



## U.S. Highbush Blueberry Council

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Date: October 8, 2004  
To: Potential Production Survey Suppliers  
From: USHBC Industry Relations Committee  
Re: **Request for Proposals**

You are invited to submit a proposal quantifying North American highbush and lowbush blueberry production for consideration by the U.S. Highbush Blueberry Council (USHBC). Enclosed are guidelines for you, or your affiliates, to use in submitting a proposal to the USHBC. As a national research and promotion program representing highbush blueberry growers in the United States, the USHBC is supported by production assessments from both domestic and imported highbush blueberries. USHBC activities are conducted with oversight by the U.S. Department of Agriculture (USDA).

The scope of this project is to determine current and future blueberry crop projections for North America. Among the goals of this research is to:

- Develop a system to capture accurate current highbush and lowbush production data and future projections both domestically and internationally.
- On a region-by-region basis, determine current acreage, production, blueberry varieties and age of plants.
- Develop future projections of new plantings, particularly in the Western United States and British Columbia, over the next five and ten year periods.

Highbush blueberries are currently commercially produced in 35 states. British Columbia is the major highbush blueberry producer in Canada. More than 90% of U.S. production comes from the top six production states of Michigan, New Jersey, Oregon, North Carolina, Georgia and Washington. Maine is the primary producer of lowbush (wild blueberries) with the remainder of the lowbush crop sourced from the eastern Canadian provinces. Additional details concerning the blueberry industry can be found on our website at [www.blueberry.org](http://www.blueberry.org).

The USHBC will eventually build a knowledge base of future crop projections for Asia, New Zealand, Australia, Europe and South America. Though this phase of our study will not be addressed in the current request for proposals, your thoughts as to how we might address the international aspects of blueberry production in the future would be welcome. Successful applicants may be requested to present their findings at the annual USHBC meeting held each year in late February or early March.

The timeline for the application process follows:

- Request for Proposals: October 8, 2004
- Proposal Submission Deadline: January 17, 2005
- Funding Notification: March 1, 2005

Proposals will be reviewed by the USHBC Industry Relations Committee for recommendation to the USHBC Council for final proposal approval and funding. Those submitting the winning proposal will be required to submit their proposal in the USDA format and sign a USDA Memorandum of Agreement prior to funding. For reference, a draft copy of the Memorandum of Agreement is included with the enclosed *Guide to Submission of Research Proposals* or can be downloaded from the USHBC website at [www.blueberry.org](http://www.blueberry.org).

At the present time, the committee is estimating a budget of up to \$15,000 for this project. For proposals that address exceptional added opportunities, additional funding may be available.

It is preferred that proposals be submitted electronically to:

[mnezbeth@ushbc.org](mailto:mnezbeth@ushbc.org)

Subject: Production Research

CD's, disks or hard copies of the proposal may be mailed to:

USHBC Industry Relations Committee  
2390 East Bidwell Street, Suite #300  
Folsom, California 95630