

**U.S. Highbush Blueberry Council**  
**MEETING MINUTES**  
**October 9, 2015**

Approved: Tonia Cou

Chairman Parm Bains called the meeting of the U.S. Highbush Blueberry Council (USHBC) to order at 10:30am on Friday, October 9, 2015. The first order of business was roll call by USHBC Secretary Shelly Hartmann. The following USHBC members, as well as USDA representative Maureen Pello and USHBC staff members Mark Villata, Mary Nezbeth, Rick Ruckman, and Julie Fogarty, attended the meeting, held at the Monte Carlo Resort in Las Vegas, Nevada.

John Bennett (Georgia)	Bill Braswell (Region 4)
Bob Carini (Michigan)	Guy Cotton (Handler)
Tim Wetherbee (New Jersey)	Stan Crafton (Importer #1)
Bryan Sakuma (Washington)	Brian Bocock (Importer #2)
Mark Hurst (Region 1)	Parm Bains (Importer #3)
Shelly Hartmann (Region 2)	Felipe Juillerat (Exporter Alternate)
Dave Arena (Region 3)	Amy Howell (Public Member)

After roll call, Chairman Bains had the meeting attendees introduce themselves around the room. Chairman Bains then addressed the group thanking USHBC committee members, staff and agencies for their efforts which have resulted in the positive momentum our industry currently enjoys.

Agenda item two was the consideration of any additions to the current meeting agenda. Dave Brazelton requested he be allowed to give the Health Research Committee report earlier in the agenda due to a scheduling conflict.

The agenda moved to item number three, the adoption of the minutes from the last Council meeting held on February 27, 2015, in Orlando, Florida. Minutes had been mailed to members and alternates following the February meeting. Chairman Bains entertained a motion to accept the minutes as circulated. Mark Hurst moved, with a second from Tim Wetherbee, to approve the minutes as written. The motion carried.

Chairman Bains then called on Health Research Committee Chairman Dave Brazelton for his committee report.

Brazelton stated that the Health Research Committee reviewed their Strategic Plan goals and continues to be on track to meet objectives by 2017. The Health Research Committee reviewed their freeze dried and frozen blueberry inventory and will be doing an analysis on the new blueberry product purchased this year to determine if results compare with current inventory. Brazelton reported that they had also reviewed progress on current research projects and are encouraged by positive results to date on many of these research studies. Brazelton noted they discussed potential areas of funding and will continue with; cognition, metabolic syndrome, PTSD, and acute inflammation/brain injury. Animal health will be a new area of exploration in the coming year. He reported that the committee reviewed and approved the RFP packet and timeline for 2016.

The Health Research Committee also discussed the second Research Roundtable scheduled April 2016 in Silverton, Oregon. The roundtable will include a USHBC Health Research Committee meeting, along with an update on current research projects by invited researchers and a blueberry field tour.

The Health Research Committee also reviewed and approved its 2016 budget which totals \$1,400,000 allocated as follows:

Research Administration	\$ 80,000
Blueberry Research Bank	\$ 50,000
Blueberry Researcher Travel	\$ 12,500
Sponsorships	\$ 2,500
Research Unallocated Expense (RFP)	\$1,000,000
Blueberry Research Meeting	\$ 50,000

Research Screeners	\$ 15,000
Unallocated Reserve	<u>\$ 190,000</u>
Total	\$1,400,000

At the close of the report Guy Cotton moved, with a second from Tim Wetherbee, to accept the report submitted by the Health Research Committee and their proposed 2016 budget of \$1,400,000. The motion carried.

Agenda Item number four was the USDA AMS update, Maureen Pello noted that the rule making to take the membership from 16 members to 20 members is complete and was published in September of 2015. In the coming election starting in January 2016 there will be two additional state seats (the seventh and eighth highest producers which are currently North Carolina and Florida) as well as a seat for an Importer #4 and one for an Export #2 (Canada).

Pello noted that under the Blueberry Program the USDA conducts a referendum every five (5) years to assess whether growers in the industry and importers support continuing the program. The USDA is due to conduct this referendum again in 2016, during the summertime (June timeframe). There will be a three (3) week voting period with industry members receiving ballots from the USDA. Mark Villata noted that the USHBC will be doing some publicity and outreach over the next few months to educate the industry on USHBC activities.

Also required under the Blueberry Program is for the Council to fund an evaluation of the program every five years. The most recent evaluation was completed this year with positive results. The evaluation summary is detailed Exhibit #1.

The next order of business were the USHBC committee reports and establishment of the 2016 budget. Chairman Bains called on USHBC Finance Committee Chairman Mark Hurst for his committee report.

Hurst stated the Finance Committee meeting, held on October 7<sup>th</sup>, opened with a report on the biannual Internal Audit of the USHBC offices that was conducted by Tom Avinelis and Mark Hurst last month. Overall the audit was positive with one recommendation that 2 signatures be required on any invoice over \$25,000 that will be paid through a wire transfer. The possibility of increasing the assessment exemption level for growers that produce 2,000 pounds or less to 10,000 pounds was also discussed during the audit. The Finance Committee would like the Council to take this under consideration. Maureen Pello noted that raising this threshold will require rule making action with the USDA. Villata stated that this was only a start to the conversation on this topic. Discussion will need to continue and recommendations will be brought before the Council at a later date.

Hurst continued his report noting that the Finance Committee reviewed our current cash position and expenditures to date, assessment collections on the 2014 crop, and projected collections on the 2015 crop (Exhibit #2-6). Based on this review we project a total of 8,321,127 in USHBC funds available for the 2016 year. This total includes a projected \$2.8 million in calendar year 2016 import funds. Based on this total the Finance Committee recommends the USHBC 2016 budget of \$8,321,000 allocated as follows (Exhibit #7):

Market Promotion/Publicity	\$5,000,000
Health Research	\$1,400,000
Industry Relations	\$ 154,000
Good Practices	\$ 200,000
USHBC Program Fees	\$ 225,000
General Expenses	\$ 150,000
Administration	\$ 500,000
Travel & Meeting Expenses	\$ 218,900
Uncommitted Expenses	<u>\$ 473,100</u>
Total	\$8,321,000

He completed his report noting that the Finance Committee proposes to continue to use the firm Propp, Christiansen, and Canaglia (PCC) to conduct our USHBC audit again for 2015.

Chairman Bains entertained a motion to accept the Finance Committee meeting report with recommendations and proposed budget as allocated. Maureen Pello suggested that the USHBC also delegate authority to each of its committees to allow them to allocate funds for activities in 2016 that would be funded with their Unallocated Funds carried within their 2016 budget categories. Bob Carini moved to accept the 2016 budget and allow the committees to allocate their unallocated funds as they deem necessary. The motion was given a second from Shelly Hartmann. Motion carried.

Next, Industry Relations Committee Chairman Bo Slack gave a report from his committee meeting held on October 7. Slack noted that the meeting started off with an introduction and welcoming of the new and returning Ambassadors:

<u>Current Ambassadors</u>		<u>Returning Ambassadors</u>	
Lem Barnes	NC	Jerod Gross	FL
Joe Minock	NJ	Derek Eisele	OR
Brandon Raso	NJ	Risa Bakker	CA

Slack noted the Committee reviewed its Strategic Plan Goals and Objectives. He stated that overall the objectives are being met, but some may need to be adjusted. The Bluespaper is being sent via email monthly with paper copies being sent prior to the Fall and Spring Meetings. The Amerilert System will be updated with member contact information from the USHBC database, there will also be an option in the Bluespaper to sign up to the System and this will move us closer to our goal. The Ambassador Program is encouraging new, young growers to participate in the USHBC. A revised Ambassador Program Procedure was review by the Committee and will be presented to the USHBC Executive Committee for considerations (see Exhibit #8). Slack also noted that the Committee had reviewed a 2017 to 2022 Strategic Plan proposal and budget from Padilla/CRT and recommends that the USHBC accept this proposal and move forward with the strategic plan project in the coming year at a budget of \$36,500.

