



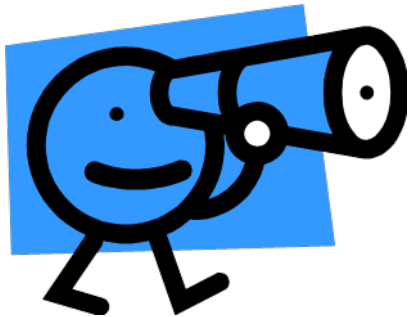
# RIDING THE “*BLUE WAVE*”



Building Demand to Keep Pace  
With Expanded World Blueberry  
Production



# Blueberry Market Situation



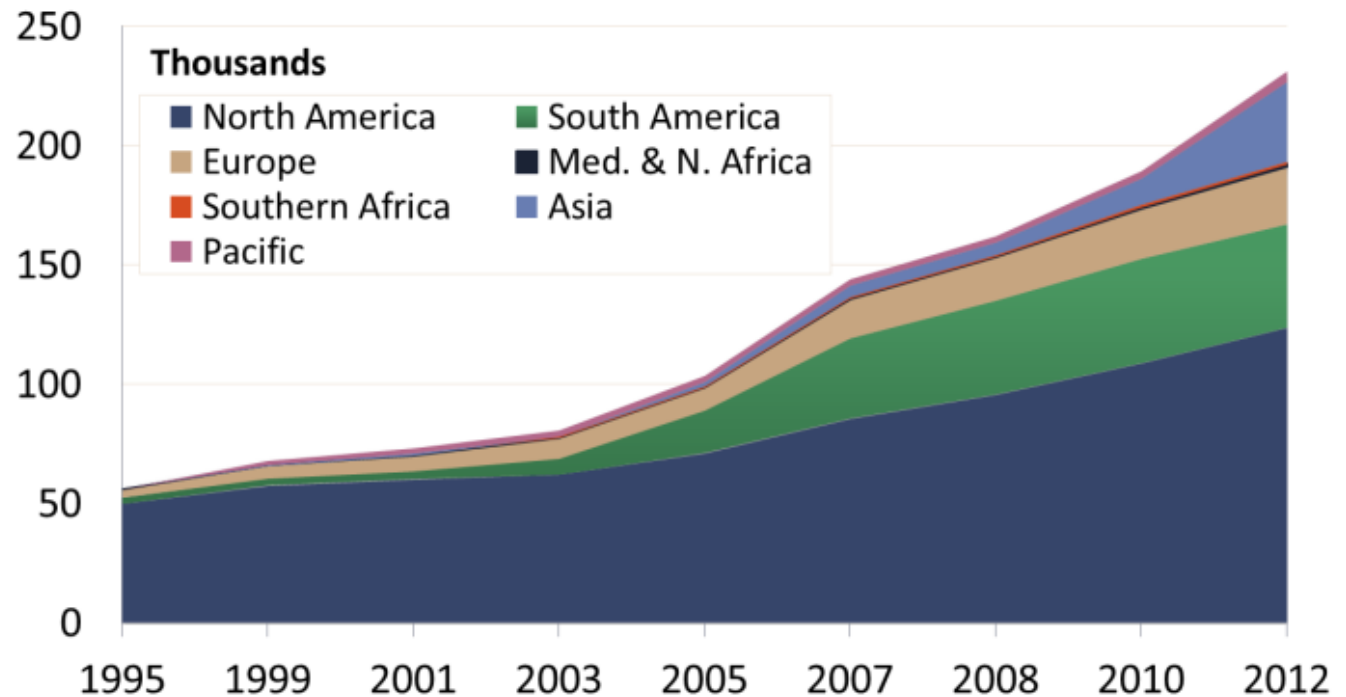
- Health Interest Continues to Drive Blueberry Demand
- Blueberry Interest Encourages Increased Worldwide Blueberry Production
- Industry Efforts Needed to Keep Demand Ahead of Supply



# The Blue Wave is Rapidly Approaching



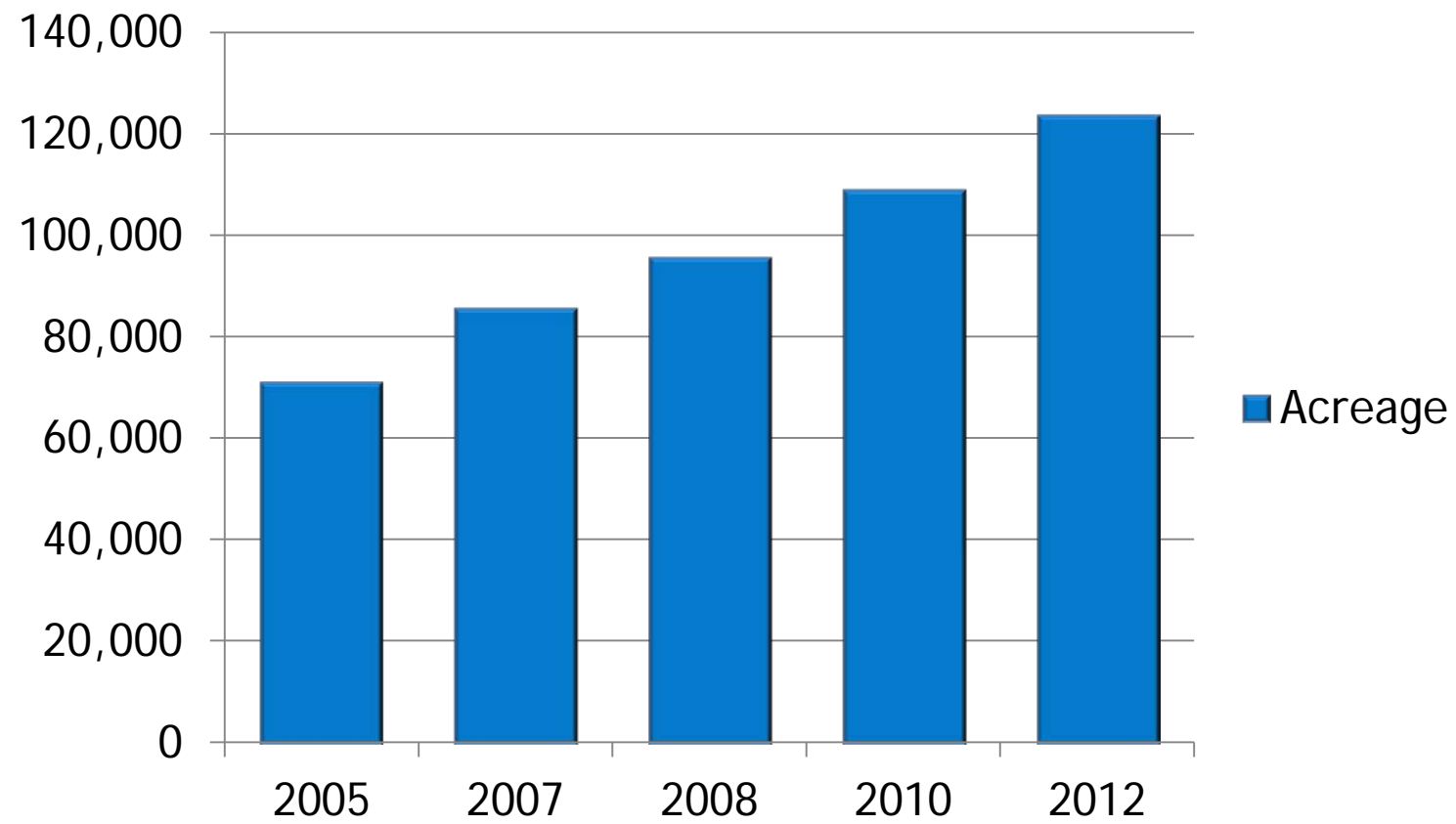
World Blueberry Acreage from 1995 to 2012 Increased from Just Over 50,000 Acres to Over 231,000 Acres





