

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
January 2005

USHBC APPROVES MARKET PROMOTION PLANS FOR 2005

The U.S. Highbush Blueberry Council approved a budget of \$944,595 to fund market promotion activities in 2005. Activities to be conducted this year include continued consumer and foodservice public relations actions, food manufacturer publicity, magazine advertising, export market promotion and participation in a berry health seminar. Highlights of this year's domestic consumer, foodservice and food manufacturer activities are detailed in this issue of *The USHBC Bluespaper*.

USHBC Public Relations Efforts to Include Added Emphasis on Health

Along with basic consumer and foodservice public relations activities in 2005, an added emphasis will be placed on health care providers and educators to continue to leverage the interest in blueberries and health. A new blueberry health brochure will be produced this year providing an easy to understand overview of the health benefits of blueberries along with handling and usage tips. This four-color brochure will be distributed through offers in newspapers, at point of sale and through a direct mailing to health educators.



The USHBC will also be seeking partnerships with community outreach departments of hospitals and healthcare service providers to arrange for participation in their health fairs and events. Efforts will be made to secure blueberry editorial placements in hospital and HMO newsletters and websites. The blueberry health message will also be carried to health and nutrition educators through the mailing of 2,000 Health/Nutrition Educators Kits this year. The kits will offer additional copies of the blueberry health brochure for use in their individual programs and a summary with abstracts from recent blueberry health research findings

Print media efforts planned for 2005 include the distribution of a blueberry month press kit titled "*Blueberries Belong in Your Diet*". The kit will include press releases, recipes and photos in both a hard copy and CD-Rom format and will be mailed in May to more than 900 food editors throughout the United States and Canada. Blueberry story placements are also planned with four syndicated food writers along with ready-to-print columns distributed to 10,000 weekly and small daily newspapers. The initial column will be released to support domestic fresh blueberry season with the second wintertime release helping to support the winter fresh market as well as frozen and canned blueberries.

The Hispanic market will be covered with a Spanish language press release to be distributed to 160 Spanish publications in 2005. The release will include blueberry recipes and information as well as an offer of the USHBC Spanish language blueberry recipe leaflet developed last season. Additional point of sale pilot programs are also planned for supermarkets in Hispanic neighborhoods in New York and Miami this year to continue to introduce blueberries to this market segment and encourage retailer support and stocking of blueberries for their Hispanic customers.

In support of foodservice use of blueberries, the USHBC will be developing a foodservice information flyer with handling, usage and promotional suggestions. The flyer will be distributed to corporate chefs and foodservice decision makers at conferences, through mailings, and in offers included in USHBC

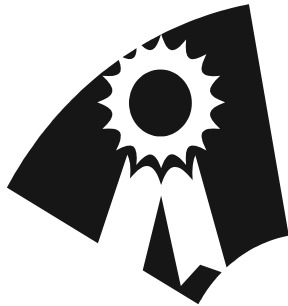
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foodservice trade magazine placements. Blueberry month promotions with select foodservice cafeterias will also continue in 2005.

USHBC Food Manufacturer Publicity Efforts Encourage Blueberry Product Development

New this year to the food manufacturer publicity program will be the establishment of a *New Blueberry Product of the Year Award* to acknowledge outstanding



products using real blueberries as an ingredient. USHBC will present this award to U.S., Canadian and Mexican food manufacturers. Acknowledgement of products in the baking, dairy, snack food and

saucers categories are planned with winning products showcased on the USHBC website. These innovative products will also be featured in USHBC trade advertising campaigns to draw attention to unique blueberry items and to encourage product developers to consider blueberries as an ingredient to their existing items, or to roll out new and unique blueberry products.

The 2005 USHBC food manufacturer publicity program will continue to leverage blueberry health interest and encourage major food manufacturers to add blueberries as an ingredient to their products. Product prototypes that demonstrate the functional use of blueberries in various food processing categories will be promoted at regional Institute of Food Technologists (IFT) shows planned for New Jersey, Atlanta, Los Angeles and Minneapolis as well as the National IFT Show in Chicago.

The USHBC trade advertising campaign- *Bright, Bold and Beautiful*- will continue this year in trade publications such as Food Technology, Dairy and Baking. A blueberry advertorial is also planned for Food Product Design magazine. The advertorial will include the latest news on blueberry health benefits. Reprints of the advertorial will also be distributed by the USHBC at our various trade show appearances.

Wrightsville Beach, North Carolina Phone (910) 254-2221

2005 USHBC Fall Meeting

Friday, October 14 and Saturday, October 15, 2005

Amway Grand Plaza Hotel- 187 Monroe NW
Grand Rapids, Michigan Phone (616) 774-2000

2006 USHBC Spring Meeting

Friday, March 3 and Saturday, March 4, 2006

Crowne Plaza Seattle -1113 Sixth Avenue
Seattle, Washington Phone (206) 464-1980

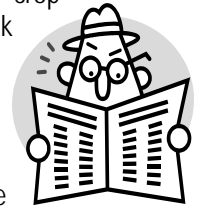
2006 USHBC Fall Meeting

Friday, October 6 and Saturday, October 7, 2006

Bar Harbor, Maine- Hotel to be Determined

USHBC 2005 MAGAZINE ADVERTISING SCHEDULE

Magazine advertising is planned once again in 2005 with advertisements placed in February to help build consumer awareness of fresh imports at retail, May to build consumer awareness of early season domestic crop blueberries, July to maximize peak domestic season sales, and December to promote holiday baking with frozen, canned or fresh blueberries. Efforts are underway to identify food brand partners to participate with the USHBC in these ads. To date advertisements are planned for the following publications in 2005:



- February 2005-** Fitness Magazine
- May 2005-** Health Magazine
- July 2005-** Cooking Light Magazine
Natural Health Magazine
- December 2005-** Woman's Day Magazine

The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 2390 East Bidwell Street, Suite #300; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: www.blueberry.org, or www.ushbc.org
The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation and marital or family status. It is USHBC policy that membership on the Council and its committees reflect the diversity of individuals served by its programs. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 202-720-5964 (voice and TDD).

USHBC MEETING SCHEDULE

2005 USHBC Spring Meeting

Friday, February 25 and Saturday, February 26, 2005
Holiday Inn SunSpree - 1706 North Lumina Avenue