He continued his report with a review of the 2015 USHBC Regional Election Results and recommended candidates for Importer #1, Export, and Public Member that are currently awaiting confirmation by the Secretary of Agriculture for seating as of January 1, 2016:

**Western Region**

Mark Hurst tied with Verne Gingerich – (Member and Alternate position to be determined)

**Midwest Region**

Shelly Ann Hartmann (recommended as Alternate as has completed two terms as Member)

Patricia Ann Goin (recommended as Member as has completed two terms as Alternate)

**Northeast Region**

Art Galletta (recommended as USHBC Member)

Dave Arena (recommended as USHBC Alternate)

**Southern Region**

William Braswell (recommended as USHBC Member)

Jerod Gross (recommended as USHBC Alternate)

**Importer #1** Member Francisco Allende

Alternate John Johnston

**Exporter** Member – Jorge Andres Varela

Alternate – Felipe Juillerat

**Public** Member – Juan Silva

Alternate – Amy Howell

Slack noted that the Committee discussed the slate of 2016 USHBC officers and the following list of positions and nominees are recommended for seating in 2016:

**Chairman:** Parm Bains  
**Vice Chairman:** Francisco Allende  
**Treasurer:** Mark Hurst  
**Secretary:** Pat Goin  
**Member at Large:** John Bennett  
**Past Chairman:** Art Galletta

Slack then noted that the Committee reviewed and will follow the 2016 USHBC Election Timeline for State Members, Importers #2, #3 & #4, Exporter #2 and Handler for seating in January 2017 as detailed in Exhibit #9.

He continued his report noting that the USHBC meeting locations are set for the next two years with our next meeting taking place in Dallas, Texas this coming March (Exhibit #10). Slack completed his report with a review of the Industry Relations 2016 recommended budget of \$154,000 with allocations as follows:

Industry Relations Activities	\$ 35,000
Bluespaper	\$ 12,000
Grower Engagement/Ambassador Program	\$ 36,000
USHBC 2017-2022 Strategic Plan	\$ 36,500
World Blueberry Market Analysis	\$ 18,000
Association Memberships	\$ 11,500
Industry Relations Unallocated Expense	<u>\$ 5,000</u>
Total	\$154,000

Chairman Bains entertained a motion to accept the Industry Relations report and recommendations as presented. Dave Arena moved for acceptance, with a second from Mark Hurst. The motion carried.

Next, Chairman Bains called on Good Practices Committee Interim Chairman Denny Doyle to give his report on the USHBC Good Practices Committee meeting held on October 9. Doyle stated that his Good Practices Committee meeting opened with a review of the 2012/2017 Good Practices Strategic Plan and the Committee is making positive progress on all objectives. The committee is meeting its Issue Response Plan goals from strategic directive objective #1. Media monitoring is being conducted on an ongoing basis; our issue response website has been developed and 5 issue messages have been prepared; media training continues and potential spokespersons are being identified.

He reported good progress on objective #2, *Informing and Educating Members*. A white paper on HACCP and good practices is being finalized; updates on handling the media are being distributed and an increasing number of industry members are signed on to our Alert site. Progress is also being made on objective #3 which concerns *Good Practices Related Research*. The committee has identified Spotted Wing Drosophila (SWD) as a main concern and we are conducting a research review (called a meta-analysis) to get an overview of the research that has been conducted to date. We are also using USDA TASC (Technical Assistance for Specialty Crops) funds to work on SWD and Blueberry Maggot kill steps which will be used by USDA APHIS in their fresh market access efforts, particularly with Australia and New Zealand.

Our recent support of the Blueberry Impact Recording Device (BIRD) project by the University of Georgia is helping to meet our strategic objective #4, *Identifying Means of Supporting Overall Improvement in Product Quality* and the Committee will continue to explore these types of projects.

Doyle noted that Tom Payne has added a new Taiwanese contact (Ms. Sue Sun Wong) who will be helping us with MRL issues in Taiwan and the Asian region. Over the past few months, Ms. Wong has been working for us on blueberry and Malathion issues in Taiwan. Doyle also noted that the committee had discussed EU regulations on phosphonates and fosetyl and the compliance issues we may face. The committee will be working with USTR and EPA in an attempt to come up with a temporary MRL for berries that may address this concern.

Doyle reported the USDA Specialty Crop Multi-State Program is currently accepting applications for projects that address issues such as food safety; plant pests and diseases; research; marketing and promotion. Juan Silva suggested the committee might consider submitting a proposal for a training or research project on food safety or pest control.

Doyle concluded his report noting that the Good Practices Committee had reviewed and approved its 2016 budget of \$200,000 allocated as follows:

Alert Site Server & Maintenance	\$ 11,500
TMT Retainer/Crisis Plan	\$ 24,750
TMT Media Training	\$ 16,500
Issue Management Reserve	\$ 5,000
Printing	\$ 2,000
Alliance for Food and Farming	\$ 10,000
Good Practices Research Study	\$ 50,000
Pest Analysis for Fresh Market Access	\$ 75,000
Good Practices Unallocated Expense	<u>\$ 5,250</u>
Total	\$200,000

At the conclusion of the report, Stan Crafton moved, with a second from Brian Bocock, to accept the report from the Good Practices Committee as presented. The motion carried.

Chairman Bains then called for USHBC Promotion Committee Chairman Kirk McCreary to report on his committees activities. McCreary stated that the committee met October 8 and reviewed 2016 marketing proposals for Food Manufacturer Publicity, Export Market Promotion and Consumer/Foodservice Promotion programs. He noted the Promotion Committee had previously met in early September 2015 for an in-depth review of 2015/2016 promotion activities, progress on strategic goals, and results from our Research and Retail Data Report. Based on outcomes from the September meeting, final activities for the coming year were presented at the October 8 meeting.

The 2016 Consumer and Foodservice Plan was presented by Padilla/CRT at a budget of \$3,100,000. The Agency also proposed two foodservice “Add on” activities totaling \$149,340 for Committee consideration. Tom Payne presented the 2016 Food Manufacturer Publicity and Export Market Promotion Plan. The Food Tech Plan totals \$662,500, the Export Market Promotion Plan totals \$715,000 in USHBC funds.

McCreary noted we have also applied for MAP Funding for 2016 and should be notified of our allocation next month. He noted that Alicia Adler, our Export Program Coordinator, discussed the various USDA programs we are involved in with the Promotion Committee and how we will be going after additional funds in the future.

The Committee also had a presentation from the Chilean Blueberry Council noting projected volume for the 2015/2016 season and the trade and consumer promotional activities they plan to field this winter.

McCreary then reviewed the recommended 2016 Market Promotion Budget at a total of \$5,000,000 allocated as follows:

Consumer/Food Service Publicity	\$3,100,000
Food Manufacturer Publicity	\$ 662,500
Export Market Promotion (USHBC funds)	\$ 715,000
Market Research	\$ 12,000
Export Coordination	\$ 54,000
Unallocated Export Promotion Reserve	\$ 125,000
Unallocated Marketing Expense	<u>\$ 331,500</u>
Total	\$5,000,000

He stated this budget will increase once we are been notified of our USDA MAP allocations for 2016 and that the Committee will be looking at activities to primarily support additional Foodservice promotion for funding out of the Unallocated Marketing Expense line item.

Stan Crafton moved for acceptance of the Promotion Committee report along with a statement of thanks to Michael Whitlow and his team at Padilla/CRT and Thomas Payne for the excellent work they have done in blueberry promotions. Mark Hurst seconded the motion and the motion carried.

Chairman Bains closed the meeting noting that the next USHBC meeting will be held March 2 to March 4, 2016 in Dallas, Texas at the Hilton Arlington. He also noted that the next meeting of the IBO will be held in Argentina and Uruguay September 20-22, 2016. Bains thanked Shelly Hartmann and Dave Arena for their services as the end of their term in office nears. Bains also congratulated Stan Crafton on his upcoming retirement and thanked him for his services to the Council and Promotion Committee.

There being no further business Bob Carini moved with a second from Bill Braswell to adjourn the meeting. The motion carried and the meeting of the USHBC was adjourned at 12:11pm.



## **USHBC Staff Summary of “An Economic Analysis of Domestic Market Impacts of the U.S. Highbush Blueberry Council”- August 4, 2015**

Every five years the USHBC is required by the USDA to conduct an evaluation of program activities. We completed our third evaluation this year. The purpose of this research is to examine whether the domestic blueberry promotion activities of the USHBC have had a positive and statistically significant impact on domestic shipments of blueberries and on grower profits.

The evaluation was conducted once again by Dr. Harry Kaiser from Cornell University who completed his initial USHBC evaluation in 2004. Dr. Kaiser uses an economic model which includes factors that can impact demand. Factors include the price of blueberries, promotional expenditures by the USHBC, consumption trends, price of competing fruit, U.S. population, and consumer income. Dr. Kaiser notes, “The results indicated that generic blueberry promotion has had a positive and statistically significant impact on per capita blueberry demand.”

