

To: Blueberry Growers, Importers, and Industry Partners in the United States

From: Proarandanos (Peruvian Blueberry Growers Association)

Date: July 2026

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

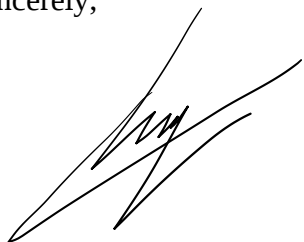
Since its creation, the USHBC has played a fundamental role in the extraordinary growth the blueberry category has experienced in the U.S. and worldwide. Through its consumer promotion programs and its support for scientific research into the health benefits of blueberries, the USHBC has helped position blueberries as one of the most recognized and valued superfoods among consumers in the United States and around the world. This work has been key to building the solid, growing demand that sustains the industry today.

We firmly believe that the continuity of this program is essential to keep strengthening the category's position. The trust consumers place in blueberries as a healthy, reliable, and high-quality food is the result of years of sustained work in research, nutrition education, positioning, and promotion carried out by the USHBC. Continuing this coordinated investment in research and promotion holds great potential to keep boosting demand for blueberries, creating value for producers, importers, and retailers, and, above all, for those who enjoy this fruit at their table every day, as well as for the new consumers it will continue to attract.

As one of the leading suppliers of blueberries to the U.S., and as a major contributor to the USHBC through assessments and voluntary contributions, Proarandanos, on behalf of the Peruvian blueberry industry, proudly stands behind the continuation of the U.S. Highbush Blueberry Council and respectfully calls on every eligible voter to exercise their right and vote "YES" in this year's referendum. The future of the category depends, to a great extent, on our continuing to work together to strengthen consumer trust and to keep demonstrating, with evidence, why blueberries deserve a central place in a healthy diet.

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.

Sincerely,



Luis Miguel Vegas Arias Stella

General Manager, Proarandanos