

North American Blueberry Council

The Voice of the Blueberry Industry

With market development and research activities now the responsibility of the U.S. Highbush Blueberry Council (USHBC), the North American Blueberry Council (NABC) has assumed the important role of acting as a voice for the highbush blueberry industry.

The NABC will also continue to provide members with market information and support, services provided to NABC members since 1965.

This flyer is designed to answer your questions about NABC Associate Member benefits and opportunities. For more information, please contact the NABC at (916) 983-2279 or check our website at www.nabcblues.org

A non-voting Associate membership in the NABC is offered to those involved in businesses associated with the blueberry industry, such as fresh fruit brokers, food manufacturers or allied companies who supply the blueberry industry with materials, equipment or services. The Associate membership is offered to both domestic North American as well as international entities (outside of Canada, USA and Mexico). These international entities can also include co-ops, commissions, councils, associations, handlers and other organizations involved in highbush blueberry growing and marketing (these types of entities in North America are to apply for NABC Grower Membership).

NABC Associate membership is offered at a Blue Level (\$700 per year dues) and a Gold Level (\$2,000 per year dues)

Associate members are offered the opportunity to develop relationships with members of the blueberry industry while bringing attention to their specific organization.

NABC Blue Level Associate Members Receive:

- Invitations to NABC Meetings and Event Discounts
- Opportunity to Develop Relationships with Blueberry Industry Members
- Opportunity to Exhibit at Selected NABC Meetings
- Listing in and Access to NABC Member Directory
- Industry Issue Updates
- Use of NABC Artwork, Photos, Promotional Materials and Logos as Approved
- Opportunity to Link to NABC Website

NABC Gold Level Associate Members receive all the benefits of Blue Level membership plus:

- Monthly Cold Storage Reports
- Annual Blueberry Statistical Report
- Weekly Harvest Season Crop Reports
- Access to International Blueberry Organization (IBO) Data

Those interested in Associate Membership are asked to complete the application below and return it to the NABC office-

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**NABC ASSOCIATE MEMBERSHIP
APPLICATION
REQUEST FORM**

I would be interested in receiving more information about the NABC. Please send an application for NABC membership as an **ASSOCIATE MEMBER BLUE / GOLD** (*please circle choice*).

My application should be sent to:

Name of Applicant

Name of Company

Address

City

State/Province

Zip Code

Country

Phone

Fax

Email

Send request via mail, fax or email to:

NABC

Attn: Rick Ruckman

1847 Iron Point Road, Suite 100,

Folsom, California 95630

Fax: (916) 983-9370.

Email: rruckman@nabcblues.org



NORTH AMERICAN BLUEBERRY COUNCIL

1847 Iron Point Rd., Suite 100 Folsom, California 95630

Phone (916) 983-2279 Fax (916) 983-9370 Web Site: www.nabcblues.org

Associate Membership Information

With market development and research activities now the responsibility of the U.S. Highbush Blueberry Council (USHBC), the North American Blueberry Council (NABC) has assumed the important role of acting as a voice for the highbush blueberry industry.

The NABC continues to provide members with market information and support, services provided to NABC members since 1965.

To encourage increased participation, and to offer services to as many members of the highbush blueberry industry as possible, the NABC has modified membership requirements and assessment rates. Membership opportunities are now also offered to offshore highbush blueberry producers.

A non-voting Associate membership in the NABC is offered to those involved in businesses associated with the blueberry industry, such as fresh fruit brokers, food manufacturers or allied companies who supply the blueberry industry with materials, equipment or services. The Associate membership is offered to both domestic North American as well as international entities (outside of Canada, USA and Mexico). These international entities can also include co-ops, commissions, councils, associations, handlers and other organizations involved in highbush blueberry growing and marketing (these types of entities in North America are to apply for NABC Grower Membership).

NABC Associate membership is offered at a **Blue Level (\$700 per year dues) and a **Gold** Level (\$2,000 per year dues).**

Associate members are offered the opportunity to develop relationships with members of the blueberry industry while bringing attention to their specific organization.

*NABC **Blue** Level Associate Members Receive:*

- Invitations to NABC Meetings and Event Discounts
- Opportunity to Develop Relationships with Blueberry Industry Members
- Opportunity to Exhibit at Selected NABC Meetings
- Listing in and Access to the NABC Member Directory
- Industry Issue Updates
- Use of NABC Artwork, Photos, Promotional Materials and Logos as Approved
- Opportunity to Link to the NABC Website

*NABC **Gold** Level Associate Members receive all the benefits of Blue Level membership plus:*

- Monthly Cold Storage Reports
- Annual Blueberry Statistical Report
- Weekly Harvest Season Crop Reports
- Access to International Blueberry Organization (IBO) Data

Application Process

To apply for membership, please contact the NABC (916-983-2279) to request an application for NABC Associate membership at the Blue or the Gold Level, or download an application from the NABC website (www.nabcblues.org). Please complete the form and return it to the following address:

The North American Blueberry Council
1847 Iron Point Rd., Suite #100
Folsom, California 95630

Upon receipt, your application will be submitted to the NABC Executive Committee for initial review. If approved by the committee, the application will be presented to the full board for consideration at the next NABC meeting. The board will take the final vote on acceptance at that time. Upon initial approval of the Executive Committee, your name will be immediately placed on the NABC mailing list and you will receive mailings on a temporary basis pending final board approval.

