



# Impact Report 2025



## **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



“ 2025 was the year our blueprint became a breakthrough as our strategic vision turned into tangible results. Through disciplined execution, targeted efforts and key financial support, we transitioned from preparation to high-impact success. These efforts helped us earn seats at influential tables and gave us a voice in some of the industry’s most critical conversations. I’m happy to say that our influence continues to grow – and we’re just getting started!

*Teddy Koukoulis*

Teddy Koukoulis  
NABC Chair



“ Three years ago, the NABC Strategic Plan cast a vision for success. In 2025, many aspects of that vision came to fruition, putting us in the right places at the right times, and expanding our reach beyond what we imagined. As a big-tent organization, our strength lies in shared goals – and our diverse but unified voice drives progress. I hope you’ll take some time to review this report that celebrates our shared wins and sets the stage for reaching even greater heights in the future.

*Kasey Cronquist*

Kasey Cronquist  
NABC President



# NABC Board, Committees & Staff

## Board of Directors Officers

Teddy Koukoulis, **Chair**  
Ellie Norris, **Chair-Elect**  
Chelsea Consalo, **Secretary**  
Tom Avinelis, **Treasurer**  
Pat Goin, **Past Chair**

## Executive Committee

Teddy Koukoulis, **Chair**  
Ellie Norris, **Chair-Elect**  
Chelsea Consalo, **Secretary**  
Tom Avinelis, **Treasurer**  
Ryan Lockman, **Member at Large**  
Pat Goin, **Past Chair**

## NABC Board of Directors Nonvoting Members

Kasey Cronquist, **NABC President**  
Gonzalo Canessa, **International Grower**  
Harold Mongrut, **International Distributor**  
Greg Willems, **Supplier**  
Vacant, **Retail, Foodservice or School Program Member**

## U.S. North American Grower (4)

Andy Brannen  
Chad Don  
David Jackson  
Brittany Lee

## Canadian North American Grower (1)

Sunny Brar

## Mexican North American Grower (1)

Cesar Ortiz Mendoza

## North American Distributor (3)

Bo Slack  
Ryan Lockman  
Derek Eisele

## Industry Trade Organization (1)

Christy Butler

## United Blueberry Advisory Committee

Joe Barsi, **Chair**  
David Jackson  
Andrew Maiman  
Ryan Lockman  
Gonzalo de Elizalde  
Gonzalo Canessa  
Daniel Bustamante  
Lorenzo Venezian  
Tyson Davies  
Cesar Ortiz Mendoza  
Travis Kuhn  
Darren Sinn

## Nominating Committee

Pat Goin, **Chair**  
Tom Avinelis  
Ellie Norris  
Tom Bodtke  
Neil Moore  
Bo Slack  
Teddy Koukoulis, NABC Chair (ex-officio)

## Finance Committee

Tom Avinelis, **Chair**  
Tom Bodtke  
Ellie Norris  
Ernesto Diaz  
Jason Smith  
Jennifer McCarthy  
Teddy Koukoulis, NABC Chair (ex-officio)

## Bylaws Committee

Tom Bodtke, **Chair**  
Ryan Lockman  
Todd Sanders  
Tom Avinelis  
Andy Brannen  
Pat Goin  
Teddy Koukoulis, NABC Chair (ex-officio)

## Government Affairs Committee

Ellie Norris, **Chair**  
Cort Brazelton  
Alex Cornelius  
Ernesto Diaz  
Brittany Lee  
Ryan Lockman  
Jason Smith  
Brad Moorer  
Brandon Raso  
Kolby Lewis  
Teddy Koukoulis, NABC Chair (ex-officio)

## Awards Committee

Neil Moore, **Chair**  
Cort Brazelton  
Chad Don  
Bonnie Lundblad  
Teddy Koukoulis, NABC Chair (ex-officio)

## Trade Task Force

Jeff Malensky, **Chair**  
Christy Butler  
Andrew Maiman  
Luciano Fiszman  
Ellie Norris  
John Duval

## USDA Food Procurement Task Force

John Shelford, **Chair**  
Jeff Malensky  
David Zapf  
Cristian Vivanco  
Haley Noonan  
Shelly Hartmann

