

# THE USHBC BLUESPAPER

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

## Country Kitchen to Test Blueberry Menu Items

The USHBC is currently conducting a test in four *Country Kitchen* restaurants in three states. The test promotion features seven blueberry insert that includes the USHBC blueberry dishes. Sales in these test locations will be *Kitchen* will consider featuring the best chain-wide *Country Kitchen* blueberry



items featured in a blueberry themed menu signature logo and pictures of the featured tracked and, based on test results, *Country* selling blueberry dishes as part of a national, promotion in 2007.

Blueberry items featured in the menu insert

*Fresh Blueberry French Toast, Fresh Blueberry Pancakes, Belgian Waffle with Fresh Blueberries, Blueberry Topped Oatmeal, Old-Fashioned Blueberry Shortcake, Blueberry Speckled Lemonade, and a Very Blueberry Shake.*

## USHBC Consumer and Food Service Publicity Update

Building on the well-established blueberry health message, this year our publicity program reminds consumers and chefs that blueberries are available fresh and frozen throughout the year and are a tasty/healthy addition to many dishes. A recap of a number of consumer and foodservice publicity actions taken during the first six months of this year follows:

### PRESS KITS

Press kits have been mailed to more than 800 English language and 200 Spanish language newspapers.



*"What Do Kids Need? More Fruit, Please"* is the theme of the winter season kit. The message of the kit is that children need to eat more fruit, especially in the winter, backed with statistics from the USDA. The kit includes "kid-

friendly" recipes for *Blue Banana Boats, Berry Baked Apples and Blueberry-Banana S'Mores*. A sidebar lists ideas for adding blueberries (fresh, frozen, dried, juice) and other fruits to meals and snacks.

*"Blueberries: Sweet or Savory"* is the summer press kit theme. The kit includes two savory recipes: *Blueberry-Shrimp Salad* and *Blueberry-Peach-Celery Salad*; and two sweet recipes: *Quick & Light Blueberry Betty* and *Blueberry-Ginger Sauce*.

Our December 2005 ready to print release appeared in hundreds of newspapers during the winter months. Distributed in both English and Spanish, the release featured a recipe and photo of *Blueberry Upside-Down Cake*. Additional ready to print releases include a summer release featuring a recipe and photo for *Spicy Blueberry-Fruit Salsa*, and a Fall/Winter release of a blueberry breakfast parfait. Copy includes ideas for ways to enjoy blueberries year-round.

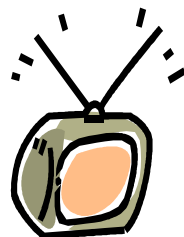
Syndicated placements include a July release from the Associated Press featuring an easy blueberry filling used in two ways, a 'fancy' *Blueberry-Nectarine Crostata* and a 'plain' *Blueberry-Nectarine Compote with Crunchy Topping*. King Features placements include the "Cooking Corner" by Philomena Corradeno showcasing blueberry pancakes with blueberry sauce and blueberry muffins as well as two placements in a new King Features column featuring holiday recipes. Blueberries were featured in a July 4 *Wave the Flag*

*Cupcakes* placement and will appear again this October in Halloween recipes for *Boo-berry Bats* and a blueberry smoothie.

## TELEVISION PLACEMENTS

The on-air message supports the print message that blueberries are versatile, good for you and available year-round. Media coverage to date includes:

July 5 and 6- The Today Show: Chef David Burke discusses blueberries on the July 5 segment. Produce



Pete appeared on July 6 featuring blueberries along with other summer fruits.

June 30- KARE-11 Minneapolis: Paulette Mitchell ran a segment on blueberries with the recipes she demos on-air also placed on

her syndicate of 70+ TV station websites.

July 15- WNBC New York: Produce Pete, a regular on WNBC's Saturday morning news show, features blueberries as his sole subject on this segment.

January 8, 2007- Mr. Food: The USHBC has signed Mr. Food to tape a 90-second segment to run in January, highlighting winter blueberries.

## RETAIL SALES KIT

The 2004 Retail Sales Kit has been updated with the needs of supermarket retailers in mind. The biggest innovation this year is the delivery system. The entire kit is downloaded onto white 'flash drives' imprinted with the *BLUEBERRY* signature in blue. The materials on the drives are ready to be used in signs of all types, in ads, flyers and recipe booklets. A total of 250 kits were mailed to produce buyers at major supermarket chains.

## E-LETTER TO CHAIN RESTAURANTS

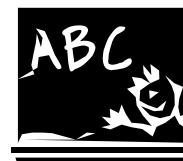
A colorful, informative newsletter went out by email this season to 250 corporate-level chain restaurant decision makers. The e-letter features ideas for ways to get blueberries on menus as well as promotional concepts. Offers for printed materials and recipes are also included. Fall issue planning is underway.

## CHILDREN'S ACTIVITY SHEET/ MENU-BACKER

Parents, teachers and children are hungry for nutrition information and school foodservice directors (FSDs) very much appreciate useful (and free) items. The USHBC activity sheet developed this year answers the

needs of all with one side of the activity sheet designed for kids to play-and-learn and the other side with space for FSDs to print their month's menus.

The offer, free to school FSDs, is made through several outlets including a colorful banner on the School Nutrition Association website and in trade magazines read by school FSDs (Foodservice Director; Restaurants & Institutions; Food Management). An offer of the sheet will also run in School Nutrition magazine later this year. To date we have fulfilled orders for about 75,000 activity sheets.



### 2006 MAGAZINE ADVERTISING SCHEDULE

Diabetes Educator (September/October)  
School Nutrition Association (September)  
American Medical News (September, October)  
American Journal of Clinical Nutrition (September, October)  
Osteopathic News (September, October)  
The Chiropractic Journal (October, November)

### USHBC MEETING SCHEDULE

#### 2006 USHBC Fall Meeting

Friday, October 6 and Saturday, October 7, 2006  
Bar Harbor Regency- 123 Eden Street  
Bar Harbor, Maine Phone (207) 288-9723

#### 2007 USHBC Spring Meeting

Friday, March 2 and 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



*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](http://www.blueberry.org), or [www.ushbc.org](http://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).