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## MBG MARKETING LETTER OF SUPPORT

June 5, 2026

### **An Open Letter to the Blueberry Industry**

The Blueberry Industry is unique in that we have been able to put our company hats aside and unite to promote blueberries generically as a commodity. Collectively, we have the potential to create demand on blueberries.

As such, MBG Marketing supports the continuation of the U.S. Highbush Blueberry Council (USHBC) and encourages all eligible growers to vote **“YES”** in the referendum vote that will take place July 13–24, 2026.

MBG Marketing is a grower-owned blueberry marketing cooperative with around 150 members in seven states. For nearly a century, we have advocated for policies and programs that benefit blueberry farmers, including the creation of the USHBC.

It is no coincidence that blueberries have steadily grown in both prominence and popularity since 2000 when the USHBC was established. Blueberries are now widely considered a “superfood”, and consumption has reached historic levels, due in large part to USHBC’s coordinated and national marketing efforts and its funding of nutrition research. If the blueberry industry wants to continue growing and thriving, then the work of the USBHC to stimulate and sustain consumer demand, develop new markets and promote our products must also continue.

MBG Marketing urges all eligible industry members to invest in and support the future of the blueberry industry by voting to **continue the USHBC**.

Sincerely,

MBG Marketing