## Staff

Kasey Cronquist, President  
Kevin Hamilton, Vice President of Marketing and Communications  
Amanda Griffin, Vice President of Engagement and Education

Leslie Wada, Ph.D., Senior Director of Nutrition and Health Research  
Alyssa Houtby, Senior Director of Government Affairs and Public Policy  
Haiying Zhang, Director of Global Business Development  
Inez Be, Director of Marketing  
Julie Phillips Randles, Interim Director of Communications  
Stacy Plarr, Director of Meetings and Events  
Joe Vargas, Director of Business Intelligence  
Andrea Walters, Director of Organizational Development, People and Culture  
Julie Fogarty (through 6/25), Director of Operations  
Shaun Rundle, Director of Operations  
Jared Ruggles, Director of Finance  
Mandy Boarman, Manager of Industry and Community Engagement  
Gabiella Gebhardt, Coordinator of Communications and Digital Content  
Holly Leslie, Finance and Administrative Specialist  
Crystal Wills, Compliance Coordinator  
Lisa Buckmaster, Administrative Assistant

# Thank You to Our MOU Contributors!

## Over \$12 Million Raised in 4 Years

Established in 2021, the blueberry industry Memorandum of Understanding (MOU) is a coalition of companies contributing a voluntary \$18 per ton to support our industry's unified efforts.

### Signatory IMPORT Organizations



### Signatory EXPORT Organizations



### Country Partner Organizations





# Remaining United

## Creating a Table Where All Are Welcome

NABC members tell us the council is unique in its welcoming culture – one that gives everyone in the blueberry industry a seat at the table and a voice in its future. That kind of engagement makes all the difference, helping all voices in our industry be heard within the NABC, throughout the ag industry and with policymakers.

In 2025, our diverse membership and the blueberry industry Memorandum of Understanding (MOU) helped ensure NABC members had seats at tables they previously couldn't afford to join.

### **MOU Drives Collaboration, Innovation**

The blueberry industry MOU, which is unprecedented in the ag industry, is proof of what can be achieved with an aspirational vision and innovative collaboration. In just four years, the MOU brought in over \$12 million to support NABC and U.S. Highbush Blueberry Council (USHBC) efforts to further drive the priorities that this industry shares in common: marketing, improving data and insights, and advocacy.

We remain united on this strategy that has a proven track record of supporting and uniting the blueberry industry. In fact, since 2021, the MOU has acted as a magnet, creating unity among a variety of organizations that understand the value of supporting the blueberry industry into a successful future.

This group of leading companies is not only continuing to invest an additional \$18/ton voluntarily, but have pledged to provide an additional \$14/ton when the USHBC assessment is increased to \$36/ton for fresh and \$30 for frozen in 2028.

In 2025, Sun Belle joined MOU supporters as a signatory import organization.

## The Blueberry MOU – A Look Back

In 2021, NABC organized the United Blueberry Task Force to facilitate a conversation about how to secure a prosperous future for the blueberry industry. The collective vision was formalized under an MOU, and the United Blueberry Advisory Committee was formed to help continue to further grow and build upon that vision. In 2025, 15 companies were signatories of this MOU, committing their time, knowledge, trust and additional resources to ensure that the industry's dreams are matched with the necessary means.

The task force was established to facilitate cross-industry, solution-focused conversations addressing challenges and opportunities to drive global growth. Key goals included defining strategies for sourcing and allocating industry resources to ensure long-term profitability and success for stakeholders, specifically:

- ★ **Industry collaboration:** Uniting industry leaders to tackle urgent issues, ensuring a unified approach to challenges facing the global blueberry market.
- ★ **Strategic resource allocation:** Determining the best methods to invest industry funds and resources to maximize impact.
- ★ **Sustainability and security:** Securing a prosperous future for all stakeholders by addressing both current and future opportunities.

## \$200k to Support NABC's Nutrition Affairs Efforts

At The 2025 Blueberry Convention, the North American Blueberry Council's United Blueberry Advisory Committee, which evolved from the original task force, took a decisive step to strengthen the industry's voice in health and nutrition policy. MOU contributors voted unanimously to invest an additional \$200,000 in NABC's government affairs program, with a targeted emphasis on nutrition affairs. This investment builds on decades of blueberry health research and the fruit's established reputation as a superfood, ensuring blueberries remain top of mind for policymakers and the administration as they consider government procurement priorities, updates to dietary guidelines and broader initiatives to promote healthy eating.

