



## USHBC Vision

*USHBC empowers the industry to make blueberries the world's favorite fruit*

**Friday, September 29, 2023**

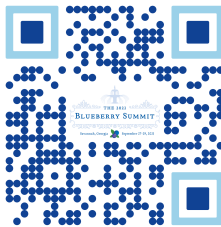
**2:30 - 4 p.m. ET**

**The DeSoto**

15 East Liberty Street

Savannah, GA 31401

[Meeting link](#)



**Shelly Hartmann, Chair**

### AGENDA

- |   |                 |
|---|-----------------|
| 1. Call to Order/ Roll Call   | Shelly Hartmann |
| 2. Chair Welcome and Remarks  | Shelly Hartmann |
| 3. Consent Agenda Approval <ul style="list-style-type: none"><li>● Current Agenda</li><li>● Approval of Minutes June 1, 2023</li><li>● Q2 Financial Report</li></ul>  | Shelly Hartmann |
| 4. President's Report   | Kasey Cronquist |
| 5. USDA Agricultural Marketing Service (AMS) Update   | Jeanette Palmer |
| 6. Updated Bylaws and Policies and Procedures Report  | Julie Fogarty   |
| 7. USHBC Committee Reports & Recommendations  | Shelly Hartmann |
| a. Promotion Committee – <i>Jeff Malensky/Kevin Hamilton</i> <ul style="list-style-type: none"><li><i>i. Consumer/Health Professionals</i></li><li><i>ii. Global Business Development - Renata Dalton</i></li><li><i>iii. Health Research &amp; Nutrition Affairs - Leslie Wada</i></li></ul> |                 |
| b. Industry Engagement Committee – <i>Amanda Griffin/Bo Slack</i>   |                 |
| c. Finance Committee – Proposed 2024 Budget - <i>Ross Peterson/JC Clinard</i>   |                 |

- |  |                                 |
|--|---------------------------------|
| 8. USHBC Officer Nominations for Seating January 1, 2024 | Bo Slack                        |
| 9. Other Business  | Shelly Hartmann                 |
| 10. Scheduling Next of Meeting                           | Shelly Hartmann                 |
| 11. Summit 2023 Closing Remarks                          | Shelly Hartmann/Kasey Cronquist |
| 12. Adjourn  | Shelly Hartmann                 |

# USHBC Members & Alternates

August 2023

<b>CALIFORNIA:</b>	Member – Doug LaCroix Alternate – Bill Steed	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>FLORIDA:</b>	Member – Brittany Lee Alternate – Michael Hill	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>GEORGIA:</b>	Member – Tammy Brannen Alternate –	(1 <sup>st</sup> Term ends 12/31/25)
<b>MICHIGAN:</b>	Member – Dennis Vander Kooi Alternate – George Fritz, Jr.	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>NEW JERSEY:</b>	Member – Paul Macrie III Alternate – Chelsea Consalo	(2 <sup>nd</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>NORTH CAROLINA:</b>	Member – Jimmy Horrell Alternate – Kristen Johnson-Brinkley	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>OREGON:</b>	Member – Doug Krahmer Alternate – Ellie Norris	(2 <sup>nd</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>WASHINGTON:</b>	Member – Bryan Sakuma (Vice Chair) Alternate – Leif Olsen	(2 <sup>nd</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>REGION 1 (West):</b>	Member – Nathan Sakuma Alternate – Anne Krahmer-Steinkamp	(1 <sup>st</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>REGION 2 (Midwest):</b>	Member – Shelly Hartmann (Chair) Alternate – Katelyn Craig	(2 <sup>nd</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>REGION 3 (Northeast):</b>	Member – Dave Arena Alternate – Art Galletta (Past Chair)	(2 <sup>nd</sup> Term ends 12/31/24) (2 <sup>nd</sup> Term ends 12/31/24)
<b>REGION 4 (South):</b>	Member – Jody McPherson Alternate – Michael Thomas	(1 <sup>st</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>IMPORTER #1:</b>	Member – Bonnie Lundblad Alternate –	(1 <sup>st</sup> Term ends 12/31/24)
<b>IMPORTER #2:</b>	Member – JC Clinard (Treasurer) Alternate – Guy Cotton	(2 <sup>nd</sup> Term ends 12/31/25) (2 <sup>nd</sup> Term ends 12/31/25)
<b>IMPORTER #3:</b>	Member – Ryan Lockman Alternate – Andrew Maiman	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>IMPORTER #4:</b>	Member – Joe Barsi (Secretary) Alternate – Bo Slack	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>EXPORTER 1: (Chile)</b>	Member – Felipe Silva Alternate – Sebastian Carmona	(1 <sup>st</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>EXPORTER 2: (Canada)</b>	Member – Mark Adams Alternate – Ray Biln	(1 <sup>st</sup> Term ends 12/31/25) (1 <sup>st</sup> Term ends 12/31/25)
<b>EXPORTER 3: (Peru) 2-year term</b>	Member – Daniel Bustamante (Mbr @ Large) Alternate – Jose Antonio Castro	(1 <sup>st</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>EXPORTER 4: (Mexico) 2-year term</b>	Member – Jose Luis Bustamante Alternate – Jose Guillermo Romo	(1 <sup>st</sup> Term ends 12/31/24) (1 <sup>st</sup> Term ends 12/31/24)
<b>PUBLIC MEMBER:</b>	Member – Amy Howell Alternate – Bill Cline	(2 <sup>nd</sup> Term ends 12/31/24) (2 <sup>nd</sup> Term ends 12/31/24)