Results show that with the implementation of the USHBC, funding for the generic promotion of blueberries in domestic markets rose from \$515,100 in 2001 to approximately \$2.7 million in 2014. With the increased investment in promotion, per capita consumption also increased to 46.4 ounces which is the highest level to date.

Three basic questions are covered in this economic evaluation:

- (1) Does the marketing program result in increased demand?
- (2) Does the program result in a higher price?
- (3) Do the industry-wide benefits exceed the total cost of the marketing program?

### **Evaluation Findings:**

The estimated promotion elasticity for 2015 was 0.129, which means that a 1% increase in USHBC promotion expenditures would result in a 0.129% increase in per capita domestic blueberry demand, up

from 0.109% in 2009. The increase in promotion elasticity since 2009 suggests an increase in the effectiveness of the USHBC's promotion program over time as well as the significant increase in the USHBC promotion budget since 2004 .

#### **Commercial Disappearance:**

The evaluation notes an increase in total commercial disappearance from 2006 to 2014 of 1,342 million pounds or about 149 million pounds per year. This represents an annual increase in commercial disappearance of 22.9% suggesting that with the implementation of the USHBC in 2001, promotional spending by the USHBC has clearly had a positive effect on domestic blueberry demand

#### **Increased grower price (cents per pound)**

The USHBC program continues to have a positive impact on grower's price. A 1% increase in USHBC promotion causes grower prices to increase by between 0.06 and 0.17 cents per pound

#### **Average BCR**

Benefit-cost ratios for USHBC's promotion programs averaged out to 9.07. This means that the marginal benefits from promotional programs exceed marginal costs of the programs by approximately eight-fold

#### **BCR Comparison to other commodities**

A comparison of the blueberry BCR to other selected commodities showed that the average blueberry BCR of 9.07 is significantly higher than the overall commodity median of 6.0 which ranges from a low of 1.7 for soybeans to a high of 44.9 for California table grape promotion



**U.S. Highbush Blueberry Council**  
**Balance Sheet Previous Year Comparison**  
As of August 31, 2015

Exhibit #2

	<u>Aug 31, 15</u>	<u>Aug 31, 14</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
100.00 · EL DORADO SAVINGS BANK	30,356.85	61,846.41	-31,489.56	-50.92%
105.00 · EL DORADO SAVINGS CD	457,943.07	457,396.90	546.17	0.12%
110.00 · SAVINGS ACCOUNT	<u>3,250,679.45</u>	<u>1,994,819.72</u>	<u>1,255,859.73</u>	<u>62.96%</u>
<b>Total Checking/Savings</b>	<u>3,738,979.37</u>	<u>2,514,063.03</u>	<u>1,224,916.34</u>	<u>48.72%</u>
<b>Accounts Receivable</b>				
120.00 · ACCOUNTS RECEIVABLE	86,950.32	76,107.68	10,842.64	14.25%
120.10 · ACCOUNTS RECEIVABLE IMPORT	<u>261,123.37</u>	<u>306,967.94</u>	<u>-45,844.57</u>	<u>-14.94%</u>
<b>Total Accounts Receivable</b>	<u>348,073.69</u>	<u>383,075.62</u>	<u>-35,001.93</u>	<u>-9.14%</u>
<b>Other Current Assets</b>				
145.00 · PROMOTIONAL MATERIAL	<u>51,627.86</u>	<u>28,649.68</u>	<u>22,978.18</u>	<u>80.2%</u>
<b>Total Other Current Assets</b>	<u>51,627.86</u>	<u>28,649.68</u>	<u>22,978.18</u>	<u>80.2%</u>
<b>Total Current Assets</b>	<u>4,138,680.92</u>	<u>2,925,788.33</u>	<u>1,212,892.59</u>	<u>41.46%</u>
<b>Fixed Assets</b>				
130.00 · OFFICE EQUIPMENT	7,628.40	7,628.40	0.00	0.0%
131.00 · ACCUMULATED DEPRECIATION	<u>-7,207.95</u>	<u>-6,719.16</u>	<u>-488.79</u>	<u>-7.28%</u>
<b>Total Fixed Assets</b>	<u>420.45</u>	<u>909.24</u>	<u>-488.79</u>	<u>-53.76%</u>
<b>TOTAL ASSETS</b>	<u><u>4,139,101.37</u></u>	<u><u>2,926,697.57</u></u>	<u><u>1,212,403.80</u></u>	<u><u>41.43%</u></u>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
200.00 · ACCOUNTS PAYABLE	<u>738,687.42</u>	<u>1,055,079.69</u>	<u>-316,392.27</u>	<u>-29.99%</u>
<b>Total Accounts Payable</b>	<u>738,687.42</u>	<u>1,055,079.69</u>	<u>-316,392.27</u>	<u>-29.99%</u>
<b>Other Current Liabilities</b>				
205.00 · DEFERRED CROP ASSESSMENT REV.	<u>73,307.37</u>	<u>56,606.72</u>	<u>16,700.65</u>	<u>29.5%</u>
<b>Total Other Current Liabilities</b>	<u>73,307.37</u>	<u>56,606.72</u>	<u>16,700.65</u>	<u>29.5%</u>
<b>Total Current Liabilities</b>	<u>811,994.79</u>	<u>1,111,686.41</u>	<u>-299,691.62</u>	<u>-26.96%</u>
<b>Total Liabilities</b>	<u>811,994.79</u>	<u>1,111,686.41</u>	<u>-299,691.62</u>	<u>-26.96%</u>
<b>Equity</b>				
390.00 · RETAINED EARNINGS	797,654.94	230,815.67	566,839.27	245.58%
Net Income	<u>2,529,451.64</u>	<u>1,584,195.49</u>	<u>945,256.15</u>	<u>59.67%</u>
<b>Total Equity</b>	<u>3,327,106.58</u>	<u>1,815,011.16</u>	<u>1,512,095.42</u>	<u>83.31%</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>4,139,101.37</u></u>	<u><u>2,926,697.57</u></u>	<u><u>1,212,403.80</u></u>	<u><u>41.43%</u></u>