Growing national attention on health, particularly through the Make America Healthy Again (MAHA) movement, creates a timely opportunity for the blueberry industry. With additional resources in place, NABC will work to position blueberries as part of the solution to the nutrition challenges policymakers are focused on today.

The NABC's goals are to secure a clear distinction for berries in the 2030 Dietary Guidelines for Americans and increase government procurement of blueberries across federal nutrition programs in places such as schools, hospitals and our military, to help advance nutrition policies, such as Food Is Medicine, that encourage greater blueberry consumption.

At its core, the industry's health and nutrition affairs work is about driving demand by reinforcing blueberries' role in a healthy daily diet. Turning that science into policy impact requires strategic advocacy and public affairs to influence decision-makers. By combining traditional government affairs with a broader public affairs approach, we'll leverage growing political interest in health, while protecting the blueberry "health halo."

With added support through the MOU, NABC is well-positioned to elevate blueberries in key policy conversations, engage new health and nutrition champions within the administration and Congress, and ensure blueberries are included in the programs and guidance that shape how Americans eat. By aligning strong science with smart advocacy and leveraging the momentum of MAHA, we are taking meaningful steps to grow blueberry consumption for years to come.



# Government Affairs

Because of NABC, blueberry growers have a voice in Washington, D.C. We are the only advocacy association championing federal policies that directly impact U.S. blueberry growers.

## The Farm Bill

Many of the blueberry industry's long-standing Farm Bill priorities were successfully included in the 2025 budget reconciliation package – H.R. 1, the One Big Beautiful Bill Act (OBBA) – which was signed into law by President Trump on July 4, 2025. The OBBA delivered important extensions of tax relief and targeted investments in the agricultural safety net that directly benefit specialty crop producers, including blueberry growers.

NABC advocacy helped secure provisions that:

- ★ Increase payments under the Tree Assistance Program (TAP).
  - Eliminated the 15% mortality threshold in the TAP.
  - Increased rehabilitation coverage from 50% to 65%.
- ★ Strengthened crop insurance for specialty crops.
  - Increased Supplemental Coverage Option (SCO) coverage from 86% to 90%.
  - Raised SCO premium subsidies from 65% to 80%.
  - Increased premium cost-shares across all coverage levels.
  - Increased Whole Farm Revenue Protection coverage to 90%.
  - Established a 17% minimum reimbursement rate for crop insurance companies and agents serving specialty crops.
- ★ Delivered historic investments in research.
  - Increased the Specialty Crop Research Initiative from \$80 million to \$175 million annually.
  - Secured \$125 million per year in mandatory funding for agricultural research facilities beginning in fiscal year 2026.
  - Increased Specialty Crop Block Grant funding to \$100 million per year.
  - Increased Plant Pest and Disease Management funding to \$90 million per year.
- ★ Improved export market development funding.
  - Created a new supplemental agricultural trade promotion program funded at \$285 million annually beginning in fiscal year 2027.
- ★ Increased conservation funding.
  - Agricultural Conservation Easement Program (ACEP) increased to \$700 million annually by fiscal year 2031.
  - Environmental Quality Incentives Program (EQI) increased to \$3.225 billion annually by fiscal year 2031.
  - Conservation Stewardship Program (CSP) increased to \$1.375 billion annually by fiscal year 2031.
  - Regional Conservation Partnership Program (RCPP) increased to \$450 million annually by fiscal year 2031.

- ★ Protected grower eligibility for disaster assistance.
  - Exempted producers earning more than 75% of income from farming from adjusted gross income limits for disaster and conservation programs.

NABC continues to build on strong partnerships within the industry as an active member of the Specialty Crop Farm Bill Alliance, serving on both the Steering Committee and Legislative Committee. In these roles, NABC works closely with Congress and fellow alliance members to advance Farm Bill priorities and ensure specialty crops remain a central part of future agricultural policy.

These collaborative efforts demonstrate how NABC's partnerships help turn advocacy into tangible results that support growers today, while positioning the blueberry industry for long-term success.



