



Friday, March 1, 2024
2:30 - 4 p.m. MT
El Conquistador Tucson Hotel
10000 North Oracle Road, Tucson, AZ 85704

<https://us06web.zoom.us/j/87948611935>

Shelly Hartmann, Chair, Presiding

AGENDA

- | | |
|---|-----------------|
| 1. Call to Order/ Roll Call | Shelly Hartmann |
| 2. Consent Agenda Approval | Shelly Hartmann |
| <ul style="list-style-type: none">● Agenda● Approval of Minutes● USHBC Committee List | |
| 3. Chair Report | Shelly Hartmann |
| 4. President's Report | Kasey Cronquist |
| 5. USHBC Program Reports | Shelly Hartmann |
| a. Promotion Program Report | Kevin Hamilton |
| b. Industry Engagement Program Report | Amanda Griffin |
| c. BerrySmart Data & Insights Program Report | Joe Vargas |
| d. Finance Report | Kasey Cronquist |
| 6. Other Business | Shelly Hartmann |
| 7. Question and Answer Period | Shelly Hartmann |
| 8. Items and Scheduling of Next Meetings | Shelly Hartmann |
| 9. Adjourn | Shelly Hartmann |

USHBC Members & Alternates

September 2023

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

AGENDA ITEM #2

Consent Agenda Approval

- Agenda
- Minutes
- USHBC Committee List



U.S. Highbush Blueberry Council

Board Meeting

Friday, September 29, 2023

2:30-4 p.m. ET

The DeSoto

15 East Liberty Street

Savannah, GA 31401

Shelly Hartmann, Chair, Presiding

MINUTES

Call to Order

The meeting was called to order by Shelly Hartmann at 2:31 p.m. ET on Friday, September 29, 2023.

Council Members Present: Doug LaCroix, Brittany Lee, Tammy Brannen, Denny Vander Kooi, Paul Macrie, Jimmy Horrell, Doug Krahmer, Nathan Sakuma, Dave Arena, Jody McPerson, Bonnie Lundblad, JC Clinard, Ryan Lockman, Joe Barsi, Felipe Silva, Mark Adams, Jose Luis Bustamante, Amy Howell and USHBC Chair Shelly Hartmann

Council Alternates Present: Kristen Johnson, Leif Olsen and Art Galletta

Council Members Absent: Exporter #3; Daniel Bustamante and Jose Antonio Castro

QUORUM PRESENT

USDA/AMS Representative: Jeanette Palmer

Staff Members Present: Kasey Cronquist, Kevin Hamilton, Amanda Griffin, Leslie Wada, Renata Dalton, Ross Peterson, Julie Fogarty and Melinda Kern

Approval of Consent Agenda

ACTION 1: Motion was made by Art Galletta to approve the consent agenda for September 29, 2023.

Motion was seconded by JC Clinard.

Motion carried unanimously.

Chair's Report

Shelly Hartmann announced that a meeting with the Health and Nutrition Advisory Committee will convene within the next 45 days.

President's Report

President Kasey Cronquist reported on the successful attendance numbers for The Blueberry Summit, and shared that The Blueberry Convention in the spring will be a larger event with a technology emphasis.

Cronquist introduced Kevin Hamilton, the new Vice President of Global Marketing and Communication, and noted his previous experience and strength in marketing. Cronquist also reported on the staff addition of Kristy Babb as Director of Communications. Cronquist reviewed the USHBC organizational chart and operational focus to move from agency and contract support to USHBC/NABC staff.

Cronquist provided examples of progress in the implementation of the 2023 strategic plan, including: BerrySmart Insights implementation, prioritization of the export market using Euromonitor International, the graduation of the first class of the USHBC leadership program, the high impact of retail performance and The Blueberry Convention in Tucson, Arizona, coming this spring.

USDA Agricultural Marketing Service (AMS) Update

Jeanette Palmer announced that volunteer nominations are needed for several 2024 positions. AMS is asking the council to move up the nomination process due to the impact a presidential election year brings.

Bylaws and Policies and Procedures Update Report

Julie Fogarty announced that nominations communications will be distributed in November to help meet the goal of submitting to the USDA by April 1, 2024.

Fogarty reported that the process is underway to separate the USHBC bylaws from the USHBC policies and procedures, making them separate documents per AMS request. This project is estimated to be completed by the end of 2023.

USHBC Committee Reports and Recommendations

Promotion Committee

Jeff Malensky introduced the latest Grab a Boost of Blue marketing tools – pickleball sets.

Malensky and Kevin Hamilton reported that the committee focus for cuts to the USHBC promotion budget was to move dollars to focus on retail line items.