**U.S. Highbush Blueberry Council  
Profit & Loss Budget vs. Actual  
January through August 2015**

Exhibit #3

	<u>Jan - Aug 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
<b>400.00 · INCOME</b>				
400.01 · DOMESTIC CROP ASSESSMENTS	4,592,284.65	4,615,245.00	-22,960.35	99.5%
400.02 · FOREIGN CROP ASSESSMENTS	2,144,920.36	2,400,000.00	-255,079.64	89.37%
<b>Total 400.00 · INCOME</b>	<u>6,737,205.01</u>	<u>7,015,245.00</u>	<u>-278,039.99</u>	<u>96.04%</u>
400.09 · REFUNDS OF CROP ASSESSMENTS	-326.57			
<b>400.10 · INTEREST INCOME</b>				
400.11 · INTEREST INCOME CD	365.69			
400.13 · INTERST INCOME SAVINGS	4,514.61			
400.14 · INTEREST FOR LATE CROP PAYMENTS	436.65			
<b>Total 400.10 · INTEREST INCOME</b>	<u>5,316.95</u>			
400.20 · LATE FEE INCOME	1,256.20			
400.51 · WUSATA FUNDS KOREA	4,008.51			
<b>Total Income</b>	<u>6,747,460.10</u>	<u>7,015,245.00</u>	<u>-267,784.90</u>	<u>96.18%</u>
<b>Gross Profit</b>	6,747,460.10	7,015,245.00	-267,784.90	96.18%
<b>Expense</b>				
<b>500.00 · MARKET PROMOTION AND PUBLICITY</b>				
500.34 · EXPORT COORDINATION	9,000.00	27,000.00	-18,000.00	33.33%
500.404 · INDONESIA EMP FAS (USDA \$)	0.00	65,000.00	-65,000.00	0.0%
500.403 · TURKEY EMP FAS (USDA \$)	0.00	65,000.00	-65,000.00	0.0%
500.402 · FAS EMP BRAZIL (USDA \$)	0.00	56,500.00	-56,500.00	0.0%
500.401 · FAS EMP CHINA (USDA \$)	0.00	41,500.00	-41,500.00	0.0%
500.10 · CONSUMER/FOOD SERVICE PUBLICITY	2,545,306.18	3,078,500.00	-533,193.82	82.68%
500.20 · FOOD MANUFACTURER PUBLICITY	220,473.75	600,000.00	-379,526.25	36.75%
500.30 · EXPORT MARKET PROMOTION	398,297.88	675,000.00	-276,702.12	59.01%
500.305 · UNALLOCATED MARKET PROM (USHBC\$)	11,470.00	121,000.00	-109,530.00	9.48%
500.31 · USDA MAP ALLOCATION (USDA \$)	51,178.14	300,000.00	-248,821.86	17.06%
500.33 · FAS QSP EXPORT INDIA	32,505.18			
500.70 · UNALLOCATED EXP	0.00	500.00	-500.00	0.0%
500.00 · MARKET PROMOTION AND PUBLICITY - Other	0.00			
<b>Total 500.00 · MARKET PROMOTION AND PUBLICITY</b>	<u>3,268,231.13</u>	<u>5,030,000.00</u>	<u>-1,761,768.87</u>	<u>64.98%</u>
<b>550.00 · HEALTH RESEARCH</b>				
550.256 · OAKLAND CHILDREN'S HOSP(McCann)	8,750.00	35,000.00	-26,250.00	25.0%
550.255 · BECKMAN UNIV. (Chen)	37,500.00	75,000.00	-37,500.00	50.0%
550.254 · LOUISIANA STATE UNIV. (Francis)	0.00	73,193.00	-73,193.00	0.0%
550.253 · TEXAS WOMAN'S UNIV. (Juma)	0.00	66,296.00	-66,296.00	0.0%
550.252 · MICHIGAN TECH (Tang)	0.00	75,000.00	-75,000.00	0.0%
550.251 · LAVAL UNIV. (Grenier)	22,500.00	45,000.00	-22,500.00	50.0%
550.215 · HARVARD (Rimm)	66,432.00	88,576.00	-22,144.00	75.0%
550.72 · UNALLOCATED RESERVE	0.00	25,000.00	-25,000.00	0.0%
550.214 · BERRY HEALTH SYMPOSIUM-2015	0.00			
550.20 · RESEARCH UNALLOCATED EXPENSE	3,600.00	46,435.00	-42,835.00	7.75%
550.21 · UNIV. EAST ANGLIA (Cassidy)	0.00	495,500.00	-495,500.00	0.0%
550.211 · SIMMONS COLLEGE (CAREY)	-1,620.06			
550.25 · UNIV OF CALIF-DAVIS (Cummings)	-0.44			
550.26 · TEXAS WOMAN'S UNIVERSITY	1,812.50			
550.30 · BLUEBERRY RESEARCH BANK	4,355.41	45,000.00	-40,644.59	9.68%
550.40 · RESEARCHER TRAVEL	4,027.83	12,000.00	-7,972.17	33.57%
550.60 · RESEARCH ADMINISTRATOR	46,666.62	80,000.00	-33,333.38	58.33%
550.70 · SPONSORSHIPS	0.00	2,500.00	-2,500.00	0.0%
550.71 · BLUEBERRY RESEARCHER MEETING	17,865.06	50,000.00	-32,134.94	35.73%
550.202 · EDWARD HINES VA HSPTL (McGuire)	0.00			
550.204 · FLORIDA ST. UNIV. (Arjmandi)	-0.42			
550.206 · TEXAS WOMAN'S UNIV STUDY (JUMA)	0.00			
<b>Total 550.00 · HEALTH RESEARCH</b>	<u>211,888.50</u>	<u>1,214,500.00</u>	<u>-1,002,611.50</u>	<u>17.45%</u>
<b>600.00 · INDUSTRY RELATIONS</b>				
600.10 · INDUSTRY RELATIONS ACTIVITIES	28,124.61	35,000.00	-6,875.39	80.36%
600.20 · USHBC EVALUATION/STRATEGIC PLAN	27,500.00	28,000.00	-500.00	98.21%
600.22 · GROWER ENGAGE/EDUCATION	0.00	15,000.00	-15,000.00	0.0%
600.26 · ASSOCIATION MEMBERSHIPS	10,495.00	11,500.00	-1,005.00	91.26%
600.30 · IND RELATIONS UNALLOCATED EXP	0.00	10,500.00	-10,500.00	0.0%
<b>Total 600.00 · INDUSTRY RELATIONS</b>	<u>66,119.61</u>	<u>100,000.00</u>	<u>-33,880.39</u>	<u>66.12%</u>
<b>610.00 · GOOD PRACTICES</b>				
610.071 · PEST ANALYSIS FOR FRESH MKT ACC	0.00	75,000.00	-75,000.00	0.0%
610.07 · GOOD PRACTICES RESEARCH STUDY	1,235.05	50,000.00	-48,764.95	2.47%
610.02 · RELY ALERT SITE SERVER/MAINT	9,265.50	10,000.00	-734.50	92.66%
610.03 · TMT RETAINER/CRISIS PLAN MAINT	15,280.78	24,750.00	-9,469.22	61.74%

**U.S. Highbush Blueberry Council  
Profit & Loss Budget vs. Actual  
January through August 2015**

Exhibit #3

	<u>Jan - Aug 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
610.031 · MEDIA TRAINING (TMT)	4,500.00	16,500.00	-12,000.00	27.27%
610.032 · ISSUE MANAGEMENT RESERVE (TMT)	0.00	5,000.00	-5,000.00	0.0%
610.04 · PRINTING	725.20	2,000.00	-1,274.80	36.26%
610.05 · ALLIANCE FOR FOOD AND FARMING	10,000.00	10,000.00	0.00	100.0%
610.10 · GP UNALLOCATED EXPENSE	-2,000.00	5,000.00	-7,000.00	-40.0%
<b>Total 610.00 · GOOD PRACTICES</b>	<b>39,006.53</b>	<b>198,250.00</b>	<b>-159,243.47</b>	<b>19.68%</b>
<b>650.00 · USHBC PROGRAM FEES</b>				
650.20 · USDA AMS ADMINISTRATION FEE	40,802.38	100,000.00	-59,197.62	40.8%
650.30 · US OFFICE GENERAL COUNSEL FEE	0.00	1,000.00	-1,000.00	0.0%
650.50 · NABC RESOURCES & SERVICE FEE	80,000.00	120,000.00	-40,000.00	66.67%
<b>Total 650.00 · USHBC PROGRAM FEES</b>	<b>120,802.38</b>	<b>221,000.00</b>	<b>-100,197.62</b>	<b>54.66%</b>
<b>700.00 · GENERAL EXPENSES</b>				
700.81 · COMPUTER IT SERVICE	4,033.41	6,750.00	-2,716.59	59.75%
700.30 · OFFICE RENT	28,964.70	42,462.00	-13,497.30	68.21%
700.40 · OFFICE INSURANCE/TAXES	707.86	990.00	-282.14	71.5%
700.50 · SUBSCRIPTIONS	596.25	2,700.00	-2,103.75	22.08%
700.60 · PRINTING	412.51	13,500.00	-13,087.49	3.06%
700.70 · OFFICE SUPPLIES	4,764.35	12,000.00	-7,235.65	39.7%
700.80 · PHONE/FAX	5,136.49	12,200.00	-7,063.51	42.1%
700.90 · EQUIPMENT -REPAIRS -MAINTENANCE	0.00	10,800.00	-10,800.00	0.0%
700.100 · EQUIPMENT RENTAL	5,544.61	10,800.00	-5,255.39	51.34%
700.110 · POSTAGE/SHIPMENT	6,176.29	10,800.00	-4,623.71	57.19%
700.120 · AUTO ALLOWANCE	4,860.00	7,020.00	-2,160.00	69.23%
700.130 · BANK CHARGES	456.70	900.00	-443.30	50.74%
700.140 · OFFICERS LIABILITY INSURANCE	4,026.00	4,030.00	-4.00	99.9%
700.145 · BONDING INSURANCE	0.00	1,200.00	-1,200.00	0.0%
700.150 · COMMODITY COALITION INITIATIVE	1,238.00	1,000.00	238.00	123.8%
700.160 · GENERAL UNALLOCATED EXP.	0.00	3,750.00	-3,750.00	0.0%
<b>Total 700.00 · GENERAL EXPENSES</b>	<b>66,917.17</b>	<b>140,902.00</b>	<b>-73,984.83</b>	<b>47.49%</b>
<b>800.00 · ADMINISTRATION EXPENSES</b>				
800.10 · SALARIES, PR TAXES, INSURANCES	248,266.64	398,950.00	-150,683.36	62.23%
800.110 · CALIFORNIA WORKER'S COMP	3,023.84	3,740.00	-716.16	80.85%
800.120 · BOOKKEEPING SERVICE	16,660.00	25,500.00	-8,840.00	65.33%
800.121 · RETIREMENT PROGRAM ADMIN	2,252.50	2,635.00	-382.50	85.48%
800.130 · LEGAL/AUDIT FEES	15,300.00	15,300.00	0.00	100.0%
800.134 · TRADE MONITORING	10,000.00	10,080.00	-80.00	99.21%
800.140 · DEPRECIATION	608.03	125.00	483.03	486.42%
800.150 · ADMINISTRATIVE UNALLOCATED EXP	0.00	7,500.00	-7,500.00	0.0%
<b>Total 800.00 · ADMINISTRATION EXPENSES</b>	<b>296,111.01</b>	<b>463,830.00</b>	<b>-167,718.99</b>	<b>63.84%</b>
<b>850.00 · TRAVEL AND MEETING EXPENSES</b>				
850.10 · EXECUTIVE DIRECTOR TRAVEL	6,932.76	18,000.00	-11,067.24	38.52%
850.15 · ADMINISTRATIVE STAFF TRAVEL	4,930.37	11,700.00	-6,769.63	42.14%
850.20 · OFFICER/MEMBER TRAVEL	71,353.05	144,000.00	-72,646.95	49.55%
850.30 · MEETINGS	63,046.61	35,000.00	28,046.61	180.13%
850.40 · AMBASSADOR PROGRAM	2,669.34			
<b>Total 850.00 · TRAVEL AND MEETING EXPENSES</b>	<b>148,932.13</b>	<b>208,700.00</b>	<b>-59,767.87</b>	<b>71.36%</b>
900.00 · UNCOMMITTED EXPENSES	0.00	176,818.00	-176,818.00	0.0%
<b>Total Expense</b>	<b>4,218,008.46</b>	<b>7,754,000.00</b>	<b>-3,535,991.54</b>	<b>54.4%</b>
<b>Net Income</b>	<b>2,529,451.64</b>	<b>-738,755.00</b>	<b>3,268,206.64</b>	<b>-342.39%</b>
<b>BEGINNING CASH 12/31/14</b>	<b>5,732,441.02</b>			
<b>SOURCE OF FUNDS</b>				
REVENUES	6,747,460.10			
ACCOUNTS RECEIVABLE	42,552.19			
ACCOUNTS PAYABLE	0.00			
DEFERRED CROP ASSESSMENTS	0.00			
DEPRECIATION	325.84			
PROMOTIONAL MATERIAL	0.00			
PREPAID EXPENSE	685,895.00			
SUSPENSE	0.00			
<b>APPLICATION OF FUNDS</b>				
EXPENSES	4,218,008.46			
ACCOUNTS RECEIVABLE	0.00			
OFFICE EQUIPMENT	0.00			
ACCOUNTS PAYABLE	757,967.59			
DEFERRED CROP ASSESSMENTS	4,493,718.73			
PREPAID EXPENSE	0.00			
PROMOTIONAL MATERIAL	0.00			
<b>ENDING CASH 8/31/15</b>	<b>3,738,979.37</b>			

