

# THE USHBC BLUESPAPER

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

## **FRESH TRENDS SURVEY ONCE AGAIN SHOWS STRONG CONSUMER INTEREST IN BLUEBERRIES**

The *Fresh Trends 2007* report recently published by The Packer once again shows the growing consumer interest in blueberries. Since 1983 The Packer has sponsored 24 major consumer studies to track trends in the purchase and consumption of fresh produce. This past year consumers were surveyed via an online study conducted from September 14 to 19, 2006 and completed by 1,012 households who are members of a nationwide consumer panel.

The survey continued to show that consumers in the Northeast are those most likely to purchase blueberries (56%) followed by the Midwest (43%), West (41%) and South (37%). The report notes that 43% of all consumers had purchased blueberries within the past 12 months (up from a previous 3 year average of 39%). By comparison, 69% had purchased strawberries in the past year, 26% had purchased raspberries and 18% had purchased blackberries.

Organic blueberry interest is on the rise with 16% of those who had purchased blueberries in the past year noting that they had purchased organic blueberries at least some of the time. The report notes that 5% of purchasers said that they bought organic blueberries exclusively, making blueberries one of the most popular organic items purchased. Shoppers in the West and Midwest were those most likely to exclusively purchase organic.

Blueberries continue to be favored by upper income households with 56% of those with an annual household income of \$75,000 or more likely to purchase blueberries followed by 43% of households with an annual income of from \$50,000 to \$74,999; 38% of households with an income of from \$30,000 to \$49,999; and 37% of those households with an annual household income of less than \$30,000.

## **USHBC RECIPE THAT'S PERFECT FOR THE 'DOG DAYS' OF SUMMER**

Recent pet food news has left many concerned about what they are feeding their dogs and cats. Many pet owners have begun to make their own pet foods. Given this concern, and as a means to continue to expand the market for blueberries, the USHBC has issued a press release featuring a simple dog biscuit recipe.

The recipe, *Blueberry Banana Biscotti*, was developed by the authors of the book titled Better Food for Dogs and is made with bananas and one cup of blueberries. According to the authors, "a natural, home-prepared

diet is one of the best investments you can make in your dog's health".

The USHBC release was sent out this past month and includes the biscuit recipe along with background information on the healthfulness of blueberries

and notes the USHBC website as a source for additional blueberry information. Given continued media coverage of the pet food issue, the USHBC release has generated considerable coverage to date



and should continue to appear in the press over the next few months.

## USHBC STATE MEMBER ELECTIONS TO CLOSE ON MAY 29

Blueberry growers in Michigan, North Carolina and Georgia are being asked to select representatives to fill USHBC state council member and alternate positions for the 2008 to 2010 term. Ballots have been mailed to producers in these three states and elections will close May 29, 2007.

Those elected to state council member and alternate positions will serve a three-year term starting January 1, 2008 and are allowed to serve a maximum of two consecutive terms. Any grower in these three states who has not received a ballot is asked to contact the USHBC office at (916) 983-0111.



## USHBC P.O. BOX AVAILABLE FOR CONSUMER RECIPE REQUESTS

The USHBC post office box is available for consumer use when requesting blueberry recipes and information. Members of the blueberry industry are encouraged to use the following text when inviting consumers to contact the USHBC for blueberry recipes and/or information:

**For Blueberry Recipes and Information visit the U.S. Highbush Blueberry Council website at [www.blueberry.org](http://www.blueberry.org), or send a self-addressed, stamped (standard business size) envelope to:**

**Blueberry Recipes  
C/o U.S. Highbush Blueberry Council  
P.O. Box 1036  
Folsom, California 95763**

## 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

## POTENTIAL BLUEBERRY CUSTOMERS LISTED ON USHBC WEBSITE

The USHBC office is contacted by potential blueberry customers from both here at home and abroad asking for sources of fresh and frozen blueberries and blueberry products such as juice, puree and powder. These inquiries are being posted on the USHBC website at [www.blueberry.org](http://www.blueberry.org).

Customer name and contact information is posted on the site along with their product inquiry. Industry members are encouraged to view this section of the site on a regular basis for continued updates and market opportunities.

## 2007 USHBC Magazine Advertising Schedule

<b>May</b>	Osteopathic News Eating Well Magazine (May/June)
<b>June</b>	The Chiropractic Journal
<b>July</b>	New England Journal of Medicine Today's Dietitian Eating Well Magazine (July/August)
<b>August</b>	American Academy of Nurse Practitioners Medical Economics
<b>September</b>	School Foodservice & Nutrition Diabetes Educator (September/October) Eating Well (September/October)
<b>November</b>	American Medical News
<b>December</b>	American Journal of Clinical Nutrition

*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)

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).