



## USHBC Vision

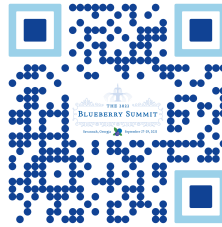
*USHBC empowers the industry to make blueberries the world's favorite fruit*

## Promotion Committee

Friday, September 29, 2023  
10 - 11:30 a.m. ET

**The DeSoto**  
15 East Liberty Street  
Savannah, GA 31401

[Meeting link](#)



## Committee Members

<b>Jeff Malensky Chair</b>	Janice Honigberg
Brian Bocock, V.Chair	Doug LaCroix
Alex Arena	Amy Nguyen
Ray Biln	Kyla Oberman
Daniel Bustamante	Steve Philips
Bob Carini	Doug Rombach
Katelyn Craig	Nathan Sakuma
Gonzalo de Elizalde	Felipe Silva
Juan Flores	

USHBC Chairman – Shelly Hartmann (ex-officio)

## AGENDA

- |                                               |               |
|-----------------------------------------------|---------------|
| 1. Call to Order/ Roll Call                   | Jeff Malensky |
| 2. Chair Welcome and Remarks                  | Jeff Malensky |
| 3. Consent Agenda Approval                    | Jeff Malensky |
| a. Current Agenda                             |               |
| b. Minutes from August 17, 2023               |               |
| c. 2023 Promotion & Marketing Reports To Date |               |
| 4. Introduce and Welcome Kevin                | Jeff Malensky |

- |                                                         |                       |
|---------------------------------------------------------|-----------------------|
| 5. President's Report                                   | Kasey Cronquist       |
| 6. 2024 Plan Recommendations                            | Jeff Malensky         |
| a. 2024 Promotion & Marketing Program Overview          | Kevin Hamilton        |
| b. Health & Nutrition                                   | Leslie Wada           |
| c. Global Market Development                            | Renata Dalton         |
| d. Consumer, Health & Retail                            | Padilla               |
| e. Foodservice & Food Ingredient                        | SRG                   |
| f. Retail                                               | Fresh Smart Solutions |
| 7. 2024 Budget Approval & Recommendation to the Council | Jeff Malensky         |
| 8. Other Business                                       | Jeff Malensky         |
| 9. Question and Answer Period                           | Jeff Malensky         |
| 10. Next Meeting                                        | Jeff Malensky         |
| 11. Adjourn                                             | Jeff Malensky         |

## AGENDA ITEM #3 - Consent Agenda Approval

- Current Agenda
  - Minutes from Aug. 17, 2023
- 2023 Promotion & marketing Reports



**Promotion Committee**  
**Thursday, August 17, 2023**  
**9 a.m.-5 p.m. CT**  
**Avocados from Mexico, Dallas, Texas**

**Jeff Malensky, Chair, Presiding**

**MINUTES**

**Call to order**

The meeting was called to order by Jeff Malensky at 9:11 a.m. on Thursday, August 17, 2023.

**Committee Members Present:** Jeff Malensky, Brian Boccock, Alex Arena, Ray Biln, Katelyn Craig, Juan Flores, Doug LaCroix, Amy Nguyen, Kyla Oberman, Steve Philips (virtual), Doug Rombach, Nathan Sakuma, Felipe Silva and USHBC Board Chair Shelly Hartmann (virtual)

**Committee Members Absent:** Daniel Bustamante, Bob Carini, Gonzalo de Elizalde and Janice Honigberg

QUORUM PRESENT

**USDA/AMS Representative:** Jeanette Palmer

**Guests Present:** Laura Cubillos, Michelle Amoroso, Chelsea Elkin (virtual) and Grant Prentice of Padilla, Don Ladhoff of FreshSmartSolutions, Amy Shipley and Christie Wood of SRG.

**Staff Members Present:** Kasey Cronquist, Kevin Hamilton, Kristy Babb, Julie Fogarty, Joe Vargas, Leslie Wada, Renata Dalton, Ross Peterson and Andrea Walters

**Approval of Agenda**

**ACTION 1:** Motion made by Brian Boccock to approve the agenda for August 17, 2023.

Motion seconded by Doug Rombach.

Motion carried unanimously.

**Approval of Minutes**

ACTION 2: Motion made by Kyla Oberman to approve the minutes from July 19, 2023.

Motion seconded by Amy Nguyen.

Motion carried unanimously.

### **President's Report**

Kasey Cronquist welcomed the committee and guests, then reported on the progress and expansion of the USHBC program work, touching on the opportunity for a decade of global growth in volume and value, and noting that budgets are changing and USHBC is changing with them. He noted that all efforts start with strategy, and that MOU contributions and advocacy from NABC, along with data insights, can increase in demand in the U.S. and globally.

Cronquist introduced the staff that was present, and congratulated Ross Peterson on his promotion to Director of Finance. Cronquist then welcomed Kevin Hamilton, USHBC's new VP of Global Marketing and Communications.

Cronquist shared the vision for today's meeting, asking "What does doing more with more help accomplish for our growers?" and "How does that position us for further growth?"

### **2024 Program Plan Recommendations**

Jeff Malensky invited Laura Cubillos and the Padilla team to provide a 2024 vision detail in regard to the consumer and health professional, noting what is working and will continue, and what is new and fresh. Suggested power periods were also reviewed. Don Ladhoff of FreshSmartSolutions spoke on the scaled-down version of the recommended retail activities suggested for 2024. Key discussion points were perceived fruit value and sustainability, and how to build consumption and demand with these in mind.

Amy Shipley and Christie Wood of SRG provided an update on SRG-recommended program services and objectives for 2024. The door is open with foodservice providers, schools and consumer interest. Education is needed in frozen blueberry preparations, and labor shortages will also pique interest in the frozen industry. Wood also briefly shared with the committee the recommendations for global food manufacturing activities.

Renata Dalton shared with the committee the ongoing 2023 activities for the export program, as well as funding that has been requested from the USDA Foreign Agricultural Services (FAS) for 2024 (which will be allocated in October or November) for the Market Access and Quality Samples programs.

Leslie Wada, Ph.D., provided an update on the ongoing activities in the health research and nutrition arena in 2023, and shared the proposal for 2024, noting the addition of another member to the Scientific Advisory Board who brings more expertise to the group.