## AGENDA ITEM #3 - Consent Agenda Approval

- Current Agenda
- Minutes from June 1, 2023
- Q2 Financial Reports



**U.S. Highbush Blueberry Council  
Board Meeting  
Thursday, June 1, 2023  
11 a.m.-12:30 p.m. PT**

**Shelly Hartmann, Chair, Presiding**

**MINUTES**

**Call to Order**

The meeting was called to order by Shelly Hartmann at 11:01 a.m. PT on Thursday, June 1, 2023.

**Council Members Present:** Doug LaCroix, Brittany Lee, Tiffany Crosby, Denny Vander Kooi, Paul Macrie, Doug Krahmer, Bryan Sakuma, Dave Arena, Jody McPerson, Bonnie Lundblad, JC Clinard, Ryan Lockman, Joe Barsi, Daniel Bustamante, Jose Luis Bustamante and USHBC Chair Shelly Hartmann

**Council Alternates Present:** Bo Slack, Kristen Johnson-Brinkley, Anne Steinkamp, Art Galletta and Tammy Brannen

QUORUM PRESENT

**USDA/AMS Representative:** Andrew Charles

**Guests Present:** Jeff De Lyser

**Staff Members Present:** Kasey Cronquist, Amanda Griffin, Leslie Wada, Kristy Babb, Joe Vargas, Renata Dalton, Ross Peterson, Julie Fogarty, Melinda Kern and Curt Granger

**Approval of Agenda**

**ACTION 1:** Motion was made to approve the agenda for June 1, 2023.

Motion was seconded by Paul Macrie.

Motion carried unanimously.

## **Approval of Minutes**

ACTION 2: Motion was made by Doug Krahmer to approve the minutes from February 23, 2023.

Motion was seconded by Brittany Lee.

Motion carried unanimously.

## **President's Report**

President Kasey Cronquist reported on the continued effort to create an inside-out approach for the NABC and USHBC. To meet this goal, additional future positions will include: Digital Content Manager, Director of BerrySmart, Director of Foodservice and Food Manufacturing, Global Business Development Coordinator, Finance Compliance Coordinator and Administrative Assistant/Compliance Coordinator. Cronquist noted that Curt Granger will be leaving at the end of the month, and the hiring process is underway to find a Vice President of Global Marketing and Communications.

Cronquist shared about the successful Blueberry Leadership Program trip to Mexico, his upcoming trip to Japan ATM and the upcoming Destination Peru.

Cronquist announced that the USHBC council retreat will take place after The Blueberry Summit in Savannah, Georgia. The purpose of the retreat will be to improve council engagement, activity and big-picture planning. He also shared that registration for The Blueberry Summit is now open.

## **USHBC 2022 Audit Review**

JC Clinard provided a report on the 2022 audit. The opinion is clean with no discrepancies, showing good internal controls and meeting USDA requirements.

ACTION 3: Motion made by Doug Krahmer to accept and approve the 2022 Audit Report as presented.

Motion seconded by Brittany Lee.

Motion passed unanimously.

## **USHBC 2023 Budget Revision Review**

Ross Peterson presented the 2023 proposed annual budget amendment summary and reviewed the proposed revisions.

ACTION 4: Motion made by JC Clinard to approve the 2023 budget revision as presented.

Motion seconded by Bonnie Lundblad.

Motion carried unanimously.

### **Bylaws and Policy & Procedures Manual Project**

Julie Fogarty reported that the last bylaws review took place in 2018. This review included the Accounting and Internal Controls & Policy Procedures. It has been recommended that the USHBC pull all addendums from the bylaws and create separate policies, which the USDA also prefers.

Next steps include updating all policies and procedures, revising bylaws based on recommendations, and drafting policies and bylaws for the council to review and approve. The timeline for this project will complement the timeline of the Q2 finance report and meeting.

### **Scheduling Next of Meeting**

Fogarty announced there may be a meeting or online review work on the new draft bylaws policy and procedures.

The next council meeting will be at The Blueberry Summit, Sept. 27-29 in Savannah, Georgia.

### **Adjournment**

ACTION 5: Motion made by JC Clinard to adjourn the meeting on Thursday, June 1, 2023.

Motion seconded by Joe Barsi.

Motion passed unanimously at 11:51 a.m. on Thursday, June 1, 2023.



