

THE USHBC BLUESPAPER

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

BRINGING LITTLE BLUE DYNAMOSSM TO LIFE AT RETAIL

The new “Little Blue Dynamo” seal approved by the U.S. Highbush Blueberry Council is making its debut in 2011 and the Council is encouraging industry members to help bring this energetic and lively new symbol to the attention of their blueberry consumers nationwide.

How you can help

We hope every blueberry grower and processor will think of ways to incorporate the Little Blue Dynamos seal into their packaging and display designs in 2011 to help generate increased awareness of the new blueberry positioning and increase the reach of USHBC market promotion efforts.

And Little Blue Dynamos pop into view other places, too!

In addition to the ongoing promotion activities that have helped increase demand over the last five years, the USHBC is beginning a modest online advertising program in 2011. The ads, featuring a Little Blue Dynamo theme, will depict people engaging in everyday activities on a backdrop of blueberries.

The USHBC is also updating its website to introduce Little Blue Dynamos to both trade and consumer audiences, and is even more engaged with consumers in 2011, meeting active moms and other blueberry buyers through *Facebook*, *Twitter* and other social media.

The USHBC branding firm, CRT/tanaka, will be contacting blueberry handlers soon to share USHBC market promotion plans for 2011 and solicit support for the launch of Little Blue Dynamos. We hope that blueberry industry members will help build awareness of the new brand with their customers who see their packaging every day by agreeing to incorporate the new USHBC seal into their designs.

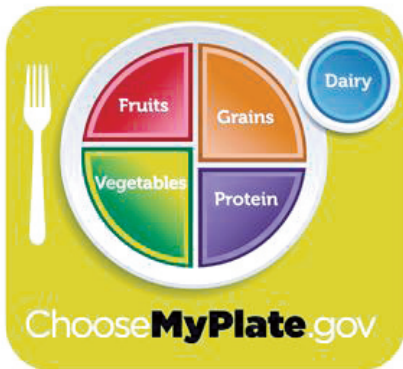


Illustration of Little Blue Dynamo Seal on Retail Packs and Example of Little Blue Dynamo On-Line Advertising



USDA UNVEILS “MY PLATE” ICON TO ENCOURAGE HEALTHIER FOOD CHOICES

The USDA unveiled the new “My Plate” initiative this past month to serve as a reminder for consumers to make healthier food choices. This science-based, government recommendation to make half your plate fruits and vegetables is a



significant and positive step in the battle to fight obesity and related health issues in America. The initiative will also be a positive for

blueberries and the produce industry in general. The plate icon is a simple, memorable way to show Americans the proportion of fruits and vegetables they should be eating at every meal occasion.

USDA's Center for Nutrition Policy and Promotion will lead a coordinated messaging approach among public and private sector partners to help amplify the reach of key Dietary Guideline messages. The "make half of your plate fruits and vegetables" message will be promoted heavily this year from September to December 2011.

The key messages and their promotion timeframes are:

- Make half of your plate fruits and vegetables (September to December 2011)
- Enjoy your food, but eat less (January to April 2012)
- Drink water instead of sugary drinks (May to August 2012)
- Make at least half your grains whole grains (September to December 2012)
- Avoid oversized portions (January to April 2013)
- Compare sodium in foods like soup, bread, and frozen meals, and choose the foods with lower numbers (May to August 2013)

- Switch to fat-free or low-fat (1%) milk (September to December 2013)

The message is designed to prompt consumers to think about building a healthy plate at meal times and to seek more information to help them do so by going to the www.ChooseMyPlate.gov website for more information.

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.

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).