Renata Dalton reported the 20% tariff reduction in India. Dalton highlighted other key recent events, including the Philippines' reverse trade missions to Oregon and Washington, and participation in 2023 Asia Fruit Logistica in Hong Kong, which was well-attended. Dalton also reviewed the 2024 export marketing promotions budget that includes grant revenue, grant expenses and the global food manufacturing program.

Leslie Wada, Ph.D., presented on the 2023 Health and Nutrition Advisory Board's active grants and recently funded studies, which focus on flavonoids, hearing and hearing loss, muscle loss and learning memory in children. Wada highlighted educational webinars and a 2024 focus on brain health, healthy living, gut health and cardiovascular health. Efforts to seek a berry subgroup in the U.S. dietary guidelines continue, as does research related to the U.S. Pointer Study, "food as medicine" and MIND diet.

ACTION 2: Motion made by Bonnie Lundblad to accept the Promotion Committee report and 2024 budget recommendations as presented, including health research and global business development.

Motion seconded by Paul Macrie.

Motion passed unanimously.

Industry Engagement Committee

Amanda Griffin and Bo Slack reported on The Blueberry Summit successes, including strong attendance, networking opportunities and engagement. Griffin provided a QR code for an industry benchmark survey and requested participation as the USHBC seeks to gather direct input from those in the industry.

Griffin and Slack announced a USHBC call for volunteers for USHBC committees and subcommittees, with the option for renewal open to those already holding positions.

Griffin celebrated the graduation of class No. 1 of the leadership program, announced the creation of an alumni class and shared the start of class No. 2.

Griffin and Slack reviewed the success of the Destination Peru trip, and announced that The Blueberry Convention would be held in Tucson, Arizona in 2024.

ACTION 3: Motion made by Doug Krahmer to accept the Industry Engagement Committee report and 2024 budget recommendations as presented.

Motion seconded by Nathan Sakuma.

Motion passed unanimously.

Finance Committee

JC Clinard and Ross Peterson shared the proposed 2024 USHBC budget and noted cuts made by the committee.

ACTION 4: Motion made by Art Galletta to accept the Finance Committee Report and 2024 budget recommendation as presented.

Motion seconded by Doug Krahmer.

Motion passed unanimously.

USHBC Officer Recommendation for Seating January 1, 2024

Bo Slack reviewed the following recommended slate of officers for seating January 1, 2024.

Shelly Hartmann, Chair

Bryan Sakuma, Vice Chair

JC Clinard, Treasurer

Joe Barsi, Secretary

Daniel Bustamante, Member at Large

Art Galetta, Past Chair

ACTION 5: Motion made by Denny Vander Kooi to approve the seating of the slate of officers for 2024 as recommended and presented by the Industry Engagement Committee.

Motion seconded by Jody McPherson.

Motion passed unanimously.

Other Business/Scheduling of Next Meeting

Kasey Cronquist and Shelly Hartman provided closing remarks for The Blueberry Summit.

The next meeting will be TBD.

Adjournment

ACTION 5: Motion made by Joe Barsi to adjourn the meeting on Friday, September 29, 2023.

Motion seconded by JC Clinard.

Motion passed unanimously and the meeting was adjourned at 3:41 p.m. on Friday, September 29, 2023.



U.S. Highbush Blueberry Council Meeting
Friday, November 17, 2023
8:30-10 a.m. PT

Videoconference

Shelly Hartmann, Chair, Presiding

MINUTES

Call to Order

The meeting was called to order by Shelly Hartmann at 8:33 a.m. PT on Friday, November 17, 2023.

Council Members Present: Doug LaCroix, Tammy Brannen, Denny Vander Kooi, Paul Macrie, Jimmy Horrell, Doug Kraemer, Bryan Sakuma, Anne Kraemer-Steinkamp (alt), Dave Arena, Art Galletta, Mark Adams, Jody McPerson, Bonnie Lundblad, JC Clinard, Mark Adams, Daniel Bustamante, Jose Luis Bustamante, Amy Howell and USHBC Chair Shelly Hartmann

Council Alternates Present: Brittany Lee, Nathan Sakuma, Ryan Lockman

QUORUM PRESENT

USDA/AMS Representative: Jeanette Palmer and Andrew Charles

Staff Members Present: Kasey Cronquist, Kevin Hamilton, Amanda Griffin, Joe Vargas, Julie Fogarty, Sarah Beasley (bookkeeper) and Melinda Kern

Approval of Agenda

ACTION 1: Motion was made by JC Clinard to approve the agenda for November 17, 2023.

Motion was seconded by Art Galletta.

Motion carried unanimously.

President's Report

President Kasey Cronquist reported on the unprecedented crop loss in Peru and the need to review the 2024 budget, including postponing the 2023 health research contracts. Currently having 16 research projects, the Executive Committee and Finance Committee have recommended to postpone contract approval of the 2023 selected projects.

