

THE USHBC BLUESPAPER

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

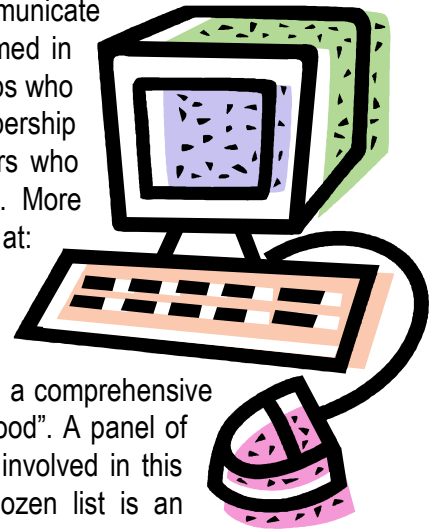
ALLIANCE FOR FOOD AND FARMING LAUNCHES NEW WEBSITE TO ADDRESS “DIRTY DOZEN” ISSUE

The Alliance for Food and Farming is a non-profit organization made up of farmers and farm groups from throughout the United States of which the North American Blueberry Council (NABC) is a member. The mission of the Alliance for Food and Farming is to provide a voice for farmers to communicate their commitment to food safety and care for the land. The Alliance was formed in 1989 and currently has a membership of approximately 50 farmers or farm groups who represent producers of U.S. fruit, vegetable and other specialty crops. The membership includes a wide range of operations from very large to very small and farmers who incorporate a wide range of farming methods including conventional and organic. More information about the Alliance can be found on their website at:

www.foodandfarming.info

To ensure their products are as safe as possible, and in response to the Environmental Working Group “Dirty Dozen” list, the Alliance has commissioned a comprehensive study titled “Review of the Potential Health Effects of Pesticide Residues on Food”. A panel of five scientists with expertise in toxicology, nutrition and risk assessment were involved in this review. As noted by the Alliance, “Their findings conclude that the Dirty Dozen list is an impediment to good health because it discourages consumption of fruits and vegetables; the list is misleading to consumers; and there is no scientific evidence the levels of pesticide residues found on produce pose a health risk”. The Alliance has established a new website dealing with this issue and where you can read the full report and obtain more information on this important issue. We suggest that you visit their website at:

www.safefruitsandveggies.com



IS JUNE THE NEW JULY FOR BLUEBERRY SHIPMENTS?

According to the USDA AMS Fruit and Vegetable Programs Market News Service, the blueberry industry shipped at total of 8,457,000 flats (pint equivalents) of blueberries in June of 2010 which is up from 6,731,200 shipped in June of 2009.

Shipments in July of 2009 totaled 7,438,422 flats, which at the time was a historical record number of flats for one month. The July 2010 shipment came in at 7,961,636 flats. For the first time, June has generated more fresh volume than July. “June is the new July” may be coming true. We have been saying for years as an industry that “July is Blueberry Month”, but perhaps

this might no longer be the case if these shipment trends continue.

LESSONS LEARNED FROM SUCCESSFUL SCHOOL FOODSERVICE PROMOTIONS

Two successful school foodservice promotions are expected to generate increased blueberry interest among school foodservice directors and should result in additional promotions as students return to school this Fall.

The USHBC participated with Whitson’s, a dining services company based in New York, in school foodservice promotions this past May in 15 schools located in New York, New Jersey and Connecticut. A

total of 67,000 students (kindergarten through 12th grade) participated in the "Fueled by Blue" promotion.

The USHBC provided recipes, leaflets and menu backers to the schools during the month long promotion which brought attention to the healthfulness of blueberries. The schools reported that the *Blueberry Mango Smoothie* was the most popular item featured during the promotion followed by *Blueberry Shortcake*, *Blueberry Pancakes*, *Blueberry-Apple Crisp* and *Blueberry-Yogurt Parfaits*.

Mary Parisi, a marketing director with Whitson's, noted that "We have received overwhelmingly positive feedback from both managers and students, in terms of product quality and total enjoyment of the promotion. In fact, we've been asked by many managers to repeat the promotion next year".



The USHBC also participated in a June blueberry promotion in Los Angeles. The pilot promotional program took place in seven schools, serving a total of 7,000 students, and was designed to see how a larger blueberry "Food is Fun" promotion could work. The initial report on this pilot program is positive with *Blueberry Coffeecake* and *Crunchy Blueberry Green Salad with Jicama* noted as the most popular menu items.

The USHBC provided leaflets, bookmarks and classroom materials as part of the promotion. Andrea Giancoli, a registered dietician who heads up nutrition policy for the LA school district notes that it is "never a problem getting kids to eat blueberries". The foodservice department for the district (which covers 1,044 schools) will be evaluating results of the promotion this Fall and will determine future blueberry events.

REMINDER: 2010 NATIONAL BLUEBERRY EXPO OPENS OCTOBER 12, 2010

The 2010 National Blueberry Conference and Expo is scheduled for October 12 to October 15, 2010 at the convention center at the Amway Grand Plaza Hotel in Grand Rapids, Michigan. This year's conference and expo is being held in conjunction with the NABC and USHBC meetings scheduled at the same location that week. The Expo will open at 1:00pm on Tuesday

October 12. For more details on lodging, tickets and prices you can contact the Expo organizers via email at EXPO@blueberries.com.

SIGN UP NOW TO TAKE PART IN BLUEBERRY ALERT SYSTEM

To take part in the alert system and receive industry updates, blueberry growers, handlers and marketers need to provide their contact information by either sending their e-mail address to JoDee Gowan at the USHBC office (jgowan@blueberry.org; (916) 983-0111), or by visiting the alert system website at <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and following the signup instructions.

If at any point you have a question concerning how to signup for the USHBC alert system, please call the USHBC office at (916) 983-0111.

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



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.

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