



Impact Report 2023



Vision

To serve as a recognized leader and trusted partner in addressing issues, opportunities and industry practices that drive success and profitability in the production and distribution of blueberries in North America and around the world.

Mission

To be the united voice, advocate and resource serving the interests of the highbush blueberry industry.





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Leadership



“ I’m thrilled about the work this inaugural NABC Impact Report unpacks. As you spend some time with the report, you’ll see how our efforts are uniting the voices of the industry and driving home the goals of our members. In 2023, we were laser focused on leveraging all the possibilities for blueberries. Our successes are vast and impactful.

Pat Goin

Pat Goin
NABC Chair



“ The 2023 NABC Impact Report – the first ever for the council – is chock-full of progress. The NABC experienced unprecedented growth in 2023, focusing on membership development, events and expanding advocacy efforts on behalf of our members. I’m proud of what we achieved and that – as the report demonstrates – by working together, we’re moving the blueberry industry forward by leaps and bounds.

Kasey Cronquist

Kasey Cronquist
NABC President



NABC Board of Directors and Committees

Executive Committee

Pat Goin, **Chair**
Teddy Koukoulis, **Vice Chair**
Ellie Norris, **Secretary**
Art Galletta, **Treasurer**
Ken Patterson, **Past Chair**
Ryan Lockman, **Member at Large**

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Teddy Koukoulis, **Vice Chair**
Ellie Norris, **Secretary**
Art Galletta, **Treasurer**
Ken Patterson, **Past Chair**

U.S. North American Grower (4)

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Chelsea Consalo
David Jackson
Brittany Lee

Canadian North American Grower (1)

Jason Smith

Mexican North American Grower (1)

Cesar Ortiz Mendoza

North American Distributor (3)

Bo Slack
Ryan Lockman
Derek Eisele

Industry Trade Organization (1)

Todd Sanders, **California Blueberry Commission**

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John Bennett
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Art Galletta
Mike Mainland
Neil Moore
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Cort Brazelton
Bob Carini
Brittany Lee
Jeff Malensky
Neil Moore
Brandon Raso
Bill Steed
Pat Goin, NABC Chair (ex-officio)

United Blueberry Advisory Committee

Joe Barsi, **Chair**
Juan Ignacio Allende
Tom Avinelis
Daniel Bustamante
Gonzalo Canessa
JC Clinard
Carlos Correa
Gonzalo de Elizalde
David Jackson
Steve Magami
Andrew Maiman
Nicholas Osmulski
Steve Phillips
Roberto Samano

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Dave Arena
Bob Carini
Joe DeGrandchamp
Art Galletta
Neil Moore
Pat Goin, NABC Chair (ex-officio)

USDA Food Procurement Task Force

Bob Carini
Derek Eisele
Jeff Malensky
John Shelford
David Zapf

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Industry and Community Engagement Manager, Mandy Boarman
Communications and Digital Content Coordinator, Gabriella Gebhardt

Uniting the Industry

Founded in 1965, the North American Blueberry Council (NABC) continues to serve as a collaborating organization that strives to unite the voice, advocacy and resources of the blueberry industry to accomplish together what no one company could accomplish alone.

An example of this mission-driven effort can be seen in the leadership role NABC played in establishing the U.S. Highbush Blueberry Council (USHBC) in 2000 to create the resources necessary to grow demand, and again in 2021 when it organized the United Blueberry Task Force to facilitate a conversation on what more was needed for the industry to grow and prosper.

The collective vision was formalized under a Memorandum of Understanding (MOU), and the United Blueberry Advisory Committee was formed to help continue to further grow and build upon that vision. Currently, a group of 14 companies are signatories of this MOU and are committing their time, knowledge, trust and additional resources to better ensure that the industry's dreams are matched with the necessary means.



Collectively, this additional leadership and support has significantly contributed to the following achievements:

- ★ Launched an advocacy platform to help growers remain successful and competitive.
- ★ Hired Washington, D.C.-based Monument Advocacy.
- ★ Hired NABC’s first Director of Government Affairs, Alyssa Houtby.
- ★ Launched Grab A Boost of Blue retail marketing program resulting in measurable growth.
- ★ Launched a fresh blueberry data platform.
- ★ Launched a frozen blueberry data platform.
- ★ Increased nutrition affairs efforts to drive awareness with policymakers and regulators about the health benefits of blueberries.
- ★ Worked to improve the Department of Health & Human Services and U.S. Department of Agriculture (USDA) dietary guidelines used for government procurement programs to include subcategories for fruits.