Cronquist shared the expectations of the USDA: approval of amended 2023 budget, approval of 2024 budget, contracts for 2024 expenses and NABC management agreement approval for 2024. USDA has also requested that NABC and USHBC develop a new management agreement for 2025.

Financial Report

Cronquist reviewed the 2023 domestic assessment collection process and current collection totals. Cronquist also reviewed the 2023 import assessment revenue to date.

Cronquist reported the USHBC 2024 revenue projections for both domestic and import assessments.

JC Clinard presented the USHBC 2023 Q3 financial report, including the statement of activities and statement of financial position.

ACTION 2: Motion made by Art Galletta to approve the Q3 financials as presented.

Motion seconded by Doug Krahmer.

Motion passed unanimously.

Clinard reviewed the 2024 proposed annual budget amendment.

ACTION 3: Motion made by Doug LaCroix to approve the 2023 budget amendment as presented.

Motion seconded by Art Galletta.

Motion passed unanimously.

ACTION 4: Motion made by Bonnie Lundblad to approve the 2024 budget revisions as presented.

Motion seconded by Art Galletta.

Motion passed unanimously.

Scheduling of Next Meeting

Hartmann announced the next meeting will be TBD.

Adjournment

ACTION 5: Motion made by Joe Barsi to adjourn the meeting on Friday, September 29, 2023.

Motion seconded by JC Clinard.

Motion passed unanimously and the meeting was adjourned at 9:44 a.m. PT on Friday, November 17, 2023.

2024 USHBC Committees, Boards & Task Forces

Appointed January 2024

USHBC Executive Committee

Shelly Hartmann – *Chair*
Bryan Sakuma – *Vice Chair*
JC Clinard – *Treasurer*
Joe Barsi – *Secretary*
Daniel Bustamante – *Member at Large*
Art Galletta – *Past Chair*

USHBC Finance Committee (6)

JC Clinard, Treasurer – *Chair*
Tom Bodtke (*term 12/31/2025*)
George Fritz (*term 12/31/2024*)
Art Galletta (*term 12/31/2024*)
William Steed (*term 12/31/2026*)
Tracy Umbenhour (*12/31/2024*)

USHBC Promotion Committee (20)

Brian Bocock – *Chair (grower) (term 12/31/2026)*
Nathan Sakuma *Vice Chair (grower) (term 12/31/2024)*
Doug LaCroix - (*grower) (term 12/31/2025)*
Katelyn Craig - (*grower) (term 12/31/2025)*
Chad Don - (*grower) (term 12/31/2026)*
Alec Arena - (*grower) (term 12/31/2024)*
Darren Sinn - (*fresh marketer) (term 12/31/2024)*
Bonnie Lundblad - (*fresh marketer) (term 12/31/2026)*
Kyla Oberman - (*fresh marketer) (term 12/31/2025)*
Gonzalo de Elizalde - (*fresh marketer) (term 12/31/2025)*
Jeff Malensky - (*frozen marketer) (term 12/31/2026)*
Steve Phillips - (*frozen marketer) (term 12/31/2025)*
Amy Nguyen - (*domestic exporter) (term 12/31/2026)*
Doug Rombach - (*domestic exporter) (term 12/31/2024)*
Ray Biln - (*importer - CA) (term 12/31/2026)*
Juan Flores - (*importer - MX) (term 12/31/2024)*
Felipe Silva - (*importer - CL) (term 12/31/2024)*
Daniel Bustamante - (*importer - PE) (term 12/31/2025)*

1 HR Advisory Board Liaison - Joe Barsi
1 GB Advisory Board Liaison - Mario Flores

USHBC Food Service Subcommittee (Promotion) (6)

Kyla Oberman - *Chair (term 12/31/2025)*
Ray Biln - *Vice Chair (term 12/31/2026)*
Stephanie Kleiner (*term 12/31/2025*)
Josh Scheel (*term 12/31/2024*)
Bruce Turner (*term 12/31/2024*)
Brian Bocock – (*term 12/31/2026*)

USHBC Health Research Advisory Board (6)

Mark Sweeney – *Chair (term 12/31/2025)*
Joe Barsi *Vice Chair (term 12/31/2025)*
Lindsay Bodtke (*term 12/31/2024*)
Amy Howell (*term 12/31/2026*)
Tammy Brannen (*term 12/31/2024*)
Dave Brazelton – (*term 12/31/2026*)

USHBC Global Business Advisory Board (6)

Mario Flores – *Chair (term 12/31/2024)*
Cort Brazelton – *Vice Chair (term 12/31/2026)*
Andres Armstrong (*term 12/31/2025*)
Doug Rombach (*term 12/31/2026*)
Terry Fasel (*term 12/31/2025*)
Cristian Vivanco (*term 12/31/2024*)

USHBC Industry Engagement Committee (12)

