

THE USHBC BLUESPAPER

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

FOOD MANUFACTURERS ENCOURAGED TO CONTINUE TO MEET CONSUMER DEMAND FOR NEW BLUEBERRY PRODUCTS

Activities conducted through the USHBC Food Manufacturer Publicity Program continue to bring attention to the added value of blueberries and help encourage product development by a wide range of food brands. Recent participation in two major trade shows have allowed the USHBC to bring the blueberry message directly to bakers and food technologists and to plant the seeds for future blueberry products or blueberry expansion to their existing product lines.

The USHBC participated in *Bakery Showcase 2008* this past May in Toronto, Canada. The Canadian Baking Association sponsored show takes place every two years and is attended by a cross section of the Canadian baking industry including retail bakers (both independent and franchise), supermarket in-store bakers, foodservice members, specialty bakers, suppliers, baking equipment manufacturers, government associations. The event provides an excellent venue to showcase blueberries.

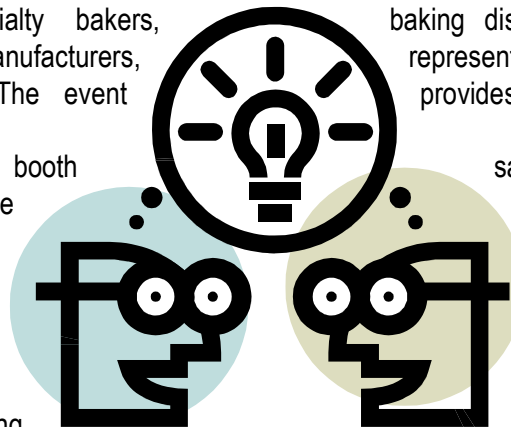
Those visiting the USHBC booth sampled a variety of blueberry cookie concepts showcasing the related benefits of blueberries materials detailing the cookie blueberry formulations and industry. Concepts sampled *Bar*, a healthy bar free from containing dried blueberries along

ingredients such as whole wheat flour, milled flaxseed, pumpkin and sunflower seeds; *Happiness Cookies*, a butter-rich cookie with dried blueberries; and *Blueberry Ginger Biscotti*, adapted from an old-time Italian recipe and updated with ginger and blueberries.

Blueberry formats were also featured at the USHBC booth. Members of the baking industry were able to learn more about items such as osmotically preserved blueberries, freeze dried blueberries, blueberry concentrate and blueberry powder. Many attendees were aware of fresh and frozen blueberries but were not aware of the variety of other blueberry formats available to them and how these additional blueberry products could be used in their formulations.

The blueberry message was carried to a wider range of food manufacturers in June with USHBC participation in the *Institute of Food Technologists (IFT) Annual Meeting and Food Expo* held in New Orleans. "Blueberries- Eat Real, Feel Great, Enjoy Life" was the theme of the USHBC booth at the IFT show which was attended by an estimated 12,000 visitors and attracted 900 exhibitors. The show included health related presentations by well-known researchers including Dr. Jim Joseph who discussed his blueberry related work dealing with memory and motor function.

Updated information sheets covering blueberry formats, health, nutrition and antioxidants were distributed at the USHBC booth as well as market information and formulas for the blueberry concepts sampled at the booth. A



blueberry-dining guide was also distributed to visitors with listings of local New Orleans restaurants using blueberries in unique menu items. Blueberry bushes were also brought to the booth to attract attention and encouraged many visitors, many of which were product developers who had not picked a blueberry or had seen blueberries actually growing on the bush. This introduction helped to make an impression on attendees that will hopefully travel with them back to their labs as they consider new product introductions. Local fresh blueberries from Mississippi were also sampled.

Based on comments received, large manufacturers continue to be very interested in expanding their product lines to include blueberries as a value added ingredient and there is a growing interest in the "Made With Real Blueberries" seal.

USHBC "RECIPE BOXES" DISTRIBUTED TO FOODSERVICE

This year the USHBC is participating in a "recipe box" program with Restaurant Hospitality and Food Management magazines. Through this program blueberry recipes and photos are sent via email to 17,000 non-commercial foodservice decision makers and 17,000 of their counterparts in commercial operations.

These email recipes are designed to be downloaded by recipients for future reference and feature two salad recipes showcasing fresh blueberries. A *Blueberry and Spinach Salad with Hot Bacon Dressing* developed by Mythos Restaurant at Universal Studios in Orlando, Florida was featured in the Restaurant Hospitality mailing. A recipe for *Blueberry Waldorf Salad* from Mangia Restaurant in New York was distributed in the Food Management mailing.

Additional foodservice actions planned to date include participation in two professional conferences, *Flavor Experience* taking place this month in San Diego and the *Fast Casual Executive Summit* scheduled for September in Denver.

The *Flavor Experience* is a meeting of approximately 90 chain restaurant and hotel decision makers from corporations such as Olive Garden, Baja Fresh, TGI Fridays and Hyatt. Blueberries will be showcased extensively during the meetings in beverages, salads and desserts.

Top executives will attend the *Fast Casual Executive Summit* from 50 "fast casual" restaurant chains such as Outback Steakhouse, Salad Works and Penn Station East Coast Subs. A USHBC sponsored breakfast at the summit will include blueberries on the menu as well as a blueberry industry background presentation.



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
 Thursday, February 26 to Saturday, February 28, 2009
 Courtyard Gulfport Beachfront- Gulfport, Mississippi
 Phone (228) 864-4310

**USHBC ADVERTISING SCHEDULE:
 HEALTH PROFESSIONAL, FOODSERVICE, FOOD
 TRADE AND CONSUMER MAGAZINES**

August	Natural Health Medical Economics Journal of the American Medical Association Food Management Foodservice Director Prepared Foods Food Product Design
September	American Medical News Food Processing Prepared Foods Food Product Design
November	American Journal of Clinical Nutrition School Nutrition Dairy Foods
December	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
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