Since 2021, the MOU has raised \$5,537,296. In 2023, the NABC was pleased to provide the USHBC with \$2.8 million to increase consumer promotions and marketing to drive blueberry demand and improve the industry’s access to data and insights.

MOU Signatory IMPORT Organizations

Agriculture Capital/Firestone Pacific Foods
Agroberries/BerryFresh LLC
California Giant Inc.
Camposol
Driscoll's
Family Tree Farms
Hortifruit
North Bay Produce
The Fruitist Company
Wish Farms

MOU Signatory EXPORT Organizations

ACP Agro
Berries Paradise

MOU Signatory CANADIAN Organizations

Berryhill Foods



Programs and Events

The Blueberry Convention

February 21-24, 2023, San Diego, California

By the numbers:

- ★ 355 attendees
- ★ 28 exhibitors



The blueberry industry gathered in San Diego to learn, connect and cover important council and committee business during meetings held at the 2023 Blueberry Convention. NABC and USHBC hosted in-depth sessions on macro trends in the blueberry industry, blueberry power periods, leveraging data, health research and bee pollination.

The Blueberry Hill Climb

April 16-18, 2023, Washington, D.C.

By the numbers:

- ★ 35 attendees
- ★ 11 states represented
- ★ 55 congressional and senatorial meetings held



The Blueberry Hill Climb

A delegation of 35 traveled to our nation's capital to meet with members of Congress to advocate for the future success of our blueberry growers in areas such as additional research funding, improved school nutrition programs, and increased Farm Bill resources to help blueberry growers remain successful and competitive.

The delegation also met with USDA leadership about opportunities to drive consumption of blueberries through government nutrition and procurement programs and identify opportunities to collaborate with the administration on improving access and competitiveness in foreign markets.

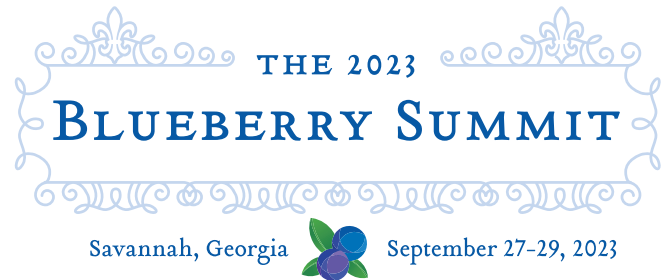


The Blueberry Summit

September 27-29, 2023, Savannah, Georgia

By the numbers:

- ★ 356 attendees
- ★ 27 exhibitors



The Blueberry Summit brought the industry to Savannah for knowledge building and networking. The 2023 event included deep dives into unlocking unrealized profitability, blueberry breeding and genetics, blueberry health research, fresh blueberries in retail and foreign market development opportunities.



Government Affairs

NABC Policy Platform

In February, NABC hired Alyssa Houtby as its first-ever Director of Government Affairs. In this newly created role, Houtby leads the council's advocacy efforts and works closely with Monument Advocacy, NABC's Washington, D.C.-based lobbying firm. She brought extensive experience in communications with policy-makers, coalition building, policy analysis and political strategy development to the role. Her deep understanding of governmental processes, USDA programs and global trade dynamics affecting agriculture will help NABC fulfill its mission of improving access to important foreign markets, providing members with critical market information, and acting as an advocate for the blueberry industry in legislative and regulatory concerns.



National Blueberry Month

The NABC laid the groundwork to officially recognize July as National Blueberry Month through decades of work with the USDA. The first proclamation was issued by USDA in 1974, and in 2020 and each subsequent year thereafter, the NABC successfully introduced a resolution to commemorate the incredible growth, value and impact our industry has on the economy and our communities. In 2023, Sen. Debbie Stabenow (MI) was the lead author of the National Blueberry Month resolution.



