

THE USHBC BLUESPAPER

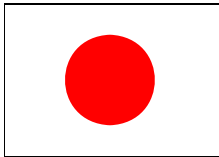
News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
January 2008

WIDE RANGE OF UNIQUE BLUEBERRY PRODUCTS FOUND IN ASIAN SUPERMARKETS

As part of our USHBC export market promotion activities, we continually look for unique blueberry products found in Korean, Chinese, Japanese and Taiwanese supermarkets. Not only do we monitor blueberry use by these countries during these store checks, we also develop a data base of unique blueberry applications that we can then present to domestic food manufacturers at trade shows, through our website, and in face to face meetings with the research and development staffs of major domestic food brands.

In this issue of *The Bluespaper* we provide an overview of some of the more unique food products, featuring blueberries as a key ingredient, that have been spotted on store shelves this past year in Japan, Taiwan, China and Korea.

JAPAN CONTINUES TO FEED BLUEBERRY DEMAND



Blueberry interest in Japan continues to be strong and Japanese food manufacturers are feeding this blueberry demand with a wide range of products. Among the more unique blueberry applications that feature a

health positioning are:

Black Vinegar and Blueberry Drink (QP Company)

Positioned to "help maintain the health of active baby boomers" and made from a blend of blueberry juice, black vinegar and hyaluronic acid.

Purple Fruity Yogurt (Ohayo Dairy Products)

A fruity yogurt that focuses on the health benefits of the fruit's colors. Contains "purple fruits" including grapes, blueberries, cassis, prunes and dark cherries.

Bulgaria Low Sugar Drinking Yogurt (Meiji Dairies)

A drinkable yogurt featuring a blend of blueberry, blackberry, aronia and raspberry juices.

Vegetable Plus (Ito En)

A blend of 50% vegetable and 50% fruit juice promoted as being rich in antioxidants that are derived from purple yams and blueberries.

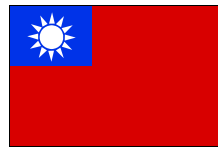
Blueberry & Polyphenol Liqueur (Suntory)

Targeted to women, this liqueur contains 14% blueberry juice as well as cranberry and raspberry juices.

ELECTRONIC VERSIONS OF THE USHBC BLUESPAPER NOW AVAILABLE

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TAIWAN OFFERS WIDE RANGE OF BLUEBERRY PRODUCTS



Taiwanese food manufacturers have been very inventive in their product development introducing a wide range of berry products from bakery and dairy items to beverages and confections. Some of the interesting

blueberry items are:

Blueberry Energy Toast (Hi-Life International)

Toast with a double flavored filling of blueberry jam and butter.

Blueberry Marshmallows (Elwa Confectionery)

A blueberry marshmallow has been added to the Elwa line that also includes a blueberry and collagen flavored marshmallow.

Blueberry and Small Red Bean Cereal (Calbee Foods)

A cold cereal featuring blueberries and red beans as healthful ingredients.

Blueberry & Litchi Drink (AGV)

A blend of 15% blueberry and litchi juice claimed to aid digestion.

DESSERTS AND CANDIES LEAD LIST OF NEW PRODUCTS IN KOREA

This past year desserts and ice creams topped the list of new blueberry product introductions in Korea. A total of 14 new dessert and ice cream products were introduced. Confectionary products had the second most introductions with 10 new product rollouts. New



Korean products include:

Blueberry Ice Cream Bar (Haitai Confectionary)

An ice cream bar with a blueberry syrup filling.

Chew-Let Blueberry Candy (Lotte)

A pack of soft blueberry candies made with blueberry and apple juice.

Fresh Blueberry Cakes (Lotte)

Individually wrapped soft sponge cakes with a blueberry cream filling and chocolate coating.

Blueberry Ice Bar (Lotte)

A fresh yogurt ice cream with 13% blueberry syrup, promoted as being good for the eye and retina.

MANY CHINESE PRODUCTS FEATURE THEIR OWN DOMESTIC BLUEBERRIES



The number of new product introductions in China continues to increase and we are seeing many of these products featuring domestic Chinese blueberries as an ingredient. Candies, baked

goods and beverages were the leading new product categories this past year. Unique product introductions include:

Milkana Cheese for Children (Bongrain)

A blueberry flavored cheese that is marketed to children. The product contains calcium, protein and fatty acids from milk and is being promoted as an easy to absorb, nutritious product that aids in children's growth.

Kangjiajia Milk Drink (Shuangliu Shengda Food)

Another product developed with children in mind is this blueberry flavored fresh milk beverage.

Fr-Ooze Pop (Zhenfengguangyuan Trade Co.)

An example of blueberry use in confections is this cherry and blueberry flavored lollypop with a candy gel that is made with real fruit juice.

Blueberry Breath Strips (Jiujiuwang)

Sugar free blueberry flavored breath strips with a mint aftertaste.

Lanmei Blueberry Wine (Jilin Lanmei)

A fine wine containing more than 60% blueberry juice.

Want Want Blueberry Gummy Candy (Biwang Foods)

Soft blueberry candy sweets with 30% blueberry.

Blueberry Potato Sticks (Lianhua Foods)

Spicy blueberry flavored potato stick snack packed in a foil pouch.



FROM THE FIELD:

Comments from Industry Members

The British Columbia Blueberry Council will be hosting the NABC and USHBC semi-annual meeting at the end of February 2008. This is a wonderful opportunity for the BC

industry to showcase itself as one of the premier blueberry growing regions in North America. This is only the second time in the history of NABC and USHBC that a semi-annual meeting will be held outside of the USA. The Council is inviting all NABC and USHBC members to attend the bus tour that will visit four facilities in the Lower Mainland. We are also planning a special evening of food and entertainment on Friday night. A meeting such as this, with its social and educational events, presents a great opportunity for effective networking. We wish to promote the BC industry, its people and culture in a truly friendly Canadian fashion. We hope to see you in Vancouver.

Yours truly,

Will van Baalen

BC Blueberry Council Executive Director

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

Update: Group Room Rates are \$189 Canadian Dollar per Night

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, or www.ushbc.org

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