

THE USHBC BLUESPAPER

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

USHBC LAUNCHES "BLUEPRINT" TO INCREASE RETAILER AND DISTRIBUTOR AWARENESS OF BLUEBERRY MARKET PROMOTION EFFORTS

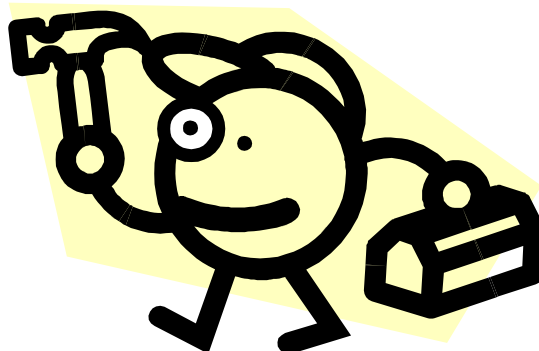
The first edition of the new USHBC electronic newsletter titled the BluePrint was emailed to blueberry growers and handlers in April featuring information on consumer communication efforts, activities directed to food writers, and USHBC activities directed to children in the coming year. The quarterly electronic newsletter is designed for blueberry industry member use in helping to keep retailers and distributors up-to-date on how the U.S. Highbush Blueberry Council supports their blueberry business throughout the year. Growers and handlers are encouraged to forward the BluePrint on to their individual retail and distributor contacts. Those who have not received the Spring 2008 edition of the BluePrint can do so by contacting the USHBC office at (916) 983-0111 and providing an email address.

Featured in the Spring 2008 issue is an update on how USHBC consumer communication efforts are designed to drive retail sales. featured on regional and this past winter, and planned for months, are provided along with and advertising planned for directed to the USHBC website information and materials.

The BluePrint also in the National Chicken Council Seminar in New Orleans this blueberry presentation by Dr.

of *The Superfoods Rx Diet: Lose Weight with the Power of SuperNutrients*, and a blueberry industry update by USHBC Southern Region Board Member Ken Patterson.

Details on how the USHBC is working to build the next generation of blueberry consumers through school menu backers, grammar school lesson plans and the new "Get on Board with Blueberries" leaflet featuring child-friendly blueberry recipes are also included in this quarter's edition. Future editions of the BluePrint will be emailed quarterly to blueberry growers and handlers with additional updates on USHBC market promotion activities and industry news designed to illustrate how the blueberry industry is working to create increased consumer and industrial user awareness and use of blueberries, information which is designed to assist blueberry industry members in their individual sales efforts.



Details on USHBC publicity national television shows the coming summer updates on print publicity 2008. Readers are also for more blueberry

details USHBC participation Biannual Food Media past month that included a Wendy Bazilian, co-author

INDUSTRY RECEIVES PROMISING NEWS CONCERNING INDIAN MARKET

Recent efforts made by the North American Blueberry Council (NABC) may have succeeded in opening the Indian market to fresh blueberries this season. Indian officials are currently considering a pest risk analysis

submitted by the NABC that, if approved, could open what could be a major market for fresh highbush blueberries in the years to come.

According to an Indian source, the Plant Quarantine Office (PPQ) in India has cleared all technical documents for final notification in the Gazette of the

Government of India. If all goes as planned, fresh blueberries from the western United States (and possibly from throughout the United States if a protocol is developed and approved) could be officially approved for shipment to India as early as late May or early June of this crop year.



Given this positive news, the British Columbia Blueberry Council will be encouraged to submit the same documentation to India in order to open the Indian market to fresh

highbush blueberries from Canada as well. Additional details concerning potential approvals and next steps will be provided as this market access effort continues.

HOMEWOOD SUITES TO FEATURE BLUEBERRY PROMOTION THIS SUMMER

Homewood Suites, a 200-unit all-suite hotel chain owned by Hilton, conducted a 10-unit test of a "Morning Blues" promotion in their breakfast bars this past March. The blueberry breakfast promotion featured blueberries in bread pudding, muffins, fresh fruit salad and trail mix. Based on the favorable results of this test, Homewood Suites is now planning to run the "Morning Blues" promotion nationwide this summer.

Additional foodservice activities scheduled for the summer of 2008 include a blueberry promotion with Polly's Pies, a 16-unit chain in Southern California, and Charlie Brown's Steakhouse, a 55-unit chain in New York, New Jersey and Pennsylvania.

A cafeteria promotion was conducted with the University of Massachusetts at Amherst in February. Blueberries were promoted in the University dining halls for a one-week period. The university has an attendance of approximately 30,000 students and this promotion is an example of USHBC activities directed to young adults. An additional activity directed to this segment is the USHBC "Chase the Winter Blues" foodservice promotion contest where college and university foodservice departments are challenged to create a winter blueberry promotion in their campus dining facilities using fresh and/or frozen blueberries. Contest winners with the most innovative promotions and unique blueberry menu items will be announced later this month.

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- Biloxi, Mississippi

Thursday, February 26 to Saturday, February 28, 2009

2009 USHBC Fall Meeting- Portland, Oregon

Thursday October 1 to Saturday, October 3, 2009

2010 USHBC Spring Meeting- Boston, Massachusetts

Thursday February 25 to Saturday, February 27, 2010

USHBC ADVERTISING SCHEDULE: HEALTH PROFESSIONAL, FOODSERVICE AND CONSUMER MAGAZINES

May	American Journal of Lifestyle Medicine Eating Well (May/June) Restaurant Hospitality Foodservice Director
June	American Academy of Nurse Practitioners Food Management Restaurant Hospitality Foodservice Director School Nutrition (June/July)
July	New England Journal of Medicine Eating Well (July/August) Body + Soul Food Management Restaurant Hospitality Foodservice Director
August	Natural Health Medical Economics Journal of the American Medical Association Food Management Foodservice Director
September	American Medical News
November	American Journal of Clinical Nutrition School Nutrition
December	Diabetes Educator



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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