



**Florida Blueberry Growers Association Resolution:
Support for the Continuation of the U.S. Highbush Blueberry Council**

The Florida Blueberry Growers Association Board of Directors supports the continuation of the U.S. Highbush Blueberry Council (USHBC) and encourages all eligible Florida growers to vote **“YES”** in the 2026 referendum.

As a state association, our role is to support and advance the interests of Florida blueberry growers. That responsibility includes recognizing and supporting the national program that creates demand and opportunity far beyond what any single state can achieve on its own. The USHBC was created by the industry to grow the entire blueberry category, and it plays a vital role in building demand — both in the United States and in markets around the world.

The Florida Blueberry Growers Association Board believes in the work of USHBC and the value it delivers through coordinated research, promotion and industry services — focused on growing the pie so that the opportunity is greater for all growers.

Continued investment in demand is imperative to maintaining a strong and competitive marketplace. No other organization can do this work at the scale required, and the continuation of USHBC ensures our industry remains aligned, effective and positioned for the future.

For these reasons, the Florida Blueberry Growers Association Board of Directors urges Florida growers to support the continuation of USHBC.

Vote “YES” in the 2026 referendum.

Sincerely,

Florida Blueberry Growers Association Board of Directors

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