

December 2007

North American Blueberry Council

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2390 East Bidwell Street, Suite 300

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THE CALYX

Blueberries

NABC 43rd Annual Meeting Set For Vancouver, British Columbia, Canada in February 2008

The North American Blueberry Council would like to extend an invitation to all blueberry growers and handlers to attend the 43rd Annual Meeting of the NABC which will be held on February 28, 2008 at the Pan Pacific Vancouver Hotel located in Vancouver, British Columbia, Canada. The U.S. Highbush Blueberry Council (USHBC) will also hold meetings at the Pan Pacific Vancouver on February 28 to March 1, 2008.



Vancouver, Canada, is one of the most spectacular city settings in the world, located on the edge of the Pacific Ocean and surrounded by the Coastal Mountains in the Province of British Columbia. The proximity of urban life to sea and mountains is what makes Vancouver so special. The Pan Pacific Vancouver is perfectly situated atop the magnificent Canada Place complex on Vancouver's dramatic waterfront – offering panoramic views of the city, harbor and the Coastal Mountains. Sharing Canada Place is the spacious Vancouver Conference & Exhibition Centre, the World Trade Centre office complex and Vancouver's Alaska cruise ship facility. Just steps away are Vancouver's downtown business district and entertainment centres.

Please complete the NABC 43rd Annual Meeting Registration Form and return it with your registration fee to the NABC office on or before January 25, 2008.

An Invitation from NABC President George B. Fritz

Dear NABC Members, Family and Friends,

This years Annual Meeting has the making of one of the most interesting and exciting meetings ever. We are going to visit one of the fastest growing areas of Blueberry Production in the world.

In the late 1800's people went to Canada for gold. Today they are going to British Columbia for Blueberries, "BLUE GOLD".

The Annual Meeting of North American Blueberry Council will be held at Pan Pacific Vancouver, 300-999 Canada Place Vancouver, British Columbia on February 28, 2008.

An optional tour on Wednesday, February 27th will expose everyone attending to the wonders of British Columbia's Blueberry Production. The NABC Business Meetings which are scheduled for February 28th will allow us to continue to discuss future directions for the council.

I hope that you will be able to attend this important meeting and look forward to seeing you all in Vancouver!

*George B. Fritz
NABC President*

A Message from the British Columbia Blueberry Council

The Fraser Valley's lush, fertile soil and inviting climate provide ideal growing conditions for one of nature's most versatile and healthful fruits. Of the 20 different varieties grown in BC, the most popular is the Bluecrop. Bluecrop is known for its exquisite flavour and unwavering consistency. While over half of the 16,000 planted acres are dedicated to producing this blueberry, there are other luscious varieties grown in the region including Duke, Earliblue, Reka, Spartan and Jersey. Blueberries are harvested from July to early October, which ensures that the BC blueberry is a plentiful and widely available product. Blueberry production in the Fraser Valley is thriving, with over 63 million pounds produced in 2006 alone. As a profitable commodity of British Columbia's agricultural economy, the continual growth and expansion of the blueberry industry is valuable. From its 650 farms, British Columbia blueberries are shipped internationally to destinations throughout the United States, Japan, Taiwan, Europe and Australia.

The British Columbia Blueberry Council looks forward to hosting the NABC 43RD Annual Meeting at the end of February 2008. This is a wonderful opportunity for the BC industry to showcase itself as one of the premier blueberry growing regions in North America. This is only the second time in the

history of NABC that an annual meeting will be held outside of the USA. The Council is inviting all NABC and USHBC members to attend the bus tour that will visit three facilities in the Lower Mainland area of BC. We are also planning a very special evening of food and entertainment on Friday night. A meeting such as this, with its social and educational events, presents a great opportunity for effective networking. We wish to promote the BC industry, its people and culture in a truly friendly Canadian fashion. We hope to see you in Vancouver.