House Ag Committee Blueberry Day

As part of our National Blueberry Month celebration, NABC brought together the wild and highbush industries to spread the blueberry love in Washington, D.C., with help from policymakers and food manufacturing partners.

Representatives Lori Chavez-DeRemer (OR) and Chellie Pingree (ME) handed out fresh blueberries from their states – branded with the Grab and Boost of Blue logo and including a friendly note – to members of the House and Senate Ag Committees. And the NABC advocacy team in D.C. took to the Cap South Metro stop near Capitol Hill to hand out Grab a Boost of Blue stress balls, blueberry almond crisp Clif Bars and blueberry BelVita Breakfast Biscuits during the morning rush hour.

“ I enjoyed having the opportunity to celebrate National Blueberry Month by giving my colleagues in Congress a taste of what my state has to offer. Oregon is home to a wide variety of specialty crops, and as a member of the Agriculture Committee, I’ll continue making it a top priority to support the specialty crop growers who help put food on the table for families across the country and around the world.
– Rep. Lori Chavez-DeRemer, Oregon

“ With over 500 growers across Maine, our state’s wild blueberry industry has contributed an estimated \$250 million to our economy in a small state of only 1.3 million people – so you can see how important this is to our agricultural sector. Maine wild blueberries are special – they are uniquely cultivated and have very high antioxidant properties. I hope all my House Agriculture Committee members and their staff enjoyed this little taste of Maine. I couldn’t think of a better way to close out National Blueberry Month!
– Rep. Chellie Pingree, Maine



Government Affairs

The Farm Bill

Congress passes legislation that sets the national agriculture and nutrition policy, commonly referred to as the Farm Bill. In 2023, as Congress worked to update an expiring version of the bill, the NABC became a member of the Specialty Crop Farm Bill Alliance and endorsed legislation that supports U.S. blueberry producers, including these bills:

Bill Number	Bill Name	Sponsors	Summary
H.R. 4739/S.2682	Protecting America's Orchardists and Nursery Tree Growers Act	Huizenga (R-MI), Panetta (D-CA), Warnock (D-GA), Tillis (R-NC)	(Farm Bill) Expands eligibility; eliminates tree mortality threshold; eliminates AGI limitation; increases 12-month replanting timeline; establishes a 120-day notification deadline.
H.R. 4173	Advancing Automation Research & Development in Agriculture	LaMalfa (R-CA), Miller (R-OH), Carbajal (D-CA), Spanberger (D-VA)	(Farm Bill) Provides \$20m/yr. for a competitive research grant program that supports specialty crop mechanization and automation projects.
H.R. 5062/S. TBD	The Specialty Crop Mechanization Assistance Act	Valadao (R-CA), Costa (D-CA), LaMalfa (R-CA), Panetta (D-CA); Vance (R-OH), Peters (D-MI)	(Farm Bill) Establishes a new cost-share grant program to help growers purchase mechanization and automation equipment.
H.R. 4838	The Specialty Crop Security Act of 2023	Slotkin (D-MI), Chavez-DeRemer (R-OR)	(Farm Bill) Increases mandatory funding for the SCBGP to \$100m/yr.; inserts statutory language reinforcing the program's purpose; requires states to include in their plans to USDA how they will do stakeholder outreach.
H.R. 5199	Specialty Crop Research Act of 2023	Slotkin (D-MI)	(Farm Bill) Increases mandatory funding for SCRI to \$130m/yr.; establishes mandatory funding of \$50m/yr. for IR-4.
H.R. 679	Matching Funds Waiver Under Specialty Crop Research Initiative	Schrier (D-WA), Larsen (D-WA), Newhouse (R-WA), McMorris Rodgers (R-WA)	(Farm Bill) Waives the matching funds requirement under the Specialty Crop Research Initiative.
H.R. 4856	GusNIP Expansion Act of 2023	Crawford (R-AR), Kildee (D-MI)	(Farm Bill) Requires federal agencies to provide a 10-year road map for PRx to become fully funded by public and private health insurers; reduces the federal matching requirement from 50% to 20%.