U.S. Highbush Blueberry Council  
2014 Crop Assessments to Fund 2015 Program

	2014 CROP PRODUCTION * (1000'S LBS)	INCOME \$18 (.009 LB)	***% EXPECTED TO BE COLLECTED	PROJECTED COLLECTION	2014 COLLECTED 1000'S LBS	INCOME \$18 (.009 LB)	% OF COLLECTION REALIZED	% OF CROP COLLECTED
<b>DOMESTIC STATE</b>								
<b>WESTERN REGION</b>								
CALIFORNIA	54,700	\$492,300	95%	\$467,685	57,552	\$517,969	111%	105%
OREGON	86,500	\$778,500	100%	\$778,500	82,864	\$745,768	96%	96%
WASHINGTON	93,500	\$841,500	90%	\$757,350	76,334	\$687,002	91%	82%
OTHER-1	0	\$0	80%	\$0	0	\$0	0%	0%
<b>SUBTOTAL</b>	<b>234,700</b>	<b>\$2,112,300</b>	<b>95%</b>	<b>\$2,003,535</b>	<b>216,749</b>	<b>\$1,950,739</b>	<b>97%</b>	<b>92%</b>
<b>MIDWEST REGION</b>								
ILLINOIS	1,900	\$17,100	100%	\$17,100	1,984	\$17,860	104%	104%
INDIANA	2,000	\$18,000	70%	\$12,600	678	\$6,104	48%	34%
MICHIGAN	97,100	\$873,900	95%	\$830,205	97,065	\$873,589	105%	100%
OTHERS-2	500	\$4,500	80%	\$3,600	477	\$4,293	119%	95%
<b>SUBTOTAL</b>	<b>101,500</b>	<b>\$913,500</b>	<b>95%</b>	<b>\$863,505</b>	<b>100,204</b>	<b>\$901,846</b>	<b>104%</b>	<b>99%</b>
<b>SOUTHERN REGION</b>								
ALABAMA	500	\$4,500	50%	\$2,250	187	\$1,681	75%	37%
ARKANSAS	500	\$4,500	50%	\$2,250	56	\$501	22%	11%
FLORIDA	17,000	\$153,000	90%	\$137,700	16,766	\$150,892	110%	99%
GEORGIA	96,000	\$864,000	95%	\$820,800	80,902	\$728,120	89%	84%
LOUISIANA	1,000	\$9,000	70%	\$6,300	543	\$4,889	78%	54%
MISSISSIPPI	9,200	\$82,800	70%	\$57,960	4,582	\$41,235	71%	50%
NORTH CAROLINA	48,500	\$436,500	90%	\$392,850	42,270	\$380,434	97%	87%
TEXAS	1,000	\$9,000	50%	\$4,500	596	\$5,368	119%	60%
OTHERS-3	900	\$8,100	80%	\$6,480	924	\$8,320	128%	103%
<b>SUBTOTAL</b>	<b>174,600</b>	<b>\$1,571,400</b>	<b>91%</b>	<b>\$1,431,090</b>	<b>146,827</b>	<b>\$1,321,439</b>	<b>92%</b>	<b>84%</b>
<b>NORTHEAST REGION</b>								
NEW JERSEY	55,000	\$495,000	95%	\$470,250	44,148	\$397,331	84%	80%
NEW YORK	1,500	\$13,500	25%	\$3,375	368	\$3,312	98%	25%
OTHERS-4	200	\$1,800	50%	\$900	246	\$2,218	246%	123%
<b>SUBTOTAL</b>	<b>56,700</b>	<b>\$510,300</b>	<b>93%</b>	<b>\$474,525</b>	<b>44,762</b>	<b>\$402,860</b>	<b>85%</b>	<b>79%</b>
<b>DOMESTIC TOTAL</b>	<b>567,500</b>	<b>\$5,107,500</b>	<b>93%</b>	<b>\$4,772,655</b>	<b>508,542</b>	<b>\$4,576,884</b>	<b>96%</b>	<b>90%</b>
<b>YEAR 2015 IMPORTS</b>					<b>2015 IMPORTS TO AUGUST 2015</b>			
<b>IMPORTS **</b>	<b>288,889</b>	<b>\$2,600,000</b>	<b>100%</b>	<b>\$2,600,000</b>	<b>238,324</b>	<b>\$2,144,920</b>	<b>82%</b>	<b>82%</b>
<b>GRAND TOTAL</b>	<b>856,389</b>	<b>\$7,707,500</b>	<b>96%</b>	<b>\$7,372,655</b>	<b>746,867</b>	<b>\$6,721,804</b>	<b>91%</b>	<b>87%</b>

1 ALASKA, COLORADO  
2 KENTUCKY, MINNESOTA, OHIO, WISCONSIN, MISSOURI  
3 SOUTH CAROLINA, TENNESSEE, OKLAHOMA  
4 CONNECTICUT, MASSACHUSETTS, MAINE, MARYLAND, WEST VIRGINIA  
PENNSYLVANIA, RHODE ISLAND, VERMONT, NEW HAMPSHIRE

\* NABC STATISTICAL RECORD 2014 (PUBLISHED AUGUST 2015)

