

THE USHBC BLUESPAPER

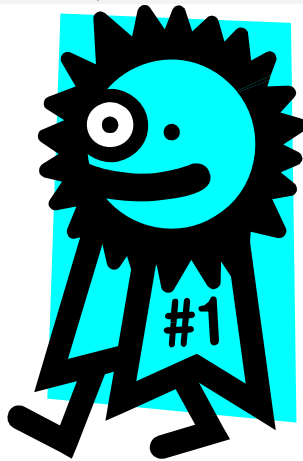
News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
March 2008

USHBC ANNOUNCES WINNERS OF 2007 NEW PRODUCTS CONTEST

The USHBC "Best Blueberry Product Contest" entered its fourth year in 2007 and once again showcased numerous and innovative products with blueberries as a key ingredient. The best new blueberry products were identified in the bakery, beverage, cereal, snack, dairy and spread categories. All entries had to contain highbush blueberries, with blueberries as the primary fruit on the label wherever possible. Artificial blueberry use was an automatic disqualification, and users of the USHBC "Made With Real Blueberries" seal were awarded bonus points by the judges.

Products were judged based on healthfulness, overall product quality and packaging design. A total of 155 new blueberry products were introduced in 2007 with the snack sector leading the field with 28 new items. The next highest sector was beverages with 26 new items. All qualifying products from these introductions were obtained and judged by a consumer taste panel.

Based upon the judge's category was Van's *Organic Multi-Blueberry Morning* was the winning category. Post Selects *Pomegranate Blueberry Juice* took first place in the beverage category. The Stonyfield Farms *YoMommy Blueberry Yogurt*. Trader Joe's had two winning entries with tie scores in the snack category, Trader Joe's *Anti-Oxidant Nut & Berry Mix* and Trader Joe's *Nuts About Antioxidants Trek Mix*.



evaluations, the winner in the bakery category was *Grain Blueberry Waffles*. Post Selects *Pure* breakfast cereal and Tropicana *Pure* place in the beverage category. The Stonyfield Farms *YoMommy Blueberry* entries with tie scores in the snack category.

This year's winning products are featured on the USHBC website (www.blueberry.org) and will be recognized in food manufacturer publicity placements during the coming year.

PACKER FRESH TRENDS REPORT SHOWS CONTINUED INCREASES IN BLUEBERRY PURCHASE AND USE

Results of the annual *Fresh Trends Survey*, conducted by The Packer, were released this past month and show that the consumer interest in blueberries continues to grow. Since 1983, The Packer has sponsored 25 major consumer studies to track fruit and vegetable purchase trends.

The 2007 survey was conducted online from August 14 to August 19, 2007. The survey was balanced to match the U.S. population in terms of age, region, household size and population density. Surveys were completed by 1,011 households. According to the *Fresh Trends* report, blueberry purchases inched up one percentage point over 2006 levels with a total of 44% of

respondents reporting that they purchased blueberries within the past 12 months. For reference, 71% reported having purchased strawberries, 25% had purchased raspberries and 21% had purchased blackberries.

Once again the likelihood of blueberry purchase increased according to household income. Blueberries were purchased by 31% of households with incomes of less than \$25,000; 38% of households with an income from \$25,000 to \$49,999 per year; 51% of households with an income of \$50,000 to \$99,999 per year; and 66% of households with a yearly income of \$100,000 or more.

Following last year's trend, shoppers in the Northeast comprised the region most likely to buy blueberries with 50% noting a blueberry purchase in the past year (down from a reported 56% the previous year). Purchasers in the Western region increased to 45% of

respondents in 2007, a considerable increase over the level of 41% reported in 2006. A total of 44% of Midwestern shoppers noted having purchased blueberries in 2007, on par with the reported 43% the previous year. Shoppers in the South remain the least likely to purchase with 37% of respondents in this region having purchased blueberries in 2007, the same level as was reported in 2006.

Organic blueberries continue to gain attention with 21% of buyers saying they purchased organic blueberries at least some of the time, up 5% from the previous year. Single shoppers were the most likely group to buy organic blueberries exclusively, followed by those in the West and shoppers in the 21 to 39 year age group.

MEDIA PLACEMENTS SHOWCASE WINTER BLUEBERRIES AND ENCOURAGE YEAR ROUND USE

The USHBC has distributed a winter season press kit again this year that has generated considerable media coverage. Titled *Lighten Up in the New Year*, the kit, which contains information about fresh, imported and frozen blueberries, was distributed to over 800 English-language newspapers and 130 Spanish-language newspapers across the county. To date, the kit has generated an estimated 2.5 million readership impressions.

In addition to the press kit, a ready-to-print release featuring a *Zesty Blueberry Relish For Easy Entertaining*, a recipe that calls for either fresh or frozen blueberries, was distributed this past November and to date has generated an estimated 9.5 million reader impressions.

Television placements for January included blueberry demos by The "Love Chef" (Francis Anthony) on FOX Tampa, CBS Philadelphia, FOX Washington D.C. and KUSI in San Diego. Chef Pepin used fresh blueberries in a cooking demo and spoke about health benefits on the Univision Spanish-language national network reaching 1 million viewers. Paulette Mitchell, chef and cookbook author, prepared three fresh blueberry recipes and featured frozen blueberries in two applications, along with health and availability information, in a five-minute segment on KARE-11 in Minneapolis and Ellie Krieger, author and dietitian, demonstrated and talked about a frozen blueberry smoothie on the NBC *Today Show* in promoting her new book, *The Food You Crave*. Mr. Food taped a winter blueberry segment, covering frozen and fresh

imported blueberries, to be viewed in 150 cities and reaching from 6 to 8 million viewers.

USHBC ADVERTISING SCHEDULE: HEALTH PROFESSIONAL AND CONSUMER MAGAZINES

<i>April</i>	Journal of the American Dietetic Association
<i>May</i>	American Journal of Lifestyle Medicine Eating Well (May/June)
<i>June</i>	American Academy of Nurse Practitioners
<i>July</i>	New England Journal of Medicine Eating Well (July/August) Body + Soul
<i>August</i>	Natural Health Medical Economics Journal of the American Medical Association
<i>September</i>	American Medical News
<i>November</i>	American Journal of Clinical Nutrition
<i>December</i>	Diabetes Educator

USHBC MEETING SCHEDULE

2008 USHBC Fall Meeting

Thursday, October 2 to Saturday, October 4, 2008
Hilton McLean Tyson's Corner- McLean, Virginia
Phone (703) 761-5214

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

2010 USHBC Spring Meeting

Thursday February 25 to Saturday, February 27, 2010
Boston, Massachusetts- 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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