

July 17, 2026

**ANEBERRIES**

**National Association of Berry Exporters of Mexico**

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

Dear U.S. blueberry producers and importers eligible to vote in the U.S. Highbush Blueberry Council (USHBC) Continuance Referendum:

On behalf of the National Association of Berry Exporters of Mexico (ANEBERRIES), we express our strong support for the continuation of the U.S. Highbush Blueberry Council (USHBC) and respectfully encourage all eligible producers and importers to vote "YES" in the 2026 Continuance Referendum.

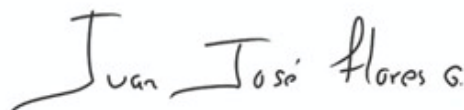
Mexico and the United States have built one of the world's strongest and most competitive blueberry supply chains. Based on complementary production seasons and a shared commitment to quality, food safety, innovation, and sustainability, this partnership has strengthened blueberry consumption and generated value across the entire supply chain.

As the representative organization of one of the leading suppliers of fresh blueberries to the U.S. market, ANEBERRIES recognizes that strengthening consumer demand benefits the entire blueberry category. In this regard, the U.S. Highbush Blueberry Council has played a vital role by advancing scientific research, consumer promotion, and nutrition education, contributing to the sustainable growth of the industry.

In an increasingly competitive global marketplace, continued investment in market development and consumer demand is essential to ensuring the long-term competitiveness of the blueberry industry. The continuation of the USHBC represents a strategic investment that creates lasting value throughout the supply chain.

At ANEBERRIES, we firmly believe that the sustainable growth of the blueberry category depends on strong institutions that promote research, innovation, and consumer demand. For this reason, we reaffirm our full support for the continuation of the U.S. Highbush Blueberry Council and respectfully encourage all eligible producers and importers to vote "YES" in the 2026 Continuance Referendum.

**Sincerely,**



**Juan José Flores García**  
**General Director**

**ANEBERRIES – National Association of Berry Exporters of Mexico**