

THE USHBC BLUESPAPER

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

CRISIS MANAGEMENT PLAN ADOPTED - INDUSTRY ENCOURAGED TO CONTACT USHBC WHEN FACED WITH POTENTIAL ISSUES

The U.S. Highbush Blueberry Council has adopted a Crisis Management Plan originally developed by the North American Blueberry Council (NABC). The plan has been developed to provide blueberry industry members with a procedure to follow when faced with potential adverse publicity concerning product, health and/or safety issues. The purpose of the crisis plan is to provide a step-by-step approach to effectively manage potential crisis issues, and unanticipated events, in order to minimize their negative impact on the sales and consumption of blueberries.

The primary goal of the plan is to **encourage all industry members to contact the USHBC at (916) 983-0111 with any potential issues or incidents** which have, or could have, an impact on the blueberry industry as a whole, as well as any media inquiry concerning possible issues. This includes even those inquiries or issues felt to be of local concern only.

The plan includes issue background statements, industry and organization position statements, key messages and prearranged third-party experts who, whenever possible, will serve as media spokespersons. The plan includes steps to be followed to determine the need for national and/or industry wide response and how the response is to be initiated. Guidelines are also included that can be used when a local response is the best course of action.

The USHBC Executive Director, Mark Villata, will be the anchor for all activities related to a crisis situation. All incidents, including those deemed to be of local concern only, should be reported immediately to the USHBC Executive Director who, if necessary, will coordinate a response with the appropriate issue task force or third party expert identified by the USHBC in the Crisis Plan as the key individual to act as a spokesperson in specific areas such as pesticides, worker safety and food borne illness.

It will be the Executive Director's responsibility to monitor the situation, notify third party experts and enlist their assistance in addressing the issue, convene the appropriate crisis management task force to deal with the issue, and coordinate the USHBC publicity effort to address the problem.

The plan has been designed to include background information and specific messages (issues modules) that can be used to address potential pesticide residue, food borne illness and labor issues. Also included is a checklist to be used to determine the need for and method of crisis response, and a flowchart used to list the steps the USHBC will take in response to a potential threat. Media guidelines are also included as part of the plan.

By acting in an informed and coordinated manner, the blueberry industry can effectively address potential issues and work to maintain consumer confidence in blueberries should any unfortunate situation arise. If you would like additional information concerning the USHBC Crisis Management Plan, contact the USHBC office at (916) 983-0111.

BIOTERRORISM ACT REGULATIONS REQUIRE FACILITIES REGISTRATION BY DECEMBER 12, 2003

As part of its effort to protect the nation's food supply against terrorism and other food related emergencies, the U.S. Food and Drug Administration (FDA) has published two interim final regulations that require registration with the FDA as of December 12, 2003 of all domestic and foreign food facilities that manufacturer, process, pack or hold food for human or animal consumption in the United States. Regulations also require advance notice to the FDA of any shipment of human or animal food imported or offered for import beginning December 12. These two new regulations are part of the requirements of the Public Health Security and Bioterrorism Preparedness and Response Act of 2002.

The FDA will accept registration through the Internet, by mail, or by fax. More details concerning these rules and registration information can be found on the FDA website at: www.fda.gov/oc/bioterrorism/furls/ or by contacting the FDA by phone at 800-216-7331 or 301-575-0156.

USHBC 2004 ADVERTISING SCHEDULE

The USHBC magazine advertising schedule for 2004 follows. Additional details concerning ad theme and any partners participating in these advertisements will be provided as partnerships are finalized.

February 2004

Fitness Magazine

Solo Ad - *Blueberry Breakfast Parfait*

May 2004

Self Magazine

July 2004

Cooking Light Magazine

Latina Magazine

Solo Ad- *Blueberry Breakfast Parfait*

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; Website: www.ushbc.org

**USHBC MEETING
REMINDER**



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- 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)

ASSESSMENTS DUE NOVEMBER 30

Members of the blueberry industry are reminded that USHBC assessments on 2003 crop blueberries are due on November 30, 2003. Blueberry growers are to complete the USHBC Grower Report for 2003 along with any assessment due for blueberries sold as a grower/handler. Handlers are to complete the USHBC First Handler Report for 2003 noting the amount of assessments collected and due to the USHBC. Please contact the USHBC office at (916) 983-0111 if you have any questions concerning assessment payment or reporting requirements.