



Detailed Schedule of Events

As of 4/24/26

Monday, September 21

8 a.m. - 4 p.m. Blueberry Industry Leadership Program Session Class #4 *(invite only)*

Location: Windjammer 1-2, Level 1

Members of Blueberry Industry Leadership Program Class 4 will take part in a program session held during convention. While this is a closed session for class participants, attendees will see Class 4 members engaged throughout the week as they continue their leadership journey and connect with the broader industry.

Tuesday, September 22

8 a.m. - 4 p.m. Blueberry Industry Leadership Program Session Class #4 *(invite only)*

Location: Windjammer 1-2, Level 1

8 a.m. - 3 p.m. Blueberry Lane and Blueberry Row Exhibitor Set Up

Location: Regency Foyer and Regency 1-3, Level 2

12 p.m. - 6 p.m. Registration Open

Location: Regency 1-3, Level 2

12 p.m. - 4 p.m. Blueberry Boardroom

Location: Oaktree, Level 1

The Blueberry Boardroom offers attendees a dedicated space to meet with colleagues, host team conversations or hold business meetings during the convention. Reservations are available throughout the event, and advance booking is encouraged. More information coming soon on how to book the room.

2 p.m. - 3:30 p.m. State and Country Roundtable Meeting *(invite only)*

Location: Spyglass, Level 1



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2 p.m. - 4 p.m. Tech Tuesday (*Keynote and Meals ticket required*)

Location: Big Sur, Level 1

Explore emerging and advancing technologies shaping the future of the blueberry industry during this special education session organized by the BerrySmart Technology Task Force. Over the course of two hours, attendees will gain insight into innovations, tools and ideas designed to support on-farm efficiency, data-driven decision-making and long-term industry progress.

4:30 p.m. - 6 p.m. Visit Health Halo Corner and the Merch Table

Location: Regency Foyer, Level 2

4:30 p.m. - 5 p.m. Exhibitor's Welcome Reception (*invite only*)

Location: Regency Foyer, Regency 1-3, and Regency Terrace, Level 2

5 - 6 p.m. Ribbon Cutting Ceremony, NABC President's Welcome Reception, Stroll Down Blueberry Lane

Location: Regency Foyer, Regency 1-3, and Regency Terrace, Level 2

Start The Blueberry Convention with an evening of connection and celebration as we officially open the event with a ribbon-cutting ceremony. Then, enjoy the NABC President's Welcome Reception and take a stroll down Blueberry Lane to visit exhibitors, reconnect with industry colleagues and discover the products, services and innovations helping move the blueberry industry forward.

Wednesday, September 23

6 a.m. - 7 a.m. BerryFit Club 5K (*ticket required*)

Location: Meet up in the hotel Lobby, Lobby Level

Kick off the morning with the BerryFit Club 5K, a fun and energizing way to start the day before convention programming begins. Runners and walkers of all paces are welcome.

7 a.m. - 5 p.m. Registration Open

Location: Regency 1-3, Level 2



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7 a.m. - 5 p.m. Blueberry Lane and Blueberry Row Open

Location: Regency Foyer and Regency 1-3, Level 2

7 a.m. - 5 p.m. Blueberry Boardroom

Location: Oaktree, Level 1

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7:30 a.m. - 8:30 a.m. Opening Keynote Breakfast (*Keynote and Meals ticket required*)

Location: Regency Main, Level 2

Begin the convention with breakfast and an inspiring opening keynote that sets the stage for the days ahead. This featured session will bring attendees together for a thoughtful and energizing start to the event.

8:30 a.m. - 9 a.m. Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1-3, Level 2

9 a.m. - 11:30 a.m. USHBC Council Meeting

Location: Regency 4-6, Level 2

The U.S. Highbush Blueberry Council will gather for its official council meeting to discuss priorities, review ongoing initiatives and help guide the organization's work on behalf of the blueberry industry. All convention attendees are welcome to attend.

11:30 a.m. - 12:30 p.m. Meet, Eat & Explore

Location: Regency Foyer, Level 2

Enjoy a relaxed, open lunch in the heart of the convention action. With seating throughout the common areas near Blueberry Lane and Blueberry Row, it's the perfect chance to grab a bite, connect with exhibitors and spend time with fellow attendees. All are welcome (no ticket needed for this lunch!).



