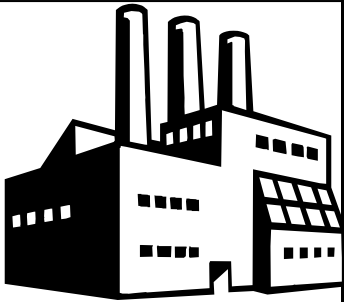


THE USHBC BLUESPAPER

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



USHBC BRINGS SPICY NEW PRODUCT APPLICATIONS TO DOMESTIC FOOD MANUFACTURERS

Blueberry Barbecue Sauce, Blueberry Mustard and Blueberry Chutney were among the more unique products sampled by the USHBC at the Institute of Food Technologists (IFT) Annual Meeting and Food Expo held at McCormick Place in Chicago, Illinois July 12 to 16, 2003. This was the first time the USHBC exhibited at the national show for food researchers and developers. The IFT show is described as “an international gathering of the best minds in food science and

technology”.

Representatives from major food manufacturing companies such as Birds Eye, Snapple, Sara Lee, and Kraft visited the USHBC booth. The four-day show drew an excess of 20,000 visitors and participants this year. The four-day exhibition was held in tandem with a variety of seminars and poster sessions.

In addition to product samples, the USHBC provided attendees with a blueberry information flyer that discussed highbush blueberry benefits, provided recent blueberry research excerpts and listed blueberry composition data. The flyer directed readers to the USHBC website (www.ushbc.org) for more highbush blueberry information. An information sheet was also distributed discussing blueberry applications for the beverage industry.

Blueberry Mustard generated considerable interest and was noted as something that attendees had not considered. Generating this type of response was the purpose of the blueberry samples chosen by the USHBC for this show. Each sample was designed to encourage product developers to “think outside of the box” and consider blueberry product development in areas beyond the sweet goods sector.

Blueberry Chutney illustrated how blueberries can blend with traditional Indian spices, while Blueberry Barbecue Sauce was promoted as a unique sweet and savory basting sauce as well as a dip for meats or vegetables.

Blueberry beverage applications were also presented along with details concerning the technical support offered to food manufacturers by the U.S. Highbush Blueberry Council.

USHBC PARTICIPATES IN TRADE SHOWS SOUTH OF THE BORDER

Mexico continues as a market of opportunity for the highbush blueberry industry with strong blueberry interest and a tradition of fruit consumption. Last year the USHBC made initial contacts with members of the baking industry in Mexico by attending the *EXPOPAN* Show in Mexico City.

This year we have expanded our efforts to additional members of the Mexican food trade by exhibiting at

Alimentaria, the largest food trade show in Mexico held from June 3 to 6, 2003. Results from this show are very encouraging.

Alimentaria, held in Mexico City, drew attendees from throughout Mexico

including food processors, bakers and hotel chefs who all had a relatively high awareness of, and interest in, blueberries.



The blueberry interest in Mexico continues to expand with fresh blueberries beginning to appear in supermarkets and hyperstores including high quality fresh blueberries sold by local domestic producers. Conversations with hotel chefs attending *Alimentaria* note a demand for blueberries in items such as muffins, pancakes and other western foods.

ADVERTISEMENTS IN TAIWAN FOCUS ON THE HEALTHFULNESS OF BLUEBERRIES

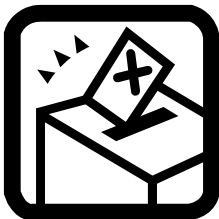
The USHBC is emphasizing the health and nutritional virtues of blueberries in advertisements and advertorials placed in major Taiwanese women's publications.

A combination advertisement and editorial was published in the June 2003 issue of Common Health, a top women's publication. The article covered the various health benefits of blueberries and was particularly timely given the SARS related health concerns facing Asia this year. Advertorials were also placed in the July and August editions of the publication.

Blueberry advertorials also appeared in two other major Taiwanese monthly publications; Evergreen and Family. These informative advertisements cover the benefits of blueberries in disease prevention and anti-aging. Advertorials appeared this summer in the June, July and August editions of each of these women's magazines.

The USHBC Taiwanese website is noted in these publicity pieces as a source for additional blueberry information. On going construction on this website continues, conducted by a top web design firm in Taiwan. The firm is providing a clean new look to the page which will appeal to Taiwanese consumers.

VOTING FOR REGIONAL MEMBERS TO CLOSE SEPTEMBER 15



Voting for USHBC regional representatives began August 11, 2003 and will close on September 15. Regional ballots, candidate statements, voting instructions and return envelopes were mailed

to growers last month.

Please contact the USHBC office at (916) 983-0111 with any questions concerning the regional representative election procedure.

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
187 Monroe NW
Grand Rapids, Michigan Phone (616) 774-2000

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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