Bo Slack – *Chair (term 12/31/2024)*
Tom Bodtke *Vice Chair (term 12/31/26)*
Mark Adams (*term 12/31/2025*)
Doug Krahmer (*term 12/31/2024*)
Jody McPherson (*term 12/31/2026*)
Andrew Maiman (*term 12/31/2024*)
Bryan Sakuma (*term 12/31/2024*)
Felipe Silva (*term 12/31/2025*)
Anna Jesse (*term 12/31/2026*)
Denny Vander Kooi (*term 12/31/2024*)
Luis Miguel Vegas (*term 12/31/2025*)
Ken Patterson (*term 12/31/2024*)

USHBC BerrySmart Technology Task Force (6)

Noel Sakuma *Chair (term 12/31/2025)*
Paul Macrie (*term 12/31/2026*)
Markus Duran (*term 12/31/2025*)
Chad Hansen (*term 12/31/2024*)
Mike Mainland (*term 12/31/2026*)
Anne Steinkamp (*term 12/31/2024*)

USHBC BerrySmart Food Safety Task Force (6)

Chelsea Consalo – *Chair (term 12/31/2025)*
Risa Bakker (*term 12/31/2026*)
Kristen Brinkley (*term 12/31/2024*)
Lisa Winther (*term 12/31/2026*)
Mikala Hughes (*term 12/31/2024*)
Jennifer Pulcifer (*term 12/31/2025*)

USHBC Retail Subcommittee (Promotion) (6)

Nathan Sakuma - *Chair (term 12/31/2024)*
Gonzalo de Elizalde - *Vice Chair (term 12/31/2025)*
Karen Brux - *(term 12/31/2026)*
Jody McPherson – *(term 12/31/2026)*
Joseph Klick - *(term 12/31/2025)*
Bonnie Lundblad - *(term 12/31/2026)*

USHBC Food Manufacturing Subcommittee (Promotion) (6)

Steve Philips - *Chair (term 12/31/2025)*
Jeff Malensky - *Vice Chair (term 12/31/2026)*
Chad Don *(term 12/31/2024)*
Karan Kohli *(term 12/31/2025)*
John Shelford *(term 12/31/2026)*
Felipe Silva *(term 12/31/2024)*

USHBC BerrySmart Sustainability Task Force (6)

Pat Goin - *Chair (term 12/31/2025)*
Christy Butler – *(term 12/31/2026)*
Cecilia Allende *(term 12/31/2024)*
Brian Knight *(term 12/31/2026)*
Rajendra Gangavarapu *(term 12/31/2025)*
Creela Hamlin *(term 12/31/2024)*

AGENDA ITEM #5

USHBC Program Updates

2024 USHBC Election Announcement!



The USHBC is seeking representatives to fill the following positions:

- 4 Regional (Northeast, South, Midwest, and West)
- Importer 1
- Exporter 1 (Chile), 3 (Peru), 4 (Mexico)
- Public

Scan the QR Code to Learn More!





U.S. Highbush Blueberry Council

**STATEMENT OF FINANCIAL POSITION
AS OF DECEMBER 31, 2023 AND 2022**

	<u>12/31/2023</u>	<u>12/31/2022</u>
ASSETS		
Current Assets		
Financial Institutions		
Cash	\$ 8,400,443	\$ 8,366,772
Bank Certificate of Deposit	471,329	461,994
Total Financial Institutions	<u>\$ 8,871,772</u>	<u>\$ 8,828,767</u>
Accounts Receivable		
Foreign Crop Assessments	\$ 614,950	\$ 652,123
USDA Grant Reimbursements	584,344	1,366,106
Accounts Receivable	52,729	633,223
Contributions Receivable	1,193,022	1,715,368
Total Accounts Receivable	<u>\$ 2,445,044</u>	<u>\$ 4,366,819</u>
Total Current Assets	<u>\$ 11,316,816</u>	<u>\$ 13,195,586</u>
Equipment, Net	<u>\$ -</u>	<u>\$ -</u>
Other Assets		
Right-of-Use Asset	\$ 405,191	\$ 405,191
Prepaid Expense	65,080	192,188
Total Other Assets	<u>\$ 470,271</u>	<u>\$ 597,379</u>
Total Assets	<u><u>\$ 11,787,087</u></u>	<u><u>\$ 13,792,965</u></u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable	\$ 2,543,162	\$ 2,437,805
Health Research Contract Obligations	1,864,720	3,038,474
Credit Cards	438	30
Deferred Crop Assessment Revenue	4,564,354	4,306,796
Total Liabilities	<u>\$ 8,972,674</u>	<u>\$ 9,783,105</u>
Long Term Liabilities		
Right-of-Use Liability	\$ 440,915	\$ 440,915
Total Long Term Liabilities	<u>\$ 440,915</u>	<u>\$ 440,915</u>
Net Assets		
Without Donor Restrictions	<u>\$ 2,373,498</u>	<u>\$ 3,568,945</u>
Total Liabilities and Net Assets	<u><u>\$ 11,787,087</u></u>	<u><u>\$ 13,792,965</u></u>



