

# THE USHBC BLUESPAPER

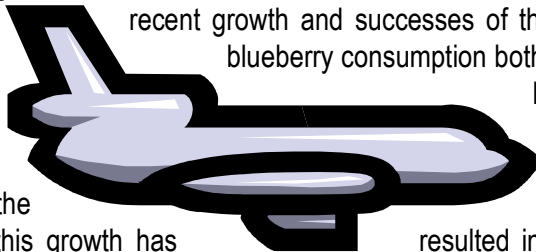
News and Marketing Program Updates from the  
U.S. Highbush Blueberry Council  
January 2009

## **FASTEN YOUR SEATBELT---BLUEBERRY NEWS TAKES TO THE AIR**

The USHBC is taking a unique approach to getting the word out about blueberries this year with coverage on *Sky Radio*, offered to travelers on American Airlines and Northwest Airlines. USHBC Executive Director Mark Villata will be discussing the blueberry industry in a three-minute segment on the *Sky Radio* program carried on American and Northwest flights during the month of March. The interview will be listed in the Northwest World Traveler and the American Way magazine and is expected to reach more than 4 million travelers.

Villata taped the blueberry segment in December. His comments focused on the growing interest in the healthfulness of blueberries, the recent growth and successes of the blueberry industry and how the industry is working to expand blueberry consumption both here in the United States and overseas. Villata discussed how blueberries are one of the few native North American fruits and how the industry has grown to the point where blueberries are now commercially produced in 38 states. The expansion of the blueberry industry in the Southern Hemisphere and how this growth has resulted in the year-round availability of fresh blueberries was also noted. Blueberry interest among food manufacturers and the many unique blueberry products being developed to meet consumer demand for blueberries was also discussed, as was the recent addition of India as a market for fresh blueberries and the potential of this market to become an important blueberry consumer.

The *Sky Radio Network* offers business, technology health and entertainment programming to many of the major domestic airlines to educate, inform and entertain airline passengers with particular attention to business travelers. Shows are produced magazine style with a blend of interviews, industry spotlights and discussion of business trends.



## **RADIO SPOTS TO ENCOURAGE RETAIL FROZEN BLUEBERRY PURCHASE**

The USHBC Promotion Committee has recently taken action to move additional frozen blueberries at retail through a radio campaign aired in select markets this past holiday season. The radio campaign consisted of three 30-second radio spots cycled throughout the promotion period on various radio stations in New York, Connecticut, Massachusetts, Pennsylvania, Illinois, Michigan, Ohio, Washington and Texas.

Directed to women in the 25 to 54 year age range, the humorous spots featured a news reporter who goes into the supermarket freezer to discover why frozen blueberries are becoming so popular. While he's shivering in the freezer, three different types of

consumers come by to pick up their bags of frozen blueberries. The reporter hands the shopper their bag and then guesses what they know about blueberries (which brings the message of blueberries and health into the ad) and how each will be using their frozen blueberries (to bring home the fact that blueberries are a tasty and versatile fruit).

The spots ran during the weekdays one week prior to Thanksgiving and during a two-week period in December prior to Christmas to take advantage of holiday entertaining. The three ad time slots were equally distributed throughout the day in

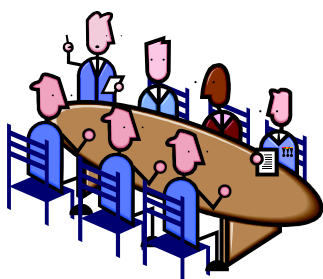


order to allow the message to be heard by "soccer moms" as well as "working moms".

An effort has also been made to work with packers and distributors as well as with supermarkets in a number of the cities where the ads were placed to try to determine blueberry movement prior to and during the ad campaign. This type of information will then be used by the Promotion Committee to help measure the effectiveness of the campaign and in considering future program direction.

## **USHBC CONTINUES TO SEEK NOMINEES FOR REGIONAL MEMBER, IMPORTER, EXPORTER AND PUBLIC MEMBER POSITIONS**

The current terms for USHBC Regional Members as well as USHBC Importer, Exporter and Public Member will close at the end of 2009. Nominations are taking place this month to fill these seven positions on the Council. Nomination packets have been sent by the USHBC to growers in each of the four regions (West,



Midwest, Northeast and South) this January. Included in the nomination packet are a *USHBC Nomination Application Form* and instructions, a *USHBC Information Sheet* and

mailing envelope. Nomination packet information is also posted on the USHBC website at [www.blueberry.org](http://www.blueberry.org).

USHBC regional member nominations will take place over a five-week period from January 12 to February 16, 2009. Nominations received after February 16 will not appear on the final printed USHBC ballot. Individual USHBC Regional Ballots will be sent to growers in each of the four regions on April 20, 2009. Elections will take place over a five-week period from April 20 to May 25, 2009.

The USHBC Industry Relations Committee is also seeking nominees to be considered for the USHBC Importer, Exporter and Public Member and Alternate positions on the Council. Nominees are being sought for the three-year term that begins January 1, 2010. The committee plans to present a slate of nominees to the USHBC Executive Committee by February 2, 2009. The Council will then make final candidate selections at the USHBC Spring Meeting on February 28, 2009. At

the February 28 meeting, the Council will recommend to the U.S. Secretary of Agriculture a final candidate for member and alternate, along with two additional candidates for each of these three positions, for consideration by the Secretary for final appointment.

Blueberry industry members interested in being considered for the USHBC Importer, Exporter or Public Member and Alternate positions are encouraged to contact the USHBC office **no later than Monday, February 2, 2009** by phone at (916) 983-0111, or by email to [mwillata@ushbc.org](mailto:mwillata@ushbc.org).

Regional Members as well as Importer, Exporter and Public Members will assume their USHBC positions starting January 1, 2010 for a three-year term.

**REMINDER: Potential blueberry customers are listed on the USHBC Website at [www.blueberry.org](http://www.blueberry.org). Check the USHBC site for continued updates.**



### **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

## *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](http://www.blueberry.org), or [www.ushbc.org](http://www.ushbc.org)  
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