**U.S. Highbush Blueberry Council**

**STATEMENT OF FINANCIAL POSITION  
AS OF JUNE 30, 2023 AND 2022**

	<u>6/30/2023</u>	<u>6/30/2022</u>
<b>ASSETS</b>		
Current Assets		
Financial Institutions		
Cash	\$ 6,933,358	\$ 9,460,915
Bank Certificate of Deposit	463,120	461,715
Total Financial Institutions	<u>\$ 7,396,478</u>	<u>\$ 9,922,630</u>
Accounts Receivable		
Foreign Crop Assessments	\$ 205,680	\$ 206,662
USDA Grant Reimbursements	462,689	245,884
Accounts Receivable	33,566	44,935
Contributions Receivable	661,641	756,408
Total Accounts Receivable	<u>\$ 1,363,576</u>	<u>\$ 1,253,889</u>
Total Current Assets	<u>\$ 8,760,054</u>	<u>\$ 11,176,518</u>
Equipment, Net	<u>\$ -</u>	<u>\$ -</u>
Other Assets		
Right-of-Use Asset	<u>\$ 405,191</u>	<u>\$ -</u>
Total Other Assets	<u>\$ 405,191</u>	<u>\$ -</u>
Total Assets	<u><u>\$ 9,165,245</u></u>	<u><u>\$ 11,176,518</u></u>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities		
Accounts Payable	\$ 1,260,090	\$ 2,368,530
Health Research Contract Obligations	2,325,802	2,555,976
Credit Cards	-	2,708
Total Liabilities	<u>\$ 3,585,892</u>	<u>\$ 4,927,213</u>
Long Term Liabilities		
Right-of-Use Liability	<u>\$ 440,915</u>	<u>\$ -</u>
Total Long Term Liabilities	<u>\$ 440,915</u>	<u>\$ -</u>
Net Assets		
Without Donor Restrictions	<u>\$ 5,138,438</u>	<u>\$ 6,249,305</u>
Total Liabilities and Net Assets	<u><u>\$ 9,165,245</u></u>	<u><u>\$ 11,176,518</u></u>



U.S. Highbush Blueberry Council

JANUARY - JUNE 2023 STATEMENT OF ACTIVITIES  
ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

	April - June 2023	January - June 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
<b>Revenue</b>					
Domestic Crop Assessments	\$ (572)	\$ 4,363,457	\$ 4,800,000	\$ (436,543)	90.9%
Foreign Crop Assessments	974,892	3,313,770	7,400,000	(4,086,230)	44.8%
Grant Revenue	152,863	230,903	1,185,232	(954,329)	19.5%
Contributions	661,641	661,641	3,251,693	(2,590,052)	20.3%
Interest Income	2,730	5,205	-	5,205	
Late Fee Income	-	2,833	-	2,833	
Other Revenue	-	25,000	25,000	-	100.0%
<b>Total Revenue</b>	<b>\$ 1,791,554</b>	<b>\$ 8,602,809</b>	<b>\$ 16,661,925</b>	<b>\$ (8,059,116)</b>	<b>51.6%</b>
<b>Program Expenses</b>					
Market Promotion & Publicity	\$ 1,411,635	\$ 2,814,904	\$ 7,423,672	\$ (4,608,768)	37.9%
Export Market Promotion	506,677	816,336	2,938,271	(2,121,935)	27.8%
Health Research	230,544	303,011	1,607,500	(1,304,489)	18.8%
Industry Relations	136,427	295,191	570,000	(274,809)	51.8%
Data & Measurement	211,136	494,863	760,000	(265,138)	65.1%
Good Practices	4,028	38,708	107,000	(68,293)	36.2%
Blueberry Technology	-	100,000	110,000	(10,000)	90.9%
<b>Total Program Expenses</b>	<b>\$ 2,500,447</b>	<b>\$ 4,863,011</b>	<b>\$ 13,516,443</b>	<b>\$ (8,653,432)</b>	<b>36.0%</b>
<b>Other Expenses</b>					
USHBC Program Fees	\$ 85,271	\$ 147,514	\$ 261,000	\$ (113,486)	56.5%
General Expenses	167,479	284,926	632,851	(347,925)	45.0%
Operating Expenses	575,789	1,109,154	3,174,320	(2,065,166)	34.9%
Travel and Meeting Expenses	134,701	628,710	1,292,699	(663,989)	48.6%
<b>Total Other Expenses:</b>	<b>\$ 963,240</b>	<b>\$ 2,170,304</b>	<b>\$ 5,360,870</b>	<b>\$ (3,190,566)</b>	<b>40.5%</b>
<b>Total Expenses</b>	<b>\$ 3,463,686</b>	<b>\$ 7,033,315</b>	<b>\$ 18,877,313</b>	<b>\$ (11,843,998)</b>	<b>37.3%</b>
<b>Change in Net Assets</b>	<b>\$ (1,672,132)</b>	<b>\$ 1,569,494</b>	<b>\$ (2,215,388)</b>	<b>\$ 3,784,882</b>	
<b>Net Assets, Beginning</b>		<b>\$ 3,568,946</b>	<b>\$ 3,568,946</b>	<b>\$ -</b>	
<b>Net Assets, Ending</b>		<b>\$ 5,138,440</b>	<b>\$ 1,353,558</b>	<b>\$ 3,784,882</b>	



U.S. Highbush Blueberry Council

JANUARY - JUNE 2023 STATEMENT OF ACTIVITIES  
ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