### **Adjournment**

Meeting adjourned on Thursday, August 17, 2023, at 5:28 p.m. CT.

**Friday, August 18, 2023  
9 a.m.-12 p.m. CT  
Avocados from Mexico, Dallas, Texas**

**Jeff Malensky, Chair, Presiding**

**MINUTES**

**Call to order**

The meeting was called to order by Jeff Malensky at 9:20 a.m. on Friday, August 18, 2023.

**Committee Members Present:** Jeff Malensky, Brian Bocoock, Alex Arena, Ray Biln, Katelyn Craig, Juan Flores, Doug LaCroix, Amy Nguyen, Kyla Oberman, Steve Philips (virtual), Doug Rombach, Nathan Sakuma, Felipe Silva and USHBC Board Chair Shelly Hartmann (virtual)

**Committee Members Absent:** Daniel Bustamante, Bob Carini, Gonzalo de Elizalde and Janice Honigberg

QUORUM PRESENT

**USDA/AMS Representative:** Jeanette Palmer

**Guests Present:** Stephanie Kleimer of Driscoll's

**Staff Members Present:** Kasey Cronquist, Kevin Hamilton, Kristy Babb, Julie Fogarty, Joe Vargas, Leslie Wada, Renata Dalton, Ross Peterson and Andrea Walters

**Recap**

Discussion followed regarding the 2024 budget and presentations given by the agencies from the previous day.

**2024 Draft Budget Discussion**

Ross Peterson shared the revised forecast based on recent data. Kasey Cronquist spoke to how this would affect the Promotion Committee budget, and asked the committee what the best avenue for the most effective use of available funds might look like.

**Next Meeting Schedule**

The next meeting will be at The Blueberry Summit in Savannah.

## **Adjournment**

ACTION 2: Motion made by Katelyn Craig to adjourn the meeting.

Motion seconded by Doug LaCroix

Motion carried unanimously and the meeting was adjourned at 12:18 p.m. CT on Friday, August 18, 2023.



# 2023 Promotions Program Results



padilla

# 2023 Big Wins

**3 million  
completed  
video views**

of the Grab A Boost of Blue ads that generated \$337,822 in incremental sales with a ROAS of 3.3X from June through August. Return on advertising investment and incremental sales anticipated to climb through EOY.

**223%  
increase in  
consumer  
newsletter  
engagement;  
164% increase  
in voice (over 2022)**

**24%  
increase in voice,  
35% in reach and  
55% increase in  
engagement on  
social media  
over 2022  
(through Q2)**

**\$3.66 million  
in sales with  
652,593**

**units moved**  
driven by Instacart and Fetch Rewards (ROAS 12.6% for a spend of \$291,996.

**24 positive  
news articles  
with a VOICE of  
406 MILLION +**

Blueberries featured in Eat This, Not That!, Yahoo!, Real Simple, Parade, TODAY, U.S. News, and Medical News Today.

**657  
Heart health toolkit  
downloads  
from health pros**

# Power Period: Healthy Heart, Happy Heart

## Healthy Heart, Happy Heart Power Period:

Total Voice:  
16,720,665  
*Exceeded by 450%*

Total Reach:  
8,518,776  
*Exceeded by 540%*

Total Engagements:  
11,406,934  
*Exceeded by 649%*



### Key Implications/Learnings:

- Partnerships continue to be a trusted vehicle for driving traffic to blueberry.org
- Consider additional paid promotions to drive reach to a dedicated campaign landing page

### Key Highlights:

- Blue Crew promotions were successful in amplifying support for heart health content & research
- Successfully capitalized on the timely release of the blueberry and endothelial function study to sync with heart health pitching efforts



Recently published research in *Food & Function* illustrates that daily consumption of blueberry powder (the equivalent of one cup of fresh blueberries) may improve endothelial function in postmenopausal women with high blood pressure or stage-1 hypertension. Blueberries contain phytochemicals (i.e., naturally occurring plant chemicals beneficial to health) called polyphenols. **In particular, anthocyanins, which are a type of polyphenols that give blueberries their beautiful blue color, have been studied for their health benefits such as their heart health benefits and antioxidant effects.**

#DYK: The endothelium is a single layer of cells, called endothelial cells, which line the blood vessels and lymphatic vessels (e.g., arteries, veins, capillaries). It supports healthy blood flow! **These findings are noteworthy, considering the high prevalence of endothelial dysfunction in a postmenopausal population and its central role in cardiovascular disease, the leading cause of death in the United States and globally.**

# Power Period: Boost Your Workout

## Boost Your Workout Power Period:

Total Voice:  
11,606,807

*Exceeded by 315%*



Total Reach:  
2,208,300

*Exceeded by 289%*

Total Engagements:  
264,546

*Exceeded by 880%*



### Implications:

- Life Time fitness activations and boost your workout content popular among consumers generating some of the highest engagement numbers this year.
- Toolkit theme fell flat among retailers, industry and health pros indicating the thematic is better suited for consumer promotions or as part of a larger thematic

### Key Highlights:

- The Boost Your Workout focused digital ads and dedicated e-newsletter sends exceeded LifeTime's voice benchmark goal of 300K and resulted in a voice of over 1.03M from April – May



# Power Period: National Blueberry Month

## National Blueberry Month Power Period\*:

### Total Voice:

12,617,463

*Exceeded by 14%*

### Total Reach:

10,498,147

*Exceeded by 144%*

### Total Engagements:

7,062,158

*Exceeded by 635%*

## Implications

- The month-long Great Blueberry Recipe Showdown highlighted the versatility of blueberries in the kitchen from breakfast to beverages, entrees to dessert.
- Fully integrated campaign drove contest entries, demand and sales across all channels.

## Key Highlights

- Contest generated 624 entries; 3x higher than prior blueberry pie contest
- 1000s of consumers join our community of superfans
- Influencer post from Justine Snacks breaks records for voice, reach and engagement
- FOX & Friends segment on National Blueberry Month



# Power Periods: Upcoming

**Healthy Fall Boost:** August – October (running now)

**American Diabetes Month Booster:** November

**Winter Holiday Boost:** October – December



# Consumer Promotions

## Digital Advertising\*:

**Total Voice:**  
27,937,767

**Total Reach:**  
6,594,062

**Total Engagements:**  
1,811,641

*On track to meet or exceed our 2023 goals*

**GABOB completed CTV views:**  
1,158,800

## Implications

- Power period content drove significant increases in voice, reach and engagement in digital advertising
- Instacart costs have doubled, and more advertisers are in the mix. An increase in investment is necessary to maintain performance.

