



CALIFORNIA
Blueberry
COMMISSION

Newsletter

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UPCOMING BOARD OF DIRECTORS MEETING

The California Blueberry Commission (CBC) will be holding its Board of Directors meeting by Zoom/Conference Call on Tuesday, September 10, 2019, at 10:00 a.m. Topics of discussion will include education, export, and research. If you are interested in participating on the call, please contact the CBC office for dial-in instructions at (559) 221-1800.

VIETNAM TRADE MISSION

In light of the U.S. recently obtaining market access for fresh blueberries to Vietnam in February 2019, the CBC has signed on to attend a USDA organized trade mission to Ho Chi Minh City in October 2019. During this trade mission, the CBC will have the opportunity to meet with buyers, importers, and other members of the trade from Vietnam, Thailand, and Burma (Myanmar). This will be an excellent opportunity to not only make valuable contacts within these countries, but also to discover how the demand for U.S. products, specifically blueberries, is growing in the region. The CBC will participate in organized and targeted business-to-business meetings arranged by USDA's Foreign Agricultural Service (FAS), as well as in-depth briefings and site visits that will help shed light on the many export opportunities in Vietnam and the surrounding region. For any questions regarding the Commission's participation in this trade mission, please contact Elizabeth Carranza at the Commission office.

CHINA TARIFF UPDATE

The U.S. agricultural industry is already feeling the effects of the latest round of retaliatory tariffs from China. In late August, China announced an additional 10% tariff on a wide range of U.S. goods.

This additional 10% tariff will be applied to the specified products beginning on September 1, 2019. Blueberries were fortunately not on this list. While the U.S. does not currently have market access for blueberries to China, these tariffs are resulting in increased pressure within both the domestic market and other target markets that have traditionally been important to California. Additionally, it is expected that these ongoing trade tensions between the U.S. and China may have an effect on the ongoing market access negotiations for blueberries. Despite this, the Commission continues to work with APHIS to open this market for blueberries. Please contact Elizabeth Carranza at the Commission office with any questions or concerns regarding this latest tariff announcement.

COMMISSION ATTENDS ASIA FRUIT LOGISTICA TRADE SHOW IN HONG KONG

On September 4-6, 2019, the California Blueberry Commission will travel to Hong Kong for the Asia Fruit Logistica Trade Show. This is the largest fresh fruit trade show in Asia and provides the Commission the opportunity to reach a vast audience and allows visitors to get direct contact with exhibitors. The U.S. Highbush Blueberry Council (USHBC) will be hosting a booth at this year's tradeshow, thus allowing a space for the Commission to represent the California blueberry industry at the show. This will allow the Commission to create awareness of California blueberries in various Asian markets, in addition to, establishing relationships with key market contacts.

UPCOMING NABC/USHBC MEETINGS

The CBC will be attending the annual full North America Blueberry Council (NABC)/U.S. Highbush Blueberry Council (USHBC) meetings in Richland, WA in October. The NABC and the USHBC will hold meetings for their respective committees, and discuss current topics and updates. Industry members from around the country will have the chance to meet and discuss the blueberry industry at the meeting. If you have any questions, please contact the Commission office.

CALENDAR OF EVENTS

Asia Fruit Logistica

- Date: September 4-6, 2019
- Location: Hong Kong

CBC Board Meeting

- Date: September 10, 2019

United Fresh Produce Association Public Policy Conference

- Date: September 16-18, 2019
- Location: Washington, D.C.

USHBC/NABC Meeting

- Date: October 1-3, 2019
- Location, Richland, WA

Produce Marketing Association

- Date: October 18-20, 2019
- Location: Anaheim, CA

Blueberry Bites

Blueberry - Lavender Yogurt Pops



Ingredients:

1. 2 cups California blueberries
2. 2 tablespoons sugar
3. 6 tablespoons honey
4. 1/3 cup water
5. 2 teaspoons dried culinary lavender or 3 fresh lavender sprigs
6. 2 (2-in.) lemon rind strips
7. 2 1/4 cups whole-milk plain yogurt (not Greek-style)

Directions:

1. Place berries and sugar in a small saucepan over medium. Cook, stirring occasionally and pressing to break up berries, until juices release completely, 10 to 12 minutes. Cool completely.
2. Meanwhile, place honey, 1/3 cup water, lavender, and rind in a small saucepan. Cover and bring to a boil over medium-high. Remove from heat; let stand 15 minutes. Pour through a fine sieve; discard solids. Cool completely.
3. Stir together lavender syrup and yogurt in a bowl. Spoon yogurt mixture and blueberry mixture alternately into 10 (3-ounce) ice-pop molds, beginning and ending with yogurt mixture. Swirl gently. Freeze until solid, 4 hours or overnight.

Recipe courtesy of www.cookinglight.com.

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