

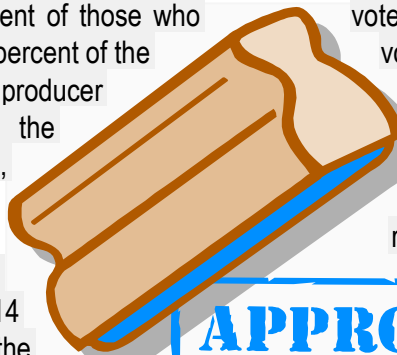
THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
November 2006

CULTIVATED BLUEBERRY PRODUCERS AND IMPORTERS VOTE TO CONTINUE THE BLUEBERRY PROMOTION, RESEARCH AND INFORMATION ORDER

(Reprint from USDA Press Release) WASHINGTON, Oct. 5, 2006 -- Producers and importers of cultivated blueberries have voted in a Continuance Referendum to continue the Blueberry Promotion, Research, and Information Order. The vote was taken in a referendum conducted by USDA's Agricultural Marketing Service (AMS), from August 1 to August 22, 2006. The U.S. Department of Agriculture will continue the order because a majority of producers and importers, who also represent a majority of the volume of blueberries represented in the referendum, voted in favor of it.

In the referendum, 86.9 percent of those who voted in favor represent 93.9 percent of the the referendum. Any current producer cultivated blueberries during the through October 31, 2005, the continuance referendum results of the continuance 2006 *Federal Register*. The Council, made up of 14 who are appointed by the continue to administer the Research, and Information Order under the supervision of AMS.



voted favored continuation of the order. Those who volume of cultivated blueberries represented in or importer of 2,000 pounds or more of representative period of November 1, 2004 was eligible to vote. Therefore, based on results, the order will continue. Notice of the referendum were published in the October 10, U.S. Highbush Blueberry members and their alternates Secretary of Agriculture, will Blueberry Promotion,

The order, which became effective on July 17, 2000, authorizes the Council to conduct a coordinated program of promotion, research, and consumer and industry information in order to maintain and expand the market for cultivated blueberries. Assessment obligations under the program began on January 1, 2001. More information on the order can be found on the USDA AMS website at <http://www.ams.usda.gov/fv/rpb.html>.

USHBC Allocates \$1.2 Million to Market Promotion in 2007

A market promotion and publicity budget totaling \$1,210,999 was approved by the Council at its Fall planning meeting held in Bar Harbor, Maine on October 7, 2006. Consumer and foodservice public relations will be allocated \$550,000 of this total. Food manufacturer publicity activities were approved at \$250,000.

Export market promotions will be allocated a total of \$216,499 (\$166,499 in USDA Market Access Program

funding and \$50,000 in USHBC funds), and magazine advertising will be funded at \$120,000. Strategic planning, to be conducted at the USHBC Spring meeting in March of 2007, co-sponsorship of the 2007 *Berry Health Seminar*, and a market promotion reserve round out the approved 2007 budget.

Consumer and foodservice efforts in the coming year include continued press kit distributions for summer and winter publication; newspaper syndicate placements; ready-to-print columns; television placements; and Spanish language press releases. In

an effort to more actively promote blueberry consumption among children, a *Blueberries for Everyone* leaflet will be designed and distributed in 2007. The leaflet will include activities, recipes, nutrition information and handling tips and will be directed to families with young children. Additional activities targeted to children include the continued distribution of blueberry menu backer activity sheets, distributed to school foodservice managers throughout the U.S., as well as the development of a blueberry learning and activity folio for classroom use by mid-elementary school age children.

Magazine advertising will continue to be directed to health and nutritional professionals through medical trade publications again in 2007, with additional summertime placements of a consumer ad to appear in Eating Well magazine during peak blueberry season.

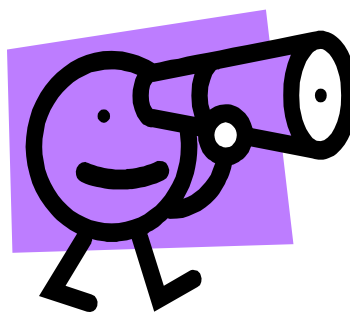
Foodservice activities will include promotions with select foodservice chains as well as non-commercial cafeterias, editorial placements in trade publications, continued distribution of the *Blue Plate Special* electronic newsletter for chain restaurant personnel, a trade advertising campaign and sponsorship of a chef recipe contest for culinary students.

Food manufacturer publicity activities planned for 2007 include attendance at regional *Institute of Food Technologists (IFT) Shows* in New Jersey, Atlanta, Southern California, Seattle and St. Louis, as well as attendance at the *National IFT Show* to be held in Chicago in 2007. The USHBC will also take part in the *International Baking Industry Expo (Bakery Expo)* scheduled for Orlando in October of 2007. Efforts continue to place blueberry technical articles in food

manufacturer trade publications along with trade advertising planned for magazines such as Food Technology, Dairy Foods and Milling and Baking. Given growing interest in the *USHBC New Blueberry Product Completion*, the program will be continued again in 2007 with added emphasis on encouraging the use of the USHBC *Made With Real Blueberries* seal.

USHBC Industry Relations Committee Seeks Handler Member Candidates

The USHBC Industry Relations Committee is seeking nominees to be considered for the USHBC Handler Member and Handler Alternate positions on the Council. Nominees are being sought for the three-year term that begins on January 1, 2008.



The USHBC Industry Relations Committee will present a slate of nominees to the Council at the USHBC Spring Meeting on March 3, 2007. At this meeting, the Council will recommend to the U.S. Secretary of Agriculture a final candidate for member and alternate, along with two additional candidates for consideration by the Secretary for final appointment. Blueberry handlers interested in being considered for the USHBC Handler Member and Alternate positions are encouraged to contact the USHBC office **no later than Friday, January 12, 2007** by phone at (916) 983-0111, or by email to mwillata@ushbc.org.

USHBC MEETING SCHEDULE

2007 USHBC Spring Meeting

Thursday, March 1 to Saturday, March 3, 2007
Hilton Walt Disney World- 1751 Hotel Plaza Blvd.
Lake Buena Vista, Florida Phone (407) 827-4000

2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007
Minneapolis, Minnesota- Hotel to be Determined

2008 USHBC Spring Meeting

Friday, February 29 and Saturday March 1, 2008
Vancouver, British Columbia- Hotel to be Determined

2008 USHBC Fall Meeting

Friday, October 3 and Saturday, October 4, 2008
Washington D.C - Hotel to Be Determined



The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 2390 East Bidwell Street, Suite #300; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: www.blueberry.org, or www.ushbc.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).