\*\* PROJECTED 2015 CALENDAR YEAR IMPORT COLLECTIONS BASED ON HISTORIC CUSTOMS COLLECTIONS AND PROJECTED 2015 CROP SIZE; ASSESSMENT AT \$18 PER TON (CANADA, CHILE, ARGENTINA, NEW ZEALAND)

\*\*\* REFLECTS IN PART ORGANIC PRODUCTION WHICH IS CERTIFIED AS EXEMPT FROM COLLECTION

**U.S. Highbush Blueberry Council  
 Projected 2015 Crop Assessments to Fund 2016 Program (As of October 7, 2015)  
 (October 7, 2015 Preliminary Crop Estimate)**

	2015 CROP PRODUCTION * (1000'S LBS)	INCOME \$18 TON (.009 LB)	***% EXPECTED TO BE COLLECTED	PROJECTED COLLECTION
<b>DOMESTIC STATE</b>				
<b>WESTERN REGION</b>				
CALIFORNIA	60,000	\$540,000	95%	\$513,000
OREGON	90,000	\$810,000	100%	\$810,000
WASHINGTON	102,000	\$918,000	90%	\$826,200
OTHER-1	0	\$0	100%	\$0
<b>SUBTOTAL</b>	<b>252,000</b>	<b>\$2,268,000</b>	<b>95%</b>	<b>\$2,149,200</b>
<b>MIDWEST REGION</b>				
ILLINOIS	1,400	\$12,600	100%	\$12,600
INDIANA	1,500	\$13,500	70%	\$9,450
MICHIGAN	72,000	\$648,000	95%	\$615,600
OTHERS-2	400	\$3,600	80%	\$2,880
<b>SUBTOTAL</b>	<b>75,300</b>	<b>\$677,700</b>	<b>95%</b>	<b>\$640,530</b>
<b>SOUTHERN REGION</b>				
ALABAMA	500	\$4,500	50%	\$2,250
ARKANSAS	500	\$4,500	50%	\$2,250
FLORIDA	25,300	\$227,700	90%	\$204,930
GEORGIA	85,000	\$765,000	95%	\$726,750
LOUISIANA	1,000	\$9,000	70%	\$6,300
MISSISSIPPI	4,500	\$40,500	70%	\$28,350
NORTH CAROLINA	48,500	\$436,500	90%	\$392,850
TEXAS	1,000	\$9,000	50%	\$4,500
OTHERS-3	900	\$8,100	80%	\$6,480
<b>SUBTOTAL</b>	<b>167,200</b>	<b>\$1,504,800</b>	<b>91%</b>	<b>\$1,374,660</b>
<b>NORTHEAST REGION</b>				
NEW JERSEY	45,000	\$405,000	95%	\$384,750
NEW YORK	1,700	\$15,300	25%	\$3,825
OTHERS-4	400	\$3,600	50%	\$1,800
<b>SUBTOTAL</b>	<b>47,100</b>	<b>\$423,900</b>	<b>92%</b>	<b>\$390,375</b>
<b>DOMESTIC TOTAL</b>	<b>541,600</b>	<b>\$4,874,400</b>	<b>93%</b>	<b>\$4,554,765</b>
<b>YEAR 2016 IMPORT PROJECTION</b>				
<b>IMPORTS **</b>	<b>311,111</b>	<b>\$2,800,000</b>	<b>100%</b>	<b>\$2,800,000</b>
<b>GRAND TOTAL</b>	<b>852,711</b>	<b>\$7,674,400</b>	<b>96%</b>	<b>\$7,354,765</b>

1 ALASKA, COLORADO  
 2 KENTUCKY, MINNESOTA, OHIO, WISCONSIN, MISSOURI  
 3 SOUTH CAROLINA, TENNESSEE, OKLAHOMA  
 4 CONNECTICUT, MASSACHUSETTS, MAINE, MARYLAND, WEST VIRGINIA  
 PENNSYLVANIA, RHODE ISLAND, VERMONT, NEW HAMPSHIRE

\* NABC PRELIMINARY ESTIMATE JULY 15, 2015

\*\* PROJECTED 2016 CALENDAR YEAR IMPORT COLLECTIONS BASED ON HISTORIC CUSTOMS COLLECTIONS AND PROJECTED 2015 CROP SIZE; ASSESSMENT AT \$18 PER TON (CANADA, CHILE, ARGENTINA, NEW ZEALAND)

\*\*\* REFLECTS INPART ORGANIC PRODUCTION WHICH IS CERTIFIED AS EXEMPT FROM COLLECTION

**USHBC 2016 INCOME PROJECTIONS AS OF SEPTEMBER 17, 2015**

<b>CASH IN BANK 9/1/15</b>	<b>\$3,738,979</b>
<b>ACCOUNTS RECEIVABLE AS OF 9/1/15</b>	<b>\$86,950</b>
<b>ANTICIPATED IMPORT ASSESSMENTS SEPTEMBER TO DECEMBER 2015</b>	<b>\$686,000</b>
<b>PROJECTED 2016 IMPORT ASSESSMENT (2016 CALENDAR YEAR)</b>	<b>\$2,800,000</b>
<b>PROJECTED 2016 DOMESTIC INCOME (2015 CROP)</b>	<b>\$4,554,765</b>
<b>LESS ACCOUNTS PAYABLE 9/1/15 *</b>	<b>-\$738,687</b>
<b>LESS DEFERRED CROP ASSESSMENT REVENUE</b>	<b>-\$73,307</b>
<b>LESS ANTICIPATED SEPTEMBER TO DECEMBER 2015 EXPENSES</b>	<b><u>-\$2,733,573</u></b>
<b>FUNDS AVAILABLE FOR 2016</b>	<b><u>\$8,321,127</u></b>

**\* Includes \$424,199 in Health Research Project Funds Held as Accounts Payable from 2009 to 2014:**

\$26,933	<i>USDA HNRCA</i>
\$10,576	<i>USDA HNRCA 2</i>
\$28,390	<i>University of Cincinnati</i>
\$87,452	<i>Harvard/University of East Anglia Clinical Study</i>
\$37,500	<i>Harvard Epidemiology Study</i>
\$21,263	<i>Harvard- Sesso</i>
\$28,206	<i>Oakland Children's Hospital</i>
\$74,780	<i>University of Louisville</i>
\$9,048	<i>Appalachian State University</i>
\$77,551	<i>USDA - Hwang</i>
\$22,500	<i>Universite Laval</i>

**RECOMMENDED 2016 USHBC BUDGET  
OCTOBER 07, 2015**

Exhibit #7

	<b>2016</b>
	<b>USHBC Budget</b>
<b>Expense</b>	
<b>500.00 · MARKET PROMOTION AND PUBLICITY</b>	
500.10 · CONSUMER/FOOD SERVICE PUBLICITY	3,100,000
500.20 · FOOD MANUFACTURER PUBLICITY	662,500
500.30 · EXPORT MARKET PROMOTION (USHBC \$)	715,000
500.305 · UNALLOCATED EXPORT MARKETING EXPENSE (USHBC\$)	125,000
500.31 · USDA MAP ALLOCATION (USDA \$ TBD)	0
500.34 EXPORT COORDINATION	54,000
500.60 MARKET RESEARCH	12,000
500.70 · UNALLOCATED MARKETING EXPENSE	331,500
<b>Total 500.00 · MARKET PROMOTION AND PUBLICITY</b>	<b>5,000,000</b>
 <b>550.00 HEALTH RESEARCH</b>	
550.20 · RESEARCH UNALLOCATED EXPENSE (RFP)	1,000,000
550.30 · BLUEBERRY RESEARCH BANK	50,000
550.40 · RESEARCHER TRAVEL	12,500
550.60 · RESEARCH ADMINISTRATION	80,000
550.70 · SPONSORSHIPS	2,500
550.71 · BLUEBERRY RESEARCHER MEETING	50,000
550.72 · UNALLOCATED RESERVE	205,000
<b>Total 550.00 · HEALTH RESEARCH</b>	<b>1,400,000</b>
 <b>600.00 · INDUSTRY RELATIONS</b>	
600.10 · INDUSTRY RELATIONS ACTIVITIES	35,000
600.11 BLUESPAPER	12,000
600.20 · USHBC STRATEGIC PLAN	36,500
600.22 · GROWER ENGAGEMENT & AMBASSADORS	36,000
600.25 WORLD BLUEBERRY MARKET ANALYSIS	18,000
600.26 ASSOCIATION MEMBERSHIPS	11,500
600.30 · UNALLOCATED INDUSTRY RELATIONS EXPENSE	5,000
<b>Total 600.00 · INDUSTRY RELATIONS</b>	<b>154,000</b>
 <b>610.00 GOOD PRACTICES</b>	
610.02 · RELY ALERT SITE SERVER/MAINTENANCE	11,500
610.03 · TMT RETAINER/CRISIS PLAN MAINTENANCE	24,750
610.031 · MEDIA TRAINING (TMT)	16,500
610.032 · ISSUE MANAGEMENT RESERVE (TMT)	5,000
610.04 · PRINTING	2,000
610.05 · ALLIANCE FOR FOOD AND FARMING	10,000
610.07 · GOOD PRACTICES RESEARCH STUDY	50,000
610.071 PEST ANALYSIS FOR FRESH MARKET ACCESS	75,000
610.10 · GOOD PRACTICES UNALLOCATED EXPENSE	5,250
<b>Total 610.00 · GOOD PRACTICES TOTAL</b>	<b>200,000</b>
 <b>650.00 · USHBC PROGRAM FEES</b>	
650.20 · USDA AMS ADMINISTRATION FEE	104,000
650.30 · US OFFICE GENERAL COUNSEL FEE	1,000
650.40 · US CUSTOMS FEE	0
650.50 NABC RESOURCES AND SERVICES FEE	120,000
<b>Total 650.00 · USHBC PROGRAM FEES</b>	<b>225,000</b>
 <b>700.00 · GENERAL EXPENSES</b>	
700.30 · OFFICE RENT	43,920
700.40 · OFFICE INSURANCE/COUNTY TAXES	1,125
700.50 · SUBSCRIPTIONS	3,375
700.60 · PRINTING	10,350
700.70 · OFFICE SUPPLIES	9,900
700.80 · PHONE/FAX	11,250