	April - June 2023	January - June 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
<b>Market Promotion &amp; Publicity</b>					
Domestic Consumer Publicity	\$ 449,695	\$ 1,070,083	\$ 2,877,500	\$ (1,807,417)	37.2%
Domestic Health Professional	184,955	466,245	711,000	(244,755)	65.6%
Food Service	-	67,170	907,500	(840,330)	7.4%
Food Manufacturing	307,000	307,000	307,000	-	100.0%
American Heart Association Cert.	-	-	3,500	(3,500)	0.0%
Digital Ecosystem	36,977	93,786	178,672	(84,886)	52.5%
Retail	432,811	776,022	2,413,500	(1,637,478)	32.2%
Unallocated Market Promotion	197	34,597	25,000	9,597	138.4%
<b>Total Market Promotion &amp; Publicity</b>	<b>\$ 1,411,635</b>	<b>\$ 2,814,904</b>	<b>\$ 7,423,672</b>	<b>\$ (4,608,768)</b>	<b>37.9%</b>
<b>Export Market Promotion</b>					
Global Food Manufacturing Programs	\$ 94,160	\$ 187,869	\$ 100,000	\$ 87,869	187.9%
Export Consumer Promotion	200,228	305,161	1,490,639	(1,185,478)	20.5%
USDA Grant Program Expenditures	152,863	230,903	1,185,232	(954,329)	19.5%
Technical Export Assistance	44,775	70,483	110,000	(39,517)	64.1%
Comprehensive Blueberry MRL Memo	-	2,625	10,500	(7,875)	25.0%
MRL Trade Monitoring	6,850	11,075	16,900	(5,825)	65.5%
Unallocated Export Market Promotion	7,800	8,219	25,000	(16,781)	32.9%
<b>Total Export Market Promotion</b>	<b>\$ 506,677</b>	<b>\$ 816,336</b>	<b>\$ 2,938,271</b>	<b>\$ (2,121,935)</b>	<b>27.8%</b>
<b>Health Research</b>					
Grant Management Program	\$ -	\$ -	\$ 5,500	\$ (5,500)	0.0%
Research Programs	77,037	77,037	1,000,000	(922,963)	7.7%
Blueberry Research Bank	32,029	48,235	80,000	(31,766)	60.3%
Sponsorships	-	-	4,000	(4,000)	0.0%
Blueberry Researcher Meeting	10,702	10,702	36,000	(25,298)	29.7%
Research Screeners & Advisory	30,277	30,277	32,000	(1,723)	94.6%
Pointer Study Rebate	10,000	15,000	25,000	(10,000)	60.0%
Nourish Study Blueberries	599	599	16,000	(15,401)	3.7%
Nutrition Projects	69,824	121,085	334,000	(212,915)	36.3%
Unallocated Health Research	77	77	75,000	(74,923)	0.1%
<b>Total Health Research</b>	<b>\$ 230,544</b>	<b>\$ 303,011</b>	<b>\$ 1,607,500</b>	<b>\$ (1,304,489)</b>	<b>18.8%</b>
<b>Industry Relations</b>					
Industry Communications	\$ 96,757	\$ 100,595	\$ 174,000	\$ (73,405)	57.8%
Election Material Prep & Distribution	-	-	15,000	(15,000)	0.0%
Association Memberships	6,040	34,850	35,000	(150)	99.6%
Industry Leadership Development	19,609	19,609	149,000	(129,391)	13.2%
Grower Incentives, Print & Ship	19,403	29,121	50,000	(20,879)	58.2%
Association Management System	-	12,265	40,000	(27,735)	30.7%
Vision & Strategic Planning	(5,381)	95,951	82,000	13,951	117.0%
Industry Relations Unallocated	-	2,800	25,000	(22,200)	11.2%
<b>Total Industry Relations</b>	<b>\$ 136,427</b>	<b>\$ 295,191</b>	<b>\$ 570,000</b>	<b>\$ (274,809)</b>	<b>51.8%</b>



U.S. Highbush Blueberry Council

JANUARY - JUNE 2023 STATEMENT OF ACTIVITIES  
ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

	April - June 2023	January - June 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
Data & Measurement					
Data Research and Analysis	\$ 149,070	\$ 368,359	\$ 485,000	\$ (116,641)	76.0%
Data Subscriptions	62,066	126,504	225,000	(98,496)	56.2%
Data Unallocated	-	-	50,000	(50,000)	0.0%
Total Data and Measurement	<u>\$ 211,136</u>	<u>\$ 494,863</u>	<u>\$ 760,000</u>	<u>\$ (265,138)</u>	<u>65.1%</u>
Good Practices					
Food Safety & Sustainability	\$ 1,800	\$ 7,275	\$ 62,000	\$ (54,725)	11.7%
Crisis Management	2,228	31,433	45,000	(13,568)	69.9%
Total Good Practices	<u>\$ 4,028</u>	<u>\$ 38,708</u>	<u>\$ 107,000</u>	<u>\$ (68,293)</u>	<u>36.2%</u>
Blueberry Technology					
Technology Programs	\$ -	\$ 100,000	\$ 100,000	\$ -	100.0%
Blueberry Technology Unallocated	-	-	10,000	(10,000)	0.0%
Total Blueberry Technology	<u>\$ -</u>	<u>\$ 100,000</u>	<u>\$ 110,000</u>	<u>\$ (10,000)</u>	<u>90.9%</u>
Total Program Expenses	<u>\$ 2,500,447</u>	<u>\$ 4,863,011</u>	<u>\$ 13,516,443</u>	<u>\$ (8,653,432)</u>	<u>36.0%</u>