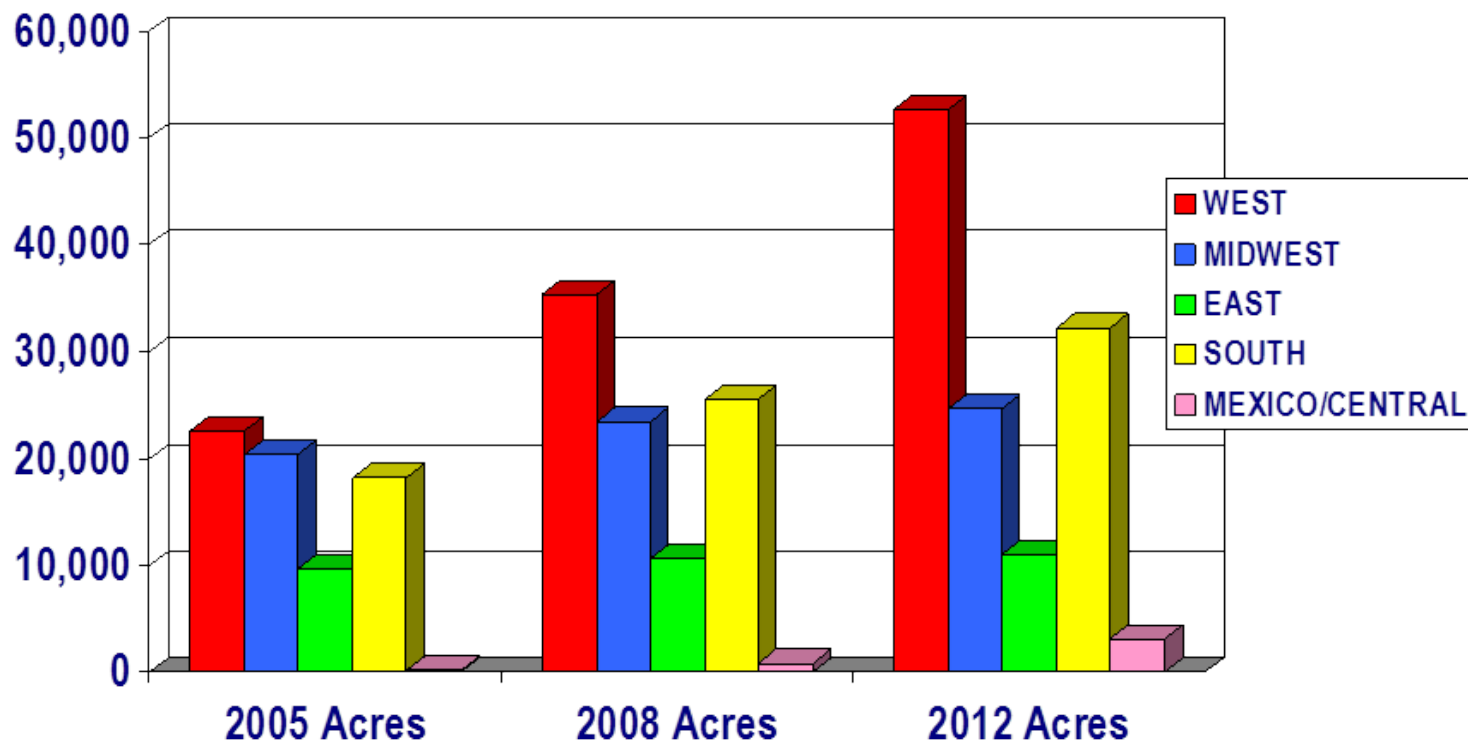
# North American Highbush Acreage Has Increased +74% Since 2005

From 71,075 Acres to 123,635 Acres





# NORTH AMERICAN Highbush Blueberry Acreage Estimates by Region 2005 to 2012



*Impressive Acreage Growth in West and South. Traditional Growing Areas Remain Fairly Constant, though Higher Yielding Varieties Replacing Some Bushes on Existing Fields. Mexican and Central American Acreage Now Adding to the Total.*





# WORLDWIDE Highbush Blueberry Summary

World Acreage More than Doubled Since 2005

North American Acreage +74% while South American Acreage +142%

North and South America Account for 72% of World Acreage in 2012

Compared to 86% in 2005

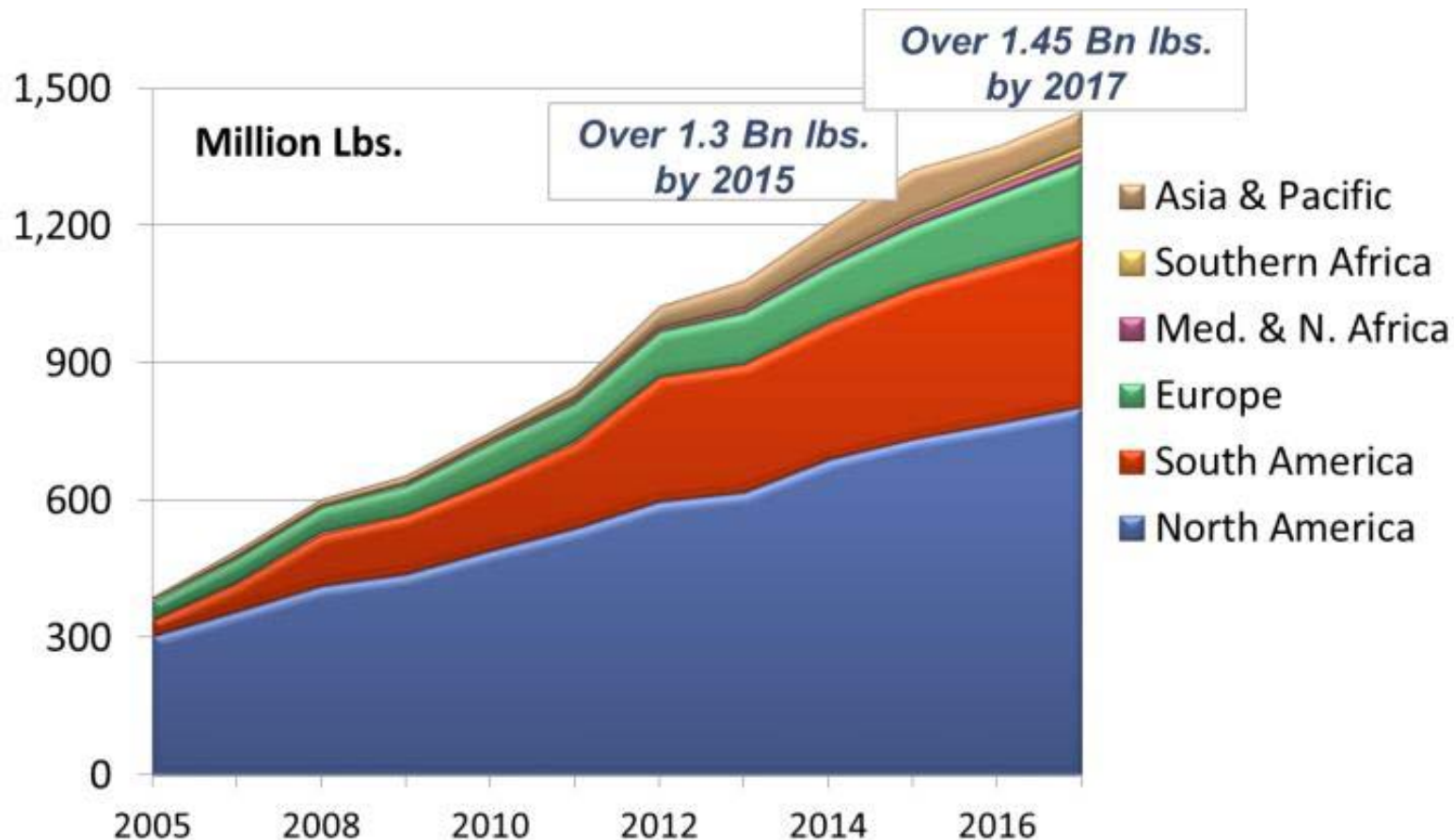


WORLD ACREAGE	2005	2008	2010	2012
North America	71,075	95,597	108,931	123,635
South America	18,039	39,703	43,950	43,640
Europe	9,736	18,038	20,780	24,101
Mediterranean and North Africa	0	355	672	1,098
Southern Africa	740	910	1,124	1,146
Asia and Pacific	4,188	7,870	14,117	37,615
TOTAL	103,778	162,473	189,574	231,235