# Government Affairs

## Labor

NABC continued to play a leading role in advancing labor policies that support a stable, legal and affordable workforce for blueberry growers. In 2025, the U.S. Department of Labor issued an Interim Final Rule (IFR) making substantive changes to the methodology used to calculate the Adverse Effect Wage Rate (AEWR) for the H-2A program – a critical development for specialty crop producers.

**The revised AEWR methodology resulted in an average wage rate reduction of approximately \$3 per hour for H-2A workers.** According to the Department of Labor, these changes are expected to generate \$2.46 billion in annual savings for H-2A employers, and \$17.29 billion in savings over 10 years, providing meaningful cost relief and greater predictability for agricultural operations.

NABC actively engaged in the rulemaking process by submitting formal comments in support of the IFR and encouraging broad industry participation. This coordinated effort helped demonstrate strong, on-the-ground support for the updated wage methodology – an important factor as the rule faces ongoing and potential legal challenges.

To amplify grower voices, NABC provided members with tools and guidance to participate directly in the regulatory process, reinforcing the real-world impacts of labor policy decisions on blueberry operations of all sizes.



NABC’s labor advocacy is strengthened through leadership roles in key national coalitions, including:

- ★ Agriculture Workforce Coalition (AWC) – Working with a unified agriculture voice to advance solutions that ensure farmers, ranchers and growers have access to a stable and secure workforce.
- ★ Agriculture Labor Policy Group – Collaborating with a small, strategic network of agricultural associations and legal counsel to ensure the blueberry industry is represented in high-level discussions with Congress and the administration on labor policy reform.

Together, these efforts underscore NABC’s commitment to protecting grower competitiveness, influencing federal labor policy and delivering measurable economic benefits for the blueberry industry.

## Delivering Economic Assistance for Producers

In 2025, NABC played a key role in securing critical economic assistance for specialty crop producers amid record-high labor and farm input costs. Through sustained engagement with USDA, Congress and national coalitions, NABC helped ensure that specialty crops, and blueberry growers in particular, were included in federal relief efforts.

First announced in December 2024, the Marketing Assistance for Specialty Crops (MASC) program authorized \$2 billion in Commodity Credit Corporation funding to support specialty crop growers facing rising costs and to aid in the expansion of domestic markets. In January 2025, following strong program demand and stakeholder feedback, total funding was increased to \$2.65 billion, with the application period closing on Jan. 10, 2025.

NABC advocated successfully for a second tranche of MASC payments, while preserving the program’s producer-friendly structure, including the assumption of need, self-reported revenue and minimal paperwork requirements. In May 2025, U.S. Secretary of Agriculture Brooke Rollins announced a second round of MASC payments totaling up to \$1.3 billion, delivering additional relief to specialty crop producers.



# Government Affairs

Throughout the fall and winter, NABC worked closely with the Specialty Crop Farm Bill Alliance, USDA and congressional leaders to press for continued economic assistance for specialty crops. When USDA announced the \$12 billion Farmer Bridge Assistance Program, which allocated just \$1 billion for specialty crops, NABC engaged directly with USDA leadership to ensure those funds would be delivered in a timely manner. NABC reinforced the importance of using macro-level data and streamlined program mechanics modeled after MASC.

In parallel, NABC supported bipartisan congressional efforts to secure future funding for specialty crop assistance, including a letter to House and Senate leaders that garnered support from nearly one-fourth of Congress. NABC also mobilized growers through a targeted call-to-action, generating more than 60 letters urging congressional support for specialty crop funding and engagement in the newly formed Specialty Crop Caucus.

While advocacy efforts continue, 2025 marked a pivotal year in delivering meaningful economic assistance for specialty crop producers and reinforcing NABC's role as an effective advocate for the blueberry industry.

## Strategic Public Affairs

NABC raised its advocacy profile nationally and weighed in on critical news events affecting the blueberry industry through opinion pieces and policy statements picked up by key ag publications.

NABC President Kasey Cronquist discussed the MAHA Commission report and the USDA's Farmer Bridge Assistance program in *The Grower*, and Senior Director of Government Affairs and Public Policy Alyssa Houtby covered the MAHA Commission Report in *The Blueberry News*.