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12:30 p.m. - 12:45 p.m. Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1-3, Level 2

12:45 p.m. - 2 p.m. Blueberry Boost Accelerator Live Pitch Competition

Location: Regency Main, Level 2

Meet the four cohort members of the Blueberry Boost Accelerator – USHBC's program that propels standout products and entrepreneurs innovating with blueberries toward growth and commercialization. This high-energy “Shark Tank-style” event will feature pitches from the four companies and a live Q&A with expert judges.

2 p.m. - 2:40 p.m. NABC Crop Report *(ticket required for non-members)*

Location: Regency 4-6, Level 2

NABC will share crop updates from growing regions across the blueberry industry, giving attendees a timely look at production conditions and the current state of the season.

2:45 p.m. - 4:15 p.m. NABC Board Meeting

Location: Regency 4-6, Level 2

The NABC Board of Directors will gather for its official meeting to review important industry topics, discuss association priorities and help guide the organization's work on behalf of its members and the broader blueberry industry.

4:30 p.m. - 5:30 p.m. NABC United Blueberry Advisory Committee *(Members only)*

Location: Regency 4-6, Level 2

6:30 p.m. - 9:30 p.m. Blueberry Night at the Aquarium *(ticket required)*

Location: Monterey Bay Aquarium (Ocean's Edge Wing) 886 Cannery Row

Join us for a one-of-a-kind strolling dinner as the blueberry industry takes over the Monterey Bay Aquarium. Enjoy chef-curated food stations, coastal views and access to incredible exhibits — all in a vibrant setting designed for connection and celebration.



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Thursday, September 24

5:45 a.m. - 6:45 a.m. BerryFit Club Yoga *(ticket required)*

Location: Regency Terrace (indoor location: Spyglass)

Ease into the morning with BerryFit Club Yoga, a welcoming session designed to help you stretch, reset and start the day feeling refreshed. All experience levels are welcome.

7 a.m. - 3 p.m. Registration Open

Location: Regency 1-3, Level 2

7 a.m. - 3 p.m. Blueberry Lane and Blueberry Row Open

Location: Regency Foyer and Regency 1-3, Level 2

7 a.m. - 5 p.m. Blueberry Boardroom

Location: Oaktree, Level 1

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7:30 a.m. - 9:30 a.m. Keynote and Awards Breakfast *(Keynote and Meals ticket required)*

Location: Regency Main, Level 2

Join us for a special morning of inspiration and celebration as we gather for a featured keynote and recognize outstanding leaders in the blueberry industry. During this breakfast, NABC will present its annual awards, including the Elizabeth White Award honoring women in blueberries.

9:30 a.m. - 10:30 a.m. Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1-3, Level 2

10:30 a.m. - 12:15 p.m. USHBC Promotion Committee Forum

Location: Regency Main, Level 2



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12:15 p.m. - 12:30 p.m. Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1-3, Level 2

12:30 p.m. - 1:30 p.m. Lunch Concurrent Education Session #1 (*Keynote and Meals ticket required*)

Location: Regency Main, Level 2

12:30 p.m. - 1:30 p.m. Lunch Concurrent Education Session #2 (*Keynote and Meals ticket required*)

Location: Cypress, Level 1

12:30 p.m. - 1:30 p.m. Lunch Concurrent Education Session #3 (*Keynote and Meals ticket required*)

Location: Big Sur, Level 1

1:30 p.m. - 2:00 p.m. Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1-3, Level 2

2:00 p.m. - 3:15 p.m. USHBC Industry Engagement Committee Forum

Location: Regency Main, Level 2

2 p.m. - 5 p.m. Blueberry Lane and Blueberry Row Tear Down

Location: Regency Foyer and Regency 1-3, Level 2

3:30 p.m. - 4:30 p.m. Grab a Boost of Blue Happy Hour

Location: Regency Terrace

Close out the convention with the Grab a Boost of Blue Happy Hour, a relaxed gathering designed for attendees to connect, unwind and celebrate a great week together before heading home or on to the industry tour.



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Friday, September 25

8:00 a.m. - 4:00 p.m. Blueberries & Beyond: A Central Coast Tour (*ticket required*)

Location: Off-Site

Wrap up the convention with an on-the-ground look at agriculture in the Monterey area. This industry tour will give attendees the opportunity to explore blueberry-related production, while also experiencing the broader agricultural landscape of California's Central Coast. From field-level insights to a better understanding of the region's diverse commodities, the tour will offer a meaningful final-day experience and a closer look at the people, crops and innovation shaping this important growing region.