

# THE USHBC BLUESPAPER

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

## ***USHBC Market Promotion and Publicity Budget Reaches \$1.1 Million***

Based upon final 2004 crop assessment collections on both domestic and imported blueberries, the USHBC has added an additional \$180,000 to the 2005 USHBC market promotion and publicity budget resulting in a total of \$1,124,595 to be spent on marketing related activities this year. A total of \$424,500 has been allocated to Consumer and Food Service Publicity (up from \$292,000 last season) and \$249,000 to Food Manufacturer Publicity (up from \$234,000 in 2004). Additional market promotion and publicity activities funded in 2005 include export market development at \$230,595 (which includes \$190,595 in USDA Market Access Program funding); magazine advertising at \$160,000; market research at \$25,000 and additional health specific publicity activities at \$35,500.

The Council has also added additional funds to the USHBC research budget. Research related funding will now total \$361,408 in 2005, up from \$166,707 allocated to research activities the previous year. This increase in funds will be used in part to help fund six new research projects selected by the USHBC Research Committee this season from the numerous submissions generated by the USHBC Research Request for Proposals (RFP) issued by the Research Committee this past November.

## ***USHBC Places Increased Emphasis on Foodservice Promotion in 2005***

The USHBC Promotion Committee met during the USHBC Fall Meeting, held February 25 and 26, 2005 at the Holiday Inn SunSpree at Wrightsville Beach, North Carolina, and reviewed a number of additional research and promotional options. Based on this review, and the additional funding allocated to the Promotion Committee at this meeting, the committee has decided to expand the basic market promotion plan approved this past October and will fund additional public relations and food manufacturer publicity actions in 2005 as well as an additional consumer research study directed to the ethnic market.

The primary emphasis of the additional public relations activities would be in the foodservice arena. A chain restaurant research and promotion program will be implemented. This three-phase project consists of an initial information gathering activity to learn more about blueberry use within this market segment and the development of menu ideas for from 6 to 10 foodservice chains. The final phase of the project will

be the actual testing of menu items in selected chains with the goal of making these items permanent selections on the chain's menu rotation.

Also added to public relations activities for this year is an exhibit at the *American Culinary Federation*

*Conference* in San Antonio, Texas this July to encourage more blueberry items on the menus of restaurants and institutions. The USHBC will also team up in a

cooperative effort with the National Chicken Council and U.S. Poultry and Egg Council in the sponsorship of a "Healthy Blueberry Breakfast" for approximately 75 newspaper, magazine and freelance food writers during the *46<sup>th</sup> Annual National Chicken Conference* in Charlotte, North Carolina this May.



Added funds will also be used to produce a blueberry segment to be featured nationwide on the PBS "Spotlight On" television program; increased blueberry month basket deliveries to food editors of women's magazines not reached in 2004; and increasing the mailing list of those receiving the USHBC health information kit to an expanded total of 5,000 registered dietitians.

Additional trade shows will be added to food manufacturer publicity activities. Added funding will be used to attend a hotel and restaurant trade show in Mexico. The show will attract members of the hospitality and tourism industries from Mexico and throughout the Caribbean. Funds will also be allocated for participation in a Canadian baking oriented trade show this year as well.

The committee also plans to field additional consumer research. The goal of this ethnic market research is to measure the attitudinal and behavioral attributes of African Americans, Latinos and Asians as they relate to blueberry consumption and determine whether there are statistically significant differences between these groups and the U.S. consuming population as a whole, based on the results of the last national study. The survey will be conducted among 800 consumers and utilizes both telephone and Internet as modes of data collection. The questionnaire used in the survey will consist of no more than 50 questions that, for comparative purposes, reflect many of the same questions from the June 2004 consumer survey.

#### **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 Regency- 123 Eden Street  
Bar Harbor, Maine Phone (207) 288-9723

##### **2007 USHBC Spring Meeting**

Friday, March 2 and Saturday, March 3, 2007

Biloxi, Mississippi- Hotel to be Determined

#### **USHBC Trade Show Schedule for 2005**

A list of show dates and locations for this season follows. For additional show details, or if interested in

participating in these events, please contact the USHBC office at (916) 983-0111.

##### **April 3 to 4, 2005**

Canada Bakery Congress- Vancouver, British Columbia

##### **April 19, 2005**

New York/New Jersey Institute of Food Technologist (IFT)  
Regional Show- Edison, New Jersey

##### **May 3, 2005**

Northern California IFT Regional Show- Oakland, California

##### **May 18 to 20, 2005**

SIAL Food Show China-Shanghai, China

##### **May 21 to 26, 2005**

USHBC China Trade Mission- Shanghai, Beijing,  
Guangzhou, Hong Kong

##### **June 15 to 17, 2005**

EXPHOTEL Trade Show- Cancun, Mexico

##### **July 17 to 19, 2005**

National IFT Show- New Orleans, Louisiana

##### **October 26, 2005**

Minneapolis Regional IFT Show- Minneapolis, Minnesota

##### **November 9, 2005**

Chicago IFT Regional Show- Chicago, Illinois

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

<b>June 2005-</b>	Health Magazine
<b>July 2005-</b>	Cooking Light Magazine Natural Health Magazine
<b>December 2005-</b>	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](http://www.blueberry.org), or [www.ushbc.org](http://www.ushbc.org)  
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