

# THE USHBC BLUESPAPER

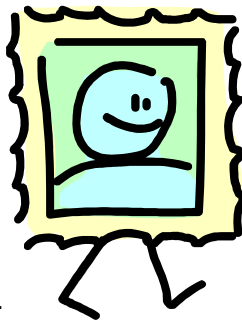
## News and Marketing Program Updates from the U.S. Highbush Blueberry Council March 2009

### NEW "BLUEBERRY FAN" PAGE POSTED ON FACEBOOK

In an effort to continue to bring the blueberry message to new audiences, the USHBC has recently launched a blueberry "fan" page on *Facebook*. The *Facebook* site reports more than 150 million active users worldwide. The placement of the blueberry "fan" page is designed to take advantage of the growing use of social websites on the Internet. The blueberry page brings while at the same time serves a "viral blueberry "fans" also exposed to the become a "fan" as well.

The blueberry page was created on than 1,000 fans. To drive traffic to the through" sponsored announcements flash meet our selected demographics. The throughs" since its placement on January 20.

The USHBC is also using the Internet to bring blueberry information to foodservice decision makers through our "Blue Plate Special" electronic newsletter distributed to approximately 1,000 chefs and executives. The first edition of the "Blue Plate Special" for 2009 emphasizes the use of both fresh and frozen blueberries and how blueberries can bring added flavor and value to existing menu items.

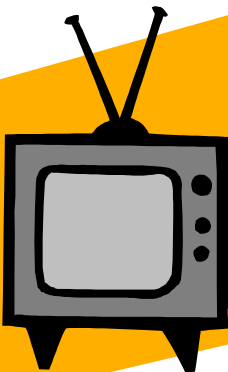


blueberry information and recipes to viewers marketing" effect with friends of our blueberry fan page and encouraged to

January 16 and has already recorded more page, and the USHBC website, "click on the *Facebook* home pages of those who announcement has received 1,500 "click-

### WINTER TELEVISION PLACEMENTS ON NATIONAL AND REGIONAL PROGRAMS

Blueberries are a hot topic with a number of winter season television placements over the past few months on both national and regional programs.



A blueberry segment was featured on the January 28 segment of *The Today Show*, aired nationally on NBC. Registered dietician Elizabeth Somer spoke about the health benefits of adding blueberries to

a daily diet during an "Eat Smart Today" segment. The story encouraged the inclusion of blueberries in cereals, smoothies and pancakes.

USHBC media spokesperson Wendy Bazillian appeared on "A View From The Bay", a morning

program broadcast on KGO-TV, the ABC affiliate in San Francisco. Wendy promoted fresh blueberries in healthy snacks and meals for children on the January 6 program, along with the USHBC recipe for *Blueberry Dessert Pizza*.

The "Love Chef" continued his promotion of blueberries on regional television segments in Philadelphia (January 3), south Florida (January 27) and in Dallas (February 4). The chef spoke about blueberries and health, versatility and the year around availability of both fresh and frozen blueberries. A blueberry sauce, to be used with pork or poultry, was demonstrated as part of his television segment.

A segment on *Mr. Food* featuring both fresh and frozen blueberries was also aired this past month on numerous stations across the county.

### USHBC TEAMS WITH "ROCK BOTTOM BREWERY" IN BLUEBERRY PROMOTION

The USHBC has recently completed a foodservice promotion with *Rock Bottom Brewery*, a 34-unit casual dining restaurant chain located in 15 states. *Rock*

*Bottom Brewery* ran a winter season blueberry promotion in 26 units with menu items made with frozen blueberries. The promotion ran from January 11 to January 31 and included a free standing insert (FSI) in local newspapers and a special menu insert for two featured blueberry items, a *Garden Salad with Blueberry Vinaigrette* and a *Blueberry Poundcake*. The chain is now considering a follow-up promotion this summer featuring fresh blueberries.

Additional foodservice activities included the testing of six new blueberry menu items by *Mimi's Café* in seven of their 200 units. Customer response to this test will help *Mimi's* decide if they wish to launch a summer blueberry promotion. *Village Inn/Baker's Square*, with a combined 343 units in 25 states, is also currently testing new blueberry recipes and items for possible promotion in the future.

### **UNIQUE FOODS AND BEVERAGES WITH BLUEBERRIES CONTINUE TO BE INTRODUCED AROUND THE WORLD**

A reported 3,374 new products with blueberries were introduced worldwide in 2008 with the majority of products introduced in North American (1,380 new products) and Europe (1,233 products). The three food categories with the most new products were non-alcoholic beverages with 760 new products followed by dairy with 540 products and baked goods with a total of 427 new product introductions.



Among some of the interesting new products introduced around the world this past year were:

- *Blueberry Marmalade* by La Campagnola (Argentina)
- *Light Blueberry Milk* by Danone (Chile)
- *Blueberry Pomegranate Soda* by Hansen Beverage (USA)
- *Blueberry Ice Cream Stick* by Nestle (China)
- *Blueberry Mint Flavored Gum* by Cadbury (Japan)
- *Blueberry Mulled Wine* by Bavaria Waldfrucht (Germany)

- *Blueberry Cottage Cheese* by Madeta (Czech Republic)
- *Blueberry Wheats Cereal* by Tesco (Ireland)
- *Yorkshire Cheese with Blueberries* by Wensleydale Creamery (USA)
- *Blueberry Cider* by Intercontinental Brands (UK)
- *Blueberry Sorbet* by Sia Glass (Sweden)
- *Blueberry Brown Sugar Biscuits with Flax* by Kraft (Canada)
- *Blueberry Mini Muffin Tops* by Kellogg (USA)
- *Aloe Vera & Blueberry Juice* by Pokka (Malaysia)
- *Blueberry Vinegar Drink* by Yakeshi Ya Loa Da Beverage (China)
- *Blueberry & Pina Colada Cocktail* by Caraibos (France)
- *Blueberry Oatmeal* by Lantmannen Norge (Norway)
- *Blueberry Flavored Water* by Hartwall (Finland)
- *Blackberry-Blueberry Smoothie* by Tropicana (Ireland)

#### **USHBC MEETING SCHEDULE**

##### **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

##### **2011 USHBC Spring Meeting- Dallas, Texas**

Thursday March 3 to Saturday, March 5, 2011

### *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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