

DID YOU KNOW?

- *The USDA requires an econometric evaluation of Research and Promotion Programs like the USHBC every five years*
- *Evaluation results are used to determine the domestic impact of promotions and to compute a benefit-to-cost ratio*
- *In 2010, a second econometric evaluation of the USHBC was completed by Dr. Harry Kaiser, a Cornell University professor and Director of the National Institute for Commodity Promotion Research and Evaluation (NICPRE).*
- *Results for 2010 exceeded 2005 in each area of evaluation*

Econometric Evaluation Results Based on 2009 Data



- 1) Blueberry promotion has had a positive and statistically significant impact on blueberry demand
- 2) Promotional spending by USHBC has increased blueberry demand
- 3) Promotion has had a positive impact on blueberry price
- 4) Promotion has had a positive impact on producer surplus (profits)
- 5) Benefits of USHBC promotion activities continue to grow and benefits exceed costs

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

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