



To: British Columbia Blueberry Growers and Industry Partners

From: BC Blueberry Council Board of Directors

Date: July 14, 2026

Subject: Support for Continuation of the U.S. Highbush Blueberry Council (USHBC)

The BC Blueberry Council (BCBC) is pleased to add its voice in support of the continuation of the U.S. Highbush Blueberry Council (USHBC), and we encourage all eligible U.S. producers and importers to vote “YES” in the 2026 USHBC Continuance Referendum, being conducted by the USDA's Agricultural Marketing Service from July 13 to July 24, 2026.

While BCBC represents growers here in British Columbia, our industry is closely tied to the broader North American blueberry community. The United States is one of the most important markets for our fruit, and the strength of consumer demand south of the border directly impacts the success of growers here at home. It is also important to note that BCBC works jointly with USHBC on several research programs, ensuring that growers on both sides of the border benefit from shared science and stronger, more resilient growing practices.

Since 1965, the North American Blueberry Council (NABC) has served as a unifying voice for growers across the continent and has been instrumental in establishing USHBC to provide the industry with coordinated research and promotional strength that no single grower, region, or country could build alone. Decades of USHBC investment in research, consumer education, and market development have helped position blueberries as a trusted symbol of wellness worldwide, a reputation that growers on both sides of the border continue to benefit from.

This referendum marks an important decision point for the industry's future. A continued USHBC means continued investment in the shared work of building demand, funding health research, and expanding markets, work that strengthens the entire North American blueberry community, including our own growers here in British Columbia.

For these reasons, the BC Blueberry Council Board of Directors proudly stands behind the continuation of USHBC and encourages every eligible voter across the industry to make their voice heard. For more information on the referendum, please visit the NABC's resource referendum page at nabc.blueberry.org/2026-ushbc-continuance-referendum.

Sincerely,

BC Blueberry Council

Sudeshna Nambiar
Executive Director, BC Blueberry Council