U.S. Highbush Blueberry Council

JANUARY - MAY 2023 STATEMENT OF ACTIVITIES  
ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

	April - June 2023	January - June 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
<b>USHBC Program Fees</b>					
USDA AMS Administration Fee	\$ 55,271	\$ 87,514	\$ 140,000	\$ (52,486)	62.5%
US Office General Counsel Fee	-	-	1,000	(1,000)	0.0%
NABC Resources & Service Fee	30,000	60,000	120,000	(60,000)	50.0%
<b>Total USHBC Program Fees</b>	<b>\$ 85,271</b>	<b>\$ 147,514</b>	<b>\$ 261,000</b>	<b>\$ (113,486)</b>	<b>56.5%</b>
<b>General Expenses</b>					
Office Rent	\$ 41,720	\$ 80,896	\$ 155,000	\$ (74,104)	52.2%
Insurance & Taxes	9,724	12,582	12,000	582	104.9%
Subscriptions	72,569	100,780	152,951	(52,171)	65.9%
Printing	2,405	2,983	30,000	(27,017)	9.9%
Office Expenses & Supplies	12,252	19,627	170,500	(150,873)	11.5%
Phone & Fax	2,592	5,269	12,000	(6,731)	43.9%
Computer IT Services	20,498	38,524	26,000	12,524	148.2%
Equipment Repairs & Maintenance	55	55	5,000	(4,945)	1.1%
Equipment Rental	867	2,023	7,000	(4,977)	28.9%
Postage & Shipping	2,411	14,512	20,000	(5,488)	72.6%
Offsite Document Storage	617	1,389	2,400	(1,011)	57.9%
Bank Charges	1,264	3,041	5,000	(1,959)	60.8%
Unallocated General Expenses	504	3,244	35,000	(31,756)	9.3%
<b>Total General Expenses</b>	<b>\$ 167,479</b>	<b>\$ 284,926</b>	<b>\$ 632,851</b>	<b>\$ (347,925)</b>	<b>45.0%</b>
<b>Operating Expenses</b>					
Salaries, Payroll Taxes & Insurances	\$ 397,608	\$ 807,520	\$ 2,877,300	\$ (2,069,780)	28.1%
Workers Compensation	3,601	3,601	9,000	(5,399)	40.0%
Recruitment Services	15,144	34,677	45,000	(10,323)	77.1%
Admin Support Services	33,643	45,120	30,000	15,120	150.4%
Bookkeeping Service	8,910	17,820	34,020	(16,200)	52.4%
Professional Development	16,645	39,358	54,000	(14,642)	72.9%
Retirement Program Administration	2,381	2,825	2,700	125	104.6%
Audit Fees	27,500	27,500	28,800	(1,300)	95.5%
Legal Council Fees	13,749	37,640	32,500	5,140	115.8%
Depreciation	106	212	1,000	(788)	21.2%
Unallocated Operating Expenses	56,503	92,882	60,000	32,882	154.8%
<b>Total Operating Expenses</b>	<b>\$ 575,789</b>	<b>\$ 1,109,154</b>	<b>\$ 3,174,320</b>	<b>\$ (2,065,166)</b>	<b>34.9%</b>
<b>Travel &amp; Meeting Expenses</b>					
Travel Expenses	\$ 45,483	\$ 230,388	\$ 567,000	\$ (336,612)	40.6%
Meeting Expenses	89,218	397,823	665,699	(267,876)	59.8%
Unallocated Travel & Meetings	-	499	60,000	(59,501)	0.8%
<b>Total Travel &amp; Meeting Expenses</b>	<b>\$ 134,701</b>	<b>\$ 628,710</b>	<b>\$ 1,292,699</b>	<b>\$ (663,989)</b>	<b>48.6%</b>
<b>Total Other Expenses</b>	<b>\$ 963,240</b>	<b>\$ 2,170,304</b>	<b>\$ 5,360,870</b>	<b>\$ (3,190,566)</b>	<b>40.5%</b>

## AGENDA ITEM #6

### Bylaws and Policies & Procedures Report

# Bylaws and Policy & Procedures Manual

## Timeline

- Bylaws Modernization & Amendments
  - 3rd Party Evaluation – **Dec 2022**
  - Review & Edit by Staff, Legal, USDA – **2023**
  - Final Edits Under Review Now! – **Oct 2023**
- Update Policy & Procedures Manual
  - Internal Accounting and Controls P & P
  - Code of Ethics Policy
  - Whistleblower Policy
  - Document Retention & Destruction Policy
  - Diversity Outreach Plan Policy
  - Social Media Guidelines and Policy
- USHBC Council Approval of Bylaws and P & P's by – **Dec 2023**



