



To: California Blueberry Industry

From: California Blueberry Board of Directors

Date: July 13, 2026

Subject: Support for Continuation of The U.S. Highbush Blueberry Council

The California Blueberry Commission Board of Directors strongly supports the continuation of the U.S. Highbush Blueberry Council (USHBC) and encourages all eligible California blueberry growers to vote **"YES"** in the 2026 referendum.

The California Blueberry Commission is committed to protecting and advancing the long-term success of California blueberry growers. An important part of that mission is supporting national programs that strengthen demand for blueberries and create opportunities that extend beyond the capabilities of any individual state. Established by the industry, the U.S. Highbush Blueberry Council serves as the unified national organization dedicated to increasing blueberry consumption through research, promotion, consumer education, and market development in both domestic and international markets.

The Board recognizes the important role USHBC plays in expanding demand for blueberries and providing long-term value to growers. By investing in coordinated research, marketing, and industry initiatives, USHBC helps build consumer awareness, increase consumption, and strengthen the competitiveness of the U.S. blueberry industry. These efforts create greater market opportunities that benefit growers across the country, including those here in California.

For these reasons, the California Blueberry Commission Board of Directors respectfully encourages all eligible California blueberry growers to support the continuation of the U.S. Highbush Blueberry Council. For more information, please visit the USHBC Referendum Resource Center website: <https://shorturl.at/HHXUm>.

Sincerely,

California Blueberry Commission Board of Directors