

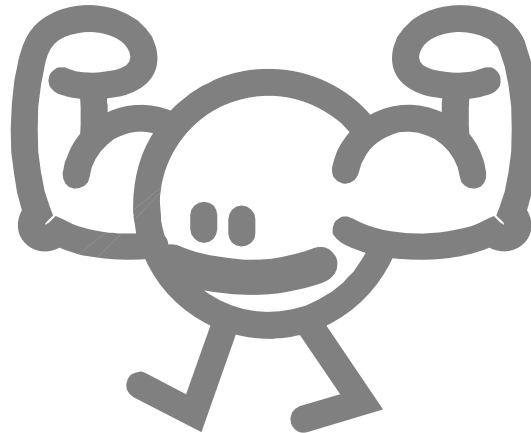
THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
April 2008

ANOTHER RECORD YEAR FOR Highbush BLUEBERRIES IN 2007

Final crop estimates for 2007 were announced at the North American Blueberry Council (NABC) Annual Meeting held in Vancouver, British Columbia on February 28, 2008 and, based on the reported figures, 2007 was another record year for highbush blueberry production.

Based on final estimates, a total of 356.8 million pounds of highbush blueberries were produced last season, up +24.5 million pounds from the previous record of 332.3 million pounds in 2006. Given new acreage, and the expansion and updating of existing acres, this growth trend is expected to continue upward for seasons to come. The Western region produced a total of 162.6 million pounds of blueberries in 2007 up +38.4 million pounds from the previous year's total of 124.2 million pounds. British Columbia was the largest producer in this region bringing in an estimated 73 million pounds. The Midwest region accounted for 93.6 million pounds last year, just slightly above the total of 92.4 million pounds produced in 2006. Michigan accounted for 91.2 million pounds of Midwestern blueberries in 2007.



The Northeast region produced 54.1 million pounds in 2007 with virtually all coming from New Jersey, which produced an estimated 50 million pounds. Northeast production in 2007 matched the level produced in 2006, which totaled 53.8 million pounds. The Southern region was the only region recording production levels in 2007 that were below previous year totals.

The South brought in a total of 46.5 million pounds in 2007, down -15.4 million pounds from the total of 61.9 million pounds in 2006. Weather conditions, which included a late season frost, were to blame for most of this decline. North Carolina, the leading Southern producer, brought in 14.8 million pounds in 2007, down from 25.5 million pounds the previous year. Georgia, which produced an estimated 11 million pounds last year, had produced 21.5 million pounds in 2006.

Lowbush blueberry estimates for 2007 total 182.2 million pounds, down -21.9 million pounds from the previous year. Maine continued to be the largest producer of lowbush blueberries with an estimated harvest of 76.9 million pounds last year followed by Quebec at 44 million pounds. North American total production in 2007 (both lowbush and highbush combined) is estimated at 539 million pounds with 173.5 million pounds sold as fresh blueberries and 365.5 million pounds sold as frozen. This total is just slightly above the 536.4 million pounds of blueberries produced in North America in 2006.

SUCCESSFUL RESTAURANT PROMOTIONS IN 2007 SET THE TABLE FOR MORE IN 2008

Based on the success of last year's blueberry promotion, Crispers Restaurants, a fast growing Florida restaurant chain with 55 units, plans to repeat their successful blueberry promotion in 2008. Owned by Publix Supermarkets, the Crispers menu focuses on entrée salads, sandwiches, wraps and soups with a goal of serving interesting, delicious food keeping everything fresh, affordable and convenient. Their objective last season was to introduce a healthy menu

promotion with blueberries as the key ingredient. A three-month promotion capitalized on the consumer's awareness of blueberries and health. Three special menu items were developed for the promotion, *Steakhouse Blue Cobb Salad*, *Tres Leches Drenched Blueberry Cake*, and *Green Tea Blueberry Pomegranate Blast*.

Built on the Crispers' theme "Super Food....Super Fresh....Super Smart" the USHBC supported in-store communications with the blueberry signature logo and the special blueberry items printed on staff buttons, carry-out bag stickers and table tents. Menu supplements containing

blueberry history and nutrition facts were developed and distributed by Crispers' marketing department. Cross-advertising in newspapers and in Publix stores helped to drive traffic to the promotion as well.

Crispers corporate office set a target of 5% of total menu sales to be blueberry items during the promotion and to increase the check average at least 15 cents during the three month limited time offer. This was the first limited time offer promotion conducted by Crispers and their corporate chef reports that objectives were met and plans to repeat the promotion in the near future.

Another successful promotion was conducted with Guest Services, a hospitality management company serving over 25 million diners annually in government offices, 250 private resorts, hotels and National Park Services facilities nationwide. In 2007, the USHBC focused on government cafeterias creating a blueberry taste, nutrition and education event at each location. Chefs created new items using blueberries throughout the menu. Fresh and frozen blueberries were also added as a new ingredient to many existing recipes. Among the special menu items were a *Grilled Chicken and Blueberry Salad* and a *Blueberry Coconut Pizza*. Blueberries were also successfully added to carrot muffins, pancake and waffle toppers, turkey salads, salad dressings and smoothies.

Guest Services titled the promotion the "Blueberry Bonanza" and promoted it with signage and intranet announcements. The USHBC supported the promotion with posters, flyers, education brochures, coasters with the USHBC blueberry logo, and customer drawings for a blueberry cookbook. Chefs at the locations received a CD-ROM with menus and recipes designed to encourage expanded blueberry use.

Guest Services noted that "the promotion was one of the most successful promotions Guest Services ever implemented". Awareness of blueberries and health drove traffic and moved menu items. As an example, sales of pancakes and waffles doubled when served topped with blueberry sauce. Guest Services reports that the new blueberry menu items from this promotion will now be placed permanently on their menus.

USHBC MEETING SCHEDULE

2008 USHBC Fall Meeting

Thursday, October 2 to Saturday, October 4, 2008
Hilton McLean Tyson's Corner- McLean, Virginia
Phone (703) 761-5214

2009 USHBC Spring Meeting- Biloxi, Mississippi

Thursday, February 26 to Saturday, February 28, 2009

2009 USHBC Fall Meeting- Portland, Oregon

Thursday October 1 to Saturday, October 3, 2009

2010 USHBC Spring Meeting- Boston, Massachusetts

Thursday February 25 to Saturday, February 27, 2010

**CONSUMER RECIPE REQUESTS DIRECTED TO
USHBC POST OFFICE BOX**

The USHBC has a post office box available for consumer use when requesting blueberry recipes and information. Members of the blueberry industry are encouraged to use the following text when inviting consumers to contact the USHBC for blueberry recipes and/or information:

*For Blueberry Recipes and Information visit the
U.S. Highbush Blueberry Council website at
www.blueberry.org, or send a self-addressed, stamped
(standard business size) envelope to:
Blueberry Recipes
C/o U.S. Highbush Blueberry Council
P.O. Box 1036
Folsom, California 95763*

USHBC ADVERTISING SCHEDULE: HEALTH PROFESSIONAL AND CONSUMER MAGAZINES

<i>April</i>	Journal of the American Dietetic Association
<i>May</i>	American Journal of Lifestyle Medicine Eating Well (May/June)
<i>June</i>	American Academy of Nurse Practitioners
<i>July</i>	New England Journal of Medicine Eating Well (July/August) Body + Soul
<i>August</i>	Natural Health Medical Economics Journal of the American Medical Association
<i>September</i>	American Medical News
<i>November</i>	American Journal of Clinical Nutrition
<i>December</i>	Diabetes Educator

Blueberries

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).