

THE USHBC BLUESPAPER

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

USHBC TO PARTICIPATE IN WIDE RANGE OF TRADE SHOWS IN 2010

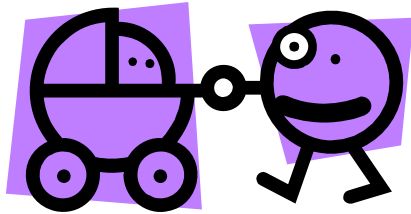
The USHBC is planning to exhibit at the following international food manufacturer and foodservice trade shows in 2010. Blueberry industry members can contact the USHBC office at (916) 983-0111 for additional trade show details.

Oregon Institute of Food Technologists (IFT)	February 22, 2010 Portland, Oregon
Puget Sound Institute of Food Technologists (IFT)	February 23, 2010 Seattle, Washington
American Frozen Food Institute	February 27-March 3, 2010, San Diego, California
Food Ex (Tokyo)	March 2-5, 2010 Tokyo, Japan
Southern California Institute of Food Technologists (IFT)	March 11, 2010 Anaheim, California
Natural Food Products Expo West and Supply Expo	March 12-14, 2010 Anaheim, California
Global Pet Expo	March 25-27, 2010 Orlando, Florida
American Commodity Distribution Association Show (ACDA)	April 17-21, 2010 Orlando, Florida
Supply Side East 2010	April 26-28, 2010 Secaucus, New Jersey
St. Louis Institute of Food Technologists (IFT)	April 2010 (Date to be Determined)
Research & Development Associates for Military Food & Packaging (R&DA)	May 3-5, 2010 Tucson, Arizona
New York/New Jersey Institute of Food Technologists (IFT)	May 5, 2010 Somerset, New Jersey
Food & Hotel Korea	May 12-15, 2010 Seoul, Korea
Canadian Bakery Showcase	May 16-18, 2010 Toronto, Canada
International Food Ingredients Association (IFIA)	May 19-21, 2010 Tokyo, Japan
National Restaurant Association Marketing Executives Group Conference (MEG)	May 19-21, 2010 Chicago, Illinois
Alimentaria	June 1-3, 2010 Mexico City, Mexico
School Nutrition Association Annual Nutrition Conference (ANC)	July 11-14, 2010 Dallas, Texas
Institute of Food Technologists (IFT) National Meeting and Expo	July 18-20, 2010 Chicago, Illinois
International Food Aid Conference	August 2-4, 2010, Kansas City, Missouri
International Baking Industry Expo	September 26-29, 2010 Las Vegas, Nevada
Minneapolis Institute of Food Technologists (IFT)	October (Date to be Determined)
SIAL Paris	October 17-21, 2010 Paris, France
Chicago Institute of Food Technologists (IFT)	November 10, 2010 Rosemont, Illinois
SIAL Middle East	Nov. 15-17, 2010 Abu Dhabi, United Arab Emirates

PRODUCE FOR BETTER HEALTH FOUNDATION RELEASES STUDY ON FRUIT AND VEGETABLE CONSUMPTION

The Produce for Better Health Foundation (PBH) has released their most recent research study measuring the attitudes and beliefs of mothers when it comes to adding more fruits and vegetables to family meals and the obstacles they often face in making this change. Titled *“Gen X Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2006-2009”*, the study focuses on “Gen X” moms, defined as those born between 1965 and 1979, with children in the 2 to 12 year age range.

A total of 1,000 participants took part in the baseline survey conducted on-line in 2007. Annual follow-up



surveys with the same number of respondents were then conducted in 2008 and 2009.

When asked which components of fruits and vegetables they believe may provide health benefits the top three responses in 2009 were vitamins (92%) followed by antioxidants (85%), and fiber (83%). The role that fruit and vegetables play in preventing overweight, obesity and weight gain ranked higher than prevention of other disease states including high blood pressure, diabetes and cancer.

A total of 96% of respondents ranked fresh fruits and vegetables as healthy compared to 99% in 2007, and 81% of respondents noted frozen fruits and vegetables as healthy compared to 83% in 2007. Frozen fruits were used primarily in smoothies and beverages (69%) in 2009 followed by desserts (54%), snacks (39%), “as is” (33%) and in fruit salads (29%).

When asked why they purchase frozen fruit 58% noted that it “kept well”, 44% noted that it was quick to prepare, 41% noted they used frozen fruit in recipes, 29% said “I like them”, 33% noted variety, 26% mentioned cost and 16% noted quality.

Economic concerns were also reflected in survey results. Prior to 2009, cost was not noted as a key obstacle to including more fruits and vegetables in the diet, however in 2009 cost ranked as the second highest obstacle behind family member “likes and dislikes” as a reason for lower purchase levels. The

study notes that “American families across the board spend 15% to 18% of their food budget on fruits and vegetables.” A further reflection of economic concerns is the response to the statement “In the next 3 months, I intend to include more fruits and vegetables in my family’s meals and snacks each day”. Only 69% of respondents agreed to this statement in 2009 compared to 76% in 2008.

Also of note was where respondents go to obtain their information about fruits and vegetables. The Internet remained the preferred source of information in 2009, however respondents also noted that they are now likely to turn to an individual such as a dietitian, health care provider, or family member for this type of information as well.

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
 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- To Be Determined

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

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).