

# THE USHBC BLUESPAPER

News and Marketing Program Updates from the  
U.S. Highbush Blueberry Council  
August 2006

## ***USHBC RECEIVES EMERGING MARKETS PROGRAM FUNDS FOR CONTINUED EFFORTS IN INDIA***

The USHBC has recently received word from the USDA Foreign Agricultural Service that it will be receiving a total of \$35,000 in Emerging Markets Program (EMP) funds to continue to explore market opportunities for fresh blueberries in India. The EMP is a market access program with the principal purpose of assisting U.S. organizations to improve market access by developing, maintaining, or enhancing U.S. exports to low and middle income countries which have, or are developing, market oriented economies and which can be viable markets for U.S. products. Funding will be made available this summer for the 2006/2007 marketing year. EMP funds will be allocated to support a fresh market market research conducted by the



To date, India has banned the import of fresh blueberries without a pest risk analysis. Initial efforts will be taken by the USHBC in the next few months to develop the market. Once those suppliers interested in fresh blueberries are allowed to enter the Indian market, the USHBC will work to create increased Indian consumer awareness of fresh blueberries through generic promotions and sampling. At the present time sampling is planned for up to five Indian retail chains in Delhi and/or Mumbai.

test following results of initial USHBC in India this past year.

of fresh products such as blueberry suppliers over the next appropriate tests and protocol. India have gained approval, and enter the Indian market, the

Survey forms will be completed by those Indian shoppers sampling fresh blueberries to continue to gain insight into their blueberry likes and dislikes. Point of sale material and sales kits are planned to be developed for the Indian trade to introduce fresh blueberries. The USHBC plans to use EMP funds to contract with an India based consultant to help represent the USHBC in the marketplace, meet with those members of the Indian retail trade who will be in position to import fresh blueberries, and assist blueberry shippers in obtaining necessary clearances. Promotions are planned to take place next season, once shippers have gained fresh market access.

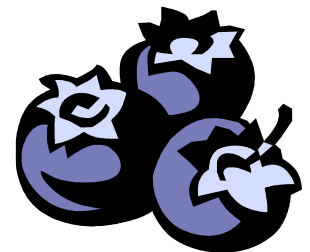
### ***NEW YORK CITY FOOD EDITORS ENJOY BLUEBERRY BRUNCH***

Representatives from a wide range of consumer and foodservice publications attended a blueberry brunch held in New York City on June 21. A total of 27 journalists attended the event hosted by the USHBC. Among the publications represented at the brunch were Family Circle, Food & Wine, Good Housekeeping, Nation's Restaurant News, Parents, Redbook, Restaurant Business, Natural Health and Martha Stewart Living.

Attendees sampled a variety of blueberry dishes as they learned about the blueberry industry. Shirley O.

Corriher, a leading food writer, syndicated columnist, and recognized as the "mad scientist" on Alton Brown's *Good Eats* television program on *The Food Network*, served as the keynote speaker for the event. Ms. Corriher provided an overview of the nutritional aspects of blueberries as well as tips on how to incorporate blueberries in a variety of dishes.

A blueberry press kit was provided to the journalists which included a "Every Month is Blueberry Month" calendar featuring unique blueberry recipes for each month, a blueberry facts list with information on



blueberry production and consumption, the USHBC "The Tasty Berry That's Big on Health" and "Cultivate a Taste for the Blues" brochures, and a copy of Ms. Corriher's presentation.

Follow-ups with attendees should result in blueberry coverage in many of these consumer and foodservice publications in future months.

### **VOTING ON CONTINUATION OF USHBC TO CLOSE AUGUST 22**

Blueberry growers and importers are reminded that the *USHBC Continuation Referendum* is taking place this month. Referendum ballots have been mailed directly to blueberry growers and importers.

The voting period for the referendum will close on August 22, 2006. If you have not received your ballot please contact the referendum agent at the USDA at (888) 720-9917 or the USHBC office at (916) 983-0111.

### **ADDITIONAL MEDICAL AND HEALTH PUBLICATIONS ADDED TO 2006 MAGAZINE ADVERTISING LIST**

USHBC advertisements will be appearing in a number of nutritional and medical publications this year. The full page, full color ad titled: "Would You Believe Something So Small, So Delicious, Could Be So Healthful" directs readers to the USHBC website for up to date information on current research concerning blueberries and health. Visits to the site will be used to help evaluate ad performance.



An offer of copies of the *Blueberry Research Digest* and the *Tasty Berry That's Big on Health* brochures are also featured in the advertisement appearing this year in the following publications:

- Journal of the American Dietetic Association (April)
- American Family Physician (July, August)
- New England Journal of Medicine (July)
- Today's Dietitian (July)
- American Association of Nurse Practitioners (July, August)
- Medical Economics (July, August)
- Diabetes Educator (July/August, September/October)
- School Nutrition Association

(August, September)

- American Medical News (August, September, October)
- American Journal of Clinical Nutrition (September, October)
- Osteopathic News (September, October)
- The Chiropractic Journal (October, November)

### **USHBC MEETING SCHEDULE**

#### **2006 USHBC Fall Meeting**

Friday, October 6 and Saturday, October 7, 2006

Bar Harbor Regency- 123 Eden Street

Bar Harbor, Maine Phone (207) 288-9723

#### **2007 USHBC Spring Meeting**

Friday, March 2 and Saturday, March 3, 2007

Hilton Walt Disney World- 1751 Hotel Plaza Blvd.

Lake Buena Vista, Florida Phone (407) 827-4000

#### **2007 USHBC Fall Meeting**

Friday, October 5 and Saturday, October 6, 2007

Minneapolis, Minnesota- Hotel to be Determined

#### **2008 USHBC Spring Meeting**

Friday, February 29 and Saturday March 1, 2008

Vancouver, British Columbia- Hotel to be Determined

### *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)

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).