Will van Baalen
BC Blueberry Council, Executive Director

HOTEL RESERVATION DEADLINE IS JANUARY 27, 2008

Pan Pacific Vancouver

300-999 Canada Place, Vancouver BC, Canada V6C 3B5

Phone: 604-662-8111 ♦ Fax: 604-685-8690

Web Site: www.panpacific.com

Reservations Direct Phone: 604-662-3223

Reservations Toll Free – 800-937-1515 (USA)

Reservations Toll Free- 800-663-1515 (Canada)

Reservations ID: BLUEBERRY

Reservations Direct Fax: 604-895-2469

Email: reservations.yvr@panpacific.com

Please reserve your hotel room directly with the Pan Pacific Vancouver no later than the hotel deadline of January 27, 2008.

**The group rate is \$189 Canadian Dollar per night – Single/Double Occupancy
Deluxe City / Inner Harbour / Harbour Mountain view
Feb. 26 through March 1, 2008**

Guestroom rates quoted are valid and extended for two (2) days prior and two (2) days following the official meeting dates (Tuesday, February 26, 2008 – Sunday, March 2, 2008) and subject to availability. All other nights will be charged at the Hotel's regular published rates.

Persons visiting from the United States must have a valid passport. All persons entering Canada must fill out a declaration for Canada Customs. Vancouver International Airport - Web Site – www.yvr.ca

Post Convention Tour Planned To Whistler Ski Resort

Following the USHBC meeting on March 1, 2008, a Post Convention Tour has been planned to Whistler, the home of the 2010 Winter Olympics. Whistler is world class and North Americas #1 ranked ski resort. Whether you ski or just want to relax, all the amenities are available and the scenery is fantastic!

Transportation to and from Whistler can be by renting a car, by making arrangements with Vancouver Pan Pacific concierge for a limousine or Greyhound Bus or arranging for a narrated sightseeing tour to and from Whistler (flexible return days) with WEST COAST SIGHTSEEING, www.vancouversightseeing.com (Phone: 1-877-451-1777).

WEST COAST SIGHTSEEING has offered convention guests a 10% discount on any of their narrated sightseeing tours to Vancouver Island and around Vancouver and to Whistler by mentioning the codeword "BLUEBERRIES".

Post Convention guests will have to arrange their own accommodations in Whistler. Whistler has several accommodation village areas. Guests are encouraged to stay in the "WHISTLER VILLAGE" area as this will provide the group the closest proximity not only to ski lifts for both Whistler and Blackcomb Mountains but also be just footsteps away from excellent restaurants and shopping, as well as getting together for group après ski socials. Accommodations can be arranged by accessing the following two recommended websites: www.whistlerblackcomb.com (Phone: 1-888-611-6911) or www.whistlerpremier.com (Phone: 1-888-621-1177).

Questions?? Call Mike Makara – (604-855-2524)
or email: mblue@telus.net



Tentative Schedule of Events- All Meetings Are Held At The Pan Pacific Vancouver Hotel

WEDNESDAY, FEBRUARY 27, 2008 – OPTIONAL BC BLUEBERRY INDUSTRY TOUR AND LUNCH – 8:00AM TO 5:00PM

THURSDAY, FEBRUARY 28, 2008 – NABC FINANCE COMMITTEE MEETING, GENERAL BUSINESS MEETING, USHBC COMMITTEE MEETINGS, NABC RECEPTION AND DINNER

FRIDAY, FEBRUARY 29, 2008 – USHBC COMMITTEE MEETINGS, FOOD & ENTERTAINMENT IN THE EVENING SPONSORED BY THE BC BLUEBERRY COUNCIL

SATURDAY, MARCH 1, 2008 – USHBC BOARD MEETING, OPTIONAL WHISTLER SKI TRIP

PLEASE NOTE THAT ALL USHBC MEETINGS ARE OPEN TO THE PUBLIC. THE USHBC ENCOURAGES YOU TO ATTEND AND PARTICIPATE IN THE MEETINGS.

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