

THE USHBC BLUESPAPER

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

BLUEBERRIES MAKE A SPLASH AT UNIVERSAL STUDIOS THEME PARK

"Baby Spinach Salad with Blueberries and Blue Cheese went on the menu as a limited-time offer in January, and it's been so successful, we're keeping it indefinitely," says Steven Jayson, executive chef at Universal Studios, Orlando. The blueberry-spinach salad is still selling strong six months after it went on the menu at Universal's Mythos, a full-service restaurant known for its use of fresh ingredients.

Mark Wachowiak, chef at Mythos, developed the recipe as part of a USHBC blueberry promotion. The salad combines fresh blueberries with baby spinach leaves, crumbled blue cheese, chopped egg and bacon bits with a warm bacon dressing. A choice of salmon is offered to accompany the least 75 will be the blueberry-spinach Wachowiak. "We found out how easy it is to give them extra value and appeal."

When the blueberry promotion began in America were used. As the U.S. harvest procuring blueberries grown more locally. menu at Mythos include a blueberry layer cake crumbs, fresh blueberries and

When the best bartenders in the Utah ski City got together for a cocktail contest, the ice settled, the big winner was Bonnie took first prize with her Blueberry Mojito. blueberry mojito is in the quality of the blueberries, homemade lemonade and two with mint and sugar, which releases juice from the berries and gives the drink a pleasing pink hue. "It's been very successful," Bonnie says. "Skiers and mountain bikers like to think they're having a 'healthy' drink when they order a blueberry mojito."



January, fresh blueberries from South began in May, the chef began Other blueberry items that stay on the martini, as well as "shot desserts" that lemon cream.

resort towns of Deer Valley and Park competition was strenuous. When the Ulmer of the Royal Street Café who "The secret to the success of the ingredients," Bonnie says. She uses fresh kinds of rum. The blueberries are muddled

and lowbush blueberries accounted for 38% of the total (204.1 million pounds).

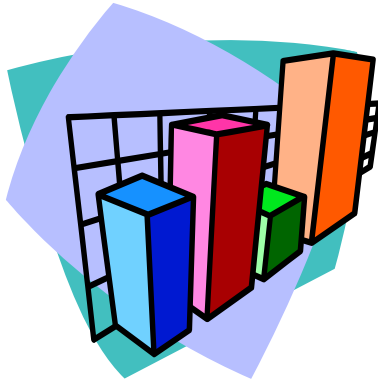
BLUEBERRY CONSUMPTION CONTINUES AN UPWARD TREND

The North American Blueberry Council (NABC) has recently completed a statistical review of the blueberry industry and notes that North American domestic per capita blueberry consumption (U.S. and Canada) totaled 23.1 ounces per person in 2006, up +2.9 ounces over the total of 20.2 ounces the previous year. A greater amount of blueberries went to process this past year. Fresh consumption totaled 10.0 ounces per person, which represents 43% of total consumption

(down slightly from 45% of the total in 2005). Process consumption came in at 13.1 ounces per person in 2006 representing 57% of total consumption, up from 55% of the total a year earlier.

North American blueberry production (both highbush and lowbush) totaled 536.4 million pounds in 2006, a +16% increase over the crop of 462.0 million pounds produced in 2005. Highbush blueberries represented 62% of total production in 2006 (332.3 million pounds) and lowbush blueberries accounted for 38% of the total (204.1 million pounds).

Fresh market sales of North American blueberries in 2006 had an estimated farm gate value of \$363.2 million, which is +27% greater than the level attained in 2005 (\$285.5 million). Blueberries for processing had an estimated farm gate value of \$373.5 million in 2006,



up +69% over the value of \$220.5 million attained the previous year.

The 2006 crop of 536.4 million pounds of highbush and lowbush blueberries had an estimated total farm gate value of \$736.7 million,

which is +\$230.7 million greater than the total estimated value of the 2005 North American crop.

The top five offshore export markets for North American fresh blueberries in 2006 were Japan (3,123,922 pounds), the United Kingdom (2,149,545 pounds), the Netherlands (250,423 pounds), Australia (213,051 pounds) and Hong Kong (88,002 pounds).

The top five offshore export markets for North American frozen blueberries in 2006 were Japan (32,778,419 pounds), Germany (9,655,804 pounds), United Kingdom (6,673,959 pounds), the Netherlands (6,070,227 pounds) and France (5,539,161 pounds).

REMINDER: 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 in the Trade Leads section of the USHBC website at 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.

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

Pan Pacific Vancouver- 300 999 Canada Place
Vancouver, British Columbia, Phone (604) 662-8111

2008 USHBC Fall Meeting

Friday, October 3 and Saturday, October 4, 2008

Washington D.C.- Hotel to be Determined

2009 USHBC Spring Meeting

Friday, February 27 and Saturday, February 28, 2009

Biloxi, Mississippi- Hotel to be Determined

2007 USHBC Magazine Advertising Schedule

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

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, or 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).