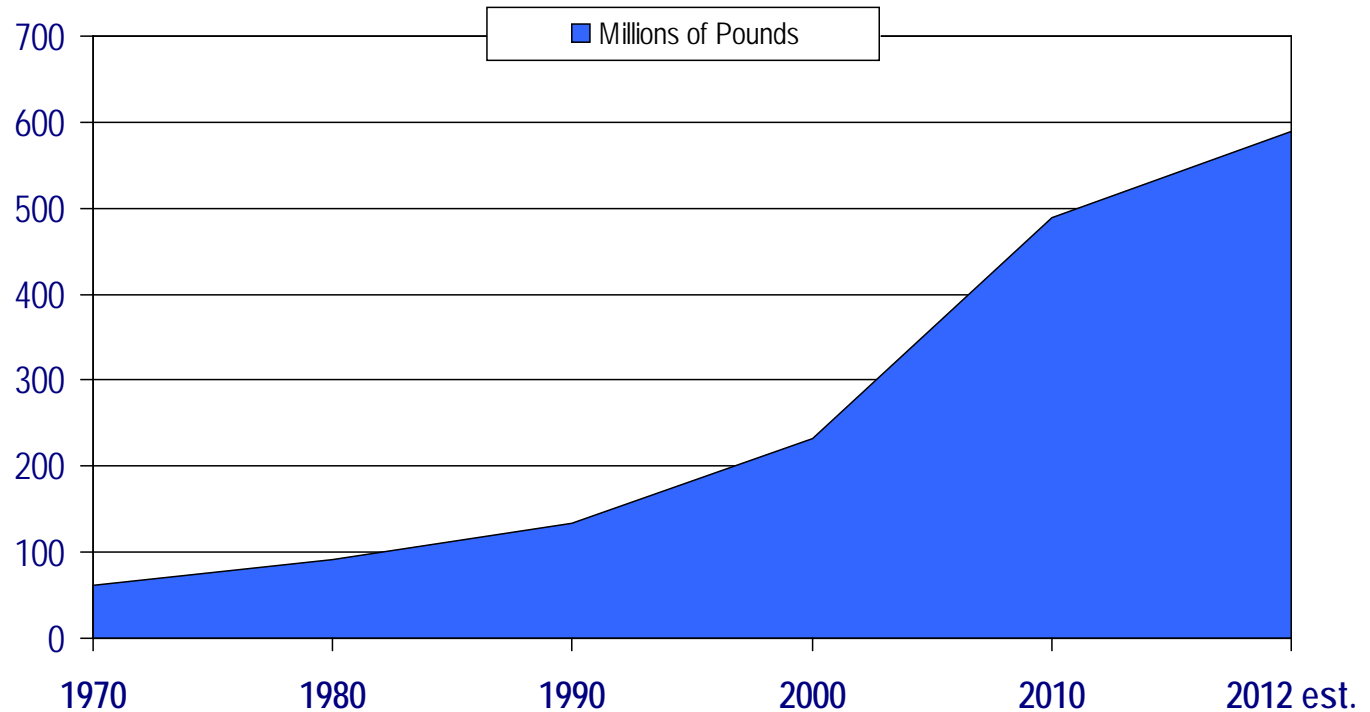
# Predicted Growth in Worldwide Blueberry Production

From 393 Million Pounds in 2005 to 1 Billion Pounds in 2013 and More Than 1.4 Billion Pounds by 2017





# North American Highbush Blueberry Production Trends 1970 to 2012



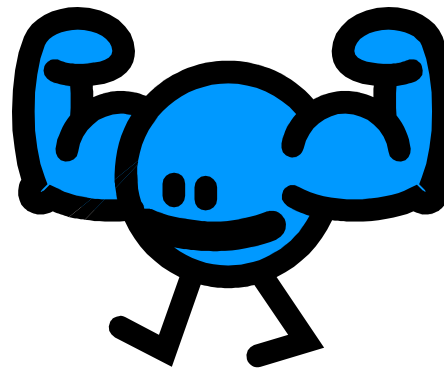
*Production increased 8 fold from 1970 to 2010 (61 million lbs. to 489 million lbs.)  
The 2012 crop is currently estimated at 589 million pounds and projected to reach 805 million pounds by 2017.*





# Keeping Pace With Record Levels of Production

Given Growth Projections Need to Increase  
Per Capita Consumption +38% from Current  
Level of 36 Ounces to 50 Ounces Per Person  
by 2015





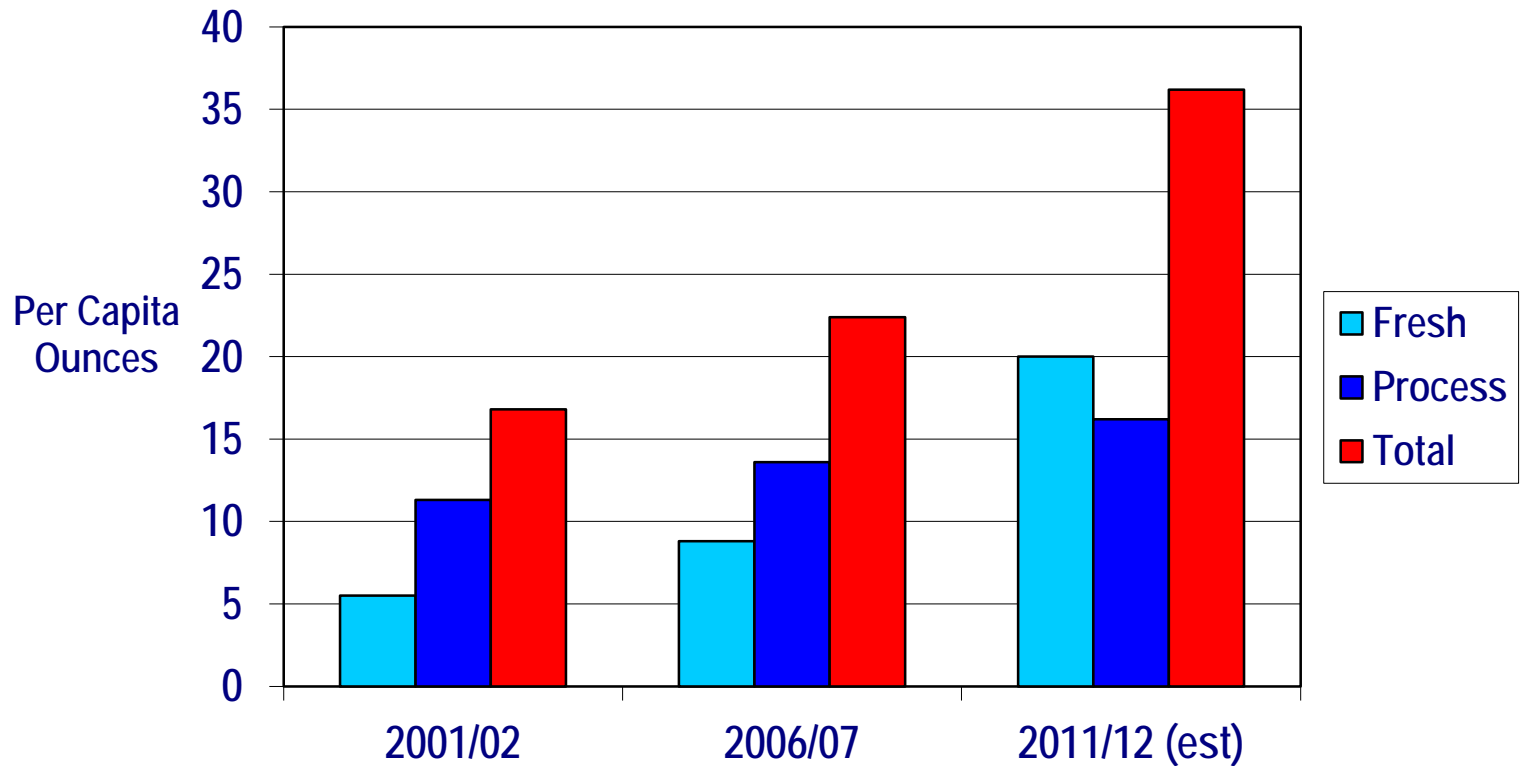
# Market Opportunities



- Blueberry Per Capita Consumption Has Room to Grow
- Underdeveloped Domestic Markets
- Limited Volume Currently Allocated to Offshore Markets
- Blueberries Continue as Key Ingredient in New Product Development
- Blueberry “Health Halo” Remains a Purchase Driver



# Blueberry Interest Reflected in U.S. Per Capita Consumption Increases



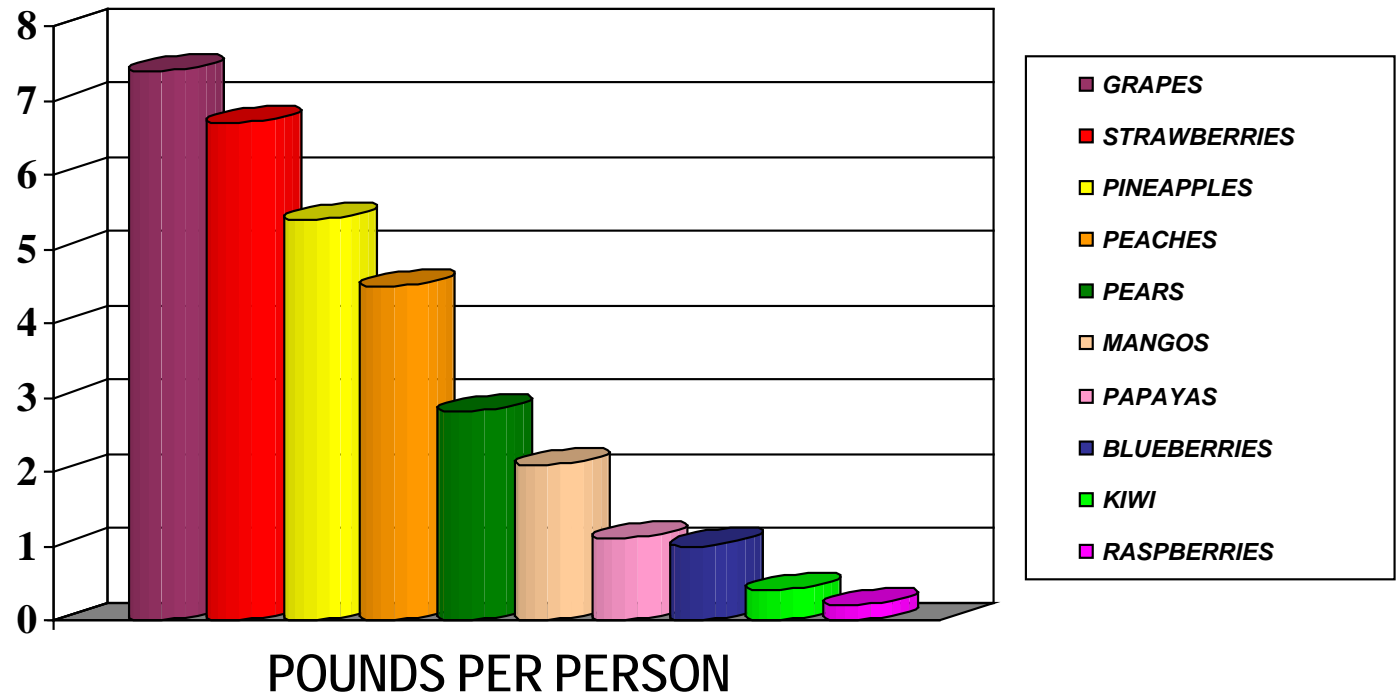
Over past ten years total consumption has more than doubled from 16.8 ounces in 2001/2002 to 36.2 ounces in 2011/2012

