

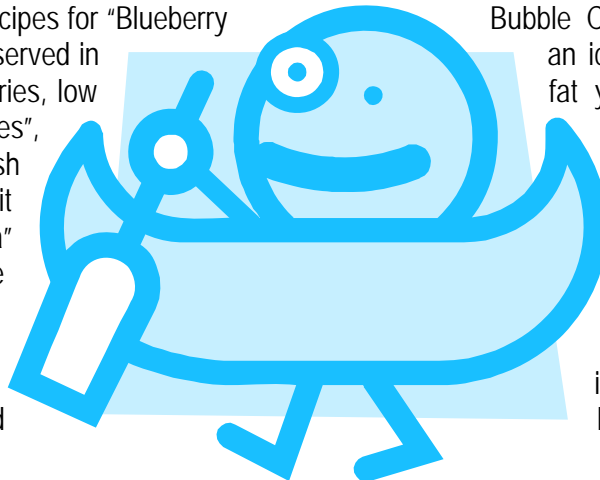
THE USHBC BLUESPAPER

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

"GET ON BOARD WITH BLUEBERRIES" BROCHURE TO BE LAUNCHED THIS SUMMER

A new family oriented blueberry brochure titled "Get On Board With Blueberries" is in the final development stages and will be available for distribution this summer. The tri-fold full color brochure is designed to encourage families to enjoy traditional "child friendly" treats with a blueberry touch. Featured on the cover of the brochure is a photo of "Blue Banana Boats", an easy to prepare fruit boat floating on a "sea of blueberries". The recipe features fruit roll-ups cut in sail shapes and supported by pretzel masts mounted on a sliced banana "boat". Frozen yogurt forms the center of the boat along with diced fruit and blueberries.

The brochure also includes recipes for "Blueberry rice pudding and blueberries served in Smoothie" made with blueberries, low "Crispy Blueberry Rice Squares", rice crispy treat made with fresh Pops" made with canned fruit "Blueberry Dessert Pizza" cinnamon, cream cheese. All recipes are designed to be children of all ages. Along contains blueberry facts and additional ways to add and lunch items.



Bubble Cones", a blend of tapioca or an ice cream cone; a "Blue Wave fat yogurt, fruit juice and honey; a version of the traditional blueberries; "Blueberry Fruit and blueberries; and a made with flour tortillas, mixed fruit and blueberries. fun and easily prepared by with the recipes, the brochure information, trivia and blueberries to breakfast, snack

This is just one example of how the USHBC is working to encourage children to enjoy blueberries. The USHBC is also participating in the new Produce for Better Health (PBH) "Campaign for Children's Health" program. The Produce for Better Health Foundation is moving away from the old 5-A-Day campaign to a new strategy, "Fruits and Veggies--More Matters". This new slogan was launched in March of 2007 and the campaign will run to 2011. The "Campaign for Children's Health" is a part of this program and is a \$3 million campaign to increase fruit and vegetable consumption among children. The five year campaign, which features a consumer website, educational materials and research, fits well with the USHBC goal of increasing blueberry consumption among children. The USHBC will be a program sponsor throughout the 2007 to 2011 campaign.

UNITED KINGDOM ADDED TO USHBC EXPORT MARKET PROMOTION PLAN

Given the growing blueberry interest in the United Kingdom, the USHBC will be conducting market research in the UK this year to see how the highbush blueberry industry can take advantage of this market interest. The blueberry health message is catching on in the UK with record levels of demand. The United

Kingdom was the second largest offshore importer of U.S fresh blueberries in 2006 at 2,048,821 pounds, just below Japan, the top offshore market for U.S. fresh blueberries, at 2,921,518 pounds.

The USHBC will be conducting a two-phase research program in the UK consisting of formal market research and review followed by in country evaluation. A food

industry professional will be contracted to conduct market research on the potential of fresh and processed blueberries in the UK with background on areas such as market channels and segmentation, import history, consumer and food industry opinions and attitudes toward blueberries, pricing structure and



recommendations for market development action. Research activities should be completed by the end of the year.

Information gained from this research will help direct future USHBC activities in this promising region. Other export market promotion activities planned for this year include the expansion of native language blueberry websites in Japan, Korea, China and Taiwan. The USHBC also plans to participate in the International Food Ingredients Show (IFIA) in Japan and the Seoul Food and Hotel Show in Korea to encourage increased trade awareness and interest.

BLUEBERRY HANDLING STUDY MADE AVAILABLE TO INDUSTRY MEMBERS

The USHBC has recently completed a study with researchers at Pennsylvania State University titled, "Decontamination of Blueberry by Ozone and Pulsed UV-Light". This study was part of an effort by Penn State University to increase food safety by developing effective sanitizing processes without the use of destructive agents or heat.

Results from the USHBC blueberry study indicate that both ozone and pulsed UV-light have a potential to be used in processing as a method to sanitize blueberries.

Highbush blueberry industry members interested in receiving a copy of the final blueberry study results are asked to contact the USHBC office at 916-983-0111.

USHBC MEETING SCHEDULE
2007 USHBC Fall Meeting

Friday, October 5 and Saturday, October 6, 2007
Crown 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

June	The Chiropractic Journal
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

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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