**RECOMMENDED 2016 USHBC BUDGET  
OCTOBER 07, 2015**

Exhibit #7

700.81 · COMPUTER IT SERVICE	8,250
700.90 · EQUIPMENT & MAINTENANCE	4,500
700.100 · EQUIPMENT RENTAL	10,800
700.110 · POSTAGE/SHIPMENT	9,900
700.120 · AUTO ALLOWANCE	7,020
700.130 · BANK CHARGES	500
700.140 · OFFICERS LIABILITY INSURANCE	4,225
700.145 · BONDING INSURANCE	600
700.150 · COMMODITY COALITION INITIATIVE	1,300
700.160 · GENERAL UNALLOCATED EXPENSES	<u>22,985</u>
Total 700.00 · GENERAL EXPENSES	150,000
800.00 · ADMINISTRATION EXPENSES	
800.10 · SALARIES, PR TAXES, INSURANCES	418,628
800.110 · CALIFORNIA WORKER'S COMP	3,740
800.120 · BOOKKEEPING SERVICE	25,500
800.121 · RETIREMENT PROGRAM ADMINISTRATION	2,635
800.130 · LEGAL/AUDIT FEES	15,300
800.134 · TRADE MONITORING	10,080
800.140 · DEPRECIATION	125
800.150 · ADMINISTRATIVE UNALLOCATED EXPENSE	<u>23,992</u>
Total 800.00 · ADMINISTRATION EXPENSES	500,000
850.00 · TRAVEL AND MEETING EXPENSES	
850.10 · EXECUTIVE DIRECTOR TRAVEL	18,900
850.15 · ADMINISTRATIVE STAFF TRAVEL	13,500
850.20 · OFFICER & MEMBER TRAVEL	148,500
850.30 · MEETINGS	<u>38,000</u>
Total 850.00 · TRAVEL AND MEETING EXPENSES	218,900
900.00 · UNCOMMITTED EXPENSES	<u>473,100</u>
Total Expense	<u><u>8,321,000</u></u>



## USHBC AMBASSADOR PROGRAM

Revised October 2015

The following procedure will be used in the USHBC outreach effort to invite prospective members to attend and observe USHBC meetings and encourage future participation. This is an educational program and is intended to bring new people from the industry into the council and is being funded by both USHBC and NABC, (meeting travel expenses & tours of blueberry fields).

USHBC Members are asked to propose new growers for a possible invitation to a USHBC Meeting for Four Ambassador positions. The Program will prioritize sponsoring a diverse grower base including our next generation to promote future industry participation.

- The invitee must be a first time visitor and cannot have attended any previous USHBC and/or NABC meetings.
- The Industry Relations Committee will actively solicit nominations from USHBC Members as well as Blueberry Commissions, Councils and Associations. Ambassador Candidate nominees are submitted for approval to the Industry Relations Committee. Those nominating an Ambassador must provide the potential invitee's name, occupation and a brief explanation of why he/she should be invited as an Ambassador.
- Blueberry Commissions and Associations will review potential nominees from their areas prior to Industry Relations Committee recommendation to the Council.
- As the North American Blueberry Council (NABC) will also be subsidizing costs for attendees, final Ambassador Nominations must be submitted to the USHBC & NABC Executive Committee at least 30 days prior to the meeting by the Industry Relations Committee.
- The Executive Committee members of both the USHBC and NABC will accept or reject Regional representative's proposals within 15 days from receipt of the proposal.
- If the invitee is accepted, his or her expenses will be reimbursed by the USHBC or the NABC in the same fashion as USHBC Members, Alternates or Committee Members attending USHBC Meetings. The Ambassador must provide a Bio to the Industry Relations Chairman for submission to the USHBC membership.
- The USHBC Industry Relations Committee, along with the USHBC & NABC Executive Committee Members, will work on introduction activities for these guests during the meeting as well as serve as hosts.

## Exhibit #8

- To encourage future Ambassador participation in the USHBC, the last four (4) attendees of the USHBC/NABC meetings may be invited, in conjunction with incoming Ambassadors, back to the meeting following their attendance, with travel expenses & tours reimbursed.
- Following the meetings, the USHBC staff will request the Ambassadors complete a questionnaire regarding their experiences and impressions of the program and any interest in becoming more involved in the USHBC.

**U.S. Highbush Blueberry Council 2016 Election Timeline**  
**Eight State Representatives, Importer #2, #3 and #4, Exporter #2 and Handler**  
**(January 1, 2017 Seating)**  
**(Updated December 14, 2015)**

**OCTOBER 7, 2015** (USHBC Fall Meeting)

- USHBC Industry Relations Committee begins to develop list of candidates for Importer #2, #3, & #4, Exporter #2 and Handler member and alternate positions. Final list of recommended candidates to be completed by Industry Relations Committee by January 26, 2016 and submitted to USHBC Executive Committee for comment by February 16, 2016.
- USDA also asked for USDA letter encouraging participation in council which will be sent with USHBC letter on December 15, 2015. USDA press release announcing elections also requested and to be issued by USDA in January of 2016.
- Handler and Importer candidate search article developed for November Bluespaper

**NOVEMBER 2, 2015**

- USHBC Industry Relations Committee announces search for Importer #2, #3, & #4, Exporter #2 and Handler member candidates in December issue of USHBC Bluespaper. USDA notice along with USHBC announcement and application form also posted on USHBC Website and mailed to USHBC grower and handler/importer list; sent to "outreach email list" provided by USDA; emailed to USHBC members, alternates and committee members; USHBC media email list and Co-Op Extension email list.
- Handler and Importer candidate search article developed for December Bluespaper

**DECEMBER 1, 2015**

- USHBC Industry Relations Committee announces search for Importer #2, #3, & #4, Exporter #2 and Handler member candidates in December issue of USHBC Bluespaper. Notice also posted on USHBC website.
- Importer #2, #3, & #4, Exporter #2 and Handler candidate search article developed for January Bluespaper

**DECEMBER 15, 2015**

- USHBC sends USHBC letter and USDA letter to USHBC mailing list (growers, handlers, media and extension agents, Tribal Affairs offices and USDA National Institute of Food and Agriculture Cooperative Extension Outreach Communications Office) announcing search for State, Importer #2, #3, #4, Exporter #2 and Handler and encouraging diversity in list of potential nominees. USDA letter encouraging participation also included in this mailing. Notice posted on USHBC Website and also sent to state blueberry commissions and blueberry associations for posting on their websites.

**JANUARY 4, 2016**

- USHBC Industry Relations Committee announces search for Importer #2, #3, & #4, Exporter #2 and Handler member candidates in January issue of USHBC Bluespaper. Notice also posted on USHBC website.

