

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
July 2010

DOROTHY ANDERSON REMEMBERED AS BOTH A LEADER IN THE BLUEBERRY INDUSTRY AND AS A FRIEND

We are once again sad to report the loss of another member of our blueberry industry with the passing of Dorothy Anderson on June 18. Over the years Dorothy made friends with many in the blueberry industry and was an industry leader as both the President of the North American Blueberry Council (NABC) and Secretary of the Washington Blueberry Commission.

Dorothy was born on October 30, 1925 in Medical Lake, Washington and raised in Walla Walla. A graduate of Pacific Lutheran University, she married Gus Anderson, another key member of the blueberry industry, in 1946. She and Gus purchased their blueberry farm in Bow, Washington in 1972 which the family still maintains today.

Always an active member of the blueberry industry, Dorothy served on numerous NABC committees over the years and as the President of the North American Blueberry Council from 1994 to 1996. She was a very active and strong supporter of the blueberry industry serving as NABC President while at the same time helping to manage the Washington Blueberry Commission. Both Dorothy and Gus each received an NABC Alex Wetherbee Award in 1996 in recognition of their outstanding contributions to the blueberry industry.

A memorial for Dorothy is being planned for July 17th at the Edison Lutheran Church in Bow, Washington where she was a very active member. She will be fondly remembered and will be missed by all her many friends in the blueberry industry in the Pacific Northwest and nationwide.

BLUEBERRIES TO BE FEATURED IN SUMMERTIME MEALS AS PART OF PRINT PUBLICITY EFFORTS THIS FRESH SEASON

Press releases have been distributed to generate media coverage and consumer awareness of blueberries during the 2010 harvest season. A summer press kit was distributed to 750 newspapers and to 150 Spanish language food editors during the first week of May. The kit, titled *Chillin' and Grillin': Blueberries Add the Spark* focuses on summer entertaining and features an *Eating Well* magazine recipe for "Teriyaki Pork Chops with Spicy Blueberry Relish" and a USHBC

recipe for "Lemony Blueberry Tart", an easy to make dessert with just four ingredients.

Also included in the summer meal release was a recipe

for a "Blueberry Mojito" made with fresh mint, lime juice, club soda and fresh blueberries. In addition to direct mailing to the press, the kit is also posted on the USHBC website.

Along with the summertime press kit, a ready-to-print column titled *Blueberry Bliss* has also been distributed to 10,000 weekly and community newspapers. The column features a recipe for "Saucy Blueberries" made with frozen blueberries and used as a topping for pancakes, waffles, French toast and ice cream, or added to yogurt and cereal or granola for breakfast; combined with vanilla pudding and vanilla wafers as a dessert; or blended with milk and fruit as a beverage for breakfast, lunch or as a snack.

Blueberry coverage also includes a recipe and photo for "Blueberry Betty" featured by syndicated columnist Susan Nicholson in her *7-Day Menu Planner*. Nicholson will continue her blueberry coverage with a recipe for "Blueberry and Citrus Sorbet Layer Cake" in her column again this month.



BLUEBERRY PROMOTION PLANNED FOR McCORMICK & SCHMICK'S

Given the results of a successful blueberry shortcake promotion with McCormick & Schmick's last July, the 88 unit national restaurant chain has decided to promote blueberries again this summer. The restaurant will be running a three month promotion of blueberry cocktails and blueberry dessert this summer. The promotion will run from July to September with the blueberry menu items promoted with photos and descriptions on McCormick & Schmick's table tents throughout their restaurants.

**REMINDER:
ASSISTANCE NEEDED TO LAUNCH
BLUEBERRY ALERT SYSTEM**

Efforts continue to launch an alert system to help keep the blueberry industry informed on food safety, pesticide, labor or any other issues. To take part in the alert system and receive industry updates blueberry



growers, handlers and marketers need to provide their contact information using one of the following options:
OPTION #1: Ask for assistance from the USHBC.

Send your e-mail address to JoDee

Gowan at the USHBC office (jgowan@blueberry.org; (916) 983-0111). Once she has your e-mail address, you will be sent the link to the alert system web site and you can register to receive industry alerts.

OPTION #2: Sign up on your own.

Visit the alert system website at the following address <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and follow the signup instructions.

Once you sign up, you will be sent to the *Amerilert* website where you will create your account and provide information on how you wish to be contacted in the event of an industry issue. You can chose from options like text messages, phone calls or e-mails.

If at any point you have a question concerning the USHBC alert system, please call the USHBC office at (916) 983-0111.

**2010 NATIONAL BLUEBERRY EXPO OPENS
OCTOBER 12, 2010 IN GRAND RAPIDS,
MICHIGAN**

The 2010 National Blueberry Conference and Exposition will open at 1:00pm on Tuesday, October 12, 2010 at the Amway Grand Plaza Hotel and DeVos Place in Grand Rapids Michigan. Expo hours are 1:00pm to 7:00pm on Tuesday, October 12 and 7:30am to 7:30pm on Wednesday, October 13. An Expo breakfast is planned for 6:30am to 7:30am on Wednesday morning.

NABC and USHBC meetings will be held at the Amway Grand Plaza that same week starting on Wednesday, October 13 and winding up on Friday, October 15. Please contact the USHBC office at (916) 983-0111 for more details.

USHBC MEETING SCHEDULE**2010 USHBC Fall Meeting****Grand Rapids, Michigan**

Wednesday, October 13 to Friday, October 15, 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: TBD

2011 USHBC Fall Meeting**Atlantic City, New Jersey**

Wednesday, October 5 to Friday, October 7, 2011
Hotel: TBD

2012 USHBC Spring Meeting**San Francisco, California**

Wednesday, February 29 to Friday, March 2, 2012
Hotel: TBD



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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