NABC also issued statements on important policy decisions, including:

- ★ Adverse Effect Wage Rates (AEWR) interim final rule: “Blueberry growers have endured years of rising labor costs and regulatory burdens that have strained family farms and challenged their ability to compete globally. Between 2021 and 2025, blueberry-producing states saw an average 25% increase in wage rates under the Farm Labor Survey-based AEWR, leaving many farms operating on razor-thin margins. NABC applauds the leadership of DOL Secretary Chavez-DeRemer, DHS Secretary Noem and USDA Secretary Rollins for advancing these reforms, and we look forward to working with the agencies to strengthen the sustainability of U.S. blueberry production and the rural communities that depend on it.”

- ★ In a letter to USTR Ambassador Jamieson Greer and Secretary of Agriculture Brooke Rollins, 25 members of Congress representing blueberry producers nationwide pointed to trade barriers in Japan, Korea and Vietnam that have limited market growth and made it more difficult for U.S. blueberries to compete.

“We strongly support the bipartisan congressional letter urging the administration to address longstanding trade barriers in key markets like Japan, Korea and Vietnam,” said Kasey Cronquist, president of NABC. “Eliminating these barriers will expand opportunities for family farmers, strengthen the agricultural economy and ensure the U.S. blueberry industry can thrive globally. We thank Reps. Larsen and Newhouse for championing fair access to export markets on behalf of blueberry growers nationwide.”

- ★ Farmer Bridge Assistance Program: “NABC appreciates the Trump administration’s continued recognition that American farmers are facing record-high production costs and dangerously tight financial margins. We also appreciate the administration’s commitment to conducting due diligence to ensure that specialty crop producers receive appropriate relief, and we look forward to continued engagement as the department evaluates how best to address the needs of blueberry farmers.”



# Government Affairs



## Advocacy Efforts That Made a Difference

In addition to the efforts mentioned above, in 2025 NABC:

- ★ **Was one of 10 co-plaintiffs that challenged the Department of Labor’s (DOL) Farmworker Protection Rule in the U.S. District Court for the Southern District of Mississippi, Southern Division, resulting in a nationwide stay and the DOL’s eventual rescission of the rule.**
- ★ Arranged for Health and Human Services Secretary Robert F. Kennedy Jr. to ride the blueberry smoothie bike on stage with Secretary Brooke Rollins at the USDA’s Farmers Market.
- ★ When the USDA blueberry breeding program was impacted by federal funding cuts, NABC united the industry and advocated for critical staff to be retained.
- ★ When the USDA significantly reduced the price election for blueberries in the Southeast, the NABC worked to secure a more accurate market-based valuation.
- ★ After Hurricane Helene, NABC worked to ensure USDA-FSA would accept late applications for the Tree Assistance Program and that growers received their Hurricane Insurance Protection payments.

- ★ Made significant progress on long-standing market access requests, including South Korea, Australia and New Zealand, and advocated for tariff reductions in other markets to ensure U.S. blueberries can realize their full potential in markets like Japan and Vietnam.
- ★ Provided testimony before the U.S. Trade Representative in support of fair trade through the continuation of USMCA.

## National Blueberry Month

NABC pulled out all the stops to celebrate and highlight National Blueberry Month in July, including attention-getting promotions, events in Washington, D.C., and an NABC membership drive. All of these efforts helped raise awareness and support the success of the blueberry industry.

For 2025, our efforts included:

- ★ Hosting the Blueberry Ice Cream Social on Capitol Hill in partnership with the National Milk Producers Federation.
- ★ Passing out blueberry Clif Bars and blueberry belVita Breakfast biscuits, along with National Blueberry Month pins, at the Capital South Metro Station during the morning commute.
- ★ Driving home messages around blueberries' health halo and year-round availability.
- ★ Showcasing industry advancements during field days.



# Programs and Events

## The Blueberry Hill Climb and Industry Meetings

March 24-28, 2025, Alexandria, VA



**The Blueberry  
Hill Climb**



### By the numbers:

- ★ 111 attendees
- ★ 34 congressional and senatorial meetings.
- ★ 18 member-level meetings.
- ★ 5 meetings with USDA, including with the chiefs of staff and top administrators for five of the eight USDA mission areas: Farm Programs and Conservation (FPAC); Food, Nutrition and Consumer Services (FNCS); Marketing and Regulatory Programs (MRP); Research, Education and Economics (REE); and Trade and Foreign Agricultural Affairs (TFAA).
- ★ 1 meeting with the White House.
- ★ 4 educational sessions on tax policy, tariffs and trade, the Farm Bill and agriculture labor policy and regulatory updates.
- ★ 1 Blueberry Pinnacle Award honoring Rep. Kat Cammack (R-FL).
- ★ 1 Inspiring Possibilities keynote address by Tate Bennett, senior adviser of policy at the America First Policy Institute.