## AGENDA ITEM #7

### **Committee Reports**

- Promotion Committee
- Industry Engagement Committee
  - Finance Committee

## 2024 Proposed Market Promotion & Publicity Budget

	2023 Approved Annual Budget	2024 Proposed Annual Budget	Increase/ (Decrease)	% Change
Market Promotion & Publicity	\$7,423,672	\$5,180,055	(\$2,243,617)	(30.2%)
Export Market Promotion	\$2,938,271	\$2,750,000	(\$188,271)	(6.4%)
Health Research & Nutrition	\$1,607,500	\$1,354,250	(\$253,250)	(15.8%)
<b>Total</b>	<b>\$11,969,443</b>	<b>\$9,284,305</b>	<b>(\$2,685,138)</b>	<b>(22.4%)</b>

## 2024 Proposed Market Promotion & Publicity Budget

	Approved 2023 Budget	Proposed 2024 Budget	% Change
Consumer	\$2,877,500	\$2,151,017	(25.2%)
Health Professional	\$711,000	\$368,038	(48.2%)
Food Service	\$907,500	\$625,000	(31.1%)
Food Manufacturing	\$307,000	\$208,000	(32.2%)
American Heart Certificate	\$3,500	\$3,500	-
Digital	\$178,672	\$115,000	(35.6%)
Retail	\$2,413,500	\$1,709,500	(29.2%)
Unallocated	\$25,000	-	(100%)
<b>Total</b>	<b>\$7,423,672</b>	<b>\$5,180,055</b>	<b>(30.2%)</b>

## 2024 Proposed Industry Engagement Budget

	2023 Approved Annual Budget	2024 Proposed Annual Budget	Increase/ (Decrease)	% Change
Industry Communications	\$174,000	\$208,000	\$34,000	19.5%
Election Material Prep & Dist.	\$15,000	\$15,000	-	-
Association Memberships	\$35,000	\$35,000	-	-
Industry Leadership Development	\$149,000	\$150,000	\$1,000	.8%
Assessment Collection Expenses	\$50,000	\$50,000	-	-
Association Management System	\$40,000	\$35,000	(\$5,000)	(12.5%)
Vision & Strategic Planning	\$82,000	\$82,000	-	-
Industry Relations Unallocated	\$25,000	-	(\$25,000)	(100%)
<b>Total</b>	<b>\$570,000</b>	<b>\$575,000</b>	<b>\$5,000</b>	<b>.9%</b>



**U.S. Highbush Blueberry Council  
2024 PROPOSED ANNUAL BUDGET SUMMARY**

	<b>2023 Approved Annual Budget</b>	<b>2024 Proposed Annual Budget</b>	<b>Increase (Decrease)</b>	<b>% Change</b>
<b>Revenue</b>				
Domestic Crop Assessments	\$ 4,800,000	\$ 5,000,000	\$ 200,000	4.2%
Foreign Crop Assessments	7,400,000	7,000,000	(400,000)	-5.4%
Grant Revenue	1,185,232	1,150,000	(35,232)	-3.0%
Contributions	3,251,693	2,580,000	(671,693)	-20.7%
Other Revenue	25,000	325,000	300,000	1200.0%
<b>Total Revenue</b>	<b>\$ 16,661,925</b>	<b>\$ 16,055,000</b>	<b>\$ (606,925)</b>	<b>-3.6%</b>
<b>Program Expenses:</b>				
Market Promotion & Publicity	\$ 7,423,672	\$ 5,180,055	\$ (2,243,617)	-30.2%
Export Market Promotion	2,938,271	2,750,000	(188,271)	-6.4%
Health Research & Nutrition	1,607,500	1,354,250	(253,250)	-15.8%
Industry Relations	570,000	575,000	5,000	0.9%
Data & Measurement	760,000	725,750	(34,250)	-4.5%
Good Practices	107,000	65,000	(42,000)	-39.3%
Blueberry Technology	110,000	110,000	-	0.0%
<b>Total Program Expenses:</b>	<b>\$ 13,516,443</b>	<b>\$ 10,760,055</b>	<b>\$ (2,756,388)</b>	<b>-20.4%</b>
<b>Other Expenses:</b>				
USHBC Program Fees	\$ 261,000	\$ 261,000	\$ -	-
General Expenses	632,851	438,969	(193,882)	-30.6%
Operating Expenses	3,174,320	2,898,898	(275,422)	-8.7%
Travel and Meeting Expenses	1,292,699	1,286,731	(5,968)	-0.5%
<b>Total Other Expenses:</b>	<b>\$ 5,360,870</b>	<b>\$ 4,885,598</b>	<b>\$ (475,272)</b>	<b>-8.9%</b>
<b>Total Expenses</b>	<b>\$ 18,877,313</b>	<b>\$ 15,645,653</b>	<b>\$ (3,231,660)</b>	<b>-17.1%</b>
<b>Change in Net Assets</b>	<b>\$ (2,215,388)</b>	<b>\$ 409,347</b>	<b>\$ 2,624,735</b>	<b>118.5%</b>
<b>Net Assets, Beginning</b>	<b>\$ 3,568,946</b>	<b>\$ 1,165,958</b>	<b>\$ (2,402,988)</b>	<b>-67.3%</b>
<b>Net Assets, Ending</b>	<b>\$ 1,353,558</b>	<b>\$ 1,575,305</b>	<b>\$ 221,747</b>	<b>16.4%</b>



