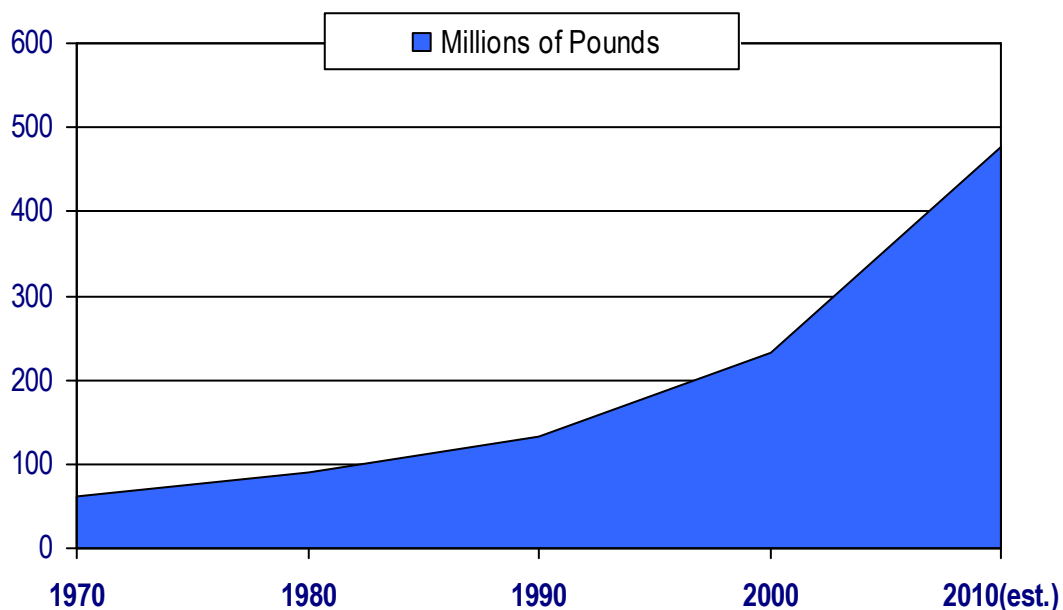


DID YOU KNOW?

- ***Blueberry production has increased nearly eight fold over the past 40 years from 61 million pounds in 1970 to an estimated 477 million pounds in 2010***
- ***North American blueberry production could reach 735 million pounds by the year 2015***
- ***Given these estimates we will need to significantly increase per capita consumption to keep pace with production***

North American Highbush Blueberry Production 1970 to 2010



NABC Members are Encouraged to Vote YES on the Continuation of the U.S. Highbush Blueberry Council and Continue Efforts to Keep Demand Ahead of Blueberry Supply!

USHBC Continuation Referendum Period: July 5 to July 26, 2011

Please contact the NABC office at (916) 983-2279 if you have questions concerning the U.S. Highbush Blueberry Council (USHBC) Continuation Referendum or if you have not received a ballot by July 5th

Blueberries

NORTH AMERICAN BLUEBERRY COUNCIL

80 Iron Point Circle, Suite 114 Folsom, California 95630
Phone (916) 983-2279 Website: www.nabcblues.org