The annual Blueberry Hill Climb brings together growers, handlers, researchers and allied industry members to address the blueberry industry’s biggest policy priorities with Congress and the presidential administration. In 2025, our delegation advocated for policies that support the competitiveness of U.S. blueberry farmers, such as the Farm Bill, H-2A reform and improved access to key foreign markets.

At the White House, the delegation discussed key issues impacting U.S. agriculture, pain points blueberry growers are experiencing and the future of the blueberry industry. As a part of their visit, growers also met with the chairs of House and Senate Agriculture Committees – Rep. Glenn G.T. Thompson (R-PA) and Sen. John Boozman (R-AR).

# Programs and Events

At USDA, the delegation met with teams from the USDA’s Trade and Foreign Agricultural Affairs (TFAA); Marketing and Regulatory Programs (MRP); Research, Education and Economics (REE); Agricultural Marketing Service (AMS); and Farm Programs and Conservation (FPAC) mission areas. Jennifer Tiller, chief of staff to the Office of the Deputy Secretary and senior advisor to the Secretary for Food, Nutrition and Consumer Services, addressed the group as a keynote speaker. Tate Bennett of the America First Policy Institute, and former special assistant to President Trump on agriculture and agriculture trade, was the featured speaker at our “Inspiring Possibilities” dinner.

The Blueberry Pinnacle Award was presented to Congresswoman Kat Cammack (R-FL 3rd District), recognizing her outstanding leadership in advancing policies that enhance the competitiveness of U.S. blueberry growers. The Red, White and Blueberry Reception was attended by over 150 members of Congress and their staff, and featured appearances by Chair Glenn G.T. Thompson (R-PA) and Rep. David Rouzer (R-N.C.).

During our industry meetings, attendees joined USHBC and NABC committee meetings, networked with peers, learned from engaging speakers and had time to experience our nation’s capital.





# Programs and Events

## The Blueberry Convention

October 8-10, 2025, Seattle, WA

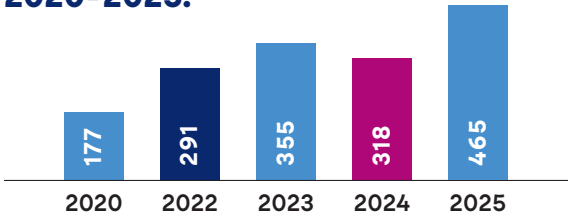


### By the numbers:

- ★ 465 attendees
- ★ 44 exhibitors

The blueberry industry gathered at The 2025 Blueberry Convention in Seattle to explore cutting-edge technologies and groundbreaking advancements in the blueberry industry. Attendees heard from inspirational keynotes and learned side-by-side during educational sessions. Our first-ever Blueberry Boost Accelerator pitch competition introduced attendees to innovative products that incorporate blueberries in bold ways during a “Shark Tank” style competition, and we honored industry luminaries during our awards dinner and reception. Many attendees also visited Washington state’s most innovative blueberry operations during The Blueberry Farm Tour.

