

THE BLUESPAPER

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

August 2011

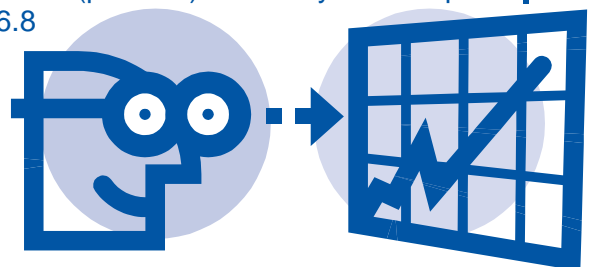
NABC REPORTS RECORD FRESH CONSUMPTION IN 2010

The North American Blueberry Council (NABC) has released its yearly statistical book which shows that total U.S. per capita blueberry consumption (fresh and process) has reached an estimated 33.7 ounces for the 2010/2011 crop year, up from 32.1 ounces the previous year. Per capita fresh consumption has reached an estimated 17.8 ounces per person in 2010/2011 compared to 15.3 ounces per person during the 2009/2010 season. Frozen (process) blueberry consumption totaled an estimated 15.9 ounces in 2010/2011 down from 16.8 ounces per person the previous season.

Fresh consumption, fueled by the blueberry “health halo”, continues to expand at a record pace more than doubling over the past five years from 7.3 ounces reported for the 2005/2006 season to this season’s estimate of 17.8 ounces per person.

North American highbush blueberry production continues to grow totaling 489.3 million pounds in 2010, a +29.0 million pound increase over the previous record of 460.3 million pounds of highbush blueberries produced in 2009. Just over 60% of the North American highbush blueberry crop (296.8 million pounds) was harvested as fresh blueberries in 2010.

The top five highbush blueberry producers in 2010 were Michigan (106.6 million pounds); British Columbia (90 million pounds); Georgia (56 million pounds); Oregon (54 million pounds) and New Jersey (41 million pounds). The Pacific region accounted for 211 million pounds of highbush blueberries in 2010, up from 199.6 million pounds in 2009. The next largest production region was the South at 120.4 million pounds (up from 98.7 million pounds the previous year); followed by the Midwest at 112.1 million pounds (up from 104.6 million pounds in 2009); and finally the Eastern region at 45.8 million pounds (down from 57.5 million pounds the previous year).



USHBC WEBSITE UPDATED WITH LITTLE BLUE DYNAMOS THEME

The Little Blue Dynamo theme is now featured in the newly updated USHBC consumer website www.blueberrycouncil.org. The consumer site is also accessible at www.littlebluedynamos.com. The home page of the updated site features video, an updated recipe section, promotional announcements, a search function and links to USHBC Face Book and Twitter locations.

Tabs linked directly to foodservice and food manufacturer sections, as well as tabs to blueberry industry background and industry member information, are also featured on the



home page. Visitors to the site can also link to sections devoted to children, health, blueberry facts and blueberry news.

Consumer publicity efforts will include the USHBC www.littlebluedynamos.com location as a source for additional information.

NEW BLUEBERRY PRODUCTS UP +27% IN FIRST QUARTER OF 2011

A total of 499 new products with blueberries as an ingredient were introduced in North America from January to April of this year, up from 391





products introduced during the same four month period in 2010, a +27.6% increase. Worldwide, a total of 1,239 new blueberry products have been introduced from January to April of 2011, nearly a +12%

increase over the same period in 2010 when 1,108 products were introduced.

Among some of the more interesting products are: **Blueberry Flavored English Muffins** (United States Bakery- USA); **Strawberry and Blueberry Drinking Yogurt Tubes** (Danone-Canada); **Almond Rice Pops With Blueberries** (180 Snacks- USA); **Blueberry Whole Grain Oatmeal** (Sturm Foods- USA); **Blueberry Cranberry Yogurt Coated Muesli Bars** (Pristine Industries- Indonesia); **Blueberry Ice Cream Flavored Biscuits** (Kraft Foods- Malaysia); **Blueberry Vinegar** (Fenlanweiyi Foods- China); and **Blueberry Yogurt Drink** (Dairy Plus-Vietnam).

Other interesting new products include: **Blueberry Stick Wafers** (Apollo Food Industries-Singapore); **Blueberry Apricot Porridge** (Lantmannen Axa- Sweden); **Blueberry-White Chocolate Quark** (Valio- Finland); **Instant Oat Porridge With Blueberry** (Lantmannen Cerealia-Finland); and **Merry Blueberry Ice Cream** (Unipex Dairy Products- Saudi Arabia).

BLUEBERRIES ON “APPETITE FOR HEALTH” TELEVISION SEGMENT

The “health halo” surrounding blueberries was featured in a recent “Appetite for Health” television segment on the ION Television Network. Blueberries were featured by registered dieticians Julie Upton and Katharine Brookings, hosts of the weekly program, as one of their “Summer’s Best Picks”.

The hosts discussed blueberry nutrition benefits, ease of use and showcased blueberries in *Blueberry Bubble Cones*, a child friendly recipe developed by the USHBC and made with tapioca or rice pudding blended with fresh blueberries and scooped into ice cream cones, and in a salad with watermelon, feta and lettuce.

“Appetite for Health” reaches approximately 1.5 million viewers through 300 ION cable television affiliates.

REMINDER----- SIGN UP FOR USHBC BLUEBERRY ALERT SYSTEM

To take part in the blueberry alert system and receive industry updates and notifications, 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); or by going directly to the alert system website <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and following signup instructions.

Please call the USHBC office at (916) 983-0111 with any questions on the system or signup.



USHBC MEETING SCHEDULE

2011 USHBC Fall Meeting
Atlantic City, New Jersey
 Tuesday, October 4 to Friday, October 7, 2011
 Caesars - Atlantic City, New Jersey
 Phone (800) 345-7253 Convention Reservations

2012 USHBC Spring Meeting
San Francisco, California
 Wednesday, February 29 to Friday, March 2, 2012
 Sheraton Fisherman’s Wharf
 Phone (888) 627-7024

2012 USHBC Fall Meeting
St. Louis, Missouri
 Wednesday, October 3 to Friday, October 5, 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 or www.littlebluedynamos.com. 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).