Bill Number	Bill Name	Sponsors	Summary
H.R. 4613/S. 2301	American Foods for American Schools Act	LaMalfa (R-CA), Garamendi (D-CA), Braun (R-IN), Brown (D-OH)	(Farm Bill) Strengthens the buy American requirements for USDA school feeding programs.
H.R. 5589/S. 2874	Fresh Produce Procurement Reform Act of 2023	DeLauro (D-CT), Valadao (R-CA), Brown (D-OH)	Creates a procurement program modeled after the pandemic-era Farmers to Families Food Box Program.
H.R. 6203	Farmers Feeding America Act	Panetta (D-CA), Salinas (D-OR), Crocket (D-TX)	Increases funding for TEFAP; provides alternative delivery options for geographically isolated states; creates a direct purchase option; requires secretary to consider additional factors beyond lowest price in determining winning bids for contracts for fresh produce packages.
H.R. 648/S. 176	Expanding Agricultural Exports Act of 2023	Newhouse (R-WA), Costa (D-CA); King (I-ME), Ernst (R-IA), Smith (D-MN), Collins (R-ME), Grassley (R-IA)	(Farm Bill) Expands and extends through FY2029 the Market Access Program and Foreign Market Development Cooperator Program of the Department of Agriculture; doubles MAP to \$400,000/yr.; doubles Foreign Market Development Coordinator program to \$69.5m/yr.
S. 3300/H.R. 6399	Specialty Crop Act of 2023	Wyden (D-OR), Crapo (R-ID); Bomanici (D-OR), Valadao (R-CA)	(Farm Bill) Requires USDA and USTR to submit to Congress a report detailing the competitiveness of U.S. exports of specialty crops, including tariff and non-tariff barriers.
H.R. 5061	The Specialty Crop Domestic Market Promotion Program Act	Valadao (R-CA), Soto (D-FL), LaMalfa (R-CA), Costa, (D-CA)	(Farm Bill) Directs USDA-AMS to establish a cost-share domestic market promotion and development program for specialty crops modeled on the Market Access Program operated by the Foreign Agricultural Service.
H.R. 4127	Fair Access to Agriculture Disaster Programs Act	Panetta (D-CA), Kammack (R-FL)	(Farm Bill) Exempts farms that derive 75% of their income from farming from the AGI.



Government Affairs

What Others Are Saying

About modernizing the Tree Assistance Program:

“ When Georgia specialty crop farmers lose trees or bushes because of a storm or a freeze, it only makes sense they should be able to replant with more resilient breed varieties. This legislation is good for Georgia’s economy, and will help make the agriculture sector more resilient to climate change. I’m proud to lead this bipartisan effort with my friend and fellow Agriculture Committee member Senator Tillis. I’m going to push to make sure this critical legislation is included in this year’s Farm Bill.
– Sen. Reverend Warnock, Georgia

“ This legislation will provide critical assistance to North Carolina’s farmers in the wake of natural disasters, infestations and disease by enhancing coverage, eligibility and financial assistance under the Department of Agriculture’s Tree Assistance Program. Agriculture is North Carolina’s largest industry, and I am proud to support our hardworking farmers by co-sponsoring this critical legislation.
– Sen. Thom Tillis, North Carolina

“ The Tree Assistance Program is utilized by blueberry growers across the country who must replant following a natural disaster or pest and disease outbreak. The changes in this bill improve the program by streamlining the application process and allowing growers to replant with modern varieties that are more disease and disaster resistant. The North American Blueberry Council applauds representatives Huizenga and Panetta for their leadership on this bill, and for their work to ensure important programs like TAP are available to and supportive of growers.
– Kasey Cronquist, President, North American Blueberry Council

About the CROP Act:

The Specialty Crops Reporting on Opportunities and Promotion Act (Specialty CROP Act) responds to continued high tariffs, burdensome labeling requirements and other trade barriers that restrict U.S. products from accessing foreign markets, threatening rural communities and agricultural producers who depend on customers overseas.

“ Oregon is world famous for our specialty crops, and products like blueberries and hazelnuts make up a significant portion of our state's export economy. Unfortunately, growers face many barriers to foreign markets, which limit their competitiveness.
– Rep. Suzann Bonamici, Oregon



“ The world is hungry for grown-in-the-U.S. blueberries, potatoes, wine and other produce. But all too often, our farmers and producers are stymied by unreasonable blockades in foreign markets.