Fresh consumption increased from 5.5 ounces to 20.0 ounces  
Process consumption increased from 11.3 ounces to 16.2 ounces



# Projected Per Capita Consumption of Various Types of Fresh Fruit in 2010

(As Reported by USDA ERS- August 2012)



*Packer "2013 Fresh Trends Report" notes just 48% of survey respondents had purchased blueberries at least one time in 2012*





# Blueberry "Health Halo" Continues to Drive Blueberry Interest

- Need to Maintain Consumer Awareness of Blueberries and Health Given More Aggressive Claims By Other Fruit and Vegetable Groups
- Expand Health Research and Move to Human Clinical Trials

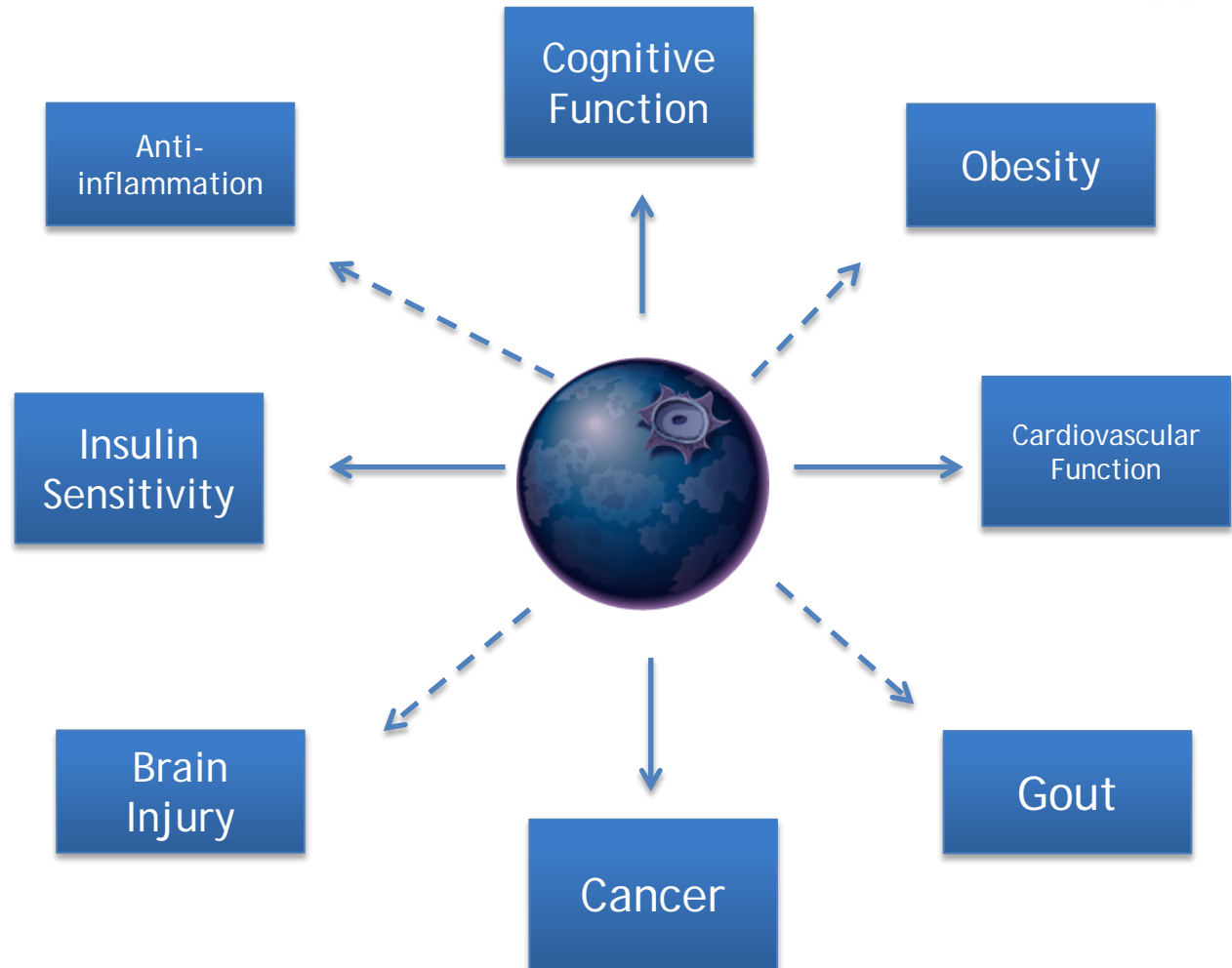






# Current Areas of Focus in USHBC Health Research-

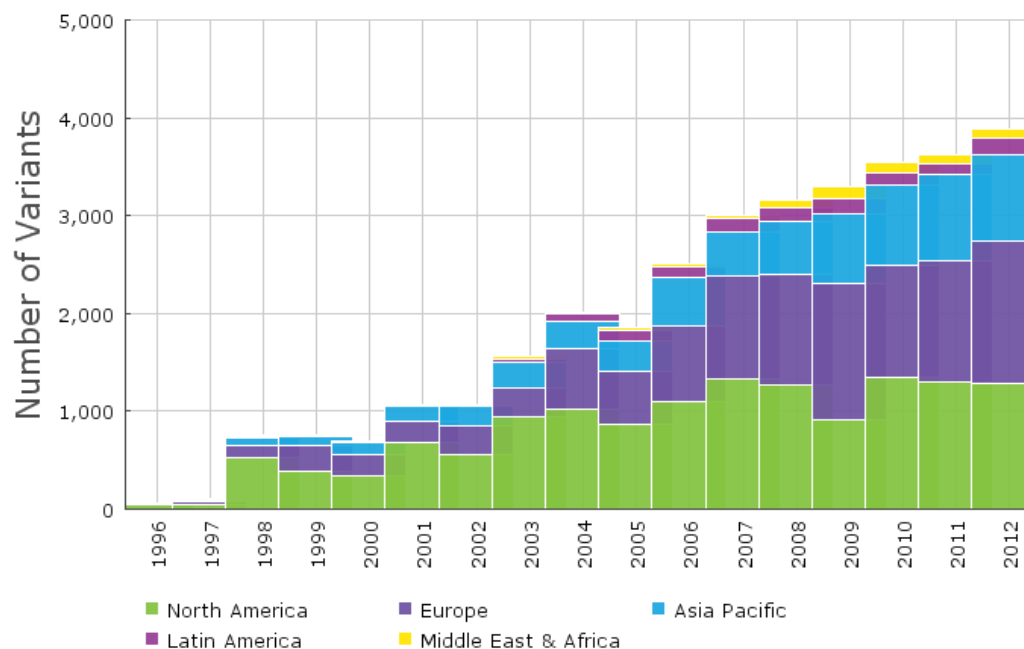
## Brain Health, Metabolic Syndrome, Cancer





# Worldwide Interest in New Blueberry Products Continues to Grow

(Mintel Data)





# Efforts In Place to Encourage New Product Development with Blueberries



**Blueberry Classification**  
All blueberries belong to the genus *Vaccinium*. The family includes the Highbush (*V. corymbosum* and *V. ashei*) and the Native American "wild" low bush (*V. angustifolium*). All blueberries originated from the wilds. Highbush blueberries represent 57% of total North American blueberry production.

Note: Fruit maturity at harvest, growing condition, type of cultivar, and other variables affect levels. Substances and amounts shown are for general information only.