**JANUARY 21, 2016**

- Based on NABC estimates for 2015 crop released at October 2015 NABC Board Meeting and USHBC 2015 crop assessment collections as of November 30, 2015 USHBC staff confirms with USDA top eight blueberry production states based on production average and assessment collection averages from 2013 to 2015
- State blueberry councils or commissions from top 8 states asked to begin process of selecting final nominees for their states. Commissions or Councils to provide USHBC with a list of their member and alternate nominees (two for each position) by April 15. *(Note: States with a Blueberry Council or Commission handle their own state elections.)*
- Staff begins preparation of USHBC state representative nomination materials and press releases for USDA review and approval. *(Packet sent to USDA by January 28, 2016 with approval from USDA requested by February 16.)*
- USDA issues diversity letters to state blueberry commissions who will be nominating their members and alternates.

**JANUARY 28, 2016**

- Last day to turn in Importer #2, #3, & #4, Exporter #2 and Handler nominations and completion of background forms.
- USHBC state representative nomination materials and press releases sent to USDA for review and approval by February 16. (*Applies only to states without a blueberry council or commission.*)

**FEBRUARY 4, 2016**

- Industry Relations Committee submits list of candidates for Importer #2, #3, & #4, Exporter #2 and Handler to USHBC Executive Committee for comment by February 16, 2016.

**FEBRUARY 16, 2016**

- State nomination application form along with instructions, USHBC information sheet, and envelope sent to printer for completion by February 25. (*Applies only to states without a blueberry council or commission.*)
- USHBC issues state nomination press release to media mailing list and extension agents list, posts release on USHBC website. (*Applies only to states without a blueberry council or commission.*)
- Industry Relations Committee finalizes list of Importer #2, #3, & #4, Exporter #2 and Handler candidates to present to USHBC at March 2, 2016 Council Meeting.

**FEBRUARY 25, 2016**

- State nomination application form, instructions, USHBC information sheet, nomination envelope completed by printer

**MARCH 2, 2016** (USHBC Spring Meeting)

- USHBC Industry Relations Committee presents final list of recommended Importer #2, #3, & #4, Exporter #2 and Handler nominees to Council. Council selects Importer #2, #3, & #4, Exporter #2 and Handler Members/Alternates at Spring Meeting.
- Importer #2, #3, & #4, Exporter #2 and Handler Nominees issued background forms to be completed and submitted to the USHBC no later than April 1<sup>st</sup>.

**MARCH 11, 2016**

- State nomination packets mailed to growers on USHBC grower list. (*Applies only to states without a blueberry council or commission.*) Nomination information also posted on USHBC web site. Nominees to include candidate statement with application. Nominations to be received by April 15, 2016 (5 week nomination period).
- USHBC issues press release to media mailing list and extension agent announcing state elections. (*Applies only to states without a blueberry council or commission.*) Notice placed on USHBC website. Election notice prepared for April Bluespaper

**APRIL 15, 2016**

- State Blueberry Commissions or Councils provide USHBC with a list of their member and alternate nominees (two for each position). Background forms sent to nominees for completion by May 10
- Final date for USHBC office to receive state nominations. State nominations received after this date will not appear on final printed ballot. State nominees sent background forms and asked to sign off on their candidate statements and complete background form by May 10, 2016. (*Applies only to states without a blueberry council or commission.*)
- Staff begins developing state ballots to be sent by May 17, 2016 to USDA for approval.

**MAY 2, 2016**

- Election notice placed in May edition of the Bluespaper

**MAY 17, 2017**

- State ballots sent to USDA for approval by May 24.

**MAY 27, 2016**

- Final state ballots sent to printer along with USHBC information sheet, ballot instructions, candidate statements and ballot envelopes. (*Due from printer June 10*)

**JUNE 3, 2016**

- Election notice published in June Bluespaper. Additional notice prepared for July Bluespaper.

**JUNE 10, 2016**

- USHBC state ballots sent to growers in each state. (*Applies only to states without a blueberry council or commission.*) Ballots must be received by the USHBC no later than July 15, 2016 (5 week voting period). Ballots also posted on USHBC web site in downloadable format.

**JULY 15, 2016**

- Final date for USHBC to accept ballots.

**JULY 19, 2016**

- Ballots counted by USHBC staff. Results of state nominations announced to USDA and, with USDA approval, then announced to USHBC.

**JULY 29, 2016**

- USHBC submits list of nominees for Importer #2, #3, & #4, Exporter #2 and Handler Member/Alternate and State Member/Alternate (plus two additional for each position) to U.S. Secretary of Agriculture for final appointment by September 30, 2013. USHBC notes member and alternate choice on list submitted to Secretary.
- Completed importer #2, #3, & #4, exporter #2 and handler\_and state member/alternate background forms sent to USDA for Secretary consideration in making final appointment by September 30, 2013. (*Note: USDA has 9 weeks to complete all appointments*)

**OCTOBER 5, 2016** (USHBC Fall Meeting)

- Based on election results and final appointments by Secretary, USHBC Industry Relations Committee develops recommended slate of candidates for USHBC officer positions for recommendation to the Council.

**JANUARY 1, 2017**

- Newly approved state, importer #2, #3, & #4, exporter #2 and handler members and alternates assume USHBC positions and begin their 3-year term.

**MARCH 1, 2017** (USHBC Spring Meeting)

- USHBC receives officer nominations, votes and seats USHBC officers.

*(Note: Next election year is 2018 for Regional Member, Importer #1, Exporter and Public Member to be seated January 1, 2019.)*

## **NABC and USHBC MEETING SCHEDULE and LOCATIONS**

<u>DATE</u>	<u>REGION</u>	<u>CITY</u>
October 5 & 6, 2001	West	Denver, Colorado
March 1 & 2, 2002	East	Washington D.C.
October 4 & 5, 2002	East	Washington D.C.
February 28 & March 1, 2003	South	Jekyll Island, Georgia
October 3 & 4, 2003	Midwest	Cincinnati, Ohio
February 27 & 28, 2004	West	Sacramento, California
October 1 & 2, 2004	East	Philadelphia, Pennsylvania
February 25 & 26, 2005	South	Wrightsville Beach, North Carolina
October 14 & 15, 2005	Midwest	Grand Rapids, Michigan
March 3 & 4, 2006	West	Seattle, Washington
October 6 & 7, 2006	East	Bar Harbor, Maine
March 1, 2 & 3, 2007	South	Orlando, Florida
October 5 & 6, 2007	Midwest	Minneapolis, Minnesota
February 28, 29 & March 1, 2008	West	Vancouver, British Columbia
October 2, 3 & 4, 2008	East	McLean, Virginia
February 26, 27 & 28, 2009	South	Gulfport, Mississippi
October 15, 16 & 17, 2009	West	Portland, Oregon
February 24, 25 & 26, 2010	West	Phoenix, Arizona
October 13, 14 & 15 2010	Midwest	Grand Rapids, Michigan
March 2, 3 & 4, 2011	South	Dallas, Texas
October 5, 6, 7, 2011	East	Atlantic City, New Jersey
February 29, March 1 & 2, 2012	West	San Francisco, California
October 3, 4 & 5, 2012	Midwest	St. Louis, Missouri
February 27, 28, March 1, 2013	South	Savannah, Georgia
October 2, 3 & 4, 2013	East	Wilmington, North Carolina
February 26, 27 & 28, 2014	West	Westlake Village, California
October 1, 2 & 3, 2014	Midwest	Chicago, Illinois
February 25, 26 & 27, 2015	South	Orlando, Florida
October 7, 8 & 9, 2015	South	Las Vegas, Nevada
<b>March 2, 3 &amp; 4, 2016 (Wednesday to Friday)</b>	<b>Airport</b>	<b>Dallas, Texas Hilton Arlington</b>
October 5, 6 & 7, 2016	East	Philadelphia, Pennsylvania
Spring 2017	West	Phoenix, Arizona
Fall 2017	Midwest	Grand Rapids, Michigan
2018	West	Need to determine by Spring 2016
2019	South	Need to determine by Spring 2017
2020	East	Need to determine by Spring 2018

### USHBC Spring Meeting

Wednesday afternoon, Thursday and Friday of Last Week of February (or First Wednesday/Thursday/Friday of March)

Western and Southern Locations

### USHBC Fall Meeting

First Wednesday afternoon, Thursday and Friday of October (Unless Date Conflicts with Canadian Thanksgiving and PMA Fresh Summit, AFFI), Midwestern and Eastern Locations