

THE USHBC BLUESPAPER

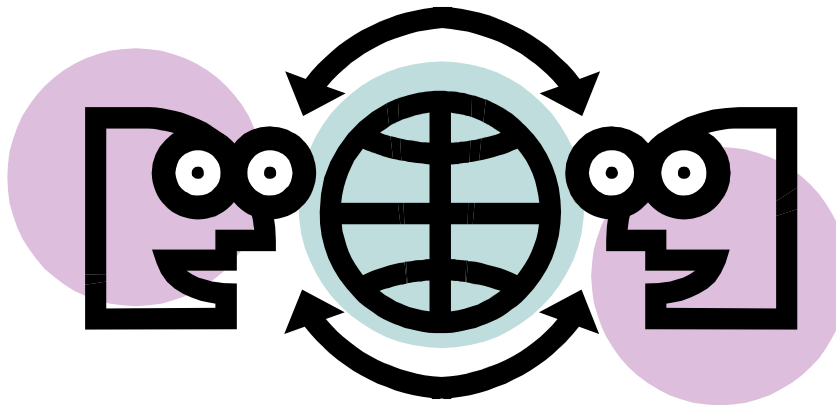
News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
October 2009

DISCUSSION CONTINUES ON THE POSSIBLE ESTABLISHMENT OF AN INTERNATIONAL BLUEBERRY ORGANIZATION

Blueberries have become a truly international fruit with increasing acreage and blueberry production in North and South America, Europe, and Asia, as well as in South Africa, Australia and New Zealand. With this growth, the blueberry industry will enjoy tremendous opportunities, but will also face considerable challenges that will need to be addressed through education, communication and cooperation. In order to meet these challenges the North American Blueberry Council (NABC) has proposed that blueberry growers and marketers worldwide consider the development of, and participation in, an International Blueberry Organization (IBO). The primary

focus of this organization will be to allow blueberry industry members from throughout the world to meet annually to discuss blueberry industry developments and worldwide market opportunities.

The primary goal of an International Blueberry Organization (IBO) would be to encourage industry communication in areas such as health and production research; promotion; food safety and blueberry industry technology. To date



an International Blueberry Organization (IBO) Steering Committee of eleven individuals has been formed with representatives from the USA, Chile, Uruguay, Argentina, Australia, England and South Africa. An effort is also being made to add a representative from New Zealand and possibly Japan, China and Korea.

The first action of the IBO Steering Committee will be to work on the initial formation of a possible IBO and to generate consensus on the recommended by-laws that would govern the organization as well as the recommended initial and on-going funding sources and necessary budget to accomplish objectives. The committee will also discuss the potential host country for the initial IBO meeting and the recommended location and resources for registration and incorporation of an IBO. Plans are being considered to have the IBO working group meet at a future show such as *Fruit Logistica* in Germany this February to continue discussions and plan next steps.

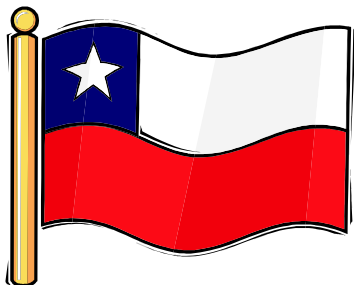
NEWLY FORMED CHILEAN BLUEBERRY COMMITTEE PLANS WINTER PROMOTIONS

Chilean blueberry exporters have recently formed a marketing committee to increase winter season fresh blueberry sales in the United States. The Santiago

based Chilean Blueberry Committee will be working with the Chilean Fresh Fruit Association to increase sales during the November to April season. The committee, which will operate with a \$250,000 budget this winter, was formed and is funded by a group of

Chilean exporters representing 90% of the country's blueberry exports.

The committee's goals include developing new North American blueberry markets; increasing support in existing markets; enforcing rigorous quality standards;



educating U.S. buyers; and working with other trade associations on market research and promotions.

According to a recent Chilean Blueberry

Committee release, last season saw a 55% increase in Chilean fresh blueberry export volume and current projections anticipate an additional 30% this year.

This winter's marketing plan includes the distribution of winter themed fresh blueberry recipe releases and electronic releases to newspapers, magazines and food websites nationally as well as radio and television messages in select key markets focusing on health and nutrition. Retailers will have access to recipe booklets and point of sale graphics as well as pre-recorded in-store radio announcements bringing attention to fresh winter blueberries. The pre-recorded spots will play three times per hour in 12,000 stores in targeted locations. Materials will also be posted on the www.chileanfreshfruit.com website.

Efforts will also be made to increase foodservice use of fresh blueberries in the winter months. A data base of winter seasonal dishes and menu ideas which can easily incorporate fresh blueberries will be developed. Efforts are also being made to initiate winter blueberry promotions with national and regional restaurant chains as well as with non-commercial foodservice operations at various college campuses.

HONG KONG COMPANY LAUNCHES NEW BLUEBERRY PRODUCT

Garden Company, Hong Kong's leading bakery and food processing company, has launched their latest offering, "Marbo Cake", a muffin made with real blueberries. In advance of the product launch, the marketing department at Garden Company worked with the USHBC to approve the use of the "Made with Real Blueberries" seal. The seal is provided to those companies who use adequate amounts of real blueberries in their products.

The "Marbo Cake" is made with dried highbush blueberries and includes photos of blueberries along with the blueberry seal on the pack leveraging the growing consumer interest in blueberries. Garden Company has launched the new muffin throughout Hong Kong as well as in outlets throughout southern China.

REMINDER: POTENTIAL BLUEBERRY CUSTOMERS LISTED ON USHBC WEBSITE

Inquiries from potential blueberry customers are continually posted in the trade leads section of the USHBC website at www.blueberry.org. Customer name and contact information is posted on the site along with their product inquiry. Industry members are encouraged to view this section of the site on a regular basis for continued updates and market opportunities.

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

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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