## Key Highlights

- 98.7% video completion rate on CTV
- 3% higher CTR in SEM for the first 6 months vs 2022
- Boost Your Workout SEM campaign drove 13.97% click-through rate driving traffic to campaign blog post
- 28.9% of sales are "New to Brand" in 2023 on Instacart, for a total of \$777,061.49
- Fetch moved 97k units of blueberries in just 1 week, with \$427k in attributed sales
- On Fetch, new category buyers accounted for 88% of purchases, 12% of purchases were made by lapsed blueberry buyers (90 days)
- Heart Health Month creative led to the most link clicks (over 7k) of any creative on social this year



# Consumer Promotions

## Social Media and Influencer Promotions\*:

Total Voice: 40,358,207

Total Reach: 31,991,161

Total Engagement: 2,017,443

*Tracking 50% to 2023 goals*

## Influencer Partnerships:

Total Voice: 366,863

Total Reach: 307,791

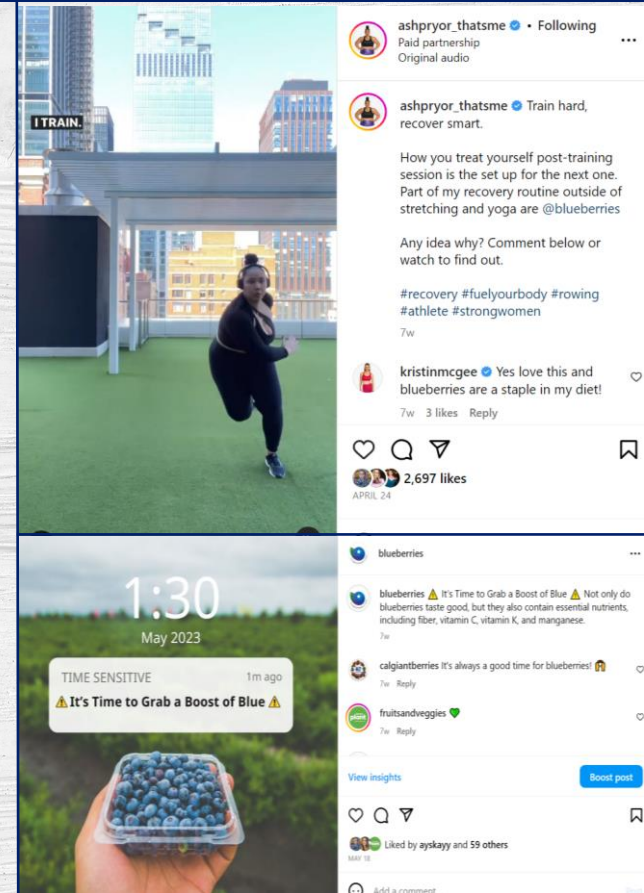
Total Engagement: 12,774

## Key Implications:

- Recipe content, both USHBC-owned and UGC continues to be a top performer with our audience across channels.
- Recipes are also bringing in higher engagement on Facebook.
- Staying ahead of trends is key to engagement as demonstrated with the successful “BeReal” post
- Finding the rising influencer stats delivers unparallel value and results

## Key Highlights:

- Partnership with Peloton rowing instructor Ash Pryor is a match made in social heaven, with top-performing content across both influencer and USHBC channels



# Health Promotions

## Blue Crew and Media RDs:

Total Voice:  
175,827,051

Total Reach:  
105,525,173

Total Engagement:  
6,694,229






We have already exceeded Blue Crew annual goals!

### Key Implications:

- Blue Crew consistently delivers above their contractual obligations to drive blueberry demand at retail
- Media RDs are key to raise awareness around health halo messaging, particularly around anthocyanins and Food as Medicine

### Key Highlights:

- Successful integration of nutrition affairs priorities into Blue Crew content
- Blue Crew expansion to encompass physicians and wellness experts
- Visibility for key messages in research pipeline

	<b>Blueberries</b> 6 oz	1	\$2.99
	<a href="#">Instructions</a> <a href="#">Remove</a>		
	<b>Brown Cow® Plain Cream Top Yogurt</b> 32 oz	1	\$4.79
	<a href="#">Instructions</a> <a href="#">Remove</a>		
	<b>Wholesome Fair Trade Organic Raw Unfilter...</b> 16 oz	1	\$9.99



**Sonali Ruder, MD,**

*“The Foodie Physician”*

*\*Results are through Q2 of 2023*

# Health Research Promotions

## Health Research Promotions:

Total Voice:  
22,351,102

Total Reach:  
13,410,661

Total Engagement:  
6,689,984

## Key Implications:

- Health research promotion is essential for maintaining the blueberry health halo and driving demand
- Opportunity to expand media outreach strategy to reach expanded sub-groups of health professionals (e.g., MDs, wellness experts, etc.)

## Key Highlights:

- Media RDs and Blue Crew members amplify health benefit messages and new research, providing a trusted source for blueberry health information
- SmartBrief continues to be a trusted vehicle for driving traffic to blueberry.org
- Posted first ever researcher Q&A on “What’s New” section of blueberry.org
- Dialing up unique nutritional attributes of blueberries (e.g., anthocyanins) in the context of new research to substantiate nutrition affairs priorities

cleanplates

Follow These 4 Simple Habits for a Healthy Heart. *Savs Dietitian*

## Eat This, Not That!

HEALTHY EATING 

### 9 Best Foods & Drinks for Heart Health, Say Dietitians

Reduce your risk for CVDs, heart attack, and stroke with these dietitian-approved foods and drinks.

#### 4. Enjoy blueberries daily.

Burgess points to exciting new research that actually proves how blueberries are particularly beneficial for heart health. One recent 2023 study published in *Food & Function* actually shows how eating one cup of fresh blueberries a day can improve endothelial function — meaning the thin membrane that lines the heart and blood vessels is running smoothly, benefiting heart health overall.

