

# THE USHBC BLUESPAPER

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

## USHBC UNVEILS NEW "LITTLE BLUE DYNAMOS" POSITIONING AND CAMPAIGN FOR Highbush BLUEBERRIES

A new brand positioning for highbush blueberries, which will be the USHBC identity and direction now and in the future, was presented to the USHBC at its meeting in Grand Rapids, Michigan last month. The USHBC Promotion Committee has been working on this project for over two years and has gone through a rigorous process with CRT/tanaka, the parent company of Lewis & Neale PR, the public relations agency of the USHBC, to come up with what the committee feels is the most effective and efficient way to address current market concerns.

The branding project was a multi stage process which included extensive consumer research and testing to be sure that the concept and message is on target and will motivate a new blueberry consumer group of women 25 to 40 years of age, while at the same time is accepted by the traditional blueberry consumer base of women 45 years of age and older.



This branding process began in 2008 with the goal of addressing the "blue wave" of blueberries expected from both domestic and international production in the years to come. The USHBC "Blueprint 2015" plan was, and continues to be, to double domestic per capita blueberry consumption over the next five years to keep up with projected future supply. Here in North America, blueberry production could

increase from the current record level of approximately 480 million pounds to more than 900 million pounds in the next five years. Internationally there could be as much as 1.5 billion pounds of blueberries on the market by the year 2015.

Part of the "blueprint" was to expand existing consumer, foodservice and food manufacturer publicity plans and add an advertising component to USHBC market promotion tools. Though funding is not available to accomplish this initial objective of an expanded campaign, the USHBC Promotion Committee has continued to work to create a brand image for blueberries that will encourage new blueberry users while at the same time encourage core blueberry users to expand their purchases. The new "Little Blue Dynamo" positioning is a vehicle that will help accomplish this goal. A modest rollout of the brand will be initiated in 2011.

This new positioning, which includes a new USHBC logo and service mark, serves as a foundation for current USHBC market promotion efforts providing a unified voice and look to the consumer, foodservice and food manufacturer promotional activities conducted by the Council. The positioning will also help the USHBC to leverage funds by creating multiple exposures to its marketing theme and hopefully help to break through the

clutter of marketing messages directed to the consumer each day. The branding effort should help the USHBC to continue to show positive action given results of its recent econometric evaluation.

Every five years the USHBC is required by the USDA to conduct an evaluation of program activities. The USHBC completed its second evaluation this year with data through 2009. The purpose of this research is to examine whether the domestic blueberry promotion activities of the USHBC have had a positive and statistically



significant impact on domestic shipments of blueberries and on grower profits.

The evaluation was conducted once again by Dr. Harry Kaiser from Cornell University who completed his initial USHBC evaluation in 2004. Dr. Kaiser uses an econometric model which includes factors that can impact demand. Factors include the price of blueberries, promotional expenditures by the USHBC, consumption trends, the price of competing fruit, U.S. population, and consumer income.

Kaiser notes, "The results indicated that generic blueberry promotion has had a positive and statistically significant impact on per capita blueberry demand." Kaiser also states that, "The results also indicated that generic blueberry promotion by the USHBC has a positive impact on the blueberry grower's price over this period."

In his report he concludes that based upon his econometric model, had there not been a USHBC program in place the average growers price would have been 7.2% lower from 2001 to 2009. The evaluation showed improvements over 2004 in each area of measurement. The new "Little Blue Dynamos" effort should help continue this upward trend.

**USHBC MEETING SCHEDULE**

**2011 USHBC Spring Meeting**  
Dallas, Texas

Wednesday, March 2 to Friday, March 4, 2011  
Westin Dallas Fort Worth Airport- Dallas, Texas  
Phone (972) 929-4500

**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

**2012 USHBC Fall Meeting**  
St. Louis, Missouri

Wednesday, October 3 to Friday, October 5, 2012  
Hotel: TBD

**REMINDER:**

**SIGN UP NOW TO TAKE PART IN THE  
BLUEBERRY ALERT SYSTEM-  
CONTACT THE USHBC OFFICE AT (916) 983-0111  
FOR MORE DETAILS**



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