

THE USHBC BLUESPAPER

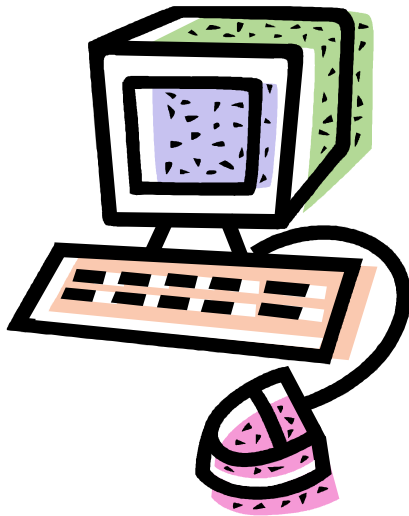
News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
November 2009

INTERNET BASED PUBLICITY EFFORTS CONDUCTED BY THE USHBC THIS SUMMER SHOW PROMISING RESULTS

Internet based publicity efforts conducted by the USHBC this year are showing promising results as the Council continues to address and adapt to the new “social media” movement. This summer’s “Blueberry Bloggers Recipe Contest”, which ran from July 1st to August 15th, generated a total of 100 unique entries.

In order to enter the contest bloggers, defined as those individuals who maintain a “blog” (a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video), were required to post a blueberry recipe on their blog and send a link to the USHBC. Having contestants actually post their recipes on their site allowed for additional reach as their individual readers in turn view their recipe.

Contest announcement ads were placed on a number of websites including *Facebook*, *Amateur Gourmet*, *Cheap Eats*, *Delicious Days*, *Endless Simmer*, *Food Network Addict*, *Serious Eats*, *Tammy’s Recipes* and the *New Homemaker*. The contest was also publicized on *Contestcook.com*, *Cooking Contest Central* and *Momcentral.com*.



A wide variety of recipes were posted ranging from traditional blueberry buckles, muffins and pies to the USHBC selection as the most unusual, “Cheese Tortellini with Thyme and Blueberries”. After reviewing all entries, the top ten were selected for testing. A panel of food journalist judges then selected the top three recipes. First place was awarded to “Spicy Blueberry BBQ Sauce”. Coming in second was a recipe for “Blueberry Walnut Empanadas” and third place was awarded to “Crumb Topped Blueberry-Lemon Cheesecake Bars”. The recipes are posted on the USHBC website at blueberrycouncil.org and have been announced on the blueberry *Facebook* fan page.

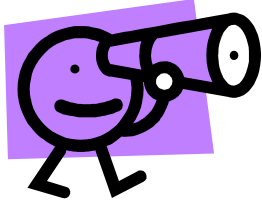
The USHBC also launched an internet based ad campaign this year with advertisements placed on the *Restaurants & Institution’s* website from mid June to mid August. The ads featured a “click-thru” to the

USHBC website for more blueberry information and generated one click-thru for every 500 viewers. The interactive advertising bureau reports the average click-thru rate (CTR) for run-of-site ads, like those placed by the USHBC, at from 0.10% to 0.30%. The USHBC ad had a CTR of 0.20%.

An advertisement was also placed on the *Restaurants & Institutions* e-newsletter “R&I News Feed”. The daily newsletter has a total of 30,000 subscribers. Ads were placed for a one week period in June and July with a click-thru to the USHBC website for more blueberry information. The advertisements generated 1,000 visits to the USHBC site which *R&I* considers an excellent response rate. The updated USHBC product information page was featured in a banner ad on *Starchefs.com* from June to August and generated an average of approximately 500 hits to the USHBC site per month which, according to *Starchefs.com*, compares favorably with the results of their other advertisers.

USHBC LOOKING FOR CANDIDATES FOR HANDLER MEMBER POSITION

The USHBC Industry Relations Committee is 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 plans to 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.

BLUEBERRIES HEAD OFF TO WORK IN CAFETERIA PROMOTIONS

Employees at several unique locations and businesses are enjoying blueberries in many of their cafeterias this year through USHBC promotional programs. Working with *Compass Group*, blueberry promotions were featured at 33 of their corporate accounts including *Microsoft*, *Verison* and *AT&T* which combined serve more than 37,000 customers per day.

USHBC blueberry leaflets were distributed at these locations and cafeteria managers featured numerous blueberry dishes during their week long promotions such as Blueberry Cream "Shooters", Blueberry Oatmeal Cookies, Blueberry Vanilla Pudding Cups, Spiced Blueberry Cobbler, Sundried Blueberry Bread and Blueberry Lemonade.

Teaming up with *Restaurant Associates*, blueberries were featured in cafeteria promotions at the *World Bank*, which serves 10,000 employees per day in five different buildings, and at the *U.S. House of*

Representatives where 13,000 employees are served each day in eight outlets. Blueberries were featured in all menus along with nutritional information.

The USHBC also worked with *Whitson's*, a Long Island, New York based cafeteria supplier, in conducting blueberry promotions in 16 of their clients employee dining units including *L'Oreal*, *MSC Industrial Direct*, *Tommy Hilfiger* and *Advanced Data Processing* which together serve a total of approximately 12,000 customers per day. Blueberry promotions ran the entire month of July in these locations. Reports show that fresh blueberry purchases by these outlets were +40% higher in July of 2009 compared to July of 2008.

The marketing director at *Whitson's* noted that they received very positive feedback about the promotion from both cafeteria managers and customers with many asking to repeat the promotion in 2010. *Whitson's* also provides foodservice for more than 300 schools and discussions are underway on possible school cafeteria promotions in the future with dishes using frozen blueberries as a key ingredient.

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.

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