



U.S. Highbush Blueberry Council

2390 East Bidwell Street, Suite 300 Folsom, California 95630
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Date: October 24, 2008
To: Blueberry Researchers
From: USHBC Research Committee
Re: Request for Proposals

You are invited to submit a proposal on highbush blueberry research for consideration by the U.S. Highbush Blueberry Council (USHBC). Enclosed are guidelines for you, or others at your facility, to submit proposals for our upcoming funding year. The goal of USHBC research funding is to provide initial funds, or additional funds, to explore blueberry health research activities, particularly those using whole blueberries. Those proposals that leverage costs through cooperation with other funding sources are of prime interest.

The USHBC is a national promotion and research organization supported by production assessments from both domestic and imported highbush blueberries with oversight by the U.S. Department of Agriculture (USDA).

The USHBC focus is on health benefits research. Proposals must address pertinent issues relevant to all highbush blueberry growers in all regions of the United States. Projects that increase the marketability of blueberries or improve the competitive position of growers are encouraged. Proposals that leverage costs by cooperation with other funding sources are of interest.

The USHBC will continue to consider research submissions in areas funded to date including vision, age related diseases and diabetes. However, proposals in all health related research areas are encouraged as the USHBC is also interested in exploring the potential wide range of health benefits that may be derived from blueberry consumption. Given this goal, studies in areas beyond current exploration are welcome.

As the USHBC has interest in pursuing research that could support a health claim for blueberries, studies leading to a potential claim will be given high consideration with primary interest in studies that include human clinical trials as part of their study protocol.

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 24, 2008
- Proposal submission **deadline**: January 2, 2009

- Funding notification: April 1, 2009
- Progress Report Due Date For Currently Funded Projects Every 6 Months
- Final Project Report and Invoice Due Date At Project Completion

Though the proposal submission deadline is January 2, researchers are encouraged to submit their proposal prior to the deadline date whenever possible. Proposals will be initially screened and sent to a scientific peer review committee, with a final review by the USHBC Research Committee following the peer review. The Committee meets during the last week of February for final review and recommendation to the Council. Successful applicants will then be required to submit the proposal in the USDA format and sign a USHBC 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.

The Council does not currently have minimum or maximum funding levels for proposals. To date most projects have been submitted in the funding range of from \$25,000 to \$45,000 per year. Typically, the Council funds several projects each year. For proposals that address urgent needs, exceptional opportunities, or clinical trials, additional funding may be available. Proposals will be considered for a single year of funding; however in some cases, multiple-year projects will be funded. **Please note that our preference is for projects utilizing whole blueberries and that freeze-dried whole blueberry powder or frozen whole blueberries will be made available to researchers free of charge in order to facilitate and/or standardize research efforts.**

Technical questions concerning research and this request for proposals should be directed to USHBC Research Committee Member Leslie Wada at lwada@pacbell.net.

It is preferred that proposals be submitted electronically to:

mnezbeth@ushbc.org
Subject: Research Proposals

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

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