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Welcome to BluePrint, the quarterly e-letter designed to keep retailers and distributors up-to-date on how the U.S. Highbush Blueberry Council supports your business throughout the year.

About Us

The U.S. Highbush Blueberry Council consists of growers and packers in North and South America who market their blueberries in the United States. The members of the USHBC work together to promote the growth and well being of the entire industry.

Blueberries Take Starring Role!



The USHBC's year-round, multi-pronged blueberry promotions help keep blueberries top-of-mind with your customers. The more information about the health benefits and convenience of blueberries we get to your customers, the more blueberries you sell!

Blueberry news and recipes have been featured in the media throughout the year. Here's just a sampling of where blueberries have starred on TV, for a total of about 36 million viewers!

Dr. Wendy Bazilian, dietitian and author of *The SuperFoods Rx Diet*, appeared in major markets including Fox's *Good Day New York*, Telemundo's *Primera Edicion Morning* and KATU in Portland, Oregon. Later this year, she's scheduled to appear on CNN en Español. Her messages: blueberries support good health and are super convenient to use.

House Calls

Food editors at *Good Housekeeping*, *Ladies' Home Journal* and *All You* magazines enjoyed personal visits from Dr. Bazilian. She talked to them about blueberries, the latest nutrition news and suggested ways to use blueberries in healthful recipes.

Q: How do you say "blueberries" in Spanish?

To most people who grew up in Latin and Caribbean countries, blueberries are a brand new fruit. The USHBC has taken the blueberry message to Hispanic consumers through TV, radio and print media.

In ten radio interviews, Dr. Bazilian reached 4.5 million Spanish-speaking listeners with messages about blueberries and how their nutritional properties helped blueberries make her "super foods" list. Appearances on TV in New York City and San Antonio gave her opportunities to show viewers how easy blueberries are to use at home.

A: Say "blueberries"



Francis Anthony, a.k.a. "The Love Chef," adds plenty of smiles to his cooking demos as a guest on TV news and talk shows. From Tampa to Buffalo and Birmingham to San Diego, the Love Chef showed viewers how to make his recipes for *Blueberry Sizzling Pork*, *Blueberry-Banana Cake* and *Blueberry Smoothies*.

Look for the "Dusty Bloom"

When Pete talks about blueberries, he always mentions the "bloom" and explains that the silvery hue on blueberries is an indication of their freshness.



Produce Pete Napolitano, a regular on NBC's Weekend Today in New York since 1992, educated viewers about buying and handling fresh blueberries and he showed off some favorite blueberry dishes.

Phil Andriano, representing 'The Chefs Diet', made an appearance on *The CW-11 Morning Show* in New York City. With a colorful display of blueberry dishes, the chef talked about how easily blueberries can be enjoyed for breakfast, lunch, dinner and snacks.

Martha Hall Foose, author of *Screen Doors* and *Sweet Tea*, reminded viewers that July is National Blueberry Month on ABC's *Good Morning America*, while demonstrating an unusual technique for making a Southern-style blueberry cobbler.



Joy Bauer is the nutrition and diet editor for *The Today Show*. In June, she suggested that as part of a healthy lifestyle, blueberries can help prevent "brain drain".

Millions of TV viewers also learned they can find plenty of recipes and blueberry news at www.blueberrycouncil.com.

Magazines are another way your customers get blueberry news and ideas. You might have seen blueberry features in major magazines including *Better Homes & Gardens*, *Family Circle* and *Woman's World*.

Newspapers celebrate blueberries! Food sections across the country run big

blueberry features with color photos, recipes and storage tips, supplied by the USHBC.

Questions or comments?

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