

North American Blueberry Council Membership Information

With market development and research activities now the responsibility of the U.S. Highbush Blueberry Council (USHBC), the North American Blueberry Council (NABC) has assumed the important role of acting as a voice for the highbush blueberry industry.

The NABC continues to provide members with market information and support, services provided to NABC members since 1965. For more information please contact the NABC at 916-983-2279.

To encourage increased participation, and to offer services to as many members of the highbush blueberry industry as possible, the NABC has modified membership requirements and assessment rates. Membership opportunities are now also offered to offshore highbush blueberry producers.

Full NABC grower membership is open to all highbush blueberry growers, regardless of their level of production. With this modification, current industry members who have held NABC membership through an affiliation with an NABC regular member, such as a co-op or commission, can now apply for their own individual membership in the NABC.

The dues structure offers the opportunity for full NABC membership to those growers who produce less than the 250,000-pound per year level established under original NABC membership requirements.

The revised NABC grower membership dues are currently based on yearly production at the following levels:

<u>Yearly Production</u>	<u>NABC Yearly Dues</u>
100,000 pounds or less	\$100
100,001 lbs. to 250,000 lbs.	\$250
250,001 lbs. to 500,000 lbs.	\$500
500,001 pounds or more	\$1,000
Co-Op or Commission Members	\$1,000
Prospective Grower Member	\$100 (one year)

Grower member benefits include market information and support as well as the opportunity to become involved in the industry and share your interests and concerns with fellow industry members.

NABC Grower Members receive:

MARKET INFORMATION

- Monthly Cold Storage Reports
- Annual Blueberry Statistical Report
- Weekly Crop Reports (June to September)
- Trade Leads

- Free Listing in NABC Suppliers Guide
- Access to NABC Promotional Materials
- Free U-Pick Listing for Member and their Affiliates

INDUSTRY INVOLVEMENT and INFORMATION

- NABC Member Directory Listing
- Industry Issue Awareness and Legislative Interface
- Participation in NABC Meetings
- Opportunity to Serve on NABC Committees
- NABC Meeting and Event Discounts

Associate membership in the NABC is offered to those involved in businesses associated with the blueberry industry, such as fresh fruit brokers, processors who do not grow blueberries, food manufacturers or allied companies who supply the blueberry industry with materials, equipment or services. Yearly dues for associate members remain at \$700 per year.

Associate members are offered the opportunity to develop relationships with members of the blueberry industry while bringing attention to their specific organization.

NABC Associate Members receive:

MARKET SUPPORT

- Opportunity to Exhibit at Selected NABC Meetings
- Listing in NABC Member Directory
- Access to NABC Promotion Materials
- Use of NABC Artwork, Photos and Logos as Approved
- Opportunity to Link to NABC Website

INDUSTRY INFORMATION and INVOLVEMENT

- Invitations to NABC Meetings and Event Discounts

Application Process

To apply for membership, please contact the NABC (916-983-2279) to request an application or download an application. Please complete the form and return it to the following address:

The North American Blueberry Council
2390 East Bidwell Street, Suite #300
Folsom, California 95630

Upon receipt, your application will be submitted to the NABC Executive Committee for initial review. If approved by the committee, the application will be presented to the full board for consideration at the next NABC meeting. The board will take the final vote on acceptance at that time. Upon initial approval of the Executive Committee, your name

will be immediately placed on the NABC mailing list and you will receive mailings on a temporary basis pending final board approval.

We hope you will consider joining our organization. Your investment in the NABC now and in the future will help us to continue funding activities designed to create increased awareness of highbush blueberries and help to maintain a positive sales environment to the benefit of our blueberry growers and those who supply them. If you have any questions or would like additional information, please contact our office.

The North American Blueberry Council
2390 East Bidwell Street, Suite #300
Folsom, California 95630
Phone: 916-983-2279 Fax: 916-983-9370
Email: mnezbeth@blueberry.org