We hope you will consider joining our organization. Your investment in the NABC now and in the future, will help us to continue funding activities designed to create increased awareness of highbush blueberries and help to maintain a positive sales environment to the benefit of our blueberry growers and those who supply them.

If you have any questions or would like additional information, please contact our office. Our phone number is 916-983-2279 and our fax number is 916-983-9370.



The North American Blueberry Council
Application for
ASSOCIATE MEMBERSHIP- BLUE LEVEL

Revised 03/01/2017

We, the undersigned, hereby make application for membership in the North American Blueberry Council as an Associate Member at the Gold Level and agree to abide by the rules and conditions as set forth below.

CONDITIONS FOR MEMBERSHIP

(Growers and Handlers inside the USA, Canada and Mexico are not eligible for Associate Membership)

- 1) Associate Members are welcome from the following sources:
 - a) Fresh fruit brokers
 - b) Food manufacturers who use large quantities of Highbush (cultivated) blueberries
 - c) Allied industry companies who supply chemicals, packing materials, machinery, storage, services, etc.
 - d) International blueberry handling, growing and or marketing entities based outside of Canada, the USA and Mexico.
 - e) Other individuals or organizations deemed qualified by the NABC
- 2) Dues shall be \$700.00 USD annually payable in advance
- 3) Associate Members shall be subject to the following restrictions:
 - a) Associate Members cannot hold any office in the North American Blueberry Council
 - b) Associate Members are not entitled to vote on any NABC business
 - c) Associate Members shall not conduct activities that will conflict with regularly scheduled programs of the Council

NABC BLUE LEVEL ASSOCIATE MEMBER APPLICANT PROFILE

Please complete each section. Data will be used by the NABC in initial applicant screening

Name of Organization: _____
(Please type or print clearly)

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Shipping Address (if different than above): _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Business Phone: () _____ Home Phone: () _____ Fax: () _____

E-mail: _____ Web Site: _____

Type of Business: (check all that apply)

Cooperative Corporation Association Partnership Individual Other _____
(please indicate)

Description of Type of Business:

We are involved in the following blueberry activities: (check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Fruit Broker | <input type="checkbox"/> Packaging & Supplies | <input type="checkbox"/> Others (please indicate) |
| <input type="checkbox"/> Processor (Non-Grower) | <input type="checkbox"/> Storage | _____ |
| <input type="checkbox"/> Chemical Supplier | <input type="checkbox"/> Research | _____ |
| <input type="checkbox"/> Machinery Supplier | <input type="checkbox"/> Food Manufacturer using Blueberries | _____ |
| <input type="checkbox"/> Transportation | | |

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BLUEBERRY INDUSTRY REFERENCES

Name: _____

Address: _____

City: _____ State/Province _____ Zip: _____

Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

SIGNATURE OF APPLICANT: _____

DATE: _____

NABC ASSOCIATE MEMBER PRIVILEGES - BLUE LEVEL

With council approval and while a member in good standing, NABC Associate Members at the Gold Level shall have the following privileges:

- (a) They shall have the ability to attend meetings, meet key growers and marketers and receive event discounts.
- (b) Associate members from allied industries shall have the opportunity to exhibit at appropriate NABC meetings new products, inventions, packaging materials, etc., which they feel would be applicable to the blueberry industry subject to approval by a screening committee. Time, place and fees shall be determined by the Executive Committee
- (c) They shall receive a copy of and a listing in the NABC directory
- (d) They shall have access to a limited supply of NABC promotional materials
- (e) They shall receive industry issue updates
- (f) They shall have the ability to use NABC artwork, photos and logos as approved by NABC
- (g) If appropriate, they shall have the opportunity to link to the NABC website

RETURN APPLICATION TO:
The North American Blueberry Council
1847 Iron Point Circle, Suite 100
Folsom, California 95630
Phone: (916) 983-2279 Fax: (916) 983-9370

INITIAL MEMBERSHIP RECOMMENDATION

(To be completed by NABC)

As a member of the Executive Committee of the North American Blueberry Council, I hereby

Recommend

Do not recommend

the consideration of the application of _____ as an Associate
Member - **Blue** of the Council. *(Organization Name)*

Signed: _____

Date: _____

(Print Name)



The North American Blueberry Council
Application for
ASSOCIATE MEMBERSHIP-GOLD LEVEL

Revised 03/01/2017

We, the undersigned, hereby make application for membership in the North American Blueberry Council as an **Associate Member** at the Gold Level and agree to abide by the rules and conditions as set forth below.

