

# THE USHBC BLUESPAPER

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

## USHBC REGIONAL MEMBER ELECTIONS TO CLOSE ON MAY 25

Blueberry growers are being asked to select regional representatives to fill USHBC regional council member and alternate positions for the 2010 to 2012 term. Ballots were mailed to producers in early April and elections will close May 25, 2009.

Those elected to regional council member and alternate positions will serve a three-year term starting January 1, 2010 and are allowed to serve a maximum of two consecutive terms.

Any grower who has not received their regional ballot is asked to contact the USHBC office at (916) 983-0111.

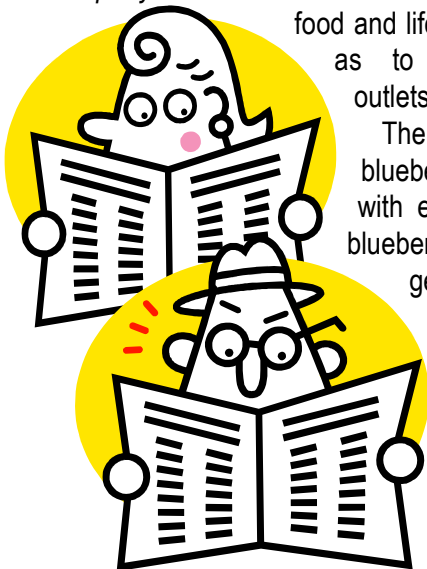
## PUBLICITY EFFORTS GENERATE SPRING MEDIA COVERAGE

USHBC print publicity efforts have generated blueberry coverage by various media this spring. A short article titled "Smoothie Lover? You're in Good Company" was emailed in March to over five hundred food and lifestyle editors, as well as to Spanish language outlets.

The article featured a blueberry smoothie made with either fresh or frozen blueberries and to date has generated nearly 1.1 million reader impressions. A

ready-to-print column was also distributed earlier this year titled "Blueberry French Toast for Cozy

Mornings". This winter recipe is made with fresh blueberries as the USHBC continues to generate awareness and demand for winter season fresh blueberries. The recipe and photo have been featured



in numerous newspapers generating 4.9 million reader impressions to date.

Additional media efforts this month include a spring/summer media press kit with a "Blueberry Heritage" theme. The kit provides a brief history of the development of the highbush blueberry, classic and traditional recipes, including a recipe and photo of a new *Blueberry Trifle*, and a CD-ROM of blueberry information and recipes for editor use in developing customized blueberry stories.

The USHBC has also developed a springtime ready-to-print release featuring fresh or frozen blueberries in "Pink-and-Blueberry Lemonade" to be enjoyed by children, and parents, all summer long.

As previously reported, the USHBC has also developed a Facebook "Blueberry Fan Page" as part of the 2009 internet publicity campaign and as of March 31 has attracted nearly 2,900 fans.

## BLUEBERRY PROMOTIONS CONTINUE TO BE "SERVED" AT A VARIETY OF FOODSERVICE LOCATIONS

Blueberry promotions continue to be featured at a wide range of restaurant and foodservice locations as the USHBC works to encourage diners to notice and sample a variety of blueberry dishes. Mimi's Café, with over 200 units in 25 states, has added the USHBC blueberry signature logo and *Blueberry Stuffed French*

Toast "Inside and Out" to their permanent menu. Village Inn/Baker's Square, with 343 units in 25 states, is also featuring the USHBC blueberry logo on their new menu to kick off their 2009 blueberry promotion. Their April to June menu features a *Blueberry Sidecar Pancake* lineup and their major fall promotion will feature blueberries throughout the menu including featured salads.

Mammoth Mountain, a popular California resort with six dining outlets, will feature blueberries on their menu this summer along with health information directed to their summertime hikers, boaters and fishermen.

Additional promotions are in discussion and under consideration for 2010 at Planet Smoothie, Sweet Tomatoes/Souplantation, and Souper Salad/Grandy's.

The USHBC is also sponsoring a breakfast to showcase blueberry menu items, and to raise awareness of USHBC support of foodservice promotions, at the Marketing Executives Group (MEG) meeting in Chicago this month. This National Restaurant Association "study group" meeting will be attended by 200 top chain restaurant marketing executives and will generate additional blueberry awareness among the restaurant trade.



### **INDUSTRY ENCOURAGED TO OBTAIN USDA PLANT CERTIFICATION IN ORDER TO TAKE PART IN SCHOOL LUNCH AND DOMESTIC FEEDING PROGRAM SALES**

The North American Blueberry Council (NABC) has issued a proposal and has been in discussion with the USDA AMS Commodity Procurement Branch for consideration of blueberry purchases for distribution to the School Lunch Program as well as to their other domestic feeding programs. Proposals have been submitted for consideration of both frozen and dried highbush blueberry purchases.

In order to take part in any of these potential future sales, blueberry vendors must follow USDA requirements, which include USDA plant inspections. Vendors must be pre-certified by the USDA prior to submitting a bid. Certifications are conducted by the

USDA on a yearly basis and are scheduled during processing and handling periods.

Given increasing blueberry production and inventory levels, the school lunch and domestic feeding programs will take on greater importance for our industry. Any potential blueberry vendor who wishes to be considered for a possible future blueberry purchase by the USDA is encouraged to visit the USDA AMS Commodity Procurement website for specific details and procedures to be followed in order to be approved to sell blueberries to these programs.

For more information, contact the USDA AMS Commodity Procurement Branch- Fruit and Vegetable Program at (202) 720-4517 or visit their website to obtain details concerning applications and certification steps:

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateA&page=FVFoodProcurement>

#### **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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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).