



# The Blueberry Industry Created USHBC 25 Years Ago to Grow the Entire Category

USHBC continues to do just that by giving consumers in the U.S. more reasons to buy more blueberries, expanding demand for U.S. blueberries in global markets and providing resources that equip all in the industry for greater success. USHBC is the only organization focused on building demand and growing the entire pie, so that individual slices have the potential to be bigger for everyone.

With momentum on its side, the industry-led work of USHBC has never been more important than it is today. The marketplace is filled with pressures – including supply threatening to outstrip demand – but also with tremendous promise. There's still room for growth and for USHBC to make bigger opportunities possible for people to build the business, life and legacy they want.

Here are some of many reasons to believe in the past, recent and future efforts of USHBC:

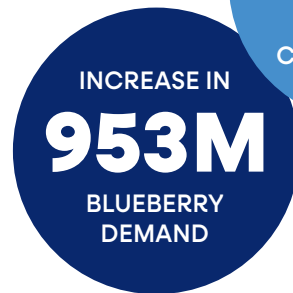
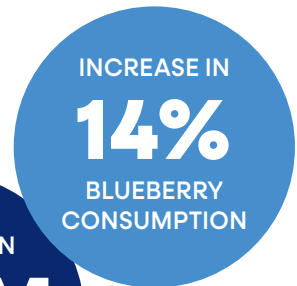
## A Strong Return on Investment, Year After Year

According to the independent and reputable 2024 Kaiser Report, USHBC's efforts from 2010 to 2023 resulted in:

- A 14% increase in average annual blueberry consumption.
- A 953-million-pound increase in blueberry demand.
- A 163% increase in growers' revenue.
- A return of \$19.29 for every dollar spent.<sup>1</sup>

## Record Retail Sales in 2025

With USHBC serving as the marketing team for the entire industry, the retail sales of fresh and frozen blueberries soared to a record **\$3.8 billion in 2025**. Fresh blueberries grew in dollar sales by 6.6% – nearly four times the growth rate of the total produce category – where dollar sales grew only 1.8% in 2025.<sup>2</sup>



## Building From a Well-Earned Reputation as a “Good-For-You” Superfruit

Thanks to decades of USHBC marketing informed by health research, 83% of U.S. consumers today say that blueberries are a healthy choice.<sup>3</sup> And for the first time in modern history, they want – and expect – them year-round. USHBC’s Health Research Advisory Board is doubling down on cognitive health in this research cycle, a category of high relevance to both an aging global population and health-conscious younger audiences.

## A New Campaign That “Goes Big” on Creating Emotional Connections

Health benefits are where marketing opportunities begin for the blueberry industry. USHBC’s latest marketing campaign – “Blueberries GO BIG” – helps create a demand-driving emotional connection by showing that big things happen when you Grab a Boost of Blue. The consumer campaign highlights the delicious, craveable and shareable attributes of blueberries, and targets blueberry consumers through video ads, social media, connected TV, paid search and more. To date, the award-winning campaign has surpassed its goals, with more than 257 million impressions and a cross-channel reach of 31.8 million.<sup>4</sup>

## Expanding Export Opportunities for U.S. Blueberries

By securing millions of dollars in federal grant funding, USHBC continues to elevate export opportunities for U.S. blueberry growers. Those strategic initiatives opened high-value markets for fresh blueberries in Australia, China, the Philippines and Vietnam. Marketing campaigns across India, Japan, Mexico, Southeast Asia and South Korea culminated in a 15% increase in export volume and a 32% surge in total value from 2019 to 2025.<sup>5</sup>

## Equipping the Industry With Critical Data

USHBC data and analytics initiatives, including BerrySmart Insights, are equipping the industry with more timely and complete data to help make critical strategic decisions.

### Sources:

1. “An Economic Analysis of Domestic Market Impacts of the U.S. Highbush Blueberry Council,” Harry M. Kaiser, Cornell University, September 2024.
2. NielsenIQ (NIQ) Total U.S. xAOC, Period Ending 12/27/2025, Latest 52 weeks.
3. USHBC Blueberry Brand Health Tracker, Feb. 2025 (n=1,000 U.S. consumers).
4. Schafer Condon Carter, Paid Media YTD Reporting, April 2026.
5. USDA Gants/U.S. Census Bureau.

