMENTS BY THE SECRETARY OF AGRICULTURE

USHBC Regional Member elections are now complete and the results have been reported to the USDA for final consideration and appointment by the Secretary of Agriculture. Those receiving the most votes in each region are being recommended by the industry to the Secretary as the USHBC member. Those with the second most votes are recommended as the alternate. As required, those receiving the third and fourth most votes for each region are also reported to the Secretary for consideration as well.

Based on election results, Verne Gingerich will be recommended as the USHBC Member for the Western Region and Robert Ditchen will be recommended as the alternate, followed by Roy Malensky and Bill Steed. The Midwest Region will recommend Ron Bodtke as USHBC member and Shelly Ann Hartman as the regional alternate, followed by Patricia Ann Goin, Joe Leduc and Bobbie Clemons.

Art Galletta will be recommended as the Member for the Northeast Region and Dave Arena will be recommended as the alternate followed by David Berger. The recommended Member in the Southern Region will be Keith Mixon. Daniel Ebbecke will be recommended as alternate followed by Luciano Alvarado and Duane Hatcher.

Members and alternates for the Importer, Exporter and Public Member positions nominated by the Council earlier this year will now also be recommended to the Secretary. The USHBC nominee for Importer Member will be Stan Crafton. John Shelford will be recommended as Importer Alternate followed by Keith Mixon and Francisco Allende. The USHBC recommendation for Exporter Member will be Parm Bains with Ray Biln recommended as Alternate followed by Gord Cheema and Sid Kwantes. The USHBC nominated Public Member will be Kirk McCreary with Amy Howell recommended as Public Member Alternate followed by Juan Silva and Butch Greiffendorf.

The Secretary of Agriculture will consider all election results, and the USHBC recommendations based on these results, and should make final decisions and announce USHBC member and alternate appointments by September of this year. Newly appointed members and alternates will assume their positions on January 1, 2010 and serve a three-year term.

“FROZEN IS HOT” IN NEW USHBC FOOD MAUFACTURER TRADE ADVERTISEMENT

“Bountiful Blueberries” and “Frozen is Hot!” is the theme of the most recent USHBC food manufacturer trade advertisement appearing this year in trade publications including Food Processing, Snack Food & Wholesale, Food Product Design, Insider Magazine, Prepared Foods, IFT Magazine, Food in Canada and Dairy Foods. The half page, full color ad reminds the

reader that there is now a good supply of frozen blueberries available to meet manufacturer demands.

The ad also notes that recent USHBC consumer research shows consumers recognize the health benefits of blueberry-containing products and want blueberries in every bite.



THE USHBC BLUESPAPER

-2-

The news that over 1,300 blueberry-containing products entered the market last year is also mentioned in the ad. The USHBC website is noted as a source for more blueberry information tailored to the food manufacturer.

Upcoming ad placements include this month's edition of Food Product Design as well as the September and October editions; the August and September editions of Prepared Foods; the October edition of Food in Canada; and the December issue of the IFT Magazine.

Earlier this year, Food Processing magazine conducted an ad survey that measured recall and readership of ads that appeared in their March 2009 issue. The survey identified if readers recalled seeing and reading the various ads that month. The USHBC "Frozen is Hot" ad scored in the top ten of all ad placements that month including full page and double page advertisements. The USHBC half page (fractional page) ad was the only fractional page ad that scored in the top ten, receiving the top score for all fractional page ads in the March edition.

The USHBC ad scored a 116 in the readership survey. The average readership score for all ads was 76 and the average fractional page ad score was a 65.

USHBC GOES ON-LINE WITH BLUEBERRY "BLOGGER" RECIPE CONTEST

The USHBC continues to explore the growing use of the Internet and "social media" to generate blueberry awareness and interest and is currently running a blueberry recipe contest for blueberry "bloggers". A "blogger" is defined as someone who maintains their own personal website.

The USHBC recipe contest was announced in June to a list of food and lifestyle "bloggers" and food oriented social reworking sites as well as on the Blueberry Facebook fan page, which currently totals more than 3,000 viewers. Online advertising was also used to promote the contest. The six-week contest, which ends July 30, encourages participants, excluding chefs and test kitchen professionals, to post a new blueberry recipe and photo on their site and to send a link to their recipe site to the USHBC.

From the numerous entries a total of 10 will be selected. Recipes can use either fresh or frozen blueberries and all types of dishes and non-alcoholic beverages are encouraged. The ten recipes will then be tested and recipes from six semi finalists will be

chosen based on taste, ease of preparation, originality and the importance of blueberries in the dish.

A panel of cookbook authors and food editors will conduct judging of the semi final entries and select the final three winners.

Winners will be announced on August 30 with a \$1,000 prize awarded for first place, a \$600 prize for second place and a \$400 prize for third place.

This contest is the first "online" recipe contest conducted by the USHBC and shows how the Council is working to keep pace with rapidly changing consumer trends and media interests.



NOTE- NEW USHBC ADDRESS
80 Iron Point Circle, Suite 114
Folsom, California 95630-8593

USHBC MEETING SCHEDULE

2009 USHBC Fall Meeting- Portland, Oregon

Thursday, October 15 to Saturday, October 17, 2009
The Benson Hotel- Portland, Oregon
Phone (503) 228-2000

2010 USHBC Spring Meeting- Phoenix, Arizona

Wednesday, February 24 to Friday, February 26, 2010

2010 USHBC Fall Meeting- Grand Rapids, Michigan

Thursday, October 14 to Saturday, October 16, 2010

2011 USHBC Spring Meeting- Dallas, Texas

Wednesday, March 2 to Friday, March 4, 2011

Blueberries

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).