



Blueberry
Committee

To: U.S. Blueberry Producers and Importers Eligible to Vote in the 2026 USHBC Referendum

From: Blueberry Committee - Frutas de Chile

Date: July 2026

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

The Blueberry Committee at Frutas de Chile, representing Chile's fresh blueberry industry, is pleased to express its support for the continuation of the U.S. Highbush Blueberry Council (USHBC). We encourage all eligible U.S. producers and importers to vote "YES" in the 2026 USHBC Continuance Referendum.

For decades, the United States has been Chile's most important export market for fresh blueberries and will continue to play a strategic role in the future of our industry. After a period of adjustment driven by the rapid expansion of global blueberry production and increasing international competition, Chile is entering a new phase of sustainable growth through varietal renewal, improved fruit quality, and enhanced competitiveness.

The relationship between the U.S. and Chilean blueberry industries has long been one of partnership and mutual benefit. As one of the leading Southern Hemisphere suppliers, Chile has helped provide consumers with a reliable, high-quality supply of fresh blueberries during the U.S. off-season. This continuity of supply has contributed to transforming blueberries into a year-round category, strengthening consumer purchasing habits and supporting the long-term growth of demand that benefits growers throughout the U.S. production season.

The work of the U.S. Highbush Blueberry Council has been fundamental to this success. Through sustained investments in nutrition research, consumer education, health messaging, and category promotion, the USHBC has helped position blueberries as one of the world's leading healthy foods. While these initiatives mainly focus the U.S. market, their positive impact extends across the global blueberry industry.

Today, as worldwide production continues to expand, maintaining strong consumer demand is more important than ever. Continued investment through the USHBC will help ensure that blueberries remain one of the fastest-growing fruit categories, creating value for U.S. producers, importers, retailers, and consumers alike.

For these reasons, the Blueberry Committee at Frutas de Chile proudly supports the continuation of the U.S. Highbush Blueberry Council and respectfully encourages every eligible voter to vote "YES" in the 2026 referendum.

Sincerely,

A handwritten signature in dark ink, appearing to read "Andrés Armstrong Würth".

Andrés Armstrong Würth

Executive Director

Blueberry Committee - Frutas de Chile