Plus, blueberries contain other essential nutrients such as vitamin C, vitamin K, manganese, and anthocyanins — a type of phytonutrient rich in inflammation-reducing antioxidants that give blueberries that deep blue color. Burgess points out that all of these nutrients are known to benefit heart health long term.



Q&A with  
Sarah A.  
Johnson,  
PhD, RDN



# 2023 Impact Report

## Foodservice & Food Manufacturing

September 2023



09.2023

# Foodservice



**SRG**

# Evolution of Program Objectives

## 2021-2022

- Leverage innovation to highlight trend knowledge and culinary expertise
- Restart in-person events and onsite engagements
- Test new sectors for support (K-12, C&U)
- Generate leads to nurture moving forward



## 2023-2025

- Convert leads to menu placements
- Balance equation of high-visibility long-game leads and faster conversion volume opportunities
- Capitalize on multi-year relationships to get valuable YOY data
- Leverage results of test-and-learn programs to inform areas for greater focus and investment



# TOTAL VOLUME DRIVEN 4,447,873 lbs.

We were going to add a figure if these LTOs became permamnet

## Calculating the volume driven by our program wins

- The included menu placements were a direct result of USHBC program activities.
- Actual volume data is reported where operators shared it with us as part of a partnership.
- In all other instances, volume has been estimated using the following model:



# Wendy's

- Chef John Li
- Units: 5,852
- HQ: Dublin, OH



BLUEBERRY POMEGRANATE LEMONADE

**Estimated Volume**  
**3,375,000 lbs.**



## Logan's Roadhouse

- Chef Luis Haro
- Units: 136
- HQ: Houston, TX



**Estimated Volume**  
**178,245 lbs.**



BLUEBERRY APPLE COBBLER



BLUEBERRY COCKTAIL



BLUEBERRY BUTTER

## First Watch

- Chef Shane Schaibly
- Units: 500
- HQ: Bradenton, FL



**Estimated Volume**  
**137,813 lbs.**



BLUEBERRY BLONDIE PANCAKES



# Epcot



**Estimated Volume**  
**168,300 lbs.**



HONEY-PEACH FREEZE WITH BLUEBERRY VODKA  
BLUEBERRY LEMONADE HARD CIDER  
BLUEBERRY FRUIT BEER



WARM CHEESE STRUDEL WITH BLUEBERRIES  
AND STRAWBERRIES

FOODSERVICE

Segment: Casual

FOODSERVICE

## Another Broken Egg

- Chef Jason Knoll
- Units: 70+
- HQ: Orlando, FL

### Spring LTO Menu Applications:

**Estimated Volume**  
**30,183 lbs.**



BRUNCH BLUEBERRY  
TOP SHELF MARGARITA



MIXED BERRY WAFFLE



LEMON BLUEBERRY MIMOSA

## Wings & Rings

- Units: 56
- Summer LTO, repeated over holidays given strong performance
- Cincinnati, OH

**Estimated Volume**  
**378,000 lbs.**



BLUEBERRY CHICKEN RINGER



BLUEBERRY BBQ SAUCE



## Jason's Deli

- Chef Clare Wilson
- Units: 250
- HQ: Beaumont, TX



**Volume Driven:**  
**37,000 lbs.**



RED WHITE & BLUEBERRY SALAD



BLUEBERRY SHORTCAKE



BLUEBERRY FRUIT CUP

## Grill Concepts

- Chef Tamra Scroggins
- Units: 22
- HQ: Burbank, CA



**Estimated Volume**  
**22,894 lbs.**



BLUEBERRY SALAD



BLUEBERRY LEMON BAR



THREE BLUEBERRY BEVERAGES

## Whiskey Cake

- Chef Thomas Distras
- Units: 9
- HQ: Plano, TX



**Estimated Volume**  
**40,500 lbs.**



BLUEBERRY FRENCH TOAST

# Gwinnett County School District

- Chef Rachel Petraglia
- 139 K-12 schools, 177K students
- Atlanta Metro

**Estimated Volume**  
**32,520 lbs.**



BLUEBERRY OVERNIGHT OATS



BLUEBERRY SMOOTHIE



## Morning Belle



- Chef John Franke
- Units: 4
- HQ: Grand Rapids, MI

**Estimated Volume**  
**4,388 lbs.**



BLUEBERRY & LEMON POPPYSEED ANGEL FOOD FRENCH TOAST  
BLUEBERRY ACAI BOWL  
SPARKLING LEMON-BLUEBERRY SMASH  
SPARKLING BLUEBERRY LEMONADE SMASH COCKTAIL

# Bennigan's



- Chef Shawn Finn
- Units: 15
- HQ: Dallas, TX

**Estimated Volume**  
**2,531 lbs.**



BLUEBERRY PB&B BURGER



# University of Connecticut

- Chef Rob Landolphi
- Student Population: 33,000
- Hartford, CT

**Estimated Volume**  
**2,813 lbs.**

**UCONN**



TRIO OF PULLED PORK, CHICKEN AND SHAVED STEAK SANDWICHES  
WITH BLUEBERRY BOURBON BARBECUE SAUCE

# Boston College

- Student Population: 14,000
- Chestnut Hill, MA



BLUEBERRY AVOCADO TOAST

**Estimated Volume**  
**1,125 lbs.**



# University of Michigan, NC State, Arizona State University, Georgia State University

- Partnered with select large universities to create lasting uptick in blueberry utilization AND reach next generation of blueberry consumers
- Student Reach: 215,000
- Hartford, CT