U.S. Highbush Blueberry Council

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

	October - December 2023	January - December 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
Revenue					
Domestic Crop Assessments	\$ 72,888	\$ 4,444,599	\$ 4,372,000	\$ 72,599	101.7%
Foreign Crop Assessments	1,601,741	5,842,066	5,900,000	(57,934)	99.0%
Grant Revenue	531,158	1,181,827	1,185,232	(3,405)	99.7%
Contributions	1,193,022	2,204,632	2,252,000	(47,368)	97.9%
Interest Income	14,662	25,578	125,000	(99,422)	-
Late Fee Income	3,996	7,242	-	7,242	-
Other Revenue	25,000	150,000	-	150,000	0.0%
Total Revenue	\$ 3,442,467	\$ 13,855,943	\$ 13,834,232	\$ 21,711	100.2%
Program Expenses					
Market Promotion & Publicity	\$ 1,109,244	\$ 6,213,998	\$ 6,782,798	\$ (568,800)	91.6%
Export Market Promotion	1,051,953	2,561,665	2,649,451	(87,786)	96.7%
Health Research	165,369	594,003	568,417	25,586	104.5%
Industry Relations	67,947	515,154	502,000	13,154	102.6%
Data & Measurement	150,429	756,919	777,570	(20,651)	97.3%
Good Practices	2,485	43,403	43,000	403	100.9%
Blueberry Technology	-	123,655	125,000	(1,345)	98.9%
Total Program Expenses	\$ 2,547,429	\$ 10,808,796	\$ 11,448,236	\$ (639,440)	94.4%
Other Expenses					
USHBC Program Fees	\$ 72,004	\$ 327,847	\$ 263,000	\$ 64,847	124.7%
General Expenses	83,763	519,719	468,660	51,059	110.9%
Operating Expenses	616,824	2,377,585	2,388,122	(10,537)	99.6%
Travel and Meeting Expenses	137,349	1,017,442	1,051,000	(33,558)	96.8%
Total Other Expenses:	\$ 909,939	\$ 4,242,594	\$ 4,170,782	\$ 71,812	101.7%
Total Expenses	\$ 3,457,368	\$ 15,051,390	\$ 15,619,018	\$ (567,628)	96.4%
Change in Net Assets	\$ (14,902)	\$ (1,195,446)	\$ (1,784,786)	\$ 589,340	
Net Assets, Beginning		\$ 3,568,946	\$ 3,568,946	\$ -	
Net Assets, Ending		<u>\$ 2,373,500</u>	<u>\$ 1,784,160</u>	<u>\$ 589,340</u>	



U.S. Highbush Blueberry Council

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

	October - December 2023	January - December 2023	2023 Annual Budget	Variance (Under)/Over	% of Budget
Market Promotion & Publicity					
Domestic Consumer Publicity	\$ 751,208	\$ 2,844,330	\$ 2,768,500	\$ 75,830	102.7%
Domestic Health Professional	54,023	657,431	694,000	(36,569)	94.7%
Food Service	113,038	662,186	791,500	(129,314)	83.7%
Food Manufacturing	23,546	313,586	307,000	6,586	102.1%
American Heart Association Cert.	3,500	3,500	3,500	-	100.0%
Digital Ecosystem	9,472	122,644	186,748	(64,104)	65.7%
Retail	154,458	1,594,123	1,996,550	(402,427)	79.8%
Unallocated Market Promotion	-	16,197	35,000	(18,803)	46.3%
Total Market Promotion & Publicity	\$ 1,109,244	\$ 6,213,998	\$ 6,782,798	\$ (568,800)	91.6%
Export Market Promotion					
Global Food Manufacturing Programs	\$ 26,184	\$ 97,470	\$ 100,000	\$ (2,530)	97.5%
Export Consumer Promotion	421,111	1,152,645	1,201,819	(49,174)	95.9%
USDA Grant Program Expenditures	572,808	1,181,827	1,185,232	(3,405)	99.7%
Technical Export Assistance	25,000	102,323	110,000	(7,677)	93.0%
Comprehensive Blueberry MRL Memo	-	-	10,500	(10,500)	0.0%
MRL Trade Monitoring	6,850	27,400	16,900	10,500	162.1%
Unallocated Export Market Promotion	-	-	25,000	(25,000)	0.0%
Total Export Market Promotion	\$ 1,051,953	\$ 2,561,665	\$ 2,649,451	\$ (87,786)	96.7%
Health Research					
Grant Management Program	\$ -	\$ 5,437	\$ 5,500	\$ (63)	98.9%
Research Programs	94,647	163,434	-	163,434	#DIV/0!
Blueberry Research Bank	39,151	137,504	138,261	(757)	99.5%
Sponsorships	-	-	4,000	(4,000)	0.0%
Blueberry Researcher Meeting	-	10,702	11,000	(298)	97.3%
Research Screeners & Advisory	-	40,875	45,000	(4,125)	90.8%
Pointer Study Rebate	5,000	20,000	30,000	(10,000)	66.7%
Nourish Study Blueberries	895	3,422	16,000	(12,578)	21.4%
Nutrition Projects	25,676	204,144	310,156	(106,012)	65.8%
Unallocated Health Research	-	8,486	8,500	(14)	99.8%
Total Health Research	\$ 165,369	\$ 594,003	\$ 568,417	\$ 25,586	104.5%
Industry Relations					
Industry Communications	\$ 12,662	\$ 183,670	\$ 174,000	\$ 9,670	105.6%
Election Material Prep & Distribution	-	-	15,000	(15,000)	0.0%
Association Memberships	-	42,225	40,000	2,225	105.6%
Industry Leadership Development	32,506	70,165	45,000	25,165	155.9%
Grower Incentives, Print & Ship	-	29,974	50,000	(20,026)	59.9%
Association Management System	-	39,550	40,000	(450)	98.9%
Vision & Strategic Planning	22,780	146,770	135,000	11,770	108.7%
Industry Relations Unallocated	-	2,800	3,000	(200)	93.3%
Total Industry Relations	\$ 67,947	\$ 515,154	\$ 502,000	\$ 13,154	102.6%