CONDITIONS FOR MEMBERSHIP

(Growers and Handlers inside the USA, Canada and Mexico are not eligible for Associate Membership)

- 1) Associate Members are welcome from the following sources:
 - a) Fresh fruit brokers
 - b) Food manufacturers who use large quantities of Highbush (cultivated) blueberries
 - c) Allied industry companies who supply chemicals, packing materials, machinery, storage, services, etc.
 - d) International blueberry handling, growing and or marketing entities based outside of Canada, the USA and Mexico.
 - e) Other individuals or organizations deemed qualified by the NABC
- 2) Dues shall be \$2,000.00 USD annually payable in advance
- 3) Associate Members shall be subject to the following restrictions:
 - a) Associate Members cannot hold any office in the North American Blueberry Council
 - b) Associate Members are not entitled to vote on any NABC business
 - c) Associate Members shall not conduct activities that will conflict with regularly scheduled programs of the Council

NABC GOLD LEVEL ASSOCIATE MEMBER APPLICANT PROFILE
Please complete each section. Data will be used by the NABC in initial applicant screening

Name of Organization: _____
(Please type or print clearly)

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Shipping Address (if different than above): _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Business Phone: () _____ Home Phone: () _____ Fax: () _____

E-mail: _____ Web Site: _____

Type of Business: (check all that apply)

Cooperative Corporation Association Partnership Individual Other _____
(please indicate)

Description of Type of Business:

We are involved in the following blueberry activities: (check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Fruit Broker | <input type="checkbox"/> Packaging & Supplies | <input type="checkbox"/> Others (please indicate) |
| <input type="checkbox"/> Processor (Non-Grower) | <input type="checkbox"/> Storage | _____ |
| <input type="checkbox"/> Chemical Supplier | <input type="checkbox"/> Research | _____ |
| <input type="checkbox"/> Machinery Supplier | <input type="checkbox"/> Food Manufacturer using Blueberries | _____ |
| <input type="checkbox"/> Transportation | | |

Continued on other side

BLUEBERRY INDUSTRY REFERENCES

Name: _____

Address: _____

City: _____ State/Province _____ Zip: _____

Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

SIGNATURE OF APPLICANT: _____

DATE: _____

NABC ASSOCIATE MEMBER PRIVILEGES- GOLD LEVEL

With council approval and while a member in good standing, NABC Associate Members at the Gold Level shall have the following privileges:

- (a) They will receive monthly cold storage reports; the annual blueberry statistical report; weekly harvest season crop reports; and access to International Blueberry Organization (IBO) data
- (b) They shall have the ability to attend meetings, meet key growers and marketers and receive event discounts.
- (c) Associate members from allied industries shall have the opportunity to exhibit at appropriate NABC meetings new products, inventions, packaging materials, etc., which they feel would be applicable to the blueberry industry subject to approval by a screening committee. Time, place and fees shall be determined by the Executive Committee
- (d) They shall receive a copy of and a listing in the NABC directory
- (e) They shall have access to a limited supply of NABC promotional materials
- (f) They shall receive industry issue updates
- (g) They shall have the ability to use NABC artwork, photos and logos as approved by NABC
- (h) If appropriate, they shall have the opportunity to link to the NABC website

RETURN APPLICATION TO:
The North American Blueberry Council
1847 Iron Point Circle, Suite 100
Folsom, California 95630
Phone: (916) 983-2279 Fax: (916) 983-9370

INITIAL MEMBERSHIP RECOMMENDATION

(To be completed by NABC)

As a member of the Executive Committee of the North American Blueberry Council, I hereby

Recommend

Do not recommend

the consideration of the application of _____ as an Associate
Member - **Gold** of the Council. *(Organization Name)*

Signed: _____

Date: _____

(Print Name)

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.

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



NORTH AMERICAN BLUEBERRY COUNCIL

1847 Iron Point Road, Suite #100
Folsom, California 95630
Phone: (916) 983-2279

Visit the NABC website at 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

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 are offered two different membership levels. **Blue** Level Associate members (\$700 per year dues) 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. **Gold** Level Associate Members (\$2,000 per year dues) receive all the benefits of Blue Level membership plus the Weekly Harvest Season Crop Reports, Monthly Cold Storage Reports, the Annual Blueberry Statistical Report as well as access to International Blueberry Organization (OBO) Data.

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.

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.
