

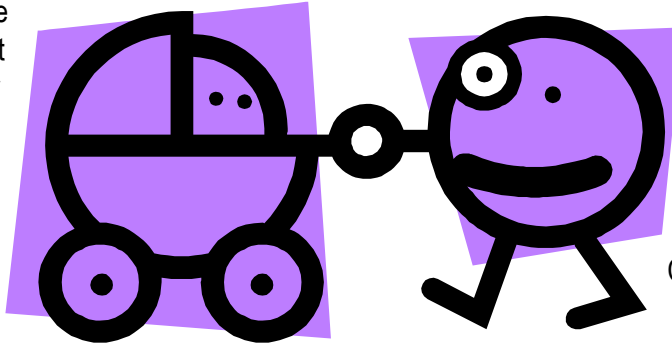
THE USHBC BLUESPAPER

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

MORE THAN 1,100 NEW BLUEBERRY PRODUCTS IDENTIFIED IN 2006

TJP Market Development, conducting food manufacturer publicity activities for the USHBC, reports that 1,125 new blueberry products were introduced internationally in 2006, a +21% increase over the total of 930 new products identified in 2005. In comparison, a total of 901 new cranberry products were identified last year. A total of 31 new products used the term “real blueberries” on pack and many of the new products were reformulated to use real blueberries in place of artificial ingredients.

Beverages were the blueberry product category followed by bakery goods, dairy spreads, snacks, breakfast cereals, baby vegetable items. The top five countries introducing blueberry products in 2006 were the USA followed by the United Kingdom, Germany



Canada, the United Kingdom, and France. The leading category for new introductions followed by foods, confectionary, desserts and ice cream, food, and fruit and top five countries products in 2006 were the USA followed by the United Kingdom, Germany

A wide number of unique products were introduced last year such as Green Time *Blueberry Chewing Gum* (China), Tesco *Mellon, Mango & Blueberry Fruit Blend* (United Kingdom), Nestle *Raspberry & Blueberry Water* (Germany), Valio *Blueberry Soup* (Finland), Mickey Finn *Sour Blueberry & Pomegranate Schnapps* (Ireland), Malt-O-Meal *Blueberry Muffin Tops Cereal* (USA) and Black Rose *Blueberry Maple Syrup* (Poland).

USHBC LAUNCHES FOODSERVICE MAGAZINE ADVERTISING CAMPAIGN

A series of four advertisements are being placed in foodservice publications this year bringing the blueberry message to a wide range of chefs and foodservice operators. The full color, one-third page advertisements draw attention to the ease of use and versatility of blueberries and encourage foodservice operators to consider both fresh and frozen blueberries in their menu development.

The initial ad, titled “*Berry Good*”, reminds foodservice operators that consumers are looking for blueberry menu items, and that blueberries can be a profitable addition to their offerings. The second ad, titled “*Blueberries Make Chefs Happy*”, focuses on the health

perception of blueberries, their versatility and ease of use. A third ad, titled “*Nothing Tops a Blueberry (and it does make a great topping)*”, reminds foodservice operators that blueberries are available year-round both fresh and frozen. The final ad of the series, “*Blueberries Make People Smile*”, encourages the use of blueberries as a healthy addition to current menu items.

All four of these ads direct readers to the USHBC website for more blueberry information and also include a photo and offer of the USHBC “*Add Blueberries...Add Value*” foodservice information flyer and CD.

Initial ads were placed in February in Foodservice Director, Restaurant Hospitality, and Food

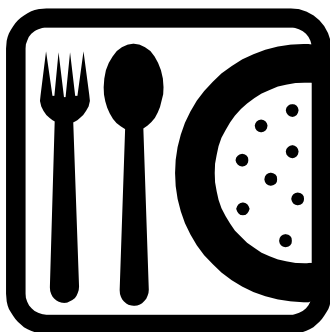
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Management. Restaurant Business will be included in the foodservice advertising schedule this month. USHBC ads will run periodically in each of these foodservice publications through November. Our advertisement will appear a total of six times in each of these four publications.

ADDITIONAL RESTAURANT CHAINS TO FEATURE BLUEBERIES THIS SUMMER

Country Kitchen has finalized plans for their chain wide summer blueberry promotion that will take place over a 15-week period in each of the chains 140 restaurants. Support for the blueberry promotion includes menu inserts, window art, in-house posters and newspaper ads announcing the event. *Country Kitchen* is projecting the volume of fresh blueberries to be used



during this promotional period at from 8,000 to 10,000 flats.

Golden Corral, an upscale buffet restaurant chain, has also agreed to run a blueberry promotion this season chain wide in its 465 restaurants. The promotion will begin in May and will run for a total of four months. Fresh blueberries will be featured on the salad bar with photos of fresh blueberries in salads posted around the bar to inspire customers with ideas for adding blueberries to their self serve salads.

USHBC MEETING SCHEDULE

2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007
Crowne Plaza Northstar- 618 Second Avenue South
Minneapolis, Minnesota, Phone (612) 338-2288

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

2009 USHBC Spring Meeting

Friday, February 27 and Saturday, February 28, 2009
Biloxi, Mississippi- Hotel to be Determined

2007 USHBC Magazine Advertising Schedule

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

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, or www.ushbc.org
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