**U.S. Highbush Blueberry Council  
2024 PROPOSED ANNUAL BUDGET - PROGRAM EXPENSES**

	<b>2023 Approved Annual Budget</b>	<b>2024 Proposed Annual Budget</b>	<b>Increase (Decrease)</b>	<b>% Change</b>
<b>Market Promotion &amp; Publicity</b>				
Domestic Consumer Publicity	\$ 2,877,500	\$ 2,151,017	(726,483)	-25.2%
Domestic Health Professional	711,000	368,038	(342,962)	-48.2%
Food Service	907,500	625,000	(282,500)	-31.1%
Food Manufacturing	307,000	208,000	(99,000)	-32.2%
American Heart Association Cert.	3,500	3,500	-	0.0%
Digital Ecosystem	178,672	115,000	(63,672)	-35.6%
Retail	2,413,500	1,709,500	(704,000)	-29.2%
Unallocated Market Promotion	25,000	-	(25,000)	-100.0%
<b>Total Market Promotion &amp; Publicity</b>	<b>\$ 7,423,672</b>	<b>\$ 5,180,055</b>	<b>\$ (2,243,617)</b>	<b>-30.2%</b>
<b>Export Market Promotion</b>				
Global Food Manufacturing Programs	\$ 100,000	\$ 100,000	\$ -	-
Export Consumer Promotion	1,490,639	1,500,000	9,361	0.6%
USDA Grant Program Expenditures	1,185,232	1,150,000	(35,232)	-3.0%
Technical Export Assistance	110,000	-	(110,000)	-100.0%
Comprehensive Blueberry MRL Memo	10,500	-	(10,500)	-100.0%
MRL Trade Monitoring	16,900	-	(16,900)	-100.0%
Unallocated Export Market Promotion	25,000	-	(25,000)	-100.0%
<b>Total Export Market Promotion</b>	<b>\$ 2,938,271</b>	<b>\$ 2,750,000</b>	<b>\$ (188,271)</b>	<b>-6.4%</b>
<b>Health Research &amp; Nutrition</b>				
Grant Management Program	\$ 5,500	\$ 13,750	\$ 8,250	150.0%
Research Programs	1,000,000	1,000,000	-	-
Blueberry Research Bank	80,000	125,000	45,000	56.3%
Sponsorships	4,000	4,000	-	-
Blueberry Researcher Meeting	36,000	45,500	9,500	26.4%
Research Screeners & Advisory	32,000	37,500	5,500	17.2%
Pointer Study Rebate	25,000	28,000	3,000	12.0%
Nourish Study Blueberries	16,000	10,500	(5,500)	-34.4%
Nutrition Projects	334,000	90,000	(244,000)	-73.1%
Unallocated Health Research	75,000	-	(75,000)	-100.0%
<b>Total Health Research &amp; Nutrition</b>	<b>\$ 1,607,500</b>	<b>\$ 1,354,250</b>	<b>\$ (253,250)</b>	<b>-15.8%</b>



**U.S. Highbush Blueberry Council  
2024 PROPOSED ANNUAL BUDGET - PROGRAM EXPENSES**

	<b>2023 Approved Annual Budget</b>	<b>2024 Proposed Annual Budget</b>	<b>Increase (Decrease)</b>	<b>% Change</b>
<b>Industry Relations:</b>				
Industry Communications	\$ 174,000	\$ 208,000	\$ 34,000	19.5%
Election Material Prep & Distribution	15,000	15,000	-	-
Association Memberships	35,000	35,000	-	-
Industry Leadership Development	149,000	150,000	1,000	0.7%
Grower Incentives, Print & Ship	50,000	50,000	-	-
Association Management Systems	40,000	35,000	(5,000)	-12.5%
Vision & Strategic Planning	82,000	82,000	-	-
Industry Relations Unallocated	25,000	-	(25,000)	-100.0%
<b>Total Industry Relations</b>	<b>\$ 570,000</b>	<b>\$ 575,000</b>	<b>5,000</b>	<b>0.9%</b>
<b>Data &amp; Measurement:</b>				
Data Research and Analysis	\$ 485,000	\$ 437,000	\$ (48,000)	-9.9%
Data Subscriptions	225,000	288,750	63,750	28.3%
Data Unallocated	50,000	-	(50,000)	-100.0%
<b>Total Data and Measurement</b>	<b>\$ 760,000</b>	<b>\$ 725,750</b>	<b>\$ (34,250)</b>	<b>-4.5%</b>
<b>Good Practices:</b>				
Food Safety & Sustainability	\$ 62,000	\$ 65,000	\$ 3,000	4.8%
Crisis Management	45,000	-	(45,000)	-100.0%
<b>Total Good Practices</b>	<b>\$ 107,000</b>	<b>\$ 65,000</b>	<b>\$ (42,000)</b>	<b>-39.3%</b>
<b>Blueberry Technology:</b>				
Technology Programs	\$ 100,000	\$ 110,000	\$ 10,000	10.0%
Blueberry Technology Unallocated	10,000	-	(10,000)	-100.0%
<b>Total Blueberry Technology</b>	<b>\$ 110,000</b>	<b>\$ 110,000</b>	<b>\$ -</b>	<b>-</b>
 <b>Total Program Expenses</b>	 <b>\$ 13,516,443</b>	 <b>\$ 10,760,055</b>	 <b>\$ (2,756,388)</b>	 <b>-20.4%</b>



