

# 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 grower member benefits and opportunities. For more information please contact the NABC at (916) 983-2279 or check our website at [www.nabcblues.org](http://www.nabcblues.org)

## **WHO IS ELIGIBLE FOR NABC MEMBERSHIP?**

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.

Full NABC grower membership is open to all highbush blueberry growers from the United States, Canada and Mexico regardless of their level of production.

With this modification, current industry members who have previously held NABC membership through an affiliation with an NABC regular member, such as through a co-op or commission, can now apply for their own individual membership in the NABC.

The new dues structure also offers the opportunity for full NABC membership to those growers who produce less than the 250,000 pound per year level established under original NABC membership requirements.

The revised NABC grower membership dues are currently based on the grower's yearly production

level, or in the case of a handler the combined total amount of production grown or handled. Dues are currently set at the following levels:

<u>Yearly Production</u>	<u>NABC Yearly Dues</u>
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

## **WHAT DO I GAIN FROM NABC MEMBERSHIP?**

Grower member benefits include market information and support as well as the opportunity to become involved in the industry and share your interests and concerns with fellow industry members.

### **NABC Grower Members receive:**

#### **MARKET INFORMATION**

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

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**MARKET SUPPORT**

- Free Listing in NABC Suppliers Guide
- Access to NABC Promotional Materials
- Opportunity to Link to NABC Website

**INDUSTRY INVOLVEMENT and INFORMATION**

- NABC Member Directory Listing
- Industry Issue Awareness and Legislative Interface
- Participation in NABC Meetings
- Opportunity to Serve on NABC Committees
- NABC Meeting and Event Discounts

**HOW DO I APPLY FOR NABC MEMBERSHIP?**

Given these many benefits, we hope that you will consider membership in the **NABC** at the grower member level. If you are already a grower member, perhaps you know of a fellow grower or industry member not currently involved in the NABC who may be interested in membership.

For additional information about the **NABC** or to receive membership applications for grower membership, please contact the **NABC** office at (916) 983-2279 or email [rruckman@nabcblues.org](mailto:rruckman@nabcblues.org) or on our website at [www.nabcblues.org](http://www.nabcblues.org). Membership information can also be sent directly to you by completing and mailing, or faxing, the following membership information request to the NABC:

===== CLIP and SEND =====

***NABC GROWER MEMBERSHIP  
APPLICATION  
REQUEST FORM***

I would be interested in receiving more information about the NABC. Please send an application for NABC membership as a **GROWER MEMBER.**

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](mailto:rruckman@nabcblues.org)



**NORTH AMERICAN BLUEBERRY COUNCIL**

1847 Iron Point Road, Suite 100 Folsom, California 95630  
Phone (916) 983-2279 Fax (916) 983-9370 Web Site: [www.nabcblues.org](http://www.nabcblues.org)

**NABC GROWER 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. For more information, please contact the NABC at 916-983-2279.

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.

Full NABC grower membership is open to all highbush blueberry growers from the United States, Canada and Mexico, regardless of their level of production. With this modification, current industry members who have previously held NABC membership through an affiliation with an NABC regular member, such as a co-op or commission, can now apply for their own individual membership in the NABC.

Membership of the NABC shall consist of Co-operatives, Corporations, Commissions created by State or Provincial law, Councils, current and prospective blueberry growers, blueberry handlers acting on behalf of highbush blueberry growers, and other organizations or individuals involved in blueberry production.

The dues structure offers the opportunity for full NABC membership to those growers who produce less than the 250,000-pound per year level established under original NABC membership requirements.

The revised NABC grower membership dues are currently based on yearly production at the following levels:

<u>Yearly Production</u>	<u>NABC Yearly Dues</u>
100,000 pounds or less	\$ 100
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250,001 lbs. to 500,000 lbs.	\$ 500
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1,000,001 pounds or more	\$2,000
Co-Op or Commission Members	\$2,000

Grower member benefits include market information and support as well as the opportunity to become involved in the industry and share your interests and concerns with fellow industry members.

