

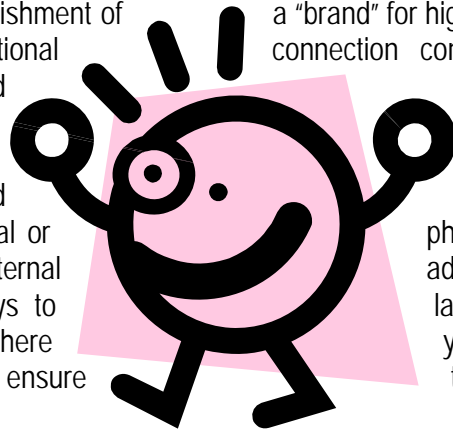
THE USHBC BLUESPAPER

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

EXPANDED MARKET PROMOTION PROGRAM CONTINUES TO TAKE SHAPE

The USHBC continues to work with *CTR/tanaka*, the parent company of *Lewis & Neale Public Relations*, on the brand positioning portion of the USHBC expanded market promotion plan titled "Blueprint 2015". To date, the agency has been working on the "discovery" phase of this activity with a review of the USHBC strategic plan, an analysis of existing consumer research, the fielding of positioning questions through an omnibus survey, industry and consumer interviews, and an analysis of trend research.

This process will result in the establishment of a "brand" is defined as a unique emotional product and/or service. The brand phase where you determine who you are able to interact with you create a brand position and your audiences emotional, intellectual or you develop a program for internal the new brand and imaginative ways to marketplace; and a "monitor" phase where interaction with your consumers to ensure changing marketplace.



a "brand" for highbush blueberries. In this instance connection consumers feel when they use a process starts with a "learn" your brand audiences are and them; a "shape" phase where strategy for blueberries that meets physical needs; a "live" phase where adoption by the blueberry industry of launch the brand into the you measure and monitor your that the brand adapts to an ever

The agency will be conducting additional follow-up consumer research over the next few months to answer final questions concerning blueberry perceptions and, based on all information collected to that point, will move to the second phase of the branding process which will be the shaping and finalization of the blueberry brand platform. Once completed and approved by the Council, the agency will start working on the development of advertising and marketing materials, the integration of all marketing, public relations and advertising tactics, and the ultimate launch of the brand campaign and the expanded USHBC advertising and market promotion program in 2011.

REMINDER: NOMINATION PERIOD FOR USHBC STATE MEMBER AND HANDLER CLOSES IN FEBRUARY OF 2010

The USHBC Industry Relations Committee will present a slate of potential nominees to be considered for the USHBC Handler Member and Alternate positions on the Council to the USHBC Executive Committee for final consideration and recommendation by February 15, 2010. Nominees are being sought for the three-year term that begins January 1, 2011.

Blueberry industry members interested in being considered for the USHBC Handler Member and

Alternate positions are encouraged to contact the USHBC office **no later than Monday, February 1, 2010** by phone at (916) 983-0111, or by email to mvillata@ushbc.org.

The USHBC also seeks nominees to fill state member and alternate positions for the 2011 to 2013 term. The nomination period for state members begins on January 11, 2010. Current USHBC state member and alternate terms for the top six production states of Michigan, New Jersey, Oregon, Washington, Georgia and North Carolina will expire on December 31, 2010.

Nominations will be received directly from growers in Michigan. Nominations for the other five state positions, New Jersey, North Carolina, Georgia, Oregon and Washington, will be completed by their respective state blueberry councils and commissions. Nomination applications and final ballots will be mailed directly to growers in Michigan as well as posted on-line at the USHBC website at www.blueberry.org.

Contact the USHBC office at (916) 983-0111 for more details, or for any questions concerning the nomination and election process for these positions.

ADDED EMPHASIS PLACED ON SCHOOL FOODSERVICE PROMOTIONS IN 2010

USHBC efforts designed to encourage greater school foodservice use of blueberries will be a key element of market promotion activities this year. Many schools today do very little recipe development or cooking on site and prefer to purchase ready made manufactured

foods that use USDA commodities or other healthy ingredients. To address this trend, one of the activities planned by the USHBC for this year is participation in school foodservice exhibitions and conferences as a means to generate increased blueberry awareness and encourage product development with blueberries as a key ingredient.

The USHBC will be participating in the *Child Nutrition Industry Conference* this month in Ponte Verde, Florida. The conference, scheduled for January 10 to January 12, will be attended by an estimated 200 top level decision makers.

The Council will also be exhibiting at the *American Commodity Distribution Association (ACDA)* meeting to be held from April 17 to April 21, 2010 in Orlando, Florida. The ACDA is a school food processors association and the conference will allow the USHBC to meet and present food concepts using blueberries, as well as other USDA commodities, in the manufactured products these companies offer to school foodservice operations.

Plans are also underway for the USHBC to participate in the *Annual Nutrition Conference* which will be held from July 11 to July 14, 2010 in Dallas, Texas. The conference will be attended by an estimated 3,600 school foodservice professionals. The USHBC will

meet with companies with the capability of using frozen blueberries in the manufactured products they offer to school systems.

A school foodservice outreach campaign is also planned with the direct mailing of blueberry educational and promotional materials to school foodservice representatives and advertising in trade magazines such as School Nutrition and Foodservice Director.

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.

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

Blueberries

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).