## Composition of Blueberries

US Highbush Blueberry Council

A one cup serving of blueberries contains 14% DV of fiber. Blueberries are a source of Vitamin A, Vitamin C, potassium and folate. Blueberries are very low in fat and sodium.

USDA National Nutrient Database  
For Standard Reference, Release 17 (2004)

Nutrients	1/2 cup 72.5 g (2.56 oz)	100 g (3.5 oz)	Kcal
Proximate	Food energy	41.50	57.00
	Protein	0.54	0.74
	Total lipid (fat)	0.24	0.33
	Carbohydrate, by difference	10.51	14.49
	Dietary fiber	1.75	2.40
Minerals	Ash	0.18	0.24
	Water	61.05	84.21
	Calcium	4.50	6.00
	Copper	0.04	0.06
	Iron	0.20	0.28
	Magnesium	4.50	6.00
	Manganese	0.24	0.34
	Phosphorus	8.50	12.00
	Potassium	56.00	77.00
	Selenium	0.05	0.10
Vitamins	Sodium	0.50	1.00
	Zinc	0.12	0.16
	Vitamin C	7.05	9.70
	Thiamin	0.03	0.04
	Riboflavin	0.03	0.04
	Niacin	0.30	0.42
	Pantothenic acid	0.09	0.12
	Vitamin B-6	0.04	0.05
	Folate	4.50	6.00
	Vitamin A, IU	39.00	54.00
	Vitamin E	0.42	0.57

g=grams, mg=milligrams, kcal=kilocalories, IU=International Units, µg=micrograms, ATE=alpha tocopherol equivalent

US Highbush Blueberry Council

c/o Thomas J. Payne Market Development, 865 Woodside Way, San Mateo, CA 94401-1611  
Phone: 800-824-6395, Fax: 650-340-8568, Email: tpayne@tjpmcd.com





# Food Manufacturer Promotion-Advertising



**Highbush Blueberries**  
**Nature's Little Blue Dynamos**

Our growers met recently to figure out how to explain the goodness of blueberries. The result: three little words and a whole new look!

- Dynamic Health Fear**  
The little blue dynamos™ are just getting started. Check out emerging research: [www.blueberry.org/health.htm](http://www.blueberry.org/health.htm)
- Dynamic Acceptance**  
Consumers love blueberries. Research shows respondents willing to pay 10-25% more for products with real blueberries. [www.blueberry.org/research.htm](http://www.blueberry.org/research.htm)
- Dynamic New Product Development**  
Blueberry! Take products with blueberries have soared in the past ten years and the trend continues. <http://www.blueberry.org/newproducts.htm>
- Dynamic Leadership**  
With new plantings in the field, the blueberry industry is on the move to meet the needs of the food industry. Get The Berry Latest, our little blue dynamos™ newsletter. Send us an email and you're subscribed! email: [newsletter@blueberry.org](mailto:newsletter@blueberry.org)

[www.blueberry.org](http://www.blueberry.org) U.S. Highbush Blueberry Council

Our blueberry growers thank you for supporting real blueberries.

## Bountiful Blueberries

**Time for Blueberries**  
Good supply of cultivated blueberries assure availability and exceptional value year-round. Positive sales in recent months and ongoing availability make this a win-win situation for consumers and food manufacturers.

**Healthy Enjoyment**  
Real blueberries: formula-ready, flavorful, available in a range of formats to meet product development specifications: fresh, frozen, liquid, dried, freeze dried, juice, preserved, powder, and concentrate. Create excitement, innovatively in every category: baked goods, dairy products, beverages, cereals, condiments, confections, snacks, and more.

**North American Ready**  
Real blueberries provide product authenticity, luscious color, and real full benefits. Consumers will pay more for products containing real blueberries over artificial in any season: includes 88.8% of consumers are willing to pay 20 cents or more for products with real blueberries.

Focus group respondents would pay 15 to 25% more for products with real blueberries. (Source: Nisport Research, Inc., 2008.)

**Show Your Blueberries!**

**Authenticity. Credibility. Integrity.**  
The Real Blueberry Seal™ with your product and signal instantly of a glance that your product contains real blueberries. It assures consumers that you care enough to use real blueberries and invest in excellent ingredients—real blueberries. No imitation blue! The Real Blueberry Seal™: easy sign up, positive identity, good vibes. Blueberries: Real Love.

U.S. Highbush Blueberry Council • [www.blueberry.org](http://www.blueberry.org)

**Highbush Blueberries**  
**Nature's Little Blue Dynamos**

Our growers met recently to figure out how to explain the goodness of blueberries. The result: three little words, "little blue dynamos" and a whole new look!

**New products** with blueberries have soared in the past ten years. Different story. The blueberry industry is on the move to meet the growing needs of the food industry.

Get The Berry Latest, our little blue dynamos™ newsletter to keep up on blueberry news. Send us an email to sign on! [newsletter@blueberry.org](mailto:newsletter@blueberry.org)

U.S. Highbush Blueberry Council  
[www.blueberry.org](http://www.blueberry.org)



# Blueberry Coverage in Food Trade Publications



## Real Blueberries

Functional, Flavorful, Fantastic!

Last year was another great year for blueberries in the food processing industry with over 1,400 blueberry products entering the North American market. Research shows a 16% increase in 2009 and new blueberry products between 2009 and 2010.

Note: Blueberry Products in North America 1997-2009

## THE SWEET TRUTH

You can build healthier desserts and confections with the right ingredients.

By Mark Anthony PhD, D., and David Fisher, D.D., Technical Editors

Despite all the talk of diets and obesity, health and wellness are still in vogue. We will eat better, and we should. There are many ways to make a healthy meal, and one of the most important is to use the right ingredients. The food and beverage industry is no exception. The use of high-fructose corn syrup (HFCS) in many products has been a major concern for consumers. HFCS is a sweetener made from corn, and it is often used in place of sugar. However, HFCS is not a natural sweetener, and it can be harmful to health. The food and beverage industry is looking for ways to reduce the use of HFCS in their products. One way to do this is by using natural sweeteners like blueberries. Blueberries are a natural source of sweetness, and they are also rich in antioxidants and other health benefits. By using blueberries in their products, food and beverage manufacturers can create healthier products that are also delicious. This article will explore the benefits of blueberries in food and beverage products, and it will provide tips for how to use blueberries in recipes.

## What's old is blue again

Blueberry is a familiar fruit with a revitalized purpose.

THE BLUEBERRY HAS RE-ENTERED THE INGREDIENT SCENE AS A SOURCE of healthy antioxidants and omega-3 fatty acids. The fruit is also a source of fiber and is low in calories. Blueberries are a versatile fruit that can be used in a variety of ways. They can be eaten fresh, or they can be used in recipes. Blueberries are a healthy addition to any diet, and they are a great way to get your daily dose of antioxidants and omega-3 fatty acids.

## Ingredient Technology

### Fruits, Nuts & Chocolate Formulations

## Happy Trails

Many of today's fruits, nuts and chocolate formulations deliver a host of health attributes, fused with vitamins, nutrients, antioxidants and a taste you'll resist.



Because blueberries are a natural ingredient and provide nutrients, sweeteners and fiber, they have become more of a value-added ingredient in many products. Blueberries are a healthy addition to any diet, and they are a great way to get your daily dose of antioxidants and omega-3 fatty acids.

## Ingredient Technology

### Antioxidants & Omega-3

## Omeigas: The Fountain of Youth

Many of today's ingredient suppliers are making it so that consumers can turn back the clock with the help of antioxidant- and Omega-rich foods.

Review: Health Food Editor

The concept of youth is a timeless one. People want to look young, feel young, and live young. One way to do this is by eating healthy. Healthy eating is a lifestyle, and it is one that can be adopted by anyone. Eating healthy means eating a variety of fruits and vegetables, and it means avoiding processed foods and sugary drinks. Blueberries are a healthy addition to any diet, and they are a great way to get your daily dose of antioxidants and omega-3 fatty acids.

## NO BLUES WITH BLUEBERRIES

Based on the great tips on successfully baking with blueberries | BY LAURA ARIEN

Blueberries are a versatile fruit that can be used in a variety of ways. They can be eaten fresh, or they can be used in recipes. Blueberries are a healthy addition to any diet, and they are a great way to get your daily dose of antioxidants and omega-3 fatty acids.







# Exploring Unique Blueberry Uses- Pet Foods





# Cosmetics



## [Eminence Blueberry Shimmer](#)



Enjoy a soft, beautiful body with Eminence Shimmer Body Lotion. Featur ... [more](#)

**SkinCareRx**

**\$35.60**

[go to store](#)



## [Yes To Blueberries -](#)

A gentle milk-based cleanser, rich in antioxidants with exfoliating an ... [more](#)

[DermStore.com](#)



**\$9.99**

Free Shipping!

[go to store](#)



## [Eminence Soy Blueberry Body](#)

A sweetly-scented body wash with nourishing, natural ingredients. Emin ... [more](#)

[DermStore.com](#)



**\$35.00**

Free Shipping!