U.S. Highbush Blueberry Council

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

	<u>October - December 2023</u>	<u>January - December 2023</u>	<u>2023 Annual Budget</u>	<u>Variance (Under)/Over</u>	<u>% of Budget</u>
Data & Measurement					
Data Research and Analysis	\$ 36,750	\$ 481,736	\$ 485,000	\$ (3,264)	99.3%
Data Subscriptions	113,679	275,183	292,570	(17,387)	94.1%
Data Unallocated	-	-	-	-	#DIV/0!
Total Data and Measurement	<u>\$ 150,429</u>	<u>\$ 756,919</u>	<u>\$ 777,570</u>	<u>\$ (20,651)</u>	<u>97.3%</u>
Good Practices					
Food Safety & Sustainability	\$ 2,485	\$ 9,990	\$ 8,000	\$ 1,990	124.9%
Crisis Management	-	33,413	35,000	(1,588)	95.5%
Total Good Practices	<u>\$ 2,485</u>	<u>\$ 43,403</u>	<u>\$ 43,000</u>	<u>\$ 403</u>	<u>100.9%</u>
Blueberry Technology					
Technology Programs	\$ -	\$ 123,655	\$ 125,000	\$ (1,345)	98.9%
Blueberry Technology Unallocated	-	-	-	-	#DIV/0!
Total Blueberry Technology	<u>\$ -</u>	<u>\$ 123,655</u>	<u>\$ 125,000</u>	<u>\$ (1,345)</u>	<u>98.9%</u>
Total Program Expenses	<u>\$ 3,289,286</u>	<u>\$ 10,808,796</u>	<u>\$ 11,448,236</u>	<u>\$ (639,440)</u>	<u>94.4%</u>