– Sen. Ron Wyden, Oregon, U.S. Senate Finance Committee Chair

“ The North American Blueberry Council applauds Representatives Slotkin and Chavez-DeRemer for their leadership on the Specialty Crop Security Act of 2023. The Specialty Crop Block Grant Program has funded critically important projects to the U.S. Blueberry industry, including the development of Integrated Pest Management Programs for harmful pests and diseases. However, due to funding limitations, worthwhile projects that support the competitiveness of blueberry producers have gone unfunded. This bill not only addresses persistent funding limitations, it further strengthens the program by ensuring funds are directed toward projects that address the needs and priorities of producers.

– Kasey Cronquist, President, North American Blueberry Council

Advocacy Efforts That Made a Difference

In addition to the efforts mentioned above, NABC’s 2023 advocacy work included:

- ★ Securing a \$25 million USDA Section 32 purchase of frozen blueberries.
- ★ Advocating for a 20% reduction in India’s tariff on fresh, frozen and dried blueberries that will go into effect in 2024.
- ★ Helping organize farm tours for members of Congress.
- ★ Continuing to advocate for elimination of Japan’s tariff on frozen blueberries by sending a letter to members of Congress and publishing an op-ed piece by NABC President Kasey Cronquist in Agri-Pulse.



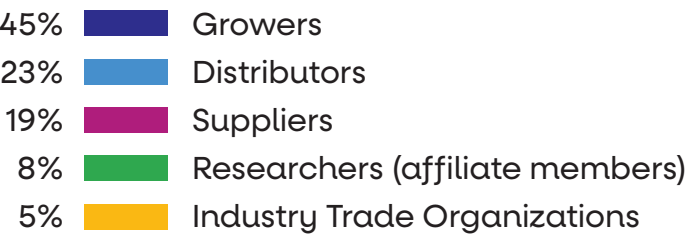
Membership

NABC added a host of member benefits in 2023, all aimed at providing more information than ever before and increasing the value of membership. Efforts included:

- ★ Launching *Blues Update*, a monthly member-only newsletter.
- ★ Adding benefits to the supplier membership level, including launching an online supplier directory.
- ★ Establishing a Twitter/X page to communicate with policymakers.
- ★ Increasing advocacy efforts by hiring a full-time Director of Government Affairs and a Washington, D.C.-based lobbying firm.

Membership by Industry

NABC members are thought leaders in the blueberry industry. Our powerful membership includes growers, marketers, fruit brokers, processors, food manufacturers and others connected to the blueberry industry. In 2023, our membership grew to 184 active members, including 67 new members.



Financial

Revenue in 2023 was strong, notwithstanding the restructuring of membership categories and dues. NABC’s favorable financial position continues to allow us to serve members, strengthen our value and be the voice of the blueberry industry in Washington D.C. and beyond.

Company Contributions

NABC is grateful to the following companies for their continued support throughout the year. Through their support, we are better able to serve the blueberry community.

\$20,000+

California Giant Berry Farms
Driscoll's
Fall Creek
Naturipe
Unitec

\$10,000-\$19,999

A&B Packing	North Bay Produce
BerryFresh	Pinion
Consalo Family Farms	Tomra
MBG	WECO
Multivac	Wish Farms

\$5,000-\$9,999

AgroFresh
BeeWise
BerryHill
Burro
CA Berry Genetics
Camposol
Ellips
Highland Ag Solutions
Koppert
Monarch Tractor
Monte Packaging
Oxbo International
Sonoco
Tessara

\$500-\$4,999

Abigail Farms	MAF Industries
Always Fresh	MagnaBon Marketing
Aptar	Mountain Pacific Machinery
BC Blueberry Council	NJ Blueberry Commission
Bee Better Certified	Optimum
BeeHero	OzBlu/United Exports
Bird Control Group	Rose Timmer & Associates
Bloom X	SunBelle
Crawford Packaging	Thunderbird Plastics
First Pick	WestRock
Giumarra	
Harvest Scale Systems	
InSort	
KeyPlex/MagnaBon	

