

## **News and Marketing Program Updates from the U.S. Highbush Blueberry Council February 2008**

### ***USHBC TO CONDUCT MARKET RESEARCH SURVEY AGAIN IN 2008***

A consumer usage and attitude survey will be conducted by the USHBC again in 2008 to continue to monitor consumer demand. Basic questions from the original consumer market research survey conducted in 2004 will be used again in this wave of research to measure progress and to identify any changes in blueberry perception and use. The telephone survey will be conducted in March and will be directed to 800 randomly selected consumers. Consumers from each region of the United States (West, Midwest, Northeast and South) will take part in the survey to ensure a national sample of respondents and to allow for regional comparisons.

The study will focus on consumer blueberry awareness and interest; their perception of blueberries; awareness of blueberry health benefits; and price sensitivity. By repeating many of the questions from the 2004 survey, this year's study will also help the USHBC to measure the progress of current marketing and communications strategies and programs. Survey responses will help to continue to define and compare the demographics, usage patterns and interests of "heavy", "moderate" and "light" blueberry users.

Participants will be asked approximately 40 questions during the telephone interview. Questions range from how many times they have purchased blueberries in the past 12 months and the types of blueberries purchased (fresh, frozen, dried, canned) to how they use blueberries. Consumers will also be asked questions relative to their awareness of the healthful properties of blueberries and how this perception impacts their purchase and perception of blueberries relative to other berries, as well as their interest in food products containing blueberries as an ingredient. A final report is expected in May.

### ***INTERNATIONAL BLUEBERRY WEBSITES CONTINUE TO ATTRACT ATTENTION***

Just as is the case with the USHBC domestic website ([www.blueberry.org](http://www.blueberry.org)), the USHBC international websites are continuing to attract attention and serve as an excellent means to provide blueberry information to consumers, retailers, members of the

food trade and food manufacturers. The USHBC sites are now listed on many of the leading international search engines directing blueberry inquires from those in Asia and Europe to the USHBC site for answers to blueberry questions.

The USHBC Japanese site is our top international site. Recent reports note more than 60,000 visitors to the 47-page Japanese language site this past year.

During this same period, nearly 28,000 visited the USHBC Korean language website, featuring 13 pages of blueberry information, with many continuing on to access the USHBC domestic site as well.

While Koreans are becoming aware of the USHBC Korean site, we are also noting many Korean

l a n g u a g e “ b l o g ”

p a g e s w h e r e

blueberry fans are

communicating with

one another, sharing recipes and blueberry information. The Korean Internet is also crowded with mentions of blueberry offers on television home shopping networks, which appear to be moving considerable blueberry volume. One of these home shopping programs note that they sold more than 7,500 individual 500 gram units of frozen blueberries to their viewers in one day.

The USHBC China and Hong Kong websites are also listed on top search engines. There were nearly 41,500 visitors to the 18-page Mandarin language Chinese site this past year. Approximately 22,400 visited the 13-page Cantonese language site for Hong Kong in 2007. Efforts are underway to list these two sites on additional Chinese search engines to drive more traffic to the USHBC sites. The USHBC Taiwanese site, featuring 22 pages, was visited by over 33,000 individuals in 2007.

In addition to websites directed to the Asian market, the USHBC also maintains a 16-page Spanish language site for Mexico, which was assessed by over 8,000 visitors last year, a 4-page Icelandic language site, visited by 2,300 in 2007, and an 8-page site for Norway which recorded 6,500 visitors last year as well.

***USHBC ADS PLANNED FOR CONSUMER,  
FOODSERVICE, FOOD TECH AND HEALTH***

## **CARE PUBLICATIONS AGAIN IN 2008**

A full schedule of magazine advertising is planned for a wide range of publications again in 2008. The series of successful ads placed last year in foodservice and food manufacturer publications will appear again this year along with a new advertisement directed to consumers and health care professionals.

The magazine advertising schedule to date follows:

### **January**

Food Management  
Restaurant & Hospitality  
Flavor and the Menu

### **February**

Food Management  
Restaurant & Hospitality  
Flavor and the Menu

### **April**

Journal of the American Dietetic Association

### **May**

American Journal of Lifestyle Medicine  
Eating Well (May/June)

### **June**

American Academy of Nurse Practitioners

### **July**

New England Journal of Medicine  
Eating Well (July/August)  
Body + Soul

### **August**

Natural Health  
Medical Economics  
Journal of the American Medical Association

### **September**

American Medical News

### **November**

American Journal of Clinical Nutrition

### **December**

Diabetes Educator

## **ELECTRONIC VERSIONS OF THE USHBC**

### **BLUESPAPER NOW AVAILABLE**

Would you like to receive your copy of *The Bluespaper* via email? If so, please contact the USHBC office at (916) 983-0111 or fax your email address to the USHBC at (916)

983-9022.

**USHBC MEETING SCHEDULE**

**2008 USHBC Spring Meeting**

Thursday, February 28 to Saturday March 1, 2008  
Pan Pacific Vancouver- 300 999 Canada Place  
Vancouver, British Columbia, Phone (604) 662-8111

**2008 USHBC Fall Meeting**

Thursday, October 2 to Saturday, October 4, 2008  
Washington D.C. - Hotel to be Determined

**2009 USHBC Spring Meeting**

Thursday, February 26 to Saturday, February 28, 2009  
Biloxi, Mississippi- Hotel to be Determined

**2009 USHBC Fall Meeting**

Thursday October 1 to Saturday, October 3, 2009  
Portland, Oregon- 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).