

THE USHBC BLUESPAPER

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

USDA FAS OFFERS SERVICES AND INFORMATION FOR BLUEBERRY EXPORTERS

The USDA Foreign Agricultural Service (FAS) offers a number of services to potential exporters including a newly established MRL (maximum residue limits) database which has been developed to aid U.S. growers and exporters in the identification of MRL tolerances for specialty crops destined for leading export markets. The database provides MRL's by commodity, by pesticide and by pesticide type.

The *International Maximum Residue Limits Database* provides users with a list of MRL tolerances by active ingredient to desired export crop, pesticide active ingredient and vegetable and nut commodities are approved by the EPA for use on those MRL data are included from 70 the Codex Alimentarius Commission



destinations. Users may query by pesticide type. Over 300 fruit, covered, as are 272 pesticides commodities in the United States. countries, the European Union and (Codex).

Only those chemicals that have an tolerance for specialty crops are country MRL's are included only when the same commodity. Blueberry database on-line at www.mrldatabase.com or www.fas.usda.gov/http/default.htm.

established permanent EPA included in the database. Foreign an EPA tolerance is also in place for industry members can access the

Another service offered by the USDA is a *WTO Notifications Weekly Newsletter*. The World Trade Organization (WTO) is the international organization dealing with trade between nations. Background information on the WTO can be found on its website at www.wto.org. Members of the WTO provide information on their sanitary or phytosanitary measures and notify the WTO of any changes. Those interested in receiving the weekly WTO notifications should contact the USDA via email at fstsd@usda.gov.

Industry members are also reminded that the USHBC office is contacted by potential blueberry customers from both here at home and abroad asking for sources of fresh and frozen blueberries and blueberry products such as juice, puree and powder. These inquiries are being posted on the USHBC website at www.blueberry.org. Customer name and contact information is posted on the site along with their product inquiry. Industry members are encouraged to view this section of the site on a regular basis for continued updates and market opportunities.

ADS DIRECTED TO BOTH CONSUMER AND HEALTH PROFESSIONALS IN 2007

Advertisements in a health oriented consumer magazine will be added to the USHBC magazine

advertising schedule in 2007. Ads will be placed in three editions of Eating Well Magazine this summer in addition to USHBC advertisements placed again this year in 12 health professional publications. USHBC ads will appear in issues of the following magazines:

2007 USHBC Magazine Advertising Schedule

February

American Family Physician

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)

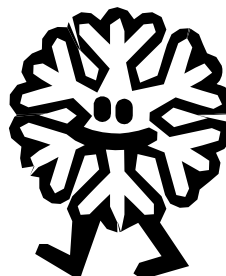
November

American Medical News

December

American Journal of Clinical Nutrition

West purchased frozen blueberries (26%) compared to other regions of the country. Age appeared to have little bearing on likelihood of frozen blueberry purchase. The higher the education levels the higher



percent of purchasers. However when looking at income level, as income increased the percent of frozen blueberry purchasers decreased, with the exception of the top income category where percentages took an upward turn.

Given these preliminary results, the USHBC will conduct a follow-up Internet survey this winter to gain more insight on frozen blueberry users and their usage. The survey will explore frequency of purchase, seasonality, size of frozen package purchased, frozen blueberry use and reason for purchase. Survey results should be available in early 2007.

USHBC MEETING SCHEDULE

2007 USHBC Spring Meeting

Thursday, March 1 to Saturday, March 3, 2007
Hilton Walt Disney World- 1751 Hotel Plaza Blvd.
Lake Buena Vista, Florida Phone (407) 827-4000

2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007
Minneapolis, Minnesota- Hotel to be Determined

2008 USHBC Spring Meeting

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

2008 USHBC Fall Meeting

Friday, October 3 and Saturday, October 4, 2008
Washington D.C - Hotel to Be Determined

USHBC TO LEARN MORE ABOUT RETAIL POLYBAG BLUEBERRY CONSUMPTION

Given the noticeable increase in sales of frozen blueberries at retail, the USHBC will be conducting a market research survey this month to learn more about this market segment. The USHBC conducted a preliminary Internet survey this past June to determine the extent of purchase of frozen blueberries in the general U.S. population. Results were tabulated by geographic region and basic demographics (age, gender, marital status, education, income, household size, employment).

The survey showed that frozen blueberries were purchased by 20% of the primary grocery shoppers within the past year. Slightly more shoppers in the



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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).