### Attendees 2020-2025:





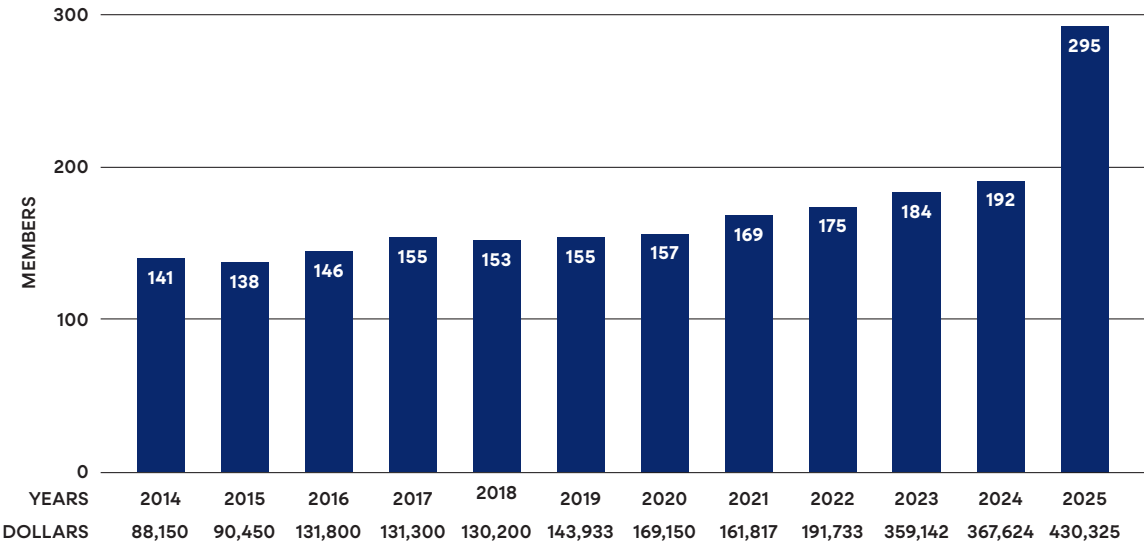
# Membership

NABC members are thought leaders in the blueberry industry. Our powerful membership includes growers, distributors, suppliers and others connected to the blueberry community. In 2025, our membership grew to 295 active members, including 138 new members.

Additionally, MBG Marketing became an NABC organizational member, expanding our membership exponentially. Over the last five years, membership is up 75%, increasing dues revenue by two-and-a-half times.

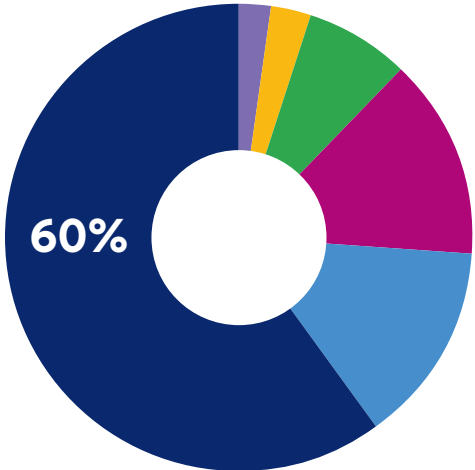
Throughout 2025, our diverse membership learned collaboratively during exclusive educational webinars, explored the latest innovations and solutions in our event expo spaces and connected with colleagues by leveraging our membership directory.

## Membership Growth 2014-2025



## Membership by Industry Segment

- Growers 60%
- Distributors 14%
- Suppliers 14%
- Researchers (Affiliate members) 7%
- Industry Trade Organizations 3%
- Retailers 2%



# Financial

Thanks to the financial contributions and resources blueberry industry stakeholders provided in 2025, the NABC has maintained its rock-solid financial foundation. In addition to financial stability and healthy reserves, we've strengthened our ability to innovate, scale and pave the way for a future of sustained growth.

## 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+

Driscoll's  
Naturipe  
Sun Belle  
Unitec

### \$10,000-\$19,999

BerryFresh  
California Giant Berry  
Ellips  
Fall Creek  
Farms  
MBG Marketing  
North Bay Produce  
OzBlu/United Exports  
WECO

### \$5,000-\$9,999

A&B Packing  
BeeFlow  
BeeHero  
Consalo Family Farms  
Family Tree Farms  
NuBerry  
Orchard Robotics  
Oxbo  
Rabo Agri  
Tomra  
Wish Farms

### \$500-\$4,999

3D BioSciences  
AgCode  
AgroFresh  
AMVT  
Andgar  
Bee Better Certified  
Bird Control Group  
BirdGard  
Blueline Equipment  
Company  
Burro  
Bytecode  
California Blueberry  
Nursery  
Fine Field  
GravityFoundation Corp.  
Homegrown Organic  
Farms  
Innov8.ag  
Meter Group  
Monte Package Company  
Mountain Pacific  
Machinery  
MultiVac  
The Northlake Partners  
Oregon Blueberry Nursery  
Parabug  
PickTrace

