

THE USHBC BLUESPAPER

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

FRESH TRENDS REPORT NOTES BLUEBERRIES AS THE COMMODITY WITH THE HIGHEST YEAR TO YEAR GROWTH IN 2009

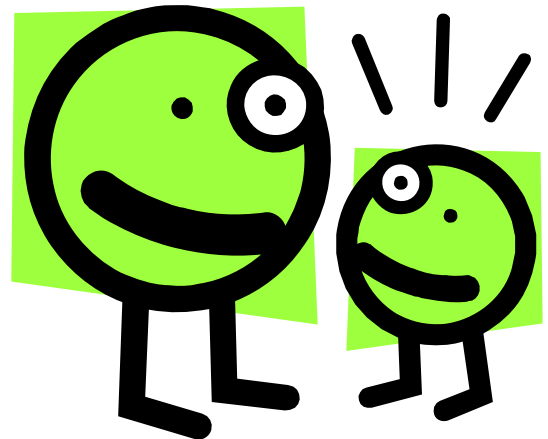
The 2010 edition of "Fresh Trends", published yearly by The Packer, notes that "After remaining steady over the past two years, purchases of blueberries jumped 17 percentage points in the past year, making them the commodity with the highest year-to-year growth. The likelihood of purchase increased according to household income and age, following a three-year trend in both instances."

The report notes that 62% of customers had purchased blueberries within the past twelve months in 2009 compared to 45% in 2008. Strawberries recorded a 12% increase from 70% of respondents in 2008 to 82% of customers reporting a purchase of strawberries in 2009. Raspberries were purchased by 38% of customers this past year (up from 31% the previous year) and 29% had purchased blackberries in 2009 (up from 22% in 2008).

Blueberry consumption increased in all regions of the United States in 2009. Shoppers in the Northeast continue to be the primary blueberry purchasers with 71% noting that they had made a blueberry purchase in the past year, up from 58% in 2008. Those in the Midwest continued to have the next highest percentage at 63% compared to 47% in 2008. Blueberry purchasers in the Western and Southern states also made significant gains in 2009. A total of 61% of Western shoppers reported making a blueberry purchase last year, compared to 42% the previous year, and 57% of Southern shoppers made a purchase compared to just 39% in 2008.

According to the report, the likelihood of organic blueberry purchase decreased 11% in the past year with 15% of consumers saying they purchased organic blueberries at least some of the time. However, the report notes that overall blueberries were the number two fruit that consumers bought organic at least some of the time last year.

This year's report is based on an on-line survey among members of a nationwide consumer panel which was conducted from September 29 to October 5, 2009. Surveys were completed by a total of 1,112 respondents.



USHBC STATE MEMBER ELECTIONS TO TAKE PLACE BEGINNING APRIL 26

Members of the cultivated blueberry industry in Michigan are being asked to select representatives to fill USHBC state council member and alternate positions for the 2011 to 2013 term. Ballots are being mailed to producers in Michigan on April 26, 2010. Voting begins that date and continues for a five-week period ending on May 31, 2010. All completed ballots

must arrive at the USHBC office by close of business on June 1, 2010. Those elected to state council member and alternate positions will serve a three-year term starting January 1, 2011 and are allowed to serve a maximum of two consecutive terms.

Ballots and instructions will also be posted on the USHBC website at www.blueberry.org. Michigan growers who do not receive their ballots by April 26 are asked to contact the USHBC office at (916) 983-0111.

The USHBC will be filling a total of 6 state council member positions in 2011. Growers in the state of Michigan will vote for their representative. Election of council members and alternates for New Jersey, Oregon, Washington, North Carolina and Georgia will be handled by their individual state blueberry councils and commissions.

POTENTIAL BLUEBERRY CUSTOMERS LISTED ON USHBC WEBSITE

The USHBC office is contacted by potential blueberry customers asking for sources of fresh and frozen blueberries and other blueberry products. These inquiries are posted on 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 for continued updates and market opportunities.

USDA ANNOUNCES USHBC REGIONAL, IMPORTER, EXPORTER AND PUBLIC MEMBER APPOINTMENTS

Reprinted from USDA Press Release

WASHINGTON, March 19, 2010 – Agriculture Secretary Thomas J. Vilsack today announced the appointments of four producers, an importer, an exporter, a public member, and their alternates to serve on the U.S. Highbush Blueberry Council.

Reappointed producer members and alternate are: Producers R. Verne Gingerich, Canby, Ore., Region 1, and Art Galletta, Hammonton, N.J., Region 3; and David F. Arena, Hammonton, N.J., Region 3, alternate.

Newly appointed members are: Producers Shelly Ann Hartman, South Haven, Mich., Region 2, and Keith Mixon, Haines City, Fla., Region 4; Sofia Jessica Refusta Rebolledo, Santiago, Chile, exporter member; Stan Crafton, Littleton, Colo., importer member; and Amy B. Howell, Hammonton, N.J., public member.

Newly appointed alternate members are: Producer alternates Robert Ditchen, Salem Ore., Region 1, Patricia Ann Goin, North Judson, Ind., Region 2, and Duane E. Hatcher, Hawthorne, Fla., Region 4; Nicolas Moller, Santiago, Chile, exporter alternate; Francisco J. Allende, Moorestown, N.J., importer alternate; and Juan L. Silva, Starkville, Miss., public member alternate.

The Blueberry Promotion, Research, and Information Order, which became effective on July 17, 2000, authorizes the U.S. Highbush Blueberry Council to conduct a coordinated program of promotion, research, and consumer and industry information in order to maintain and expand the market for cultivated blueberries. Assessment obligations under the program began on January 1, 2001. USDA's Agricultural Marketing Service monitors the operations of the council.

More information about the research and promotion programs is at www.ams.usda.gov/fv/rpb.html. Follow us on Twitter to receive the latest press releases, stories, and important updates about the USDA Agricultural Marketing Service at: http://twitter.com/USDA_AMS_NEWS.

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

2011 USHBC Fall Meeting- Atlantic City, New Jersey
Wednesday, October 5 to Friday, October 7, 2011

2012 USHBC Spring Meeting- San Francisco, California
Wednesday, February 29 to Friday, March 2, 2012



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.

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).