

# THE USHBC BLUESPAPER

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

## *"Tastes Good and Good For You"- A Key Blueberry Sales Message*

Recent research confirms that consumers not only desire foods that are healthful, they are also looking for great taste. Research conducted by the Produce Marketing Association (PMA) and highlighted in a recent edition of the *PMA Freshline*, explored what makes a consumer decide to purchase fresh produce and found that taste remains a top purchase influencer. When asked to identify what was most important in deciding which fresh fruits and vegetables to purchase, 23% of consumers said that taste was the most important.

Taste was a key factor in all regions of the United States as well as among both men and women. Other purchase motivators in order of preference were health benefits (18%), appearance (16%), and price (15%).

This finding supports efforts being made by the USHBC Promotion Committee to continue to capitalize on the blueberry "health halo" while at the same time promoting the good taste of blueberries. It also points to the continued industry need to provide consumers with a high quality and flavorful blueberry.

## *USHBC Provides Food Manufacturers With The "Berry Latest"*

Two new editions of the USHBC food manufacturer newsletter, *The Berry Latest*, have now been completed and distributed to members of the food manufacturing industry across the U.S. as well as Canada. *The Berry Latest* Issue #1 focuses on how blueberries meet increased diet concerns, while Issue #2 encourages the use of blueberries in breakfast applications.

Designed to increase food manufacturer and product developer awareness and use of blueberries, and to showcase unique ways to add taste and a healthy profile to their product offerings, *The Berry Latest* covers a wide range of topics and notes the USHBC as a source for blueberry product development concepts and technical assistance.

An article in Issue #1 of *The Berry Latest* titled "*Blueberries Are On A Diet... Most Every Diet*", discusses how blueberries can be included in any dietary program, from traditional to trendy. The article reminds readers that blueberries are permitted in a variety of popular weight loss programs, discusses blueberry nutraceutical findings, and encourages

manufacturers developing diet friendly products to consider blueberries as an ingredient.

A listing of blueberry formats available for use in dietary product formulations is included in the newsletter. Unique product forms such as dried and freeze dried blueberries, blueberry powder, bits and chips and blueberry juice concentrate are featured.

Also included is a formulation for *Bountiful Blueberry Bran Muffins*, a healthful and low calorie version of the traditional muffin featuring the healthfulness of blueberries along with flaxseed, whole-wheat flour, almond meal and soymilk.

The second issue of *The Berry Latest* focuses on the importance of breakfast in a healthy diet and shows how blueberries can be added to a wide range of breakfast foods. The newsletter quotes Dr. Steven Pratt who in his book *SuperFoods Rx: Fourteen Foods*



*That Will Change Your Life* notes: "Everybody loves blueberries and there are few foods more densely packed with healthful benefits".

In his book, Dr. Pratt reports that he particularly enjoys blueberries for breakfast in many different ways and provides his list which includes sprinkling berries and wheat germ on yogurt, enjoying a bowl of blueberries in soymilk sweetened with buckwheat honey, mixing frozen blueberries in hot oatmeal, or preparing blueberry smoothies with yogurt, bananas, ice and soy or nonfat milk.

To encourage food processors to "think out of the box" when developing new breakfast items, *The Berry Latest* also provides a number of unique breakfast concepts such as blueberry burritos, blueberry fritters, blueberry gingerbread, blueberry foccacia, blueberry muesli and even blueberry grits.

Basic blueberry formats are also highlighted in this issue for both frozen and liquid blueberry forms. The manufacturing process, blueberry product characteristics, packaging and storage information are included to encourage product developers to think of blueberries in a wider range of applications than they might currently consider.

Each issue of *The Berry Latest* also encourages food processors to visit the USHBC website ([www.blueberry.org](http://www.blueberry.org)) for additional blueberry information or to contact the *Blueberry Techline* (1-800-824-6395) for answers to technical and food application questions.

Copies of *The Berry Latest* are available by contacting the USHBC office at (916) 983-0111.

A list of show dates and locations for this season follows. For additional show details, please contact the USHBC office at (916) 983-0111.

**March 15, 2005**

Southern California IFT Regional Show

**April 19, 2005**

New York/New Jersey IFT Regional Show

**May 3, 2005**

Northern California IFT Regional Show

**July 26 to 30, 2005**

National IFT Show- New Orleans, Louisiana

**October 21, 2005**

Minneapolis Regional IFT Show

**November 5, 2005**

Chicago IFT Regional Show

#### **USHBC 2005 MAGAZINE ADVERTISING SCHEDULE**

**June 2005**

Health Magazine

**July 2005**

Cooking Light Magazine

Natural Health Magazine

**December 2005**

Woman's Day Magazine

#### **USHBC MEETING SCHEDULE**

##### **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

*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](http://www.blueberry.org), or [www.ushbc.org](http://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 Trade Show Schedule for 2005**