

# THE USHBC BLUESPAPER

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

## USHBC PARTICIPATES IN NATIONAL SCHOOL BREAKFAST WEEK

Every March since 1989, the School Nutrition Association (SNA) promotes the school breakfast program in 55,000 schools with National School Breakfast Week. In 2011, the U.S. Highbush Blueberry Council along with General Mills and the National Dairy Council are the three sponsors supporting the program.

"School Breakfast Detectives" is the theme of the program that begins this month and culminates with National School Breakfast Week from March 7 to March 11, 2011. Throughout the program school children receive hints and clues that lead them to crack the case and learn why a balanced breakfast is important for optimum performance.

The School Nutrition Association website offers schools a variety of themed materials to ensure a colorful, educational promotion. Suggested menus and recipes are designed to highlight sponsor products in balanced breakfasts for all age ranges. Free activity sheets, posters, design contests, classroom worksheets, and more support building breakfast knowledge.

Over 11 million children participate in the School Breakfast Program. Co-sponsoring National School Breakfast Week provides the USHBC with the ability to contribute to raising awareness about the importance of starting the day with

a good breakfast.

More information about the School Nutrition Association and the National School Breakfast Week can be found at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2011/about.asp>

## RECIPES FOR BLUEBERRY-BLACKBERRY AND BLUEBERRY-STRAWBERRY SORBET NOW AVAILABLE TO BLUEBERRY INDUSTRY MEMBERS

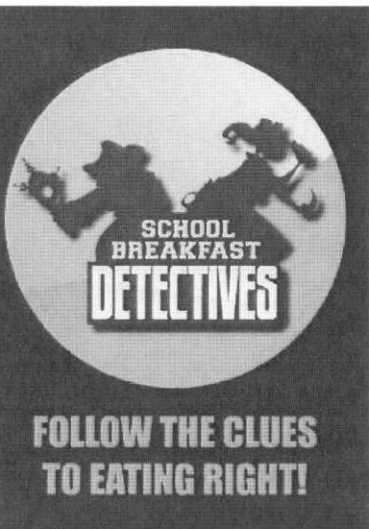
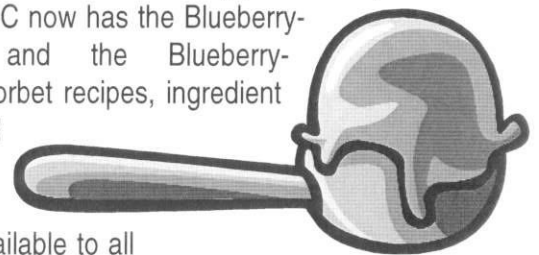
Earlier this year the USHBC participated with the Oregon Raspberry & Blackberry Commission and the Oregon Strawberry Commission in a USDA Specialty Crop Grant project titled "Berry Boost for School Nutrition". The objective of this project was to create a product using raspberries, blackberries, strawberries and blueberries to be sold to schools and institutions.

Packers, growers and school foodservice directors were surveyed in December of 2009 to determine the type of product to be developed by the *Food Innovation*

*Center* in Oregon. Based upon survey results, the *Food Innovation Center* developed three flavors of berry sorbet: Blueberry-Blackberry, Raspberry-Strawberry and Blueberry-Strawberry.

Prototypes were presented to school foodservice representatives in March 2010 for evaluation and refinement and then sampled at the *National School Nutrition Expo* in Las Vegas, Nevada this past July. Each of the sorbets received very positive response.

The USHBC now has the Blueberry-Blackberry and the Blueberry-Strawberry sorbet recipes, ingredient lists and nutritional labels on hand and available to all



members of the blueberry industry for their individual use and marketing. If you would like a copy of the recipes and technical information please contact the USHBC office at (916) 983-0111.

### **NOVEL NEW BLUEBERRY PRODUCTS CONTINUE TO ARRIVE ON SUPERMARKET SHELVES**

Recent reports show that new product development with blueberries is continuing an upward trend with a total of 1,237 new products entering the market from January to September of 2010 compared to 903 new products introduced during the same time period the previous year, a +37% increase.

Among the more novel products introduced here in the states are *Crunchy Dog Treats with Yogurt and*



*Berries* from Authority Pet Food Company; Uncle Wally's *Banana Nut and Blueberry Muffins*; *Blueberry Buttermilk English Muffins* from Oakrun Farm Bakery;

*Blueberry and Purple Carrot Juice* from First Juice; Barbara's Bakery *Blueberry Fig Bars*; and Welch's *White Grape and Blueberry Juice*.

Unique international products include *Blueberry White Tea* (Thailand); *Apple Blueberry Puree* (Russia); *Blueberry Rice Dessert* (Czech Republic); *Organic Raspberry and Blueberry Rice Cakes* (United Kingdom); and *Blueberry and Chamomile Tea* (Columbia).

### **SIGN UP NOW TO TAKE PART IN USHBC BLUEBERRY ALERT SYSTEM**

Efforts continue to launch an alert system to help keep the blueberry industry informed on food safety, pesticide, labor or any other issues.

To take part in the new blueberry 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](mailto:jgowan@blueberry.org)); 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**

##### **2011 USHBC Spring Meeting Dallas, Texas**

Wednesday, March 2 to Friday, March 4, 2011  
Westin Dallas Fort Worth Airport- Irving, Texas  
Phone (972) 929-4500

##### **2011 USHBC Fall Meeting Atlantic City, New Jersey**

Wednesday, October 5 to Friday, October 7, 2011  
Caesars - Atlantic City, New Jersey  
Phone (609) 348-4411

##### **2012 USHBC Spring Meeting San Francisco, California**

Wednesday, February 29 to Friday, March 2, 2012  
Hotel: TBD

##### **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).

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