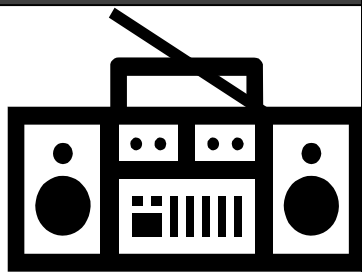


THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
August 2003



USHBC BRINGS HEALTH STORY TO RADIO LISTENERS THROUGHOUT THE U.S.

The blueberry health story was presented to radio listeners across the United States this summer in a series of twelve radio interviews featuring Dr. Amy Howell, research scientist from the Rutgers Blueberry Cranberry Research Center in Chatsworth, New Jersey and the current USHBC Public Member serving on the USHBC Research Committee. Dr. Howell provided background information on the blueberry industry as well as updates concerning recent blueberry health research to nearly 9 million listeners. Both national and regional radio programs covered the blueberry story with interviews conducted in late June in anticipation of National Blueberry Month.

National radio shows included *Good Day USA* (Radio America and Talk America Network), *Daybreak USA* (USA Radio Network), *Coast to Coast* (Voice of America), *Chef Piero Live* (Radio Channel) and the *Health Show* (National Public Radio).

Regional broadcasts were featured in the northeast (*Round Table* on WAMC-FM, the *Morning Show* on WTBQ-AM and a news feature on the Family Radio Network in Pennsylvania and New York) and in North Carolina (*Coastal Daybreak*- WTKF-AM and WJNC-AM). The Langer Broadcasting and Radio Channel syndicated *American Breakfast Show* carried the interview to affiliates in Boston, Roanoke, Chicago, Phoenix and Los Angeles. Listeners in Boston heard the story on *1550 Today* (WNTN-AM) while those in Washington D.C. heard the interview on the *News All Day* program (WTOP-AM).

Recent television placements include blueberry segments with *Produce Pete* (seen on WNBC- Saturday Today In New York and the NBC affiliate in Philadelphia), *Michael Marks Your Produce Man* (aired in Sacramento and San Diego, California, Odessa, Texas and Lincoln, Nebraska), the *Produce Professor* (WPTV- South Florida), *Desperita America- Chef Pepin* (Univision), and the syndicated *Mr. Food Show* with a daily viewership of from 6 to 8 million).

BLUEBERRY WEB SITE EXPANDED

The USHBC website (www.ushbc.org) has grown to over 150 pages and, through mid July, has been accessed by approximately 65,000 visitors. Sections on the site include industry news, press information, background on the USHBC, blueberry health information, recipes and resources.

Unique blueberry products are featured on the USHBC site along with USHBC newsletters, publications, brochures and a grade school teachers guide for use in

bringing blueberry information to grammar school children.

The industrial section of the site includes technical information, formulas, usage suggestions and new product examples from both domestic and international manufacturers.

The site also serves USHBC members with postings of USHBC newsletters, brochures and forms.

FOOD TECH EFFORT RESULTS IN MAGAZINE COVERAGE

USHBC efforts continue to bring the blueberry message to the food industry through placements in key trade publications. To date, USHBC efforts have resulted in blueberry coverage in a number of international food technology magazines. The use of blueberries in new product development was the theme of a recent article in Food Technology (June 2003). Blueberries were included in an article titled "Finding Functional Uses for Antioxidants" which appeared in Baking Management (May 2003).

Food Marketing and Technology, a European food technology publication, ran a story titled "Functional Aspects of Blueberries" earlier this year. Other trade publications covering blueberries include Food Processing and Food Management.

Along with this media coverage, the USHBC has placed trade advertisements in international food trade publications including International Food Ingredients (targeted to European food professionals), Pan Americano (a Spanish language ad addressing baking professionals in Mexico, Central and South America), World Baking Guide, Bread & Cakes (distributed to bakeries and confectioners in Scandinavia), Asia Cuisine & Wine, and Global Food Industry (published by the China National Food Industry Corporation and the Chinese Institute of Food Science & Technology in the People's Republic of China).

The ad reminds readers of the benefits of blueberries as well as the range of blueberry formats available for a variety of food product applications. The USHBC web site is also noted as a source for additional blueberry information.

VOTING FOR USHBC REGIONAL MEMBERS BEGINS AUGUST 11

Voting for regional representatives will begin on August 11, 2003 and continue for a 35-day period. Regional ballots have been mailed to growers and voters are asked to complete their ballot and send it back to the USHBC office to be received no later than close of business on September 15, 2003. Please contact the USHBC office at (916) 983-0111 with any questions concerning the regional representative election procedure.

USHBC 2003 PROMOTION SCHEDULE

The promotional schedule for the remainder of 2003 follows:

AUGUST 2003**Blueberry/Regina Vinegar Retail Promotion**

May through August 2003

Blueberry Salsa Salad Store Display including Recipe Leaflet with 3 Blueberry Recipes. Blueberry/Regina \$1 off coupon featured on Regina Bottles.

USHBC MEETING REMINDER**2003 USHBC Fall Meeting**

Friday, October 3 and Saturday, October 4, 2003
The Westin Cincinnati- 21 East Fifth Street
Cincinnati, Ohio Phone (513) 621-7700

2004 USHBC Spring Meeting

Friday, February 27 and Saturday, February 28, 2004
Embassy Suites- 100 Capitol Mall
Sacramento, California Phone (916) 326-5000

2004 USHBC Fall Meeting

Friday, October 1 and Saturday, October 2, 2004
Crowne Plaza Philadelphia Center City
1800 Market Street
Philadelphia, Pennsylvania Phone (215) 561-7500

2005 USHBC Spring Meeting

Friday, February 25 and Saturday, February 26, 2005
Wilmington, North Carolina- Hotel To Be Determined

2005 USHBC Fall Meeting

Friday, October 14 and Saturday, October 15, 2005
Amway Grand Plaza Hotel-Grand Rapids, Michigan

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For additional information concerning these activities, general information about the USHBC, or if you wish to receive this update via email, please contact the USHBC office at (916) 983-0111 or by fax at (916) 983-9022.

For more highbush blueberry information visit the USHBC Web Site at www.ushbc.org