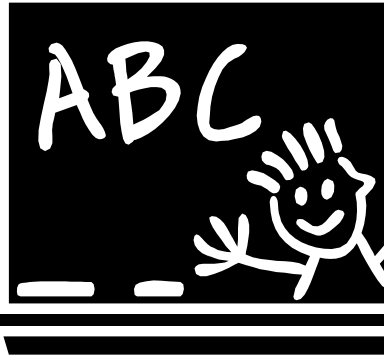


THE USHBC BLUESPAPER

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

BLUEBERRIES GO BACK TO SCHOOL THROUGH MENU BACKER DISTRIBUTION

The USHBC continues to address children in our foodservice program again this year through a blueberry menu-backer offer. The colorful menu-backer was developed last year and offered to school foodservice directors across the United States. The blueberry activity sheet on the front school lunch menu on the back. puzzles and games along with prepare recipe for a blueberry fresh, frozen or canned blueberries. year in a banner ad placed on the website as well as through publicity 125,000 menu backers were



promotional piece includes a and an area to print the monthly The sheet includes math and word blueberry facts and an easy to smoothie featuring two cups of The menu-backer was offered last *School Foodservice Association* in trade publications. More than delivered to schools in 2006.

This season the USHBC has continued to aggressively promote the sheet with a mailing that includes a sample of the menu-backer along with ordering information. The USHBC mailer was sent to 5,000 directors of major school districts nationwide this year and to date has resulted in requests from 350 elementary school foodservice departments and districts requesting 1.8 million copies of the menu-backer. Additional requests are expected as the 2007/2008 school year progresses.

CAFETERIA PROMOTIONS ENCOURAGE INCREASED BLUEBERRY CONSUMPTION

The USHBC has conducted a number of cafeteria promotions this year with major non-commercial feeders including **Restaurant Associates**, a New York based firm. A blueberry promotion was held in 50 of their accounts, including employee dining for *Conde Nast*, *Hearst* and *NFL Headquarters*. *Restaurant Associates* conducted a recipe contest for their chefs and pastry chefs and the three winning recipes, in addition to other blueberry items, were featured on the menus at these 50 locations.

Posters announced the blueberry promotion to customers; recipe cards with the winning recipes and USHBC leaflets were also available. In keeping with the healthful blueberry theme, nutritionists from *Restaurant Associates* were on hand at some of the accounts to talk to customers about healthy food

choices. Customers were given the opportunity to win a personal consultation with a nutritionist as part of the promotion.

The USHBC also conducted a promotion with **Guest Services**, an Arlington, Virginia, based firm which provides upscale foodservice for museums, universities, law firms, banks and twelve government facilities on Capitol Hill. A blueberry promotion was featured in three cafeterias at the House of Representatives this past July. The three outlets serve a total of approximately 10,000 lunches a day. In addition to the House of Representatives, the employee cafeterias in the following facilities also ran a blueberry promotion: State Department, DIA (Defense Intelligence Agency), Covance Corp., NRO (National Reconnaissance Office), GAO (General Accounting Office), and the National Park Service. Cafeteria managers at these locations were encouraged to set up a table where customers could pick up samples of a

blueberry item, such as a smoothie, along with USHBC literature. Blueberry menu items, posters, recipe cards and purchase-incentives also helped drive the success of the promotion. All nine participating units received copies of berry themed cookbooks to offer as prizes in drawings held for their customers as part of the promotion.

The USHBC has also teamed up with **CulniArt**, a Long Island, New York based company providing foodservice for approximately fifty businesses, including several 'Fortune 500' corporations and the *New York Mercantile Exchange*. The *CulniArt* promotion, conducted during *National Blueberry Month*, took place in 50 employee cafeterias with each featuring blueberries on their menus. To promote the event, *CulniArt* received copies of the cookbook *Luscious Berry Desserts* to distribute to customers in drawings held at each unit. The cafeterias were also provided with copies of the USHBC leaflet *The Tasty Berry that's Big on Health* and *Get on Board with Blueberries* to distribute to their customers. Chefs at each unit were provided with the USHBC foodservice leaflet *Add Blueberries...Add Value* for background and recipe ideas.

USHBC CONDUCTS CHEF CONTEST

The USHBC and *StarChefs.com*, an online magazine for the culinary industry, conducted a chef recipe contest this summer with winners expected to be announced this month. Contest details were posted on the blueberry page of the *StarChefs.com* website along with a link to the contest entry form. Winning recipes



will be published on *Starchef.com* and winners in each division will receive a cash prize of \$1,000 for first place and \$500 for second place.

Chefs were asked to submit original recipes that include either fresh, frozen or canned highbush blueberries. Entry divisions included appetizers, entrees, salads, desserts, baked goods or breakfast items. Submissions were judged on taste, appearance, originality and effective use of blueberries. In support of the contest, the USHBC had a blueberry information page on the *StarChefs.com* site that includes links to seven USHBC recipes and photos. The blueberry page also includes blueberry

foodservice industry news, information on blueberry nutrition, purchasing, handling and sourcing. Winning recipes will be announced in a future edition of *The Bluespaper*.

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

September

School Foodservice & Nutrition	Food Product Design
Diabetes Educator (Sept/Oct)	Food Processing
Eating Well (Sept/Oct)	New Products Magazine
Snack Food & Wholesale Bakery	

October

Restaurant Business	Food Processing
Foodservice Director	

November

American Medical News	Dairy Field
Restaurant Hospitality	The National Provisioner
Food Management	Refrigerated & Frozen Foods
Restaurant Business	Snack Food & Wholesale Bakery
Foodservice Director	New Products Magazine
Candy Industry	Food & Drug Packaging

December

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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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