

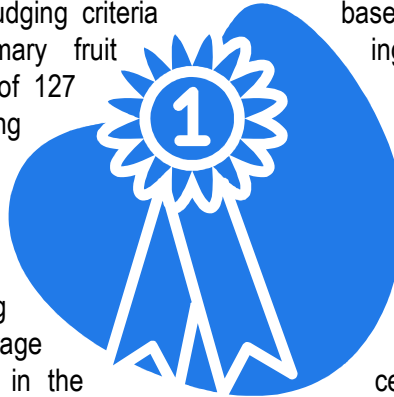
THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
February 2009

USHBC ANNOUNCES WINNERS OF THE 2008 "BEST NEW BLUEBERRY PRODUCT CONTEST"

For the fourth consecutive year, the U.S. Highbush Blueberry Council has identified, analyzed and selected the best new blueberry products introduced in North America. Industry reports note that there were a total of 1,467 new products introduced in North America in 2008 that contained highbush, lowbush or artificial blueberries of which 1,214 were introduced in the U.S. (83% of the total). The USHBC narrowed down this list to those products meeting USHBC judging criteria based on highbush blueberry content and having blueberries as the primary fruit ingredient wherever functionally possible. Based on this screening, a total of 127 new products were deemed qualified to take part in the preliminary judging review.

Judges evaluated products in the snack and beverage categories. blueberry content, blueberry healthfulness. This year's winners *Blueberry Waffles* in the baking category; *Grape Groove* in the beverage category; *with Whole Grains & Blueberries* in the cereal category; *Blueberry Greek Yogurt* in the dairy category; Mrs. May's Naturals *Trio Blueberry Cereal Bar* in the snack category; and Endangered Species *Dark Chocolate with Blueberries* in the confection category.



In the past, award winners have capitalized on contest results by incorporating the award into their packaging labels or using the award as a marketing tool. The USHBC "Made With Real Blueberries" seal has also become an important part of the program as winners have been encouraged to apply the USHBC seal to their packaging. New products that feature the seal were also given bonus points during contest judging. This year's winning blueberry products can be viewed on the USHBC website at <http://www.blueberry.org/contest/index.htm>.

2009 BERRY HEALTH SYMPOSIUM SCHEDULED FOR JUNE 22 AND 23 IN MONTEREY, CALIFORNIA

The National Berry Crops Initiative (NBCI) has finalized plans for the *2009 Berry Health Symposium*, which will be held in Monterey, California on June 22, and 23, 2009. This third biannual symposium is an international conference dedicated to exploring the latest scientific research related to berries and human health.

Details and registration information can be found on the symposium website at www.berryhealth.org.

Among those encouraged to attend the symposium are members of the scientific community, health and wellness professionals, CEO's in the health conscious food industry, R&D specialists, sales and marketing executives and students. Dr. Jim Joseph from the USDA Human Nutrition Research Center on Aging will serve as the keynote speaker during the symposium dinner on June 22.

**The Blues
That Make
You Feel
Good!**



Those attending the two day event will hear the newest research on berries and human health

featuring advances in clinical, basic, and applied fields; learn what gives the dietary intake of raspberries, blackberries, blueberries, strawberries and cranberries a positive effect on human disease prevention; and attend sessions on heart health, metabolism (including a presentation by Dr. Ron Prior), cancer, brain aging (with a presentation by Dr. Barbara Shukitt-Hale), and compositional chemistry and biological effects which includes a presentation by USHBC Public Member Alternate Dr. Amy Howell.

A public session is planned for the morning of June 22 featuring a panel discussion on the research to be presented at the symposium and a cooking demonstration with healthy berries featuring James Beard Award winning author Janie Hibler.

The symposium allows for networking among those involved in nutrition and health and also offers the opportunity to view berry production in the Monterey area first hand with a tour on the afternoon of June 23.

USHBC POST OFFICE BOX AVAILABLE FOR CONSUMER RECIPE REQUESTS



The USHBC maintains a post office box 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 COMPLETES SUCCESSFUL PROMOTION WITH PLANET SMOOTHIE

Results are in for the six-week "Berry Impressive" promotion with *Planet Smoothie* held from September 15 through October 31, 2008 at 76 locations. The promotion featured window clings, cup stickers, 3x5 nutrition info cards and a server sales contest. *Planet Smoothie* reports that average combined sales of the three blueberry-containing smoothies featured in the promotion increased by 1.76% of total sales mix during the promotion compared to the same period in 2007

and by 2.16% of total sales mix from the month prior to the start of the promotion period, representing a 25% increase in blueberry-containing smoothies sold compared to the previous month. *Planet Smoothie* notes that when a test item results in a 1% lift in sales it is considered for placement on the permanent menu. An estimated 5 tons of frozen blueberries were moved during the promotion period and the USHBC is discussing the possibility of additional promotions with the chain in the future.

USHBC Foodservice Trade Magazine Advertising Schedule- First Quarter 2009

January	<i>Restaurant Hospitality</i> <i>Food Management</i> <i>Foodservice Director</i>
February	<i>Food Management</i> <i>Foodservice Director</i> <i>On-Campus Hospitality</i>

USHBC MEETING SCHEDULE

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

2009 USHBC Fall Meeting- Portland, Oregon
 Thursday, October 15 to Saturday, October 17, 2009
 The Benson Hotel- Portland, Oregon
 Phone (503) 228-2000

2010 USHBC Spring Meeting- Boston, Massachusetts
 Thursday, February 25 to Saturday, February 27, 2010
2010 USHBC Fall Meeting- Grand Rapids, Michigan
 Thursday, October 14 to Saturday, October 16, 2010



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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