

# THE USHBC BLUESPAPER

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

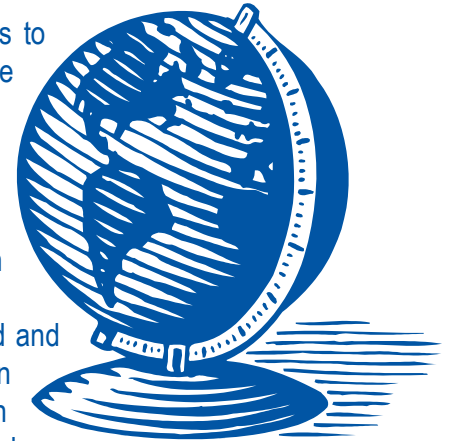
### **USHBC TO PARTICIPATE IN NUMEROUS INTERNATIONAL TRADE SHOWS IN 2011**

The USHBC will be bringing the blueberry message to food manufacturers and the trade in Korea, Japan, China, Germany and the United Arab Emirates this year as work continues to expand export market demand. In 2009 just 4% of the total U.S. highbush blueberry crop was shipped to markets offshore, a combined total of 19.4 million pounds of fresh and frozen blueberries. A majority of these export shipments were made to Japan, China and the United Kingdom. This percentage is expected to be reached again in 2010 once final totals are reported.

International blueberry interest is growing and the USHBC will continue efforts to explore market opportunities by meeting face to face with potential customers in the coming months. The USHBC will be exhibiting at five shows this year with the international trade show schedule starting off with **FoodEx Japan** scheduled for March 1 to March 4, 2011 in Tokyo, Japan. The following month the USHBC will participate in the **Food & Hotel Korea Show** which will be held in Seoul, Korea from April 26 to April 29, 2011. The final Asian show will be **SIAL China** held in Shanghai, China from May 18 to May 20, 2011.

Later in the year, the USHBC will work to expand European blueberry demand and explore potential in Middle Eastern markets. Over the past few years there has been growing fresh and frozen blueberry interest among companies in both regions. In October the USHBC will participate in the **ANUGA** show, a major European trade show which will be held this year in Koln, Germany from October 8 to October 12, 2011.

The international trade show schedule wraps up with a USHBC booth at the **SIAL Middle East Show** which will be held in Abu Dhabi, the United Arab Emirates from November 21 to November 23, 2011. To date, manufacturers of dairy products in Dubai and the surrounding region have made blueberry inquiries as have jam and jelly manufacturers in Egypt and Turkey, in keeping with European food trends. Efforts in the Middle East this year will allow the USHBC to test market potential, make in-country trade contacts and gauge interest for further activity.



### **TRADE ADVERTISEMENTS FOR 2011 FOLLOW SUCCESSFUL 2010 CAMPAIGN**

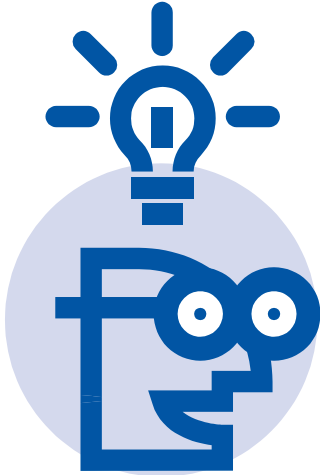
Trade advertisements, drawing attention to the benefits of real blueberries and encouraging food product developers to include blueberries in their plans, are being placed in major trade publications again this year following a successful campaign in 2010. A combined total of 29 USHBC ads and advertorials were placed in trade publications this past year.

The half page USHBC advertisement titled "Real Blueberries" appeared in a wide range of trade publications in 2010 including *Dairy Foods*; *Snack Food & Wholesale Bakery*; *Baker's Journal of Canada*; *Food Processing*; *Food in Canada*; and *Prepared Foods*. The ad, featuring a photograph of a cluster of blueberries and the *Made With Real Blueberries* seal, notes the availability of blueberries in fresh, frozen,

liquid, dried, freeze dried, juice, powder and concentrate form to meet all food manufacturer needs.

The ad also notes that consumers are looking for products that contain blueberries and encourages food manufacturers who have highbush blueberries as an ingredient in their products to say so on pack with the *Made With Real Blueberries* seal. The USHBC website is provided as a source for more blueberry information.

One of the goals of the ad campaign was to have the ads placed near articles which reflect the blueberry message and to encourage product developers to think



about blueberries when considering new product concepts. As an example, the USHBC “Real Blueberries” ad was placed in the “Nutra Solutions” health section featured in the December issue of *Prepared Foods* and in the ingredients section of the October edition of *Food Processing* magazine. Ads also appeared during the

year near articles or in magazine issues related to functional foods, children’s nutrition, super fruits, muffins and confections, healthful foods and new product development.

In addition to the half page ad, the USHBC placed a full page advertorial in *Food Product Design*; *Insider Magazine*; and *Food Technology* magazine this past year. The advertorial, titled “Bountiful Blueberries”, discusses the availability of a wide variety of blueberry forms as well as the benefits of using real blueberries, rather than artificial blueberries, in food products.

The advertorial features results from recent USHBC consumer surveys which show that shoppers are willing to pay more for products containing real blueberries. The advertorial notes that 88.8% of the consumers surveyed are willing to pay an additional 50 cents or more for products with real blueberries compared to those products containing no blueberries or artificial blueberries. Information on how food manufacturers can sign up to feature the *Made With Real Blueberries* seal on their packs is also included in the advertorial.

A similar schedule of ads and advertorials is planned for 2011 with the integration of the new “Little Blue Dynamos” theme.

**REMINDER-----**

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

To take part in the new 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 visiting the alert system website <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and following 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).

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, audiotope, 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).