[go to store](#)



## [FarmHouse Fresh Blueberry](#)

Suspend time in a rich, creamy milk bath that brings instant calm to i ... [more](#)

[SkinStore.com](#)



**\$22.40**

[go to store](#)



## [Eminence Soy Blueberry Body](#)

Slather on a sumptuous sudsy clean. Eminence Soy Blueberry Body Wash f ... [more](#)

**SkinCareRx**

**\$34.70**

[go to store](#)



## [HerbaSway Spa & Beauty](#)

The antioxidants and wholesome nutrients in

[mySpaShop-Home  
Spa Produc..](#)

**\$29.95**

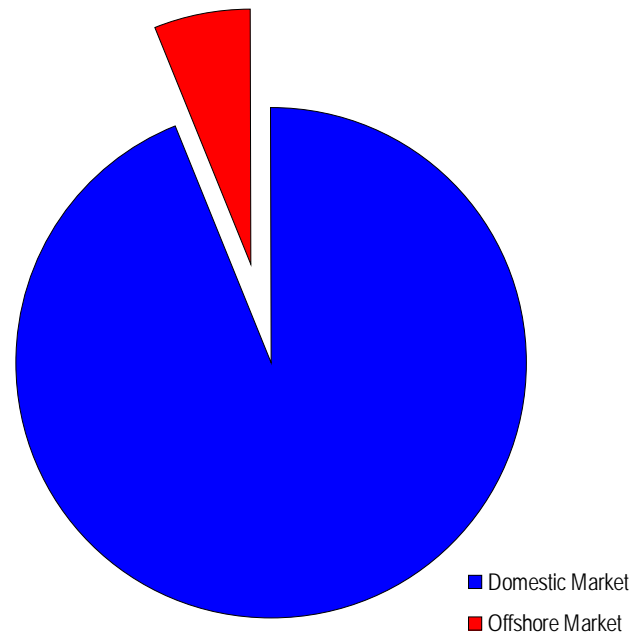
[go to store](#)



# Offshore Market Offers Potential



Just Over 6% of U.S. Highbush Blueberry Crop Shipped Offshore in 2012





# International Market Development Activities



- Trade Shows
- Websites
- Retail Promotion
- Trade and Consumer Advertising and Publicity







# International Trade Shows and Foodservice Promotions







# International Websites





# Retail Promotions- India







# Retail Promotions- Taiwan





# Retail Promotions-Japan



期間限定 今年も“摘みたて”直行便

カナダの契約農場で栽培されたブルーベリーで、新鮮なおいしさを航空便でお届けします。

## Fresh Blueberry

完熟・食べごろ品種

7月下旬頃〜12月〜1月頃  
8月中旬頃〜12月〜1月頃

ブルーベリーソフト 390円(税込409円)

フレッシュブルーベリー 290円(税込304円)

テイクアウト ブルーベリー

摘みだての味を、ご自宅でもお楽しみください。

●Sパック (190g) 300円(税込315円)

●Mパック (310g) 550円(税込577円)

●Lパック (510g) 850円(税込895円)

とってもお得なたっぷりサイズ







# Trade and Consumer Advertising



**ガンや老化を防ぐといわれる、  
多くの抗酸化物質を含んだブルーベリー。**

**ブルーベリーの主な効果**

- 抗酸化作用
- 抗老化作用
- 抗がん作用
- 抗炎症作用
- 抗アレルギー作用
- 抗糖尿病作用



身体が錆びる? 病気の老化の原因は、  
体内の酸化だったのです。

酸化には数が多いイメージがありますが、実は人間の体内でも酸化は起きているのです。その具体例がガンなどの病気や老化現象。年をとると、酸化を抑える能力が衰えてしましますが、抗酸化物質を多く含む食品を取り入れることで、体内を酸化から守ることができます。その代表がブルーベリーです。研究の結果、ブルーベリーは40種類以上の野菜や果実の中で、最も多くの抗酸化物質を含んでいることがわかりました。  
(2004) Antioxidant Power: R.L. et al. J. Agric. Food Chem. 52(18):5200

ブルーベリーは、  
自然がつくりだした健康促進食品。

多くの抗酸化物質が含まれているブルーベリー。独特の濃青色の色素にその多くの秘密が隠されていました。この色素である「アントシアニン」が酸化を強力に抑えこむのです。その結果、ガンや心疾患、脳卒中などのさまざまな病気を予防し、老化を防止するといわれています。また、運動神経や認知能力の低下を防ぎ脳を活性化させるといわれているので、日頃の健康促進にも最適です。  
(2004) Age Related Diseases-Edicton, P.C. et al. Society for Neuroscience 2004

**Blueberries USA**  
アメリカ産のブルーベリー  
USA-CULTIVATED BLUEBERRIES

米国ハイブッシュブルーベリー協会  
U.S. HIGHBUSH BLUEBERRY COUNCIL

詳しい情報は、米国ハイブッシュブルーベリー協会のホームページ URL: <http://www.blueberry.org/fresh-products.htm> (日本語版)



**美國藍莓：水果中的藍寶石**  
飽含花青素，對抗自由基，預防老化

**新鮮熱賣中!!**



**Blueberries**

<http://www.usbbc.org>  
e-mail: [Taiwan@blueberry.org](mailto:Taiwan@blueberry.org)  
Fax: (02)8791-5871







# International Television Coverage





# Domestic Promotions



- Leveraging Blueberry Health Awareness
- Attracting New Users through Little Blue Dynamo Lifestyle Campaign





# Target Audiences



## Primary:

- Women 25 to 45
- Average to Above Average Income
- Mothers and Young Professionals

## Secondary:

- Women 45+







# Action



Teaming with Celebrity  
Spokesperson who relates to  
target audience

Allison Sweeney-  
Host of *"The Biggest Loser"*  
NBC TV

Heavy Emphasis on Social  
Media to Reach Target





# Spokesperson Delivery of Little Blue Dynamo Message

- Trade and Consumer Press Releases
- Face to Face Meetings with Media
- Videos, Tips and Recipes added to USHBC Website
- Celebrity and USHBC Social Media Announcements- Facebook, YouTube, Twitter







# Consumer Promotion - Newspapers



## Healthy, versatile Bama blues are packed with flavor and

By Teri Greene  
terigreene@gannett.com

Blueberries are at the peak of their season right now, as ripe for the picking as they'll be all year. It's common knowledge that these juicy, colorful little berries have landed in the super food category, packing a powerful antioxidant punch that helps protect against cancer, heart disease and other age-related diseases.

At only 80 fat-free calories per cup, blueberries are a good source

of dietary fiber and vitamin C. This may come as a surprise: They also happen to be indigenous to Alabama, in the fruit's "rabbit eye" variety, said Dr. Arlie Powell, Petals from the Past, in Jemison. The annual Black and Blue Berry Festival, which draws thousands of people each year to the Alabama town of Jemison to pick the berries, walk among the fields and sample an array of desserts made from the freshly picked fruit. (T

## Journal Inquirer

### BLUEBERRY CHOCOLATE MOUSSE TARTS

1 cup half-and-half, divided  
1 1/2 cups cream, softened  
1 cup sweetened chocolate chips  
8 cups fresh blueberries

In a large microwaveable bowl, pour in 1/2 cup half-and-half. Sprinkle powder over and add 1/2 cup cream. Microwave on high until bubbles appear. Stir in 1/2 cup cream. Add chocolate chips and stir until smooth. Spoon into tarts and chill until firm, about 2 hours.

Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook. Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook. Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook.

### INDIVIDUAL BLUEBERRY PIES

1/2 cup peach preserves, Can substitute apricot preserves or blueberry jam.  
1/2 cup fresh blueberries  
1/2 cup granular sweetener, 40 calories from 40-ounce package  
2 tablespoons almond natural almonds

In a microwaveable bowl, stir preserves with 1 tablespoon water. Microwave on high until preserves melt, about 30 seconds. Stir in blueberries, return to microwave and cook 45 seconds. Stir and cook 30 to 45 seconds longer until blueberries are hot but not boiling.

Spoon blueberry mixture into pie crusts; chill until set, about 1 hour; sprinkle each pie with 1 or 2 almonds just before serving. Recipe can be easily modified.

Yield: 6 portions.  
Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook.

Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook. Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook. Recipe developed by Linda S. Reese for the Little Blue Dynamos Cookbook.



## The Providence Journal

### Pink and Blueberry Lemonade

1/2 cup sugar  
1 1/4 cups fresh blueberries, divided  
1/2 cup lemon juice

In a 1-quart glass measuring cup, combine sugar, 2 tablespoons of the blueberries and 1/2 cup water. Microwave on high until hot, about 1 minute; stir until sugar dissolves.

Add lemon juice and enough cold water to make 1 quart; chill. Fill tall glasses with ice cubes, add chilled blueberry mixture and remaining berries, dividing equally. Garnish with lemon slices if desired. Yields 1 quart (4 one-cup servings).