U.S. Highbush Blueberry Council

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

	<u>October - December 2023</u>	<u>January - December 2023</u>	<u>2023 Annual Budget</u>	<u>Variance (Under)/Over</u>	<u>% of Budget</u>
USHBC Program Fees					
USDA AMS Administration Fee	\$ 42,004	\$ 207,847	\$ 142,000	\$ 65,847	146.4%
US Office General Counsel Fee	-	-	1,000	(1,000)	0.0%
NABC Resources & Service Fee	30,000	120,000	120,000	-	100.0%
Total USHBC Program Fees	\$ 72,004	\$ 327,847	\$ 263,000	\$ 64,847	124.7%
General Expenses					
Office Rent	\$ 39,964	\$ 160,443	\$ 161,000	\$ (557)	99.7%
Insurance & Taxes	-	13,024	14,000	(976)	93.0%
Subscriptions	(14,308)	168,486	132,460	36,026	127.2%
Printing	3,638	13,273	17,000	(3,727)	78.1%
Office Expenses & Supplies	23,605	46,267	30,000	16,267	154.2%
Phone & Fax	2,589	10,622	11,000	(378)	96.6%
Computer IT Services	12,556	59,793	56,000	3,793	106.8%
Equipment Repairs & Maintenance	51	106	100	6	106.3%
Equipment Rental	867	3,901	4,200	(299)	92.9%
Postage & Shipping	12,466	34,417	30,000	4,417	114.7%
Offsite Document Storage	694	2,736	2,400	336	114.0%
Bank Charges	1,642	6,649	7,000	(351)	95.0%
Unallocated General Expenses	-	-	3,500	(3,500)	0.0%
Total General Expenses	\$ 83,763	\$ 519,719	\$ 468,660	\$ 51,059	110.9%
Operating Expenses					
Salaries, Payroll Taxes & Insurances	\$ 540,185	\$ 1,922,247	\$ 1,957,114	\$ (34,867)	98.2%
Workers Compensation	-	2,822	3,000	(178)	94.1%
Recruitment Services	949	36,059	38,110	(2,051)	94.6%
Admin Support Services	26,733	108,839	112,106	(3,267)	97.1%
Bookkeeping Service	8,910	38,884	34,020	4,864	114.3%
Professional Development	24,300	78,851	62,000	16,851	127.2%
Retirement Program Administration	359	3,632	3,772	(140)	96.3%
Audit Fees	-	27,500	27,500	-	100.0%
Legal Council Fees	14,985	64,551	55,000	9,551	117.4%
Depreciation	402	719	500	219	143.8%
Unallocated Operating Expenses	-	93,482	95,000	(1,518)	98.4%
Total Operating Expenses	\$ 616,824	\$ 2,377,585	\$ 2,388,122	\$ (10,537)	99.6%
Travel & Meeting Expenses					
Travel Expenses	\$ 69,506	\$ 412,161	\$ 450,000	\$ (37,839)	91.6%
Meeting Expenses	67,790	604,782	600,000	4,782	100.8%
Unallocated Travel & Meetings	-	499	1,000	(501)	49.9%
Total Travel & Meeting Expenses	\$ 137,296	\$ 1,017,442	\$ 1,051,000	\$ (33,558)	96.8%
Total Other Expenses	\$ 909,887	\$ 4,242,594	\$ 4,170,782	\$ 71,812	101.7%

Date	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT
JANUARY	271,634	272,460	324,990	411,875	381,233	562,359	576,214	720,103	679,781	613,932	626,681	889,831
FEBRUARY	277,673	352,094	343,034	418,565	578,630	498,573	544,994	686,932	584,896	691,033	827,890	748,749
MARCH	191,335	239,006	267,261	345,075	403,488	425,990	553,897	487,001	523,929	764,154	805,030	700,297
APRIL	71,547	115,557	178,069	218,291	176,236	197,895	256,097	328,377	356,836	432,134	551,367	446,371
MAY	37,712	60,737	91,239	103,723	127,920	166,684	195,439	212,758	246,963	336,016	334,996	362,933
JUNE	31,696	43,038	57,767	72,156	113,842	89,093	133,859	138,149	179,014	204,755	206,662	205,680
JULY	43,241	103,389	192,260	316,473	320,424	173,785	171,998	263,003	163,536	178,912	116,656	215,181
AUGUST	231,321	222,496	306,968	261,123	282,845	361,720	363,761	418,635	372,997	364,193	414,207	338,696
SEPTEMBER	99,621	86,186	170,457	148,827	139,246	193,713	257,189	342,352	458,093	415,149	686,364	378,740
OCTOBER	80,266	53,268	181,117	136,762	220,726	247,827	320,955	401,191	557,137	775,937	858,876	481,858
NOVEMBER	129,394	103,072	187,768	203,597	280,345	329,839	419,826	499,839	593,454	802,439	838,332	607,414
DECEMBER	137,069	117,949	272,464	290,032	425,777	336,852	439,234	660,180	718,466	600,430	652,123	614,950
Subtotal Before Refunds	1,602,509	1,769,251	2,573,395	2,926,500	3,450,713	3,584,331	4,233,464	5,158,519	5,435,102	6,179,083	6,919,185	5,990,700
Less Refunds	-543	-4,088	-8,261	-3,455	-8,395	-6,772	-4,131	-117,797	-76,004	-21,965	-27,377	-148,634
Less Write off												
TOTAL	1,601,966	1,765,164	2,565,134	2,923,045	3,442,318	3,577,559	4,229,333	5,040,722	5,359,098	6,157,118	6,891,808	5,842,066

YEAR

2001	29,051	
2002	409,857	COMBINATION OF US CUSTOMS AND BILLING DIRECT
2003	294,497	
2004	394,138	
2005	433,530	
2006	516,465	
2007	589,389	
2008	833,615	
2009	1,018,061	
2010	1,188,381	
2011	1,525,936	
2012	1,601,966	
2013	1,765,164	
2014	2,565,134	
2015	2,923,045	
2016	3,442,318	
2017	3,577,559	
2018	4,229,333	
2019	5,040,722	
2020	5,359,098	
2021	6,157,118	
2022	6,891,808	
2023	5,842,066	