## Estimated Volume TBD



## Nordstrom Cafes

- Chef Keith Brunelle
- Units: 223
- HQ: Seattle, WA



**Estimated Volume**

**TBD**

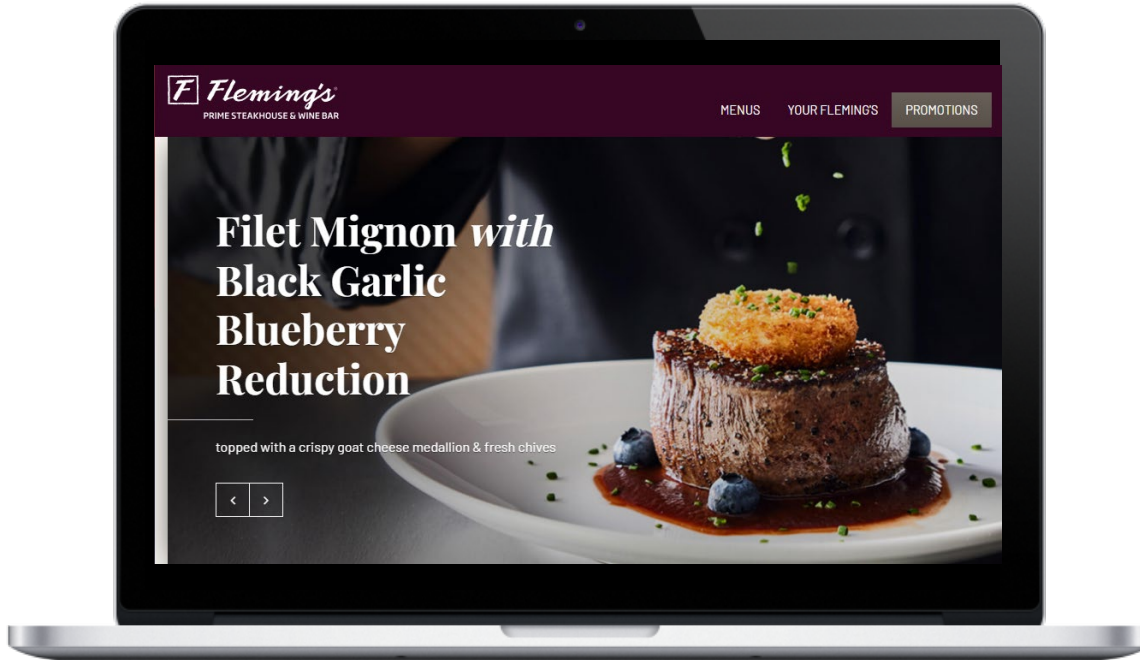
# NORDSTROM

BLUEBERRY SALAD, BLUEBERRY  
SHAVED STEAK SANDWICH

# Fleming's Steakhouse

- Chef Christian Hallowell
- Units: 65
- HQ: Tampa, FL

**Estimated Volume**  
**36,563 lbs.**



BLUEBERRY BLACK GARLIC FILET

# HOT OFF THE PRESS from 2023 Behind the Blueberry attendees!

\_\_\_\_\_ summer as well as a new Belgian liege waffle with blueberry jam topping (both debuting 11/1), which will add to their longstanding Blueberry Pesto Caprese sandwich, which was so successful it's become a permanent menu item



# Other Tactics and Impact

**SRG**

# CIA Healthy Menus Collaborative

## Overview:

- Healthy Menus Collaborative members have a high level of engagement with and loyalty to sponsors, along with a genuine focus and interest in looking for solutions to make their menus healthier

## 2023 Progress:

- January and June sessions proved very valuable in terms of new and relevant contacts made, leading to in-progress partnership discussions
- Consistent engagement with this group year over year is paying dividends



**HEALTHY**  
DELICIOUS SOLUTIONS FOR CHANGING APPETITES  
**MENUS**  
R&D COLLABORATIVE



# Flavor Experience

## Key Learnings from 2022:

- Tasting Toolkit presentations proved to be a highly valuable way to enhance our presence and offer deeper engagement and education
- This event is key in supporting our networking with VIP operators across major chains and industry growth sectors

## 2023 Progress:

- San Diego, August 20-22, 2023
- Awarded tasting toolkit for the second year! Will be featuring blueberry beverage inspiration
- Menu items: Croque Madame Skewer with Blueberry Compote, Blueberry Playa Bowl Parfait, Baby Back Ribs with Blueberry MSG Rub, Chicken Skewer with Black Garlic Blueberry Miso Sauce



## ICCA

### Key Learnings from 2022:

- Tight-knit group of high-volume (Top 200) operators provide key hunting ground for potential volume-driving partners

### 2023 Progress:

- Maintaining engagement with this group (several partnerships already underway)
- Leveraging all available touchpoints to deepen connection and information retention with operators: webinars, culinary demos, custom mailings, in-person events
- This event is key in supporting our networking with VIP operators across major chains and industry growth sectors



**BUFFALO  
WILD  
WINGS**

**NORDSTROM**



# Behind the Blueberry Experience

## Key Learnings from 2022:

- This is a highly coveted and desirable opportunity for chefs/operators – there was a lot of interest, even in year one!
- The more lead time the better on invitations – summer can be challenging with vacations and staffing shortages

## 2023 Progress:

- Operator interest continued to soar!
- 11 operators/attendees
- Hosted in Washington/B.C. area, August 28–31



# Media Engagement with F&TM

## Key Learnings from 2022:

- Content is well-received and recalled by operators
  - “Saw your cover – I want to try that!”
- Keeps USHBC/Blueberries top of mind with our target audience

## 2023 Progress:

- Quarterly advertorials and digital assets covering diverse uses for blueberries:
  - January: Top 10 Trends
  - April: Gen Z favorites (+ cover placement!)
  - July: Best of Flavor
  - October: Global



### TAKE A BLUE VIEW

Trend-forward menus reflect a balance of the familiar with the unexpected. Blueberries have the capability to play both roles, signaling comfort + ease, surprise + awe. Credit the ease with which blueberries can be used across all dayparts, in a variety of formats—from fresh to frozen, dried to powdered—and demonstrating an enviable versatility for use in a bevy of fruits and beverages. Nutritional attributes and a deep-rooted popularity with patrons are added benefits. Is it any wonder blueberries find a place at the heart of so many enduring and emerging menu trends?

