

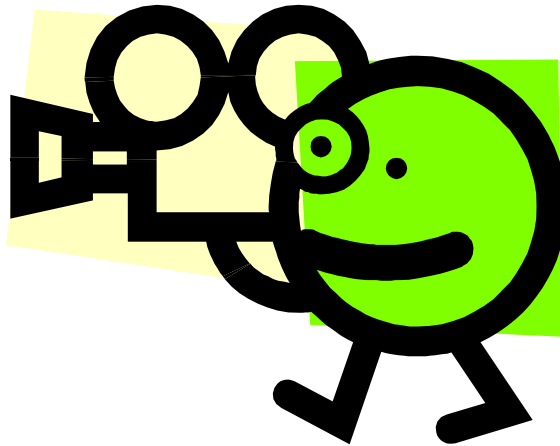
THE USHBC BLUESPAPER

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

BLUEBERRY DOCUMENTARY TO BE RELEASED IN JULY

A press release from *About Harvest LLC* announces their plans for a July 1, 2009 release of the award-winning documentary "The Mighty Humble Blueberry". The DVD will be distributed through the *About Harvest* website (www.aboutharvest.com) and affiliated websites.

The 45-minute documentary, directed by Nancy O'Mallon, covers the history of the blueberry and the story of Elizabeth White who dedicated her life to bringing blueberries into cultivation. Accompanied by an original musical score, the film photographs, interviews, illustrations to tell the story the early twentieth century USHBC Executive in the press release O'Mallon is a master at the art of agriculture. Her enthusiastically received serves us well in showing of our industry, while at greater appreciation to bring blueberries to



interweaves historic dramatic narration and of blueberry cultivation during in the New Jersey Pine Barrens. Director Mark Villata is quoted pointing out that "Nancy capturing both the history and documentary has been by our blueberry growers and both the historical significance the same time creating a among viewers of what it takes their table."

"O'Mallon's film will go a long way towards increasing our knowledge about blueberry farming," said Leslie Burger, Past President of the American Library Association, "in an informative and entertaining treatment of this subject."

The release of "The Mighty Humble Blueberry" coincides with National Blueberry Month in July and will help to continue to generate blueberry awareness and appreciation.

NEW ADVERTISEMENT ADDED TO USHBC FOODSERVICE TRADE AD CAMPAIGN

A new print advertisement has been added to the USHBC foodservice trade ad rotation showcasing blueberries in cocktails. Titled "A Berry Happy Hour" the ad, which follows the same layout and theme of the previous four USHBC foodservice ads, features a recipe and photo for a *Blueberry Margarita* made with blueberry puree, tequila, orange liqueur, fresh lime juice, sugar and fresh blueberries as a garnish.

The ad asks foodservice operators to consider adding blueberries to their cocktail menus and directs readers to the USHBC website for additional information and foodservice recipe ideas. The ad is running in the June and August issue of Restaurant Hospitality magazine.

The original "Blueberries Make Chef's Happy" ad is also scheduled for placement in the July and August editions of Food Management, the July edition of On-Campus Hospitality and the August editions of Foodservice Director and School Nutrition.

Additional foodservice actions taken to date include the updating of the current "Add Blueberries...Add

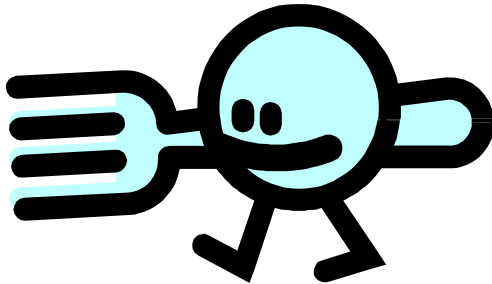
Value" foodservice information folio. This informational brochure is being modified to a 5x7 inch mailing folder which will hold a CD-ROM that offers easy access to all blueberry information, clip art, beauty shots and recipes. Blueberry background information is being updated along with details on current menu trends, latest blueberry recipes, blueberry foodservice promotion success stories, how to use blueberries, availability, handling and more, all directed to chefs and foodservice menu developers.

An example of recent USHBC foodservice success has been the announcement that *Rock Bottom Brewery*, based upon the consumer response to their blueberry promotion this past January, has added their featured *Blueberry Poundcake* as a permanent item on their dessert menu.

Discussions are currently underway with *Rock Bottom Brewery* for a summer 2009 promotion that will hopefully encourage additional placement of blueberry items on their permanent menu.

The USHBC has also conducted recent promotions with cafeteria feeders including a "Nutrition Month" program

with *Guest Services* in 44 of their accounts in the Washington D.C. metro area



including cafeterias in the U.S. State Department Building, Hoover FBI Building, the U.S. Department of Housing and Urban Development and the Honeywell corporate office building. The promotions ran for a minimum of one week with chefs featuring dishes based on their own blueberry recipes, or recipes provided by the USHBC.

Additional promotional events are scheduled with non-commercial feeders this summer with activities planned for approximately 50 accounts serviced by *Compass Group*, an event by *Restaurant Associates* for their World Bank client in Washington D.C., which serves 10,000 diners each day, and at ten corporate accounts handled by *Whitson's* in Long Island, New York including L'Oreal, the United Nations Federal Credit Union and Stryker Medical.



USHBC OFFICE MOVES TO A NEW LOCATION ON JUNE 22

The USHBC and North American Blueberry Council (NABC) will be moving their office to a new Folsom location on June 22. The new address for the USHBC and the NABC will be:

**80 Iron Point Circle, Suite 114
Folsom, California 95630-8593**

Please note that there will be no changes made to the current telephone or fax numbers of the USHBC or the NABC with this move.

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

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