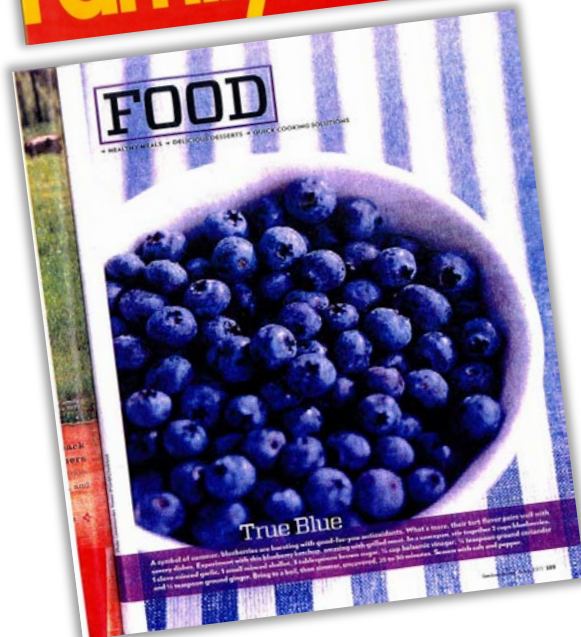
From U.S. Highbush Blueberry Council





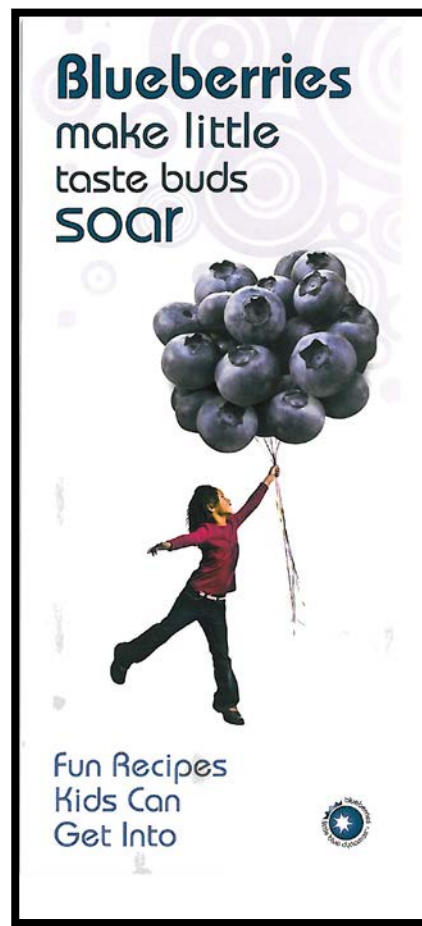
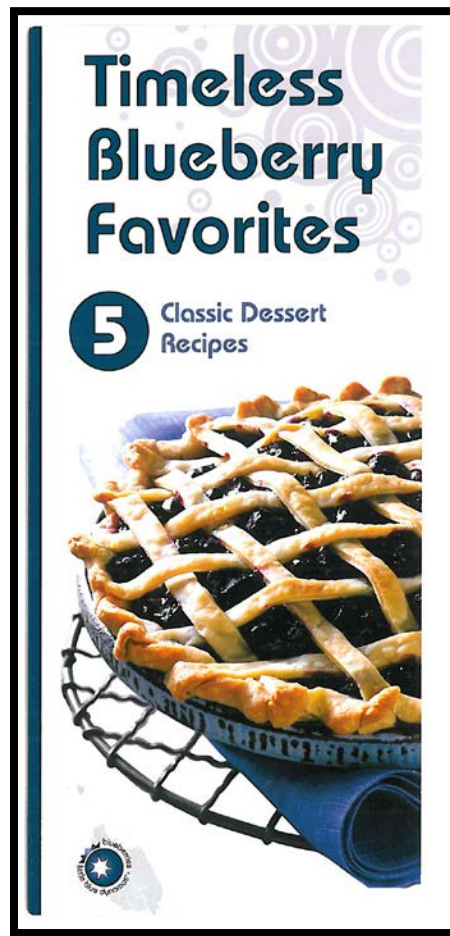


# Magazines





# Consumer Recipe Leaflets







# National and Regional Television Coverage







# Consumer Promotion - Website and Banner Ads

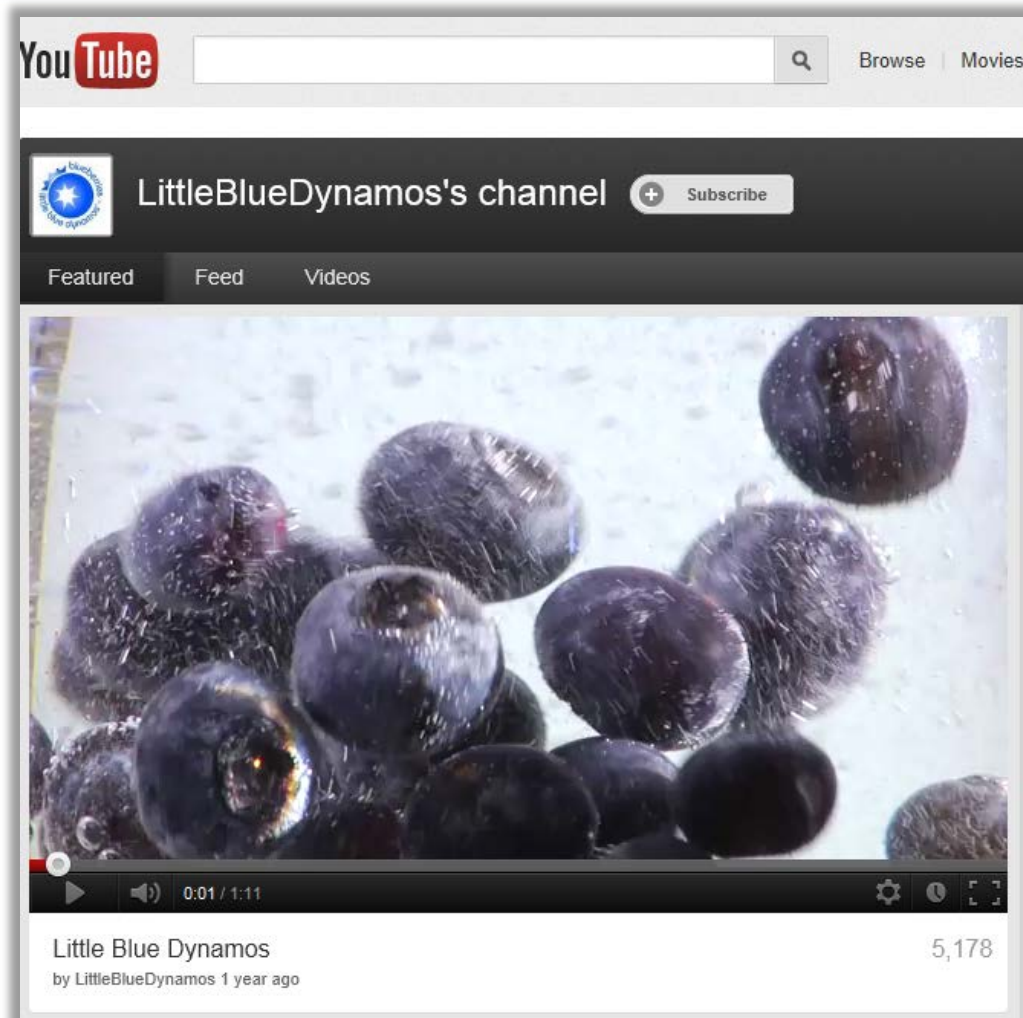


The website features a blue header with the logo and navigation links: foodservice, food manufacturers, blueberry industry, member info, HOME, CONTACT, and social media icons. A search bar is also present. The main navigation bar includes health, recipes, kids, facts, and news. The central banner shows children holding large blueberries. A sidebar promotes the '2012 Little Blue Dynamos Health Halo Award' for school nutrition professionals. The 'blueberry recipes' section lists items like Blueberry Fruit Shake, Blueberry Mango Soup, and Blueberry-Watermelon Frosty. A 'blueberries are social' section includes a Facebook feed snippet.