**Sing the Blues**  
Peanut butter is table stakes, but today's consumers are responding to visual aesthetics with awe greater focus, connecting visually. Flavor and texture pay in the experience. They've also been trained for operators to hit the notes for nutritional benefits. "Dye food is renowned for their vibrant colors, which comes from powerful plant compound antioxidants called anthocyanins, which can help support optimal health," says Christine Wood, Group Account Director and Partner, SRG, on behalf of the U.S. Highbush Blueberry Council. A great source of vitamins and fiber, blueberries offer the perfect opportunity to make healthy, approachability, versatility and nutrition, checking all the boxes from both a aesthetic and functional standpoint. The Blueberry Avocado Toast (above) puts these values in action. A creative way to take the now-ubiquitous avocado toast trend in a fresh direction "It's so delicious and refreshing it's eye-catching," says Wood. Doubling textures contrasts a vibrant sweet-savory flavor, a strong healthy and well-regarded, can be positioned as an all-day winner or meal. The build features pickled blueberries, blueberry-dusted salmon and a simple blueberry-salt compound that can be used in numerous other applications, providing another operational advantage.

**Stick To It**  
As a small menu item, a burger is a tried-and-true option for innovation. Blueberries can play multiple roles. "The New Turkey Meatballs (right) showcase how blueberries can provide the perfect touch of sweetness in a savory, umami-kissed B.A.F. (Big Wood). The pop of color brings visual appeal of differentiation, and the fruit also adds a pleasing tartness component. Blueberries are also a natural source for the glazes and sauces that can be company's competitive advantage," says Wood. "They deliver that 'special something to meat,'" says Wood, "while remaining familiar and approachable."

**Modern Mornings**  
A chef looks up to the opportunity of a **breakfast bowl** menu, with blueberries, avocado and coconut milk as a central component that delivers texture and modernity in a novel manner. All-day berry (below) on Blueberry Chia Crisp both demonstrate how well blueberries can play within a non-flavor profile. "Both can serve as terrific complement to a breakfast bowl, bagel, croissant and other A.I.S. and feature breakfast dishes," says Wood. "Blueberries can create a comfortable gateway to more less-expected flavors in any daypart."

**73% OF PATRONS INDICATE BLUEBERRIES AS A DISH THEY'RE APPEALING**

Discover more on-trend menu ideas featuring blueberries or contact us for custom innovation support at [blueberry.org/foodservice](https://blueberry.org/foodservice).

### Leveling Up Pizza

Blueberries are the must-have ingredient for trend-forward sweet-savory combos

Pizza is perennially popular, cherished for their inimitable allure and timeless association with comfort. To ensure that offerings stand out from the competition and meet the demands of today, consider exploring a few current trends for inspiration. In the 2022 Technomic Pizza Consumer Trend Report, an impressive 47 percent of those surveyed said they would like more restaurants to offer natural ingredients on their pizzas. DataSentinel serves up similar findings, reporting that superfoods are among the fastest ingredients currently growing on pizza. Blueberries are of course both a natural ingredient and a superfood, providing the answer to both of those consumer demands. They bring their sweet-tart flavor, plump juiciness, striking color, nutrient-dense profile and beloved familiarity. For operators, blueberries provide versatility, offered in a number of forms, including fresh, frozen, dried, powdered, canned, pulsed, and freeze-dried. Here, we offer two "best in show" pizzas that demonstrate the premium power of blueberries as high contrast, big impact ingredients.

**70% OF PATRONS INDICATE A WILLINGNESS TO PAY MORE FOR A DISH WITH BLUEBERRIES**

**45% OF CONSUMERS FIND SWEET-SPICY FOOD APPEALING OR EXTREMELY APPEALING**

#### SOUTHERN BLUEBERRY BARBACOA DEEP DISH PIZZA

Developed by Sydney Hochstadt, Associate Culinary Director at Stealing Rice Co., on behalf of the U.S. Highbush Blueberry Council, this hearty build leads with saucy-sweet flavor play and surprising elements. First, the deep-dish cornmeal-infused dough is dotted with dried-corned blueberries. It's then layered with a poblano-corn sauce (a white pizza sauce blend) with char-coiled poblano and topped with deep-sautéed chunks of blueberry-based beef barbecue go over top (fresh) arranged in a circle. Blueberries and jalapeño are reduced and thickened, along with a scattering of toasty pickled jalapeños. Once one of the oven, a drizzle of blueberry barbecue sauce finishes the look.

**CSR PATRONS OVER 10X IN THEIR INTEREST IN SEEING BLUEBERRIES ON PIZZAS & PLATTBREADS\***

#### BLUEBERRY BLACK PEPPER AND BLUE CHEESE PIZZA

Smoky, savory, spicy, funky and sweet come together in this flavor-packed pie, developed by Hochstadt. The pizza dough is topped with a layer of black pepper blueberry compound, a blend of frozen blueberries, rosemary, thyme, red wine vinegar, Spanish onion, salt and pepper, sweet corn, and blueberries. Fresh mozzarella, blue cheese crumbles and bacon (before) are scattered across the pie. The pizza is baked until golden and crisp, then topped with a drizzle of blueberry barbecue sauce.

**45% OF CONSUMERS FIND SWEET-SPICY FOOD APPEALING OR EXTREMELY APPEALING**

## FSD Healthcare Share Group

### Key Learnings from 2022:

- Volumetric study identified healthcare as a key volume-driving segment, with opportunity for further development

### 2023 Progress:

- Test and learn with a single engagement underway – custom healthcare share group via Foodservice Director
- 12+ major healthcare systems participating (hospitals, senior living, etc.)
- Attendees saw a health research presentation from Dr. Wada, a live culinary demonstration and an overview of patron demand for blueberries
- USHBC will secure 1:1 meetings with all attendees to further engage and discuss partnership opportunities



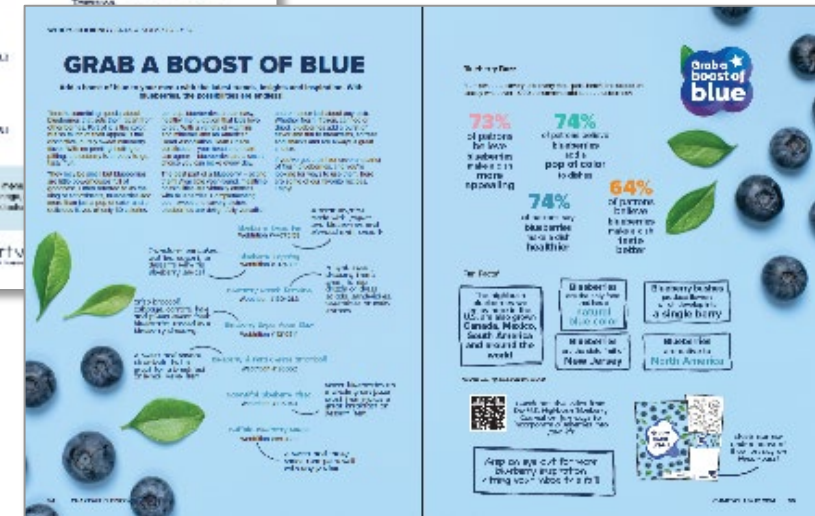
# Chartwells K-12

## Key Learnings from 2022:

- Chartwells has proved to be an efficient, turnkey access point to 665 school districts
- Promotions have yielded a significant uptick in blueberry menu utilization and orders

