

# THE USHBC BLUESPAPER

## News and Marketing Program Updates from the U.S. Highbush Blueberry Council June 2011

### **BLUEBERRIES PUT THE “M-M-M”BACK IN SUMMER**

The USHBC summer press kit was distributed to 900 English and 200 Spanish language newspaper food editors this past month. Featuring a “Blueberries Put the M-m-m Back in Summer” theme, the kit contained three recipes and photos for easy to prepare no-bake desserts. The kit was produced in CD-ROM format for easy use by food editors and to allow for the inclusion of a library of blueberry recipes as well as photos and clip art as part of the kit.

This summer’s press kit featured *Individual Blueberry Pies* made in minutes by melting peach or apricot preserves, stirring in fresh blueberries, spooning the mixture into prepared mini graham cracker pie shells and chilling. *Frozen Blueberry-Lime Squares* are also featured in the kit made with cream cheese, a layer of graham crackers for a crust and popped into the freezer before serving.

The third recipe, *Blueberry Chocolate Mousse Tarts*, made with fresh blueberries, semi-sweet chocolate chips and chocolate wafers and chilled before serving, rounds out the trio of easy to prepare, no bake, quick and easy summertime desserts.

Recipes should be appearing in the food sections of newspapers across the country throughout the summer months.



### **INDUSTRY MEMBERS TO RECEIVE USHBC CONTINUATION REFERENDUM BALLOTS BY JULY 5**

Ballots for this year’s U.S. Highbush Blueberry Council continuation referendum will be distributed early next month. All eligible blueberry growers and importers will be mailed a referendum ballot directly from the USDA.

Those who have not received a ballot in the mail by July 5 are encouraged to contact the USDA or the USHBC office.

Voting for the USHBC continuation referendum will take place over a three week period from July 5 to July 26, 2011. A final USHBC committee update from the Promotion Committee is included in this issue of the *Bluespaper* to provide readers with an overview of the actions being taken by the committee to create market interest and blueberry demand.

### **USHBC Promotion Committee Strategic Priorities**

- 1) Build and utilize knowledge base on market for blueberries
- 2) Expand current and develop new blueberry markets
- 3) Enhance consumer perception of benefits of blueberries

### ***Recent activities:***

- Ongoing publicity and promotional efforts directed to consumers, foodservice and food manufacturers
- Consumer survey on frozen blueberry use
- Conducted consumer tracking and price elasticity studies as well as blueberry value research
- Developed *Little Blue Dynamo* positioning to establish U.S. highbush blueberries as a top-ranking brand in the produce sector

- Collecting data on world blueberry usage to determine export markets with greatest potential
- Increased promotion of frozen blueberries through presence at American Frozen Food Institute meetings; promotion of "Made with Real Blueberries" seal campaign; promotion to school lunch and military foodservice programs; and participation in Institute of Food Technologists meetings
- Increased investment in export market promotion
- Opened Indian market to fresh blueberries and working to open South Korean, Australian and South African markets to fresh blueberries
- Continuing promotion in Japan and Taiwan
- Expanded food manufacturer and foodservice promotions in Mexico
- Expanded school foodservice promotions and supported blueberry school garden initiative to reach young consumers
- Expanded outreach to Latinos through publicity in Hispanic television/print outlets and creation of Spanish language communications and website
- Developed blueberry *Facebook* and *Twitter* pages to expand internet publicity
- Exploring/promoting use of blueberries in cosmetics, pet foods and other non-food applications
- Encouraged funding of human research trials and development of Qualified Health Claim

### **Activities Given Econometric Evaluation:**

The USDA requires an econometric evaluation every five years to determine the domestic impact of blueberry promotions and compute a benefit-to-cost ratio. In 2010, an econometric evaluation of the USHBC was completed by Dr. Harry Kaiser from Cornell University who is currently serving as the Director of the National Institute for Commodity Promotion Research and Evaluation (NICPRE). Evaluation findings (based on 2009 data) show:

- *Blueberry promotion has had a positive and statistically significant impact on blueberry demand*
- *Promotional spending by USHBC has increased blueberry demand*
- *Promotion has had a positive impact on blueberry price*
- *Promotion has had a positive impact on producer surplus (profits)*

- *Benefits of USHBC promotion activities continue to grow and benefits exceed costs*

Contact the USHBC office at (916) 983-0111 for a full copy of the 2010 USHBC Econometric Evaluation.

### **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](mailto: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](http://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).