



May 14, 2021

Dear New Jersey Blueberry Industry Advisory Council Members,

In anticipation of the 2021 U.S. Highbush Blueberry Council referendum in October, the New Jersey Blueberry Industry Advisory Council Board of Directors is encouraging all of its members to vote in support of the continuation of the USHBC.

For the past twenty years, USHBC has been leading the charge on driving U.S. consumer and global market demand for our expanding blueberry production, and the achievements of the last two decades have helped set the stage for continued success and enhanced innovation for the blueberry industry.

By pooling the mandatory assessments across all states and countries engaged with the U.S. market, USHBC does what no individual company or organization can do to increase consumption of blueberries across multiple channels of sale and support the consumer perceptions of blueberries as a premium-quality healthy fruit.

USHBC does this by:

- Investing in nutrition science that proves the many health benefits associated with regular consumption of blueberries., with the funding and promotion of this science earning blueberries an unrivaled health halo that is unique and superior to other berries and fruits;
- Developing and managing annual marketing and promotion plans that increase consumer awareness, preference and demand for blueberries in the retail grocery channel;
- Supporting menu development and outreach to foodservice operators, helping them understand the benefits of including blueberries in the meals, snacks and beverages they serve every day;
- Educating food and beverage developers in global packaged food companies on the consumer demand for the taste and health benefits of blueberry ingredients; and
- Opening export markets and working with U.S. companies and trade organizations to promote the healthfulness of fresh U.S.A. Grown blueberries and blueberry ingredients in foreign markets.

There is no other organization in the United States that is funded by both U.S. grower and importer contributions and successfully delivers this broad mix of beneficial business development and market expansion activities for the blueberry industry.



Independent research has shown that USHBC's broad set of channel-focused science investments and promotion activities have a significant positive impact on US blueberry consumption. Cornell University Economic Impact Analysis (2020) of the program showed if there were no promotion activities between 2014 through 2018 total domestic blueberry consumption would have been 13.5% (or 114.2 million pounds per year) lower than it actually was.

The proven value of this broad and unique mix of market expansion activities is why the board believes the established assessment collections process through the USHBC is the most fair and effective system of industry contribution in support of these much-needed efforts.

The board of directors has adopted, without reservation, a resolution of support for USHBC and encourages its members to vote in 2021 in support of the continuation of USHBC. Our future in New Jersey depends on it.

Sincerely,

A handwritten signature in blue ink, appearing to be "D. J. Ray", written over a horizontal blue line that extends across the page.

The New Jersey Blueberry Industry Advisory Council Board of Directors