# Consumer Promotion Via Social Media: YouTube







# Twitter









## Blueberries

@blueberry411 FOLLOWS YOU

We're little. We're blue. And we are most definitely dynamos.  
<http://www.littlebluedynamos.com>

[Following](#) 

2,410 TWEETS

1,998 FOLLOWING

2,009 FOLLOWERS

### Tweet to Blueberries

#### Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images



### Tweets

**Blueberries** @blueberry411 16h  
Feel the burn! Try @fitnessmags Tone Up Tweaks to help you bust out of your normal gym routine and start burning more! [fitm.ag/yDoaPg](http://fitm.ag/yDoaPg)

**Blueberries** @blueberry411 18h  
Having a rough day & need a boost? Cheer yourself up with these 10 ideas to put a smile back on your face [bit.ly/8X7i8m](http://bit.ly/8X7i8m)

**Blueberries** @blueberry411 23h  
Eat yourself pretty! #LittleBlueDynamos just might help with premature aging! Learn more about superfood benefits here [fitm.ag/dkzTBX](http://fitm.ag/dkzTBX)

**Blueberries** @blueberry411 16 Apr  
Light up the grill! These Blueberry-Beef Burgers will make your mouth water - try them for dinner tonight [bit.ly/aGL7vu](http://bit.ly/aGL7vu)



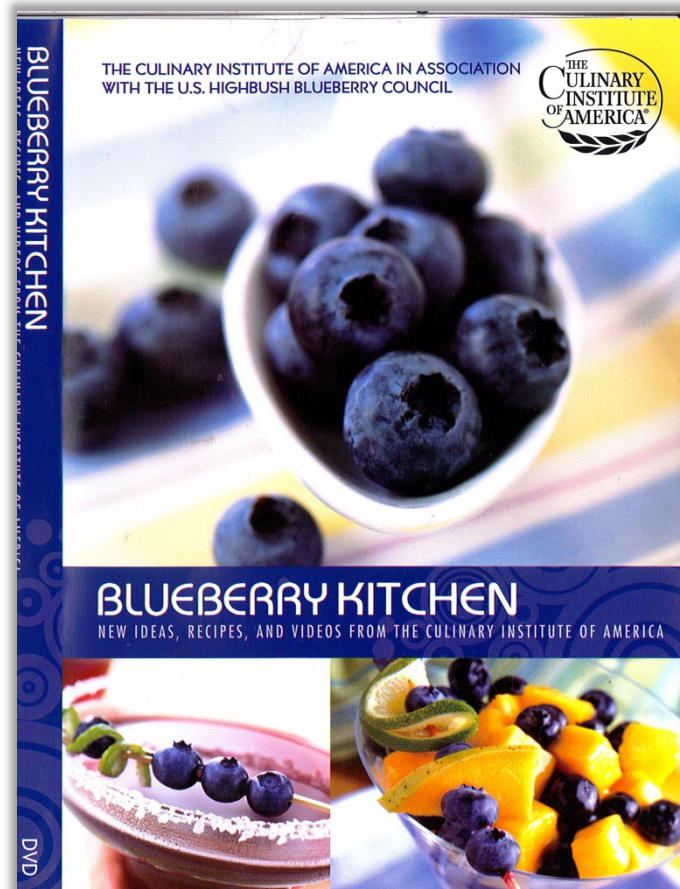


# Facebook





# Foodservice Promotion







# Blueberry Coverage in Foodservice Publications



**FLAVOR**  
& THE MENU  
ABOUT THE BUSINESS OF FLAVOR

## Blueberry Basmati Rice Pudding with Blueberry Cassis Sorbet



Although fresh blueberry season is over in North America, the berries are available all winter long from Chile and other South American countries where summer is coming into full swing. They add bright color and a healthy dose of valuable phytonutrients to this gluten-free dessert.

**FOODSERVICE DIRECTOR**

**A.M. Jolt**

**QSR**

Limited Service, Unlimited Possibilities!

### The Franchise Fix



2013.

While quick-service operators still rely on boots-on-the-ground approaches to recruiting new franchisees, some brand executives say a little creativity is also needed to attract talented, driven people in



Check out fresh blueberry recipes that make everyone smile.

[CLICK HERE](#)

blueberries





# Foodservice Promotion - Trade Advertising



Learning the A-B-C's  
of blueberry recipes  
is as easy as pie.

Visit us at [littlebluedynamos.com](http://littlebluedynamos.com) for delicious recipes  
designed to help you meet the USDA's requirements for school meals.



"Our staff can hardly make blueberry-yogurt parfaits fast enough to meet demand!"  
Cindy Hobbs  
Executive Director Child Nutrition Services, Charlotte-Mecklenburg School District, NC

"Our kids - from K through 12 - and the staff love the gluten-free  
Chewy Blueberry Granola Bars we make in-house with dried blueberries."  
Justin K. Morse, CEC  
Executive Chef, Douglas County School District, CO

"Blueberries are exceptional in quality and the kids love them."  
Wanda Grant, RD  
Director Child Nutrition Services, Palm Springs Unified School District, CA

blueberries  
LittleBlueDynamo.com

Fast. Casual.

And pretty darn

exciting.

Blueberries add the fun  
to fast casual menus!



blueberries<sup>SM</sup>  
LittleBlueDynamo.com

Need a reason to dance? Check out our recipes for pros at [littlebluedynamos.com](http://littlebluedynamos.com).



# Foodservice Promotion- Grade Schools and Colleges



**Little Blue Dynamos!**

Did you know... that just 1/2 a cup of blueberries helps meet your body's daily need for colorful fruits and vegetables?

Which two smoothies are exactly the same?

Unscramble the words below to discover five delicious ways to eat blueberries!

1 2 3 4 5

Can you find 6 blueberries with letters hidden on this page? Fit the letters into the spaces below to discover what blueberries are full of!

Use the number code to solve the message below!

1 2 3 4 5 6 7 8 9 10 11 12  
Y U T C A S R O E B K D

**BLUEBERRY BUBBLE CONES**

Did you know... that blueberries have fiber, vitamins and antioxidants that help you stay healthy?

A snap to make and a handy way for children to enjoy a snack!

3-4 cup prepared tapioca or rice pudding  
1-2 cups fresh blueberries, divided  
6 ice cream cones

In a medium bowl, stir the pudding to loosen its consistency, if necessary. Fold in 1 cup of the blueberries. Mound the mixture into the cones; dot the tops with the remaining blueberries; serve immediately.

YIELD: 6 portions  
Per portion: 87 calories  
11 g carbohydrates, 0.7 g total fat (0.3 g saturated fat), 1 g fiber

blueberries Little Blue Dynamos.com

more things that matter

**BLUES FESTIVAL**

**BLUEBERRY INSPIRED MENU:**

- Carved Turkey Breast with Blueberry Chutney
- Blueberry Fresh Fruit Salad
- Blueberry Pineapple Salsa with Chips
- Pork Tenderloin with Blueberry Onion Sauce
- Roast beef with Blueberry BBQ Sauce
- Blueberry Milkshakes
- Blueberry Crumb Cupcakes
- Plus Live Blues Music & Games & Prizes

**FEB 21, JUNIPER DINING  
11 A.M. - 10 P.M.**

JUNIPER DINING



**THE GLOBAL FRUIT**  
News, features, commentaries & analysis

Contracts, News, Usage, Food Safety, Fruit, F&M, Logistics

**Blueberries target campus dining**

21 days ago by editor

By Mike Horvath

The U.S. Highbush Blueberry Council has images and information aimed at college to The items are downloadable.

"It's designed especially for campus dining can benefit," said Kathy Blake, spokesperson.

The promotional kit includes:

Posters and table tents to which campus to announcements can be added.

**STOP**  
FREE  
FIGHT BACK  
FRESH  
BLUEBERRIES





# ACTION PLAN-

## Staying Ahead of the “Blue Wave”



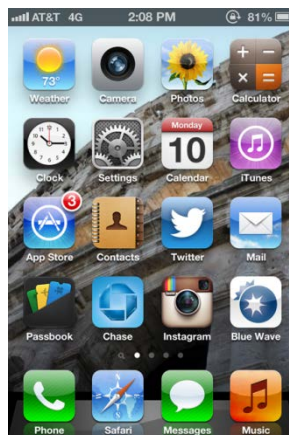
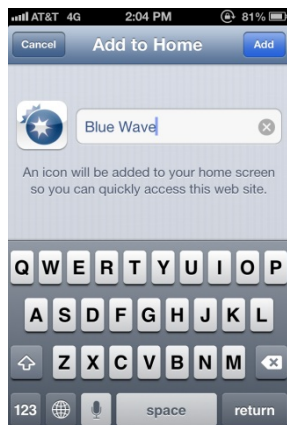
- Continue Blueberry Health Exploration With a Move to Extensive Human Feeding Trials
- Leverage International Opportunities
- Encourage Expanded Foodservice and Food Manufacturer Use
- Continue to Address Core User Group (Women 45+) and Use Lifestyle Themed Promotions to Attract New User Group of Women 25 to 45 Years of Age-- “Little Blue Dynamos”
- Pursue USHBC Assessment Increase from 6/10ths Cent Per Pound to 9/10ths Cent Per Pound to More Aggressively Fund and Promote Health Message





# “Ride The Blue Wave” Cell Phone Site- Your Source for USHBC Information

- USHBC Market Promotion Updates
- Up-to-date Health Research Findings
- Blueberry Usage, Demographics and Statistics
- Type [www.ridethebluewave.com](http://www.ridethebluewave.com) in your Web Browser and Add to your Home Screen





## U.S. Highbush Blueberry Council

80 Iron Point Circle, Suite 114

Folsom, California 95630

Phone- (916) 983-0111