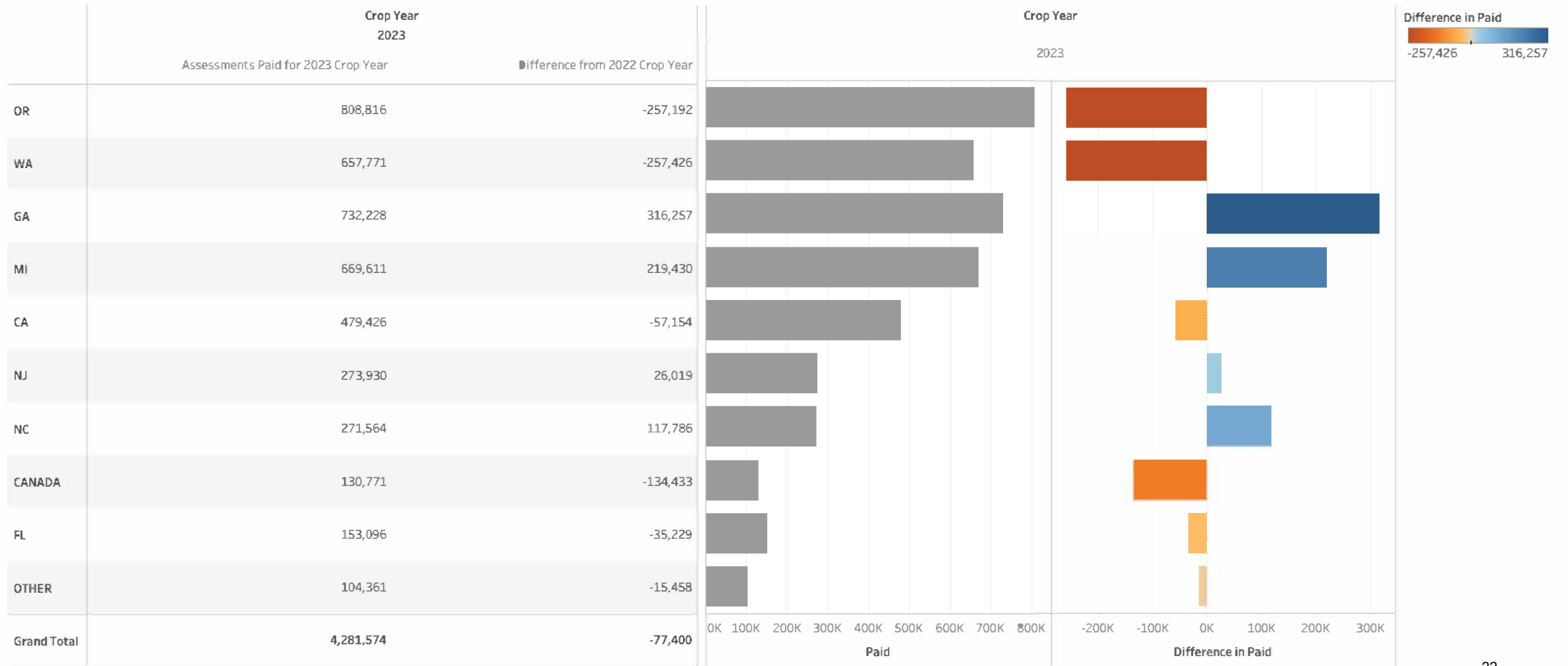


U.S. Highbush Blueberry Council

STATEMENT OF CASHFLOWS

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>
Beginning Cash	\$ 7,436,995	\$ 8,868,030	\$ 9,150,824	\$ 11,248,640	\$ 8,828,766
Cashflows					
Cash received from growers and governmental agencies	10,620,923	10,327,523	13,192,043	12,253,259	16,009,699
Cash paid to vendors and employees	(9,288,906)	(10,105,988)	(11,123,367)	(14,690,736)	(15,992,272)
Interest received	99,018	61,259	29,140	17,603	25,578
Net increase (decrease) in cash	<u>1,431,035</u>	<u>282,794</u>	<u>2,097,816</u>	<u>(2,419,874)</u>	<u>43,005</u>
Ending Cash	<u>\$ 8,868,030</u>	<u>\$ 9,150,824</u>	<u>\$ 11,248,640</u>	<u>\$ 8,828,766</u>	<u>\$ 8,871,771</u>

2023 USHBC Collections Summary Report



AGENDA ITEM #8

Scheduling of Next Meeting

SAVE THE DATE!



The blueberry industry has never been more dynamic: high consumer demand, strong pricing and robust industry innovation. In this environment you can't afford to be left out. The Blueberry Summit provides blueberry growers, marketers, suppliers and stakeholders with the information and products they need to succeed.



**Join us September 25-27 in Denver, Colorado
to explore inspiring blueberry possibilities
that are sure to boost your bottom line!**

