

THE USHBC BLUESPAPER

News and Marketing Program Updates from the U.S. Highbush Blueberry Council April 2007

JOHANN'S NAMES MEMBERS TO THE U.S. Highbush BLUEBERRY COUNCIL

Reprinted from USDA News Release of March 12, 2007:

Agriculture Secretary Mike Johanns today announced the appointments of five producers, one importer, one exporter and one public member and their alternates to serve on the U.S. Highbush Blueberry Council.

Newly appointed members are: R. Verne Gingerich, Region 1 producer member, Canby, Oregon; Beverlee DeJonge, Region 2 producer member, Holland, Michigan; Art Galletta, Region 3 producer member, Hammonton, New Jersey; Parm Bains, exporter member, Abbotsford, British Columbia, Canada; and E. Kirk McCreary, public member, South Haven, Michigan.

Newly appointed alternate members are: Roy J. Malensky, Region 1 producer alternate, Hillsboro, Oregon; Ronald E. Bodtke, Region 2 producer alternate, Grand Junction, Michigan; David F. Arena, Region 3 producer alternate, Hammonton, New Jersey; Luis M. Monterde, Region 4 producer alternate, Purvis, Mississippi; Ray Biln, exporter alternate, Maple Ridge, British Columbia, Canada; and Amy Howell, Ph.D., public member alternate, Hammonton, New Jersey.

Reappointed members and alternates are: Kenneth Wayne Patterson, Region 4 producer member, Ocala, Florida; John Shelford, importer member, Naples, Florida; and Keith D. Mixon, importer alternate, Haines City, Florida. The members and alternates will serve three-year terms beginning immediately and ending on December 31, 2009.

The newly appointed member and alternate for Washington for the term beginning immediately and ending on December 31, 2007 are: Rod Cook, producer member, Olympia, Washington; and Bryan S. Sakuma, producer alternate, Bow, Washington.

USHBC ANNOUNCES BEST BLUEBERRY PRODUCTS FOR 2006

The USHBC *Best Blueberry Product Contest for 2006* has just been completed identifying the best new highbush blueberry products this past year in the bakery, beverage, cereal, snack, dairy and confection categories. Winning products were selected from 188 products identified as having blueberries as a key ingredient.

After initial screening, all qualifying products were purchased and used in judging by a consumer focus group, foodservice professionals and university researchers. Products were judged on originality,

blueberry flavor, blueberry health message, overall product quality and packaging design.

Winners were named in six categories: Best New Beverage (*V-8 Fusion Pomegranate Blueberry Juice*); Best New Snack (*Balance Trail Mix Fruit and Nut Bar*); Best New Cereal Product (*Bear Naked Triple Berry Crunch*); Best New Bakery Product (*Lifestream Foods Blueberry Buckwheat Waffles*), Best New Confection (*Emily's Dark Chocolate Covered Blueberries*) and Best New Dairy Product (*Dannon Light & Fit Mixed Berry Smoothie*). Winners are featured on the USHBC website.



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ADDITIONAL ACTIVITIES ADDED TO 2007 MARKET PROMOTION PROGRAM

With additional funding allocated to the USHBC Promotion Committee at the USHBC Spring Meeting in Orlando Florida last month, the USHBC market promotion and publicity budget was increased to a total of \$1,431,930 for 2007.

Additional activities include a summertime blueberry basket and press kit delivery to newspaper and magazine editors; a foodservice internet based advertising campaign; additional funds for potential chain restaurant and non-commercial feeder promotions in 2007; expansion of the school blueberry menu backer campaign; a direct mail campaign to dietitians; reprints and updates of existing publicity leaflets and materials; and an expansion of the USHBC food manufacturer advertising campaign.

The USHBC will also participate in the Produce for Better Health Foundation (PBH) "Campaign for Children's Health", a \$3 million five-year campaign to increase fruit and vegetable consumption among children. The *Campaign for Children's Health* program elements include a website targeted to mothers and their children (www.fruitsandveggiesmorematters.com); educational materials for teacher/student and parent/child interaction; market research; and a continued national action plan to promote increased fruit and vegetable consumption. Benefits to the USHBC include recognition on PBH websites and in newsletters; a USHBC link to the campaign website; use of artwork and logos; goodwill and awareness of USHBC; and increased produce consumption among children. The USHBC will participate in this PBH program over the next five years at a sponsorship level of \$10,000 per year from 2007 to 2011.

USHBC STATE MEMBER ELECTIONS TO TAKE PLACE BEGINNING APRIL 23

Members of the cultivated blueberry industry in the states of Michigan, North Carolina and Georgia are being asked to select representatives to fill USHBC state council member and alternate positions for the 2008 to 2010 term. Ballots are being mailed to producers in these three states on April 23, 2007. Voting begins that date and continues for a five-week period ending on May 29, 2007. All completed ballots

must arrive at the USHBC office by close of business on May 29, 2007. Those elected to state council member and alternate positions will serve a three-year term starting January 1, 2008 and are allowed to serve a maximum of two consecutive terms.

Ballots and instructions will also be posted on the USHBC website at www.blueberry.org. Growers who do not receive their ballots by April 23 are asked to contact the USHBC office at (916) 983-0111.

USHBC MEETING SCHEDULE 2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007
Crowne Plaza Northstar- 618 Second Avenue South
Minneapolis, Minnesota, Phone (612) 338-2288

2008 USHBC Spring Meeting

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

2007 USHBC Magazine Advertising Schedule

April	Journal of the American Dietetic Association
May	Osteopathic News Eating Well Magazine (May/June)
June	The Chiropractic Journal
July	New England Journal of Medicine Today's Dietitian Eating Well Magazine (July/August)
August	American Academy of Nurse Practitioners Medical Economics
September	School Foodservice & Nutrition Diabetes Educator (September/October) Eating Well Magazine (September/October)
November	American Medical News
December	American Journal of Clinical Nutrition

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).