NABC Grower Members receive:

MARKET INFORMATION

- Monthly Cold Storage Reports
- Annual Blueberry Statistical Report
- Weekly Crop Reports (June to September)
- Access to International Blueberry Organization (IBO) Data
- Free Listing in NABC Suppliers Guide
- Access to NABC Promotional Materials
- Opportunity to Link to NABC Website

INDUSTRY INVOLVEMENT and INFORMATION

- NABC Member Directory Listing
- Industry Issue Awareness and Legislative Interface
- Participation in NABC Meetings
- Opportunity to Serve on NABC Committees
- NABC Meeting and Event Discounts

Application Process

To apply for membership, please complete the attached form and return it to the following address:

The North American Blueberry Council  
1847 Iron Point Road, 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. Additional information can also be found on the NABC website at [www.nabcblues.org](http://www.nabcblues.org).



The North American Blueberry Council  
Application for  
GROWER MEMBERSHIP

Revised 03/01/2017

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

**CONDITIONS FOR MEMBERSHIP**

1. Membership eligibility: Any individual, cooperative, corporation, commission, council, association or partnership, producing or handling highbush (cultivated) blueberries on behalf of highbush blueberry growers in North America (USA, Canada and Mexico).
2. Members shall pay an annual assessment on all berries produced or handled. Such assessment shall be determined by vote of the membership at each annual meeting. Assessment rates are based on production levels of: 100,000 pounds or less per year; 100,001 to 250,000 pounds; 250,001 to 500,000 pounds; 500,001 to 1,000,000 pounds; and 1,000,001 or more.
3. Assessments are payable on or before December 1<sup>st</sup> of the current crop year.
4. All members shall be subject to the rules and regulations as contained in the by-laws.
5. A check for \$50.00 (U.S. funds only) must accompany application with full dues payable on/before December 1<sup>st</sup> of the year of membership.

**NABC GROWER 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: \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_ Home Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Type of Business: (check all that apply)

Cooperative  Corporation  Association  Commission  Partnership  Individual  Other \_\_\_\_\_  
(please indicate)

Please indicate production level: \_\_\_\_\_

Type of Cultivated Blueberry Products Marketed: (check all that apply)

Fresh  Frozen  Dried  Other \_\_\_\_\_ (Please indicate)

Our organization  does  does not produce all the highbush (cultivated) blueberries we market.

Our own production represents the following percentage of all the blueberries we market.

0%  less than 25%  less than 50%  less than 75%  75% or more

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

Growing  International Sales  Others (Please indicate) \_\_\_\_\_  
 Processing  Buying/Distribution/Brokerage \_\_\_\_\_  
 Packing  Marketing/Promotion \_\_\_\_\_  
 Shipping  Research \_\_\_\_\_

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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: \_\_\_\_\_

P.A.C.A. License Number (if anv)

Year Started:

SIGNATURE OF APPLICANT: \_\_\_\_\_

DATE: \_\_\_\_\_

### NABC GROWER MEMBER PRIVILEGES

1. Members shall have the right to appoint a delegate and an alternate to attend the Council's meetings. This delegate or alternate shall have the right to vote on all motions made at the business sessions.
2. Each member has the right to ask for a vote on any motion made.
3. If said member is unable to attend a meeting, that member shall have the right to assign his vote to the proxy of his choice.
4. In addition to being able to attend and take part in NABC meetings, NABC Grower Members will have the opportunity to serve on NABC committees and will receive:

- ◆ Copies of all meeting minutes and yearly audit report
- ◆ Weekly crop report in season and annual statistical report
- ◆ Monthly cold storage report
- ◆ Access to International Blueberry Organization (IBO) data
- ◆ Industry information
- ◆ Copies of NABC promotional materials
- ◆ Copy of and listing in NABC directory

### RETURN APPLICATION TO:

The North American Blueberry Council  
1847 Iron Point Circle, Suite 114  
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 a Grower Member 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.

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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**

1847 Iron Point Road, Suite #100  
Folsom, California 95630  
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 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](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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