

# THE NORTH AMERICAN BLUEBERRY COUNCIL (NABC)

## GOING ABOVE AND BEYOND

### OVER 50 YEARS OF SERVICE TO THE BLUEBERRY INDUSTRY

The North American Blueberry Council (NABC) has been serving the blueberry industry since it was established in 1965.

With market development and research activities assumed by the U.S. Highbush Blueberry Council (USHBC) in the year 2000 the NABC has taken on the important role of acting as a voice for the highbush blueberry industry.



### WHAT IS THE DIFFERENCE BETWEEN THE USHBC AND THE NABC?

The highbush blueberry industry is served by two organizations with separate responsibilities, the North American Blueberry Council (NABC) and the U.S. Highbush Blueberry Council (USHBC).

The NABC is a voluntary organization which serves as the voice of the highbush blueberry industry. Primary duties include:

- Providing Statistical and Crop Data
- Overseeing the Industry Issue Response Plan
- Legislative, Executive and Regulatory Interface and Industry Liaison with Governmental Decision Makers
- Providing Opportunity for Grower-to-Grower Communication and Relationship Building

The USHBC is a national blueberry research and promotion program functioning under the direction of the USDA. Funded by grower-approved mandate, its primary duties include:

- Market Development and Promotion
- Health Research
- Grower Education and Information

### WHY SHOULD I SUPPORT THE NABC?

Though the USHBC is making substantial gains in generating blueberry awareness through market promotion and blueberry health research efforts, there are other areas needing attention that fall outside of USHBC authority. The NABC brings these issues to the attention of our legislators and governmental decision makers serving as the voice of our industry.

### HOW IS THE NABC WORKING ON MY BEHALF?

The NABC addresses a number of areas including:

- Encouraging USDA School Lunch and Domestic Feeding Program Purchases of Frozen Highbush Blueberries
- Working on Fresh Highbush Blueberry Market Access to China, South Africa, the Philippines, Vietnam, South Korea, Australia and New Zealand
- Addressing Maximum Residue Limit (MRL) Concerns Which Can Impede Export Shipments.

## WHAT DO I GET WITH MY NABC MEMBERSHIP?

Besides helping to address industry concerns which have an impact on your business, NABC grower members receive valuable market information including monthly cold storage reports; the annual blueberry statistical report; weekly crop reports during the harvest season; access to International Blueberry Organization (IBO) data; a listing in the NABC directory or suppliers guide; NABC meeting and event discounts; and the ability to socialize, talk business and interact with fellow blueberry growers and industry members.

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*The NABC provides a unified voice for the highbush blueberry industry with both grower and associate membership.*

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### **NORTH AMERICAN BLUEBERRY COUNCIL**

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Phone: (916) 983-2279

Visit the NABC website at  
[www.nabcblues.org](http://www.nabcblues.org) for more  
information about the NABC and  
membership.

## HOW DO I JOIN THE NABC?

Full NABC grower membership is open to all North American highbush blueberry growers regardless of level of production. Yearly membership dues are based on yearly production at the following levels:

100,000 pounds or less	\$ 100
100,001 lbs. to 250,000 lbs.	\$ 250
250,001 lbs. to 500,000 lbs.	\$ 500
500,001 lbs. to 1,000,000 lbs.	\$1,000
1,000,001 pounds or more	\$2,000
Co-Op or Commission Members	\$2,000

Growers interested in joining the NABC are asked to contact the NABC office for a membership application. The application can also be downloaded from the NABC website at [www.nabcblues.org](http://www.nabcblues.org)

## I AM NOT A GROWER BUT I AM INVOLVED IN THE BLUEBERRY INDUSTRY, CAN I BE AN NABC MEMBER?

Associate membership in the NABC is offered to those involved in business which is associated with the blueberry industry such as fresh fruit brokers, processors who do not grow blueberries, food manufacturers or allied companies who supply the blueberry industry with materials, equipment or services. Associate members pay yearly dues of \$700.

Associate members are offered the opportunity to develop relationships with members of the blueberry industry while bringing attention to their specific organization with the opportunity to exhibit at selected NABC meetings, having a listing in the NABC Directory and the opportunity to link to the NABC website. Those interested in associate membership are asked to contact the NABC for an application or download an NABC Associate Member Application online at [www.nabcblues.org](http://www.nabcblues.org).

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*We hope that you will consider membership in the NABC. Your investment now and in the future will help the NABC to continue funding activities designed to create increased awareness of highbush blueberries, tackle issues that cannot be addressed by the USHBC and help maintain a positive marketing environment to the benefit of blueberry growers and those that supply them.*

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