**U.S. Highbush Blueberry Council  
2024 PROPOSED ANNUAL BUDGET AMENDMENT - OTHER EXPENSES**

	<b>2023 Approved Annual Budget</b>	<b>2024 Proposed Annual Budget</b>	<b>Increase (Decrease)</b>	<b>% Change</b>
<b>USHBC Program Fees</b>				
USDA AMS Administration Fee	\$ 140,000	\$ 140,000	\$ -	-
US Office General Counsel Fee	1,000	1,000	-	-
NABC Resources & Service Fee	120,000	120,000	-	-
Total USHBC Program Fees	<u>\$ 261,000</u>	<u>\$ 261,000</u>	<u>\$ -</u>	<u>-</u>
<b>General Expenses:</b>				
Office Rent	\$ 155,000	\$ 160,000	\$ 5,000	3.2%
Insurance & Taxes	12,000	12,000	-	-
Subscriptions	152,951	104,469	(48,482)	-31.7%
Printing	30,000	20,000	(10,000)	-33.3%
Office Expenses & Supplies	170,500	50,000	(120,500)	-70.7%
Phone & Fax	12,000	12,000	-	-
Computer IT Services	26,000	26,000	-	-
Equipment Repairs & Maintenance	5,000	5,000	-	-
Equipment Rental	7,000	7,000	-	-
Postage & Shipping	20,000	20,000	-	-
Offsite Document Storage	2,400	2,500	100	4.2%
Bank Charges	5,000	20,000	15,000	300.0%
Unallocated General Expenses	35,000	-	(35,000)	-100.0%
Total General Expenses	<u>\$ 632,851</u>	<u>\$ 438,969</u>	<u>\$ (193,882)</u>	<u>-30.6%</u>
<b>Operating Expenses:</b>				
Salaries, Payroll Taxes & Insurances	\$ 2,877,300	\$ 2,600,000	\$ (277,300)	-9.6%
Workers Compensation	9,000	6,000	(3,000)	-33.3%
Recruitment Services	45,000	45,000	-	-
Admin Support Services	30,000	55,000	25,000	83.3%
Bookkeeping Service	34,020	35,000	980	2.9%
Professional Development	54,000	88,898	34,898	64.6%
Retirement Program Administration	2,700	3,000	300	11.1%
Audit Fees	28,800	30,000	1,200	4.2%
Legal Council Fees	32,500	35,000	2,500	7.7%
Depreciation	1,000	1,000	-	-
Unallocated Operating Expenses	60,000	-	(60,000)	-100.0%
Total Operating Expenses	<u>\$ 3,174,320</u>	<u>\$ 2,898,898</u>	<u>\$ (275,422)</u>	<u>-8.7%</u>
<b>Travel &amp; Meeting Expenses:</b>				
Travel Expenses	\$ 567,000	\$ 723,231	\$ 156,231	27.6%
Meeting Expenses	665,699	563,500	(102,199)	-15.4%
Unallocated Travel & Meetings	60,000	-	(60,000)	-100.0%
Total Travel & Meeting Expenses	<u>\$ 1,292,699</u>	<u>\$ 1,286,731</u>	<u>\$ (5,968)</u>	<u>-0.5%</u>
<b>Total Other Expenses</b>	<u><b>\$ 5,360,870</b></u>	<u><b>\$ 4,885,598</b></u>	<u><b>\$ (475,272)</b></u>	<u><b>-8.9%</b></u>

## AGENDA ITEM #8

### USHBC Officer Recommendations for 2024

# **USHBC OFFICERS RECOMMENDED for 2024**

**CHAIRMAN: *SHELLY HARTMANN***

**REGION 2 (Midwest):** Member (2<sup>nd</sup> Term ends 12/31/24)

**VICE CHAIRMAN: BRYAN SAKUMA**

**WASHINGTON:** Member – Bryan Sakuma (2<sup>nd</sup> Term ends 12/31/25)

**TREASURER: *J.C. CLINARD***

**IMPORTER #2:** Member – JC Clinard (2<sup>nd</sup> Term ends 12/31/25)

**SECRETARY: *JOE BARSII***

**IMPORTER #4:** Member – Joe Barsi (1<sup>st</sup> Term ends 12/31/25)

**MEMBER AT LARGE: DANIEL BUSTAMONTE**

**EXPORTER 3:** Member – Daniel Bustamante (1<sup>st</sup> Term ends 12/31/24)

**PAST CHAIRMAN: *ART GALLETTA***

## AGENDA ITEM #10

Next Meeting

# SAVE THE DATE!



# BLUEBERRY CONVENTION

FEBRUARY 28 - MARCH 1, 2024

TUCSON, ARIZONA<sub>26</sub>





**EL CONQUISTADOR  
TUCSON**  
A HILTON RESORT

