

# THE BLUESPAPER

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

September 2011

## **BLUEBERRIES GO BACK TO SCHOOL WITH FOODSERVICE PROMOTIONS**

This year the USHBC has conducted week-long blueberry promotions at college foodservice facilities at the University of Massachusetts, Penn State, the University of Eastern Carolina and at San Diego State University. Another round of promotions are scheduled for this month at the University of California- San Diego (27,400 students), University of California- Berkeley (35,800 students) and Smith College (2,700 students).

USHBC efforts have also focused on private and parochial schools on the east coast by participating in the *2011 Flik Independent School District Culinary Summit* held this past June in Englewood, New Jersey. A total of 88 chefs and managers from east coast schools attended the educational conference. Blueberry graphics were featured on posters, name tags, binder covers and on a screen in the conference room where meetings were held. Summit attendees received copies of the USHBC "Add Blueberries...Add Value" foodservice CD along with an hour long blueberry presentation which included background on the history of cultivated blueberries, the "Blueberries: From Farm to Table" video and numerous suggestions and ideas for child friendly ways to include fresh and frozen blueberries in breakfast and lunch menus.

In addition to school related foodservice promotions, the USHBC has also completed month long employee dining promotions with a number of foodservice providers this year. Blueberry promotions were held at 30 government and corporate employee dining accounts served by *Guest Services* in the Washington D.C. area including the offices of the *FBI*, *U.S. Department of Energy* and the *U.S. Department of State*. Promotions have also been conducted with *Creative Dining* at their Michigan based corporate accounts including *Abbott Nutrition*, *Interactive Intelligence* and the *Stryker Corporation*.

The USHBC has teamed up with *Culinart* with promotions at 125 of their corporate accounts in the northeast including *Intuit*, *Qualcomm* and *Chadbourne & Parke LLP*. Promotions have also been conducted with *Whitson's* at their accounts in New York, New Jersey and Connecticut including *Estee Lauder*, *L'Oreal* and the *Princeton Plasma Physics Laboratory*.



## **EFFORTS IN TAIWAN CONTINUE TO BUILD BLUEBERRY DEMAND**

As the Taiwanese interest in blueberries continues to increase, the USHBC continues activities to capitalize on the growing blueberry interest. Recent promotional activities have included participation in retail and hotel promotions, television coverage and a USHBC presence at the *Food Taipei Trade Show* this past June.

The USHBC has participated in a number of supermarket promotions this year including a press conference highlighting a U.S. "quality food" promotion with the *Citysuper* supermarket chain, as well as promotions with *Jason's Market* and in *Wellcome* supermarket outlets. The USHBC also participated in a U.S. food festival promotion with *Shin Kong Mitsukoshi* held in four mall locations.

Blueberries were featured once again this year in a segment of the "Happy Life Show", a



national Taiwanese television program. To date blueberries have received extensive coverage in two separate hour long segments of the show focusing on health and cooking. The third segment this year introduced blueberries, cranberries and cherries as “super fruits” highlighting their nutritional and health benefits.

The USDA Agricultural Trade Office (ATO) in Taipei remains very active in arranging culinary promotions throughout the year which allow the USHBC and other U.S. commodity groups to explore foodservice opportunities in Taiwan. Salads are the theme for promotions in 2011. A press conference titled “A Kaleidoscope of U.S. Salads” was organized by the ATO and held this summer at the *Hi Lai Hotel* in Kaohsiung.

Recipes from the USHBC domestic foodservice library were adapted for preparation by the hotel and sampling at the press conference. These



salads, featuring blueberries as an ingredient, were then offered at the *Hi Lai Hotel* restaurant during their salad promotion.

The USHBC also participated in the *Food Taipei Trade Show* this past June meeting with a wide range of Taiwanese suppliers, importers and food manufacturers as well as consumers. Blueberry interest among show attendees was reported to be very strong, particularly for frozen blueberries. More than 100 key contacts were made at the four day show.

A total of 311,872 pounds of U.S. highbush blueberries were shipped to Taiwan in 2010 (235,555 pounds fresh and 76,317 pounds frozen) with potential for increased shipments in the future given increasing blueberry awareness and interest.

**USHBC TRADE ADS ENCOURAGE REAL BLUEBERRY USE**

A total of 26 trade advertisements are being placed in major food manufacturer publications this year encouraging the use of real blueberries in food products. The half page ad, titled “Real Blueberries” encourages those manufacturers using real highbush blueberries in their products

to draw attention to the fact by featuring the *Made With Real Blueberries* seal on their pack.

The ads appear in Snack Foods & Wholesale Bakery; Food Technology; Food Product Design; Food Processing; Prepared Foods; Dairy Foods; Food in Canada and Food Marketing and Technology. The remaining nine of the total of 26 ad placements will be appearing in publications this October and November.

**ATTENTION BLUEBERRY INDUSTRY MEMBERS- SIGN UP NOW FOR THE BLUEBERRY ALERT SYSTEM**

To take part in the blueberry alert system send your e-mail address to JoDee Gowan at the USHBC office: ([jgowan@blueberry.org](mailto:jgowan@blueberry.org)); or sign up directly on the alert system website at the following address: <http://blueberrycouncil.org/members/amerilert-tools/?type=signup>.

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

**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) or [www.littlebluedynamos.com](http://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).

