

THE USHBC BLUESPAPER

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

USHBC CONDUCTS "HEALTHY LIFESTYLE" PROMOTION WITH TROPICAL SMOOTHIE CAFÉ

Tropical Smoothie Café, with 280 units primarily in the Southeast, featured blueberries during a special "healthy lifestyle" promotion which ran from January 4 to February 28, 2010. Blueberry menu items such as the Tropical Smoothie "Signature Salad", which is on the menu year round and includes fresh blueberries on greens along with chicken, almonds, pineapple, carrots and dressing, as well as blueberry smoothies were promoted through table tents, the Tropical Smoothie Café website and in an email blast to more than 45,000 of their customers. The chain reports sales of over 230,000 items containing blueberries during the promotional period compared to approximately 170,000 blueberry items sold during the same time period the previous year. Over 60,625 pounds of blueberries were used by Tropical Smoothie during the promotional period.



"We emphasize healthy options", says Barbara Valentino, vice president of marketing and communication. "Blueberries are a staple on our menus so teaming up with the Blueberry Council makes sense. The Healthy Lifestyle promotion was very successful and with the help of eye catching signage, we sold more than 230,000 of our items that contain blueberries." A possible promotion in 2011 is now in discussion.

Polly's Pies, an eighteen unit chain in Southern California, also conducted a blueberry promotion last month which included an all blueberry menu insert featuring blueberry breakfast and desert specials including oatmeal topped with fresh blueberries, almonds and brown sugar; a blueberry pancake combo with eggs and bacon; a blueberry crisp pie; blueberry mini loaf; blueberry shortcake; and a blueberry crisp pie milkshake.

The marketing director at Polly's Pies noted that in the past two to three years he has noticed more than ever that his customers are familiar with blueberries and are more likely to order blueberry items, especially blueberry pancakes and muffins, which convinced him that a blueberry promotion would be profitable for the chain.

USHBC STATE MEMBER ELECTIONS TO CLOSE ON MAY 31

The election period for the USHBC member and alternate for the state of Michigan will close on May 31, 2010. All completed ballots must arrive at the USHBC office by close of business on June 1, 2010 in order to be counted. 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 were mailed to producers in Michigan on April 26, 2010 and also posted on the USHBC website at www.blueberry.org. Michigan growers who have not received a ballot 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 from the top six blueberry growing states. Growers in the state of Michigan are voting 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.

USHBC LAUNCHES "READY-SET-GROW" SCHOOL GARDEN INITIATIVE

To help build the next generation of blueberry lovers the USHBC has initiated a pilot program this year titled "Ready-Set-Grow" through which blueberry bushes are being donated to twenty school garden programs in selected grammar schools in New Jersey, Florida, Oregon and California. Schools were selected by the Ag in the Classroom program in each of the four states. To publicize the program a trade press release was sent to the produce industry press and picked up in The Packer. Local media was invited to attend the special "Garden Days" at each of the schools.



With the assistance of the blueberry donors, a blueberry planting and care sheet was created and blueberry information was provided to the school's garden coordinator. The USHBC also supplied blueberry activity sheets, posters, bookmarks and leaflets.

Schools in California, Oregon and Florida received their blueberry bushes in March. Deliveries and plantings took place in New Jersey in April.

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

INDUSTRY MEMBER ASSISTANCE NEEDED TO LAUNCH BLUEBERRY ALERT SYSTEM

Attention all blueberry growers, handlers and marketers, we need your help in launching an alert system to help keep the blueberry industry informed on food safety, pesticide, labor or any other issues.

In order for you to take part in the alert system and to receive industry updates we need blueberry growers, handlers and marketers to provide their contact information. To do so please choose from the following options:

OPTION #1: Ask the USHBC for assistance.

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.



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).