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**Oregon Blueberry Commission Resolution:
Support for the Continuation of the U.S. Highbush Blueberry Council**

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

As an Oregon commodity commission, our role is to support and advance the interests of Oregon blueberry growers. That responsibility includes recognizing and supporting the national programs that create demand and opportunity far beyond what any single state can achieve on its own. 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 Commission believes in the work of USHBC and the value it delivers through coordinated research, promotion, and industry services—focused on increasing consumption and demand so that the opportunity is greater for all growers. Ultimately, USHBC’s work makes greater opportunities possible for growers to build their businesses and support the life and legacy they are working toward.

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 Oregon Blueberry Commission urges Oregon growers to support the continuation of USHBC.

Sincerely,
Oregon Blueberry Commission