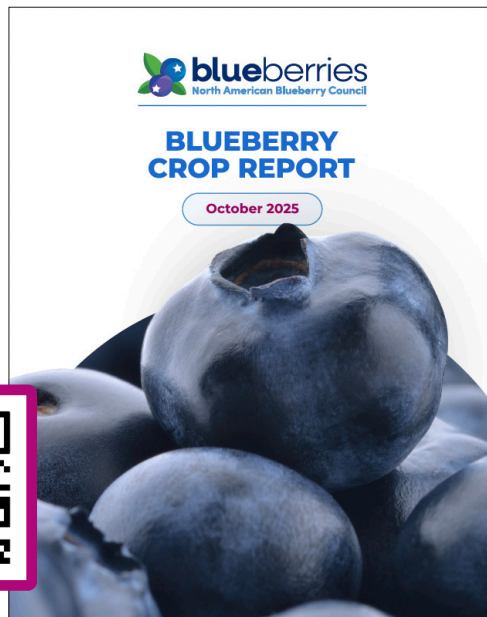
Pinioin  
PrinTrayce Systems, LLC  
Profile Products  
Rader Farms  
Rineri  
Riococo  
Skysense  
Sonoco  
SWAN Systems  
Thunderbird Plastics  
True Organic Products  
Windham Packaging  
WUSATA  
Z Group



# Data and Insights

Fueling the success of the blueberry industry is at the heart of everything we do. We equip our members with the critical data required to make smarter decisions and win in a competitive landscape.

In 2025, we turned the popular crop report from our “The Business of Blueberries” podcast into an exclusive audio download for NABC members.



We also published a full version of the NABC Crop Report that was presented at The Blueberry Convention, and made it available exclusively to members.

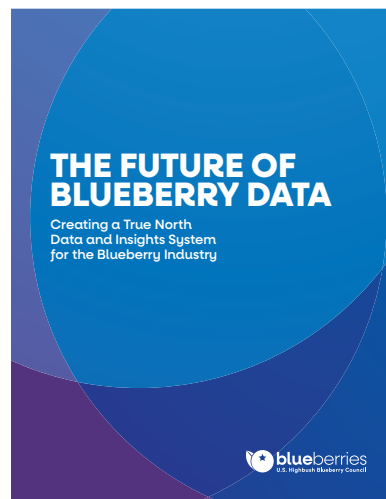


## Blueberry Data & Intelligence Summit

The first-ever Blueberry Data & Intelligence Summit was held June 4-6 in Santa Clara, California. During the two-day event, 36 attendees representing a cross section of growers, marketers and industry organization representatives took a deep dive into the state of the blueberry industry’s data and insights tools, and rolled up their sleeves to imagine what could be improved, and what tools and resources could support that improvement.

The event helped inform what an industry-owned and industry-driven blueberry data and insights system might look like, outlined how it would differ from existing data sources and established next steps for building this collaborative future.

Post-event, we published a white paper titled *The Future of Blueberry Data: Creating a True North Data and Insights System for the Blueberry Industry*, which recapped the recommendations that emerged from the event and outlined next steps in creating a data and insights system the blueberry industry can count on.



# Industry Recognition

The annual NABC Awards spotlight exceptional individuals whose accomplishments advance the blueberry industry. We were proud to honor these luminaries at a dinner and reception during The 2025 Blueberry Convention in Seattle.

## 2025 Duke Galletta Award Winner – Bill Cline

For excellence in blueberry horticultural research.

## 2025 Alex Wetherbee Award Winners – Janice Honigberg and Pat Goin

For outstanding contributions to the blueberry industry in marketing and promotion.

## 2025 Blueberry Hall of Fame Award Winners – Mike Mainland and Victor Moller (posthumously)

Celebrates blueberry leaders, growers and suppliers who have made a lasting impact on the blueberry industry in North America.



Duke Galletta Award winner Bill Cline, left, with NABC President Kasey Cronquist.



Alex Wetherbee Award winner Pat Goin, left, with NABC President Kasey Cronquist.



U.S. Highbush Blueberry Council Past Chair Shelly Hartmann, left, with Alex Wetherbee Award winner Janice Honigberg.



Blueberry Hall of Fame Award winners Mike Mainland, left, and Victor Moller, right.



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