## 2023 Progress:

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN
Menu Inspiration (Smoothies)							
FFVP Promotion Launches							
Tracking Report							



# K-12 Blueberry Toolkit

## Key Learnings from 2022:

- We've grown our engagement with K-12 districts considerably and needed to equip ourselves (and them) with the tools and answers for why and how to menu blueberries

## 2023 Progress:

- Built a toolkit designed to support K-12 FSDs, including:
  - Nutrition and meal guidelines by serving size
  - Format information
  - Recommended/appropriate menu applications/recipes with all necessary details per USDA regulations
  - Activities for students to deepen engagement
  - Case studies (e.g., Gwinnet County) of successful K-12 programs
- Promoted the toolkit through an SNA e-blast
- Posted to USHBC website as an available asset for download



## INSPIRED K-12 MENUS WITH BLUEBERRIES



A TOOLKIT FROM THE U.S. Highbush Blueberry Council

## Blueberry Activities

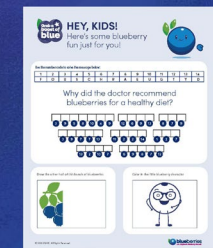
for Students



(d) - Blossoming blueberry maze



(e) - Blueberry word search



(f) - Brain buster

09.2023

# Food Manufacturing

**SRG**

# Chobani

Attended Behind the Blueberry 2022 in Michigan and was inspired to move **from wild to highbush.**



# Ingenuity

- Innovated a new blueberry product line
- Created a blueberry chia seed pudding for their brand Brainiac
- Launching in 2024
- HQ: Fremont, CA
- Brainiac® was started as part of a pursuit to provide the healthiest and smartest food for kids
- Producers of healthy kid snacks



# Forij

- Created a new flavor of Forij's granola incorporating dried blueberries
- Selling in 500 stores
- Low sugar granola that combines functional mushrooms, healthy & clean ingredients for improved energy, mood, and sleep
- Manufacturers of functional mushroom granola



## Behind the Blueberry Experience

On this year's VIP immersion in the Blueberry Industry (shared program across Foodservice and Food Manufacturing), we hosted two major manufacturers:

- Tillamook, a global leader in dairy manufacturing with sales of over \$600MM (hosted their ice cream R&D lead)
- Dessert Holdings, a leader in cake, pie, cookie and bar manufacturing, sells into foodservice, with sales of over \$719 MM.
- Following up currently with both companies on new product innovation plans with blueberries



09.2023

**Thank you!**

**SRG**

 **blueberries**  
U.S. Highbush Blueberry Council

# 2023 Retail Programs Results



# 2023 By The Numbers

## American Heart Month

- 9 retail operators
- 1600 stores participating
- Secured front-page ads at ABS-Portland and Meijer
- 11M in-store audio ad impressions

## Nat'l Blueberry Month

- 30 retail operators
- 9400 stores participating
- 14 retailers utilized USHBC point-of-sale
- 15 retailers conducted sales contests
- 43M in-store audio ad impressions
- SEG program targeting non-buyers resulted in 1 in 4 buyers new to category

## Grow HH Penetration

- Cooperative effort with Charlotte-area retailers
- Targeted ads delivering 14M impressions during Aug-Dec
- Drove 25K new households to purchase blueberries in first few weeks alone

## Promotional Partners

- Co-promotion with Chobani at Meijer
- Collaborative efforts with California Milk Advisory Board at Sprouts, Smart & Final, Nugget and Publix

# American Heart Month Power Period

**Grab a boost of blue**

## February is American Heart Month

Fresh blueberries are a deliciously healthy treat. Blueberries offer a variety of beneficial nutrients that support heart health.

- 1 Blueberries are a no-muss, no-fuss fruit that require no slicing or peeling – just grab a boost of blue, rinse and enjoy!
- 2 Fresh or frozen blueberries can help to improve overall health as part of a healthy lifestyle.
- 3 Blueberries contain just 80 calories per cup, and are a good source of fiber.

Find recipes and inspiration for Heart Health Month at [blueberry.org/blog/give-your-heart-a-boost-of-blue/](http://blueberry.org/blog/give-your-heart-a-boost-of-blue/)



**Grab a boost of blue**

3X REWARD POINTS

**3\$10**  
for **10**  
Member Price



**meijer**

Valentine's Day, February 14  
please good this 2/14/23

**2.49**  
Blueberries  
18 oz.

**9.99**  
Cedar Plank Beef New York Strip Steak  
12 oz.

**5**  
Love  
Valentine's Day  
18 oz.



**Grab a boost of blue**  
Heart Healthy

## February is American Heart Month

Blueberries offer a variety of beneficial nutrients that support heart health. So make your heart happy and **Grab A Boost of Blue!**

**Shop Now ▶**



**Grab a boost of blue**

**3.97**  
Fresh Sweet Blueberries  
18 oz.



**Grab a boost of blue**

## February is Heart Health Month!

Fresh blueberries are a deliciously healthy treat. Blueberries offer a variety of beneficial nutrients that support heart health.



# National Blueberry Month Power Period

**Snack Happy**



**BOOST YOUR SUMMER SNACKING**  
FRESH BLUEBERRIES & REAL CALIFORNIA DAIRY – THE PERFECT PAIRING

**SHOP NOW**

REAL CALIFORNIA MILK  
LOOK FOR THE SEAL.

Grab a boost of blue

**July is National Blueberry Month!**



Celebrate with a sample of our Blueberry & Paneer Summer Salad

REAL CALIFORNIA MILK  
LOOK FOR THE SEAL.

