

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
August 2004

USHBC RECEIVES FUNDING FOR CONTINUED INTERNATIONAL MARKET PROMOTION ACTIVITIES

The USHBC will once again be receiving Market Access Program (MAP) funds to conduct market promotion activities in export markets from September 1, 2004 to August 31, 2005. A total of \$112,595 in MAP funds will be allocated to the USHBC to allow for continued marketing programs in Japan, China, Taiwan and Korea.

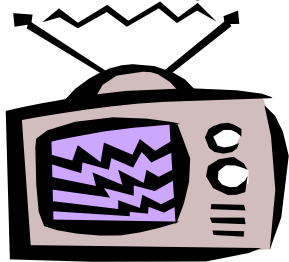
With these funds the USHBC is planning to take part in food trade shows in China, Korea and Taiwan next year. Plans are also underway to meet with editors of trade oriented publications in Japan to discuss blueberries and health and encourage continued blueberry media coverage.

Trade advertorials are planned for Korea, a market showing considerable blueberry interest to date. Though Koreans have a very positive image of blueberries, there is limited awareness of their healthful aspects. Advertorials focusing on the healthful attributes of highbush blueberries are planned for placement in a major women's magazine as well as in a consumer oriented health magazine and a food industry publication.

In addition to MAP funds, the USHBC will invest industry funds to expand current USHBC native language websites in each of these four markets.

BLUEBERRIES FEATURED ON RADIO AND TELEVISION SEGMENTS AIRED IN MAJOR MARKETS

Media coverage of blueberries continues as this year's harvest season progresses. *Produce Pete*, the television greengrocer seen on the NBC affiliate WNBC in New York City, ran a live segment on blueberries in



late June followed by a second segment on the NBC affiliate in Philadelphia in July.

During this filming the USHBC produced a video "B-Roll" containing generic footage of blueberry fields, production, harvesting and packaging. This B-Roll will now be made available to television stations when they request blueberry footage for future coverage.

Chicago's ABC affiliate (WLS-TV) also ran a blueberry segment in late July directly from an Indiana based blueberry farm.

Arrangements were also made to feature USHBC Public Member Dr. Amy Howell on segments broadcast on 14 radio stations this season including National Public Radio (NPR). In total, nearly 3 million listeners learned more about blueberry nutrition news, including their high antioxidant content and potential disease fighting properties, during these interviews.

BLUEBERRY PRESS KIT ENCOURAGES PRINT COVERAGE

Interest in the USHBC media press kit, which was sent to editors earlier this season, is evidenced by the amount of media response received to date. The "Quick, Cool and Classy" theme of the kit featured blueberry recipes that need no cooking and are easy to prepare.



The kit and its theme has resulted in a number of calls from newspaper editors across the U.S. asking for

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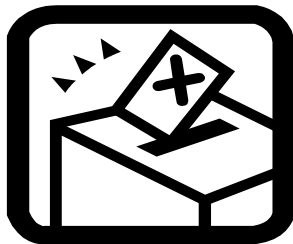
leads to local blueberry farms so that they may localize many of their blueberry articles this year.

Considerable interest in the Spanish language version of the press kit has also been shown with pickup in a number of major Spanish language newspapers to date. Clips of entire newspaper pages featuring USHBC blueberry recipes and photos have been received from Spanish language newspapers from Chicago, Los Angeles and Houston.

A recipe and photo for a *Blueberry-Lemon Cheese Tart* has been placed with Associated Press as well as several recipes placed with the "7-Day Meal Planner" column that runs in a number of newspapers around the country. Numerous clips from these syndicated placements are expected as the harvest season continues.

USHBC CONDUCTS ELECTION OF STATE MEMBERS

The five-week voting period for USHBC state members begins on August 2, 2004 and will continue for a five-week period. Voters are asked to complete their ballot and send it back to the USHBC office to be received no later than the close of business on Tuesday, September 7, 2004.



Votes are to be cast to select state members from the top five blueberry producing states. Growers in Michigan, North Carolina and Georgia have received their state ballots in the mail. Ballots are also available for downloading from the USHBC website at www.ushbc.org or www.blueberry.org.

Election of state members for New Jersey and Oregon will be conducted directly by the New Jersey Blueberry Industry Advisory Council and the Oregon Blueberry Commission.

Please contact the USHBC office at (916) 983-0111 with any questions concerning this voting procedure.

August 2004-

Fitness Magazine
Blueberry Breakfast Parfait

December 2004-

Woman's Day Magazine
Blueberry Swirl Cheesecake

Partner: Kraft Philadelphia Cream Cheese



USHBC MEETING SCHEDULE

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
Holiday Inn SunSpree – 1706 North Lumina Avenue
Wrightsville Beach, North Carolina Phone (910) 256-2231

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
Seattle, Washington-Hotel to be Determined

2006 USHBC Fall Meeting

Friday, October 6 and Saturday, October 7, 2006
Bar Harbor, Maine- Hotel to be Determined

NEW WEB ADDRESS FOR USHBC

The main address for the USHBC website has been changed to www.blueberry.org. Please note that those accessing the old address (www.ushbc.org) will continue to be directed to the USHBC page while this change takes place.

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 MAGAZINE ADVERTISING
SCHEDULE**