Data and Insights

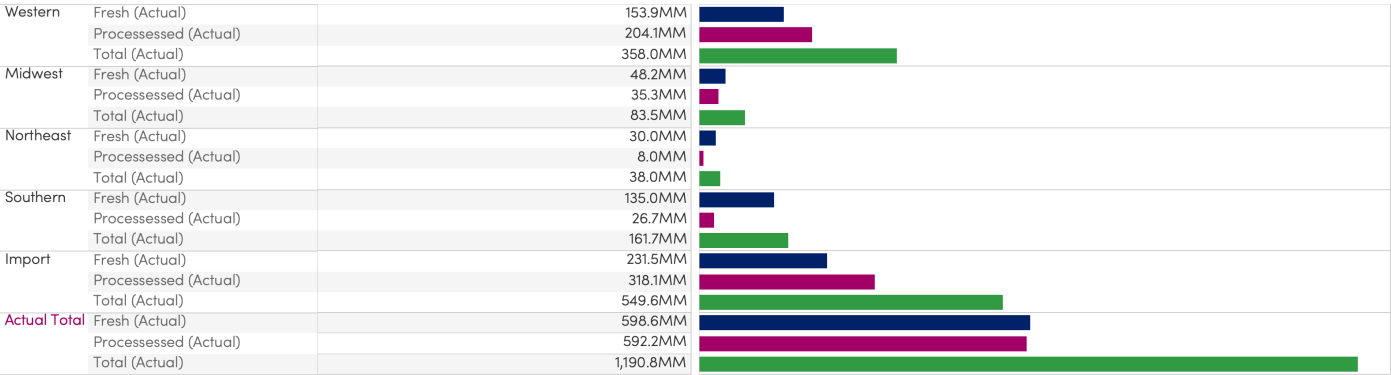
The profitability and success of the blueberry industry – and your business specifically – is what drives us. In 2023, NABC continued to invest in delivering the latest industry and consumer insights data to help members make informed business decisions. In the last year, we have revamped the data and insights center to provide more accurate and timely information to our members, including new and improved:

- ★ Crop reports – Weekly production forecasts by growing region.
- ★ Cold storage reports – Monthly holdings and consumption data by cold storage region.
- ★ NABC crop report – Annual forecasts and final production statistics by growing region.
- ★ International Blueberry Organization (IBO) data.

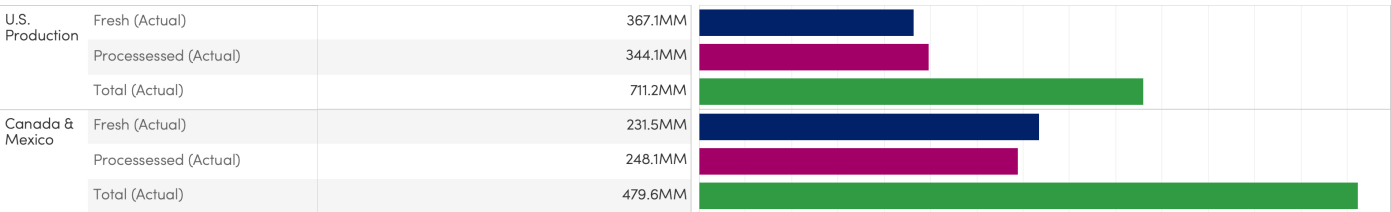


In 2024, we’ll publish an all-new annual stat book with production and utilization data by crop year.

Estimated North American Year End



North American Breakdown



NABC CROP REPORT 2023 | FALL SUMMIT
*All data is from historical NABC Crop Reporting

Industry Recognition

The annual NABC Awards spotlight exceptional individuals whose long-standing career accomplishments have benefited the blueberry industry as a whole.

In 2023, we honored Ridley Bell of Mountain Blue Orchards with The Duke Galletta Award, which recognizes excellence in blueberry horticultural research. And John Shelford, strategic adviser at Naturipe Farms, earned the Alex Wetherbee Award that recognizes outstanding contributions to the blueberry industry in marketing and promotion.

New in 2023, we launched the Blueberry Hall of Fame Award that honors and celebrates blueberry leaders, growers and suppliers who have made a lasting impact on the blueberry industry in North America. The award was established as the council and industry's highest honor, and is open to influential leaders both past and present. Our inaugural winners were Denny Doyle and Art Galletta of Atlantic Blueberry Co.



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