GOPI

Grab a boost of blue

Blueberry.org

Grab a boost of blue

**July is National Blueberry Month**



Grilled Chicken Blueberry Pecan Salad

Grab a boost of blue

**July is National Blueberry Month!**

Blueberries need no slicing or peeling and are a good source of fiber.



**Blueberry.org**

**PickWell** **Blueberry Smoothie Breakfast Bowl**  
BETTER-FOR-YOU SHOPPING GUIDE

What do you get in every boost of blue? Fiber, vitamin C, vitamin K, and potassium. Beat the summer heat with this nutritious blueberry treat. Use Food Club frozen blueberries to make a refreshing smoothie bowl.



SCAN QR CODE FOR RECIPE OR VISIT [FOODCITY.COM](http://FOODCITY.COM)

**FPO**

Grab a boost of blue



# National Blueberry Month Power Period

**JULY IS NATIONAL BLUEBERRY MONTH**

**Blueberries 1 Pint 2/\$6**

**Grilled Fruit Kebabs**

SCAN HERE FOR RECIPE

Blueberries deliver four essential nutrients with a wide range of health benefits

Grab a boost of blue

- Cardiovascular Health
- Brain Health
- Healthy Living
- Insulin Response
- Gut Health

**Blueberries 1 Pint 2/\$6**

**No-Bake Blueberry Cereal Bars**

SCAN HERE FOR RECIPE

Blueberries deliver four essential nutrients with a wide range of health benefits

Grab a boost of blue

- Cardiovascular Health
- Brain Health
- Healthy Living
- Insulin Response
- Gut Health



**Jewel Oscco** ENTER TO WIN THIS

**CLASSIC CAR**

**Classic Cupcakes**

**1954 Chevrolet 3100**

HERE'S HOW IT WORKS

Purchase one of our 3, 8 or 10 count participating cupcakes displaying the Classic Car Classic Cupcakes Sticker. Take a photo of your receipt & upload it to [www.jewelcargiveaway.com](http://www.jewelcargiveaway.com) along with the date & store number.

CAR PURCHASED AT **Costco**

[www.mgmclassiccars.com](http://www.mgmclassiccars.com)

No purchase necessary • Contest valid May 17th through September 26th, 2023

Grab a boost of blue Give your summer a boost of blue!

Sweet summertime just got sweeter with oh-so-many ways to love blueberries.

**Blueberries**

- 1 Are a no-muss, no-fuss fruit that require no slicing or peeling.
- 2 Can help to improve overall health as part of a healthy lifestyle.
- 3 Contain just 80 calories per cup and are a good source of fiber.

Dessert Breakfast Beverages

To learn more about the ease, convenience, health benefits and deliciousness of blueberries visit [blueberry.org](http://blueberry.org)



**ROUSES MARKETS** Grab a boost of blue

**6 OZ CLAMSHELL Fresh Blueberries**

Price good 6/28/2023 thru 7/5/2023.

**- ONLY - 2/\$5**

# National Blueberry Month Power Period



**PICK UP FRESH BLUEBERRIES AND REAL CALIFORNIA DAIRY TO MAKE THESE RECIPES & MORE!**

**SHOP NOW**


**Smart & Final.**  
ONE TRIP & THAT'S IT.

[Get the recipes here](#)




**Winn-Dixie**  
Publicidad

Blueberries are a good source of fiber and vitamin C and contribute essential nutrients like vitamin K and manganese.



**Give your cereal a boost**



**Give your waffles**



**Grab a boost of blue**

**July is National Blueberry Month!**

**Blueberries**

Sweet summertime just got sweeter with oh-so-many ways to love blueberries.

To enjoy the ease, convenience, health benefits, and deliciousness of blueberries visit [blueberry.org](http://blueberry.org)

- 1 Are a no-muss, no-fuss fruit that require no slicing or peeling.
- 2 Can help to improve overall health as part of a healthy lifestyle.
- 3 Contain just 80 calories per cup and are a good source of fiber.



# National Blueberry Month Power Period



# Impact of USHBC's July Program

<u>Retailer</u>	<u>\$\$ Sales Growth</u>	<u># of Stores</u>
Smart & Final	+206%	257
Market Basket	+155%	96
ABS SoCal	+52% (unit sales)	329
Winn Dixie	+43%	424
Redner's Markets	+40%	44
Jewel Osco	+36%	188
Lunds & Byerlys	+33%	29
Harmons Grocery	+26%	18
ABS Portland	+22% conv/+64% organic	140
United Supermarkets	+14%	97
Schnucks Markets	+12%	113

# Boost of Blue Power Period Tactics Deployed

USHBC-funded activations during both Power Periods which included:

- POS (10 different sizes)
- Sales contests
- Digital circular insert pages
- Print advertising (magazines, circulars)
- Points rewards offers
- Digital ads on retailer sites
- Social media activations
- Email blasts
- Buy/get offers
- Retail dietitian activations
- In-store audio advertising
- Targeted receipt messaging
- Display bins
- Grab A Boost of Blue logoed apparel
- Grocery TV (checkstand videos)
- Sampling events
- Prizing for consumer sweepstakes
- Limited-time product offerings
- Featured recipe placements
- Experiential marketing events

# TAKEAWAYS FROM 2023 RETAIL ACTIVATIONS

## Support Selected Power Periods with Retail Activations

- Power Periods create opportunity for national-scale retail trade promotions with 30+ retailers given sufficient budget allocations and lead times

## Increasing Household Penetration is an Intriguing Opportunity

- Early stages of program in Charlotte, NC is exposing how much USHBC doesn't know about capturing new consumers
  - How to we identify non-users?
  - What messages will be most compelling?

## 2024 Programs Would Benefit from Support from & Collaboration with Marketers

- Little direct contact was made with any retailers' suppliers during planning or activation of 2023 retail programs to date

**Thank you.**

## AGENDA ITEM # 7

### 2024 Budget Recommendation

## 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>

## AGENDA ITEM #10

Next Meeting

# SAVE THE DATE!



# BLUEBERRY CONVENTION

FEBRUARY 28 - MARCH 1, 2024  
TUCSON, ARIZONA





**EL CONQUISTADOR  
TUCSON**  
A HILTON RESORT

