



NEWSLETTER

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COMMISSION PARTNERS WITH CA GROWN



The California Blueberry Commission has partnered with the Buy California Marketing Agreement, or CA Grown, to help connect consumers and California blueberry growers. CA Grown is an organization that works to connect Californians with the farmers and ranchers that grow and produce their food. The motto or mission statement of CA Grown is as follows; “That is why California Grown was created: to emphasize our strong ties to the land and to our neighbors; to take pride in our homegrown products and our work; and to support our economy and our Californian way of life.” To find out more about CA Grown and how you can support locally grown products, please visit californiagrown.org.

COMMISSION ATTENDS UNITED FRESH



On June 13-15, 2017, the California Blueberry Commission visited Chicago, IL to attend the annual United Fresh Produce Conference. The purpose of this visit was to create and maintain relationships and connections within the industry. From family businesses to global corporations, United Fresh brings together

members across every segment of the supply chain to build relationships that are as solid with a handshake as they are with a contract. This organization helps empower industry leaders to join forces and shape sound government policy. United Fresh delivers the resources and expertise companies need to succeed in managing complex business and technical issues. They also provide the training and development individuals need to advance their careers in produce. Through these endeavors, United Fresh unites our industry with a common purpose – to build long-term success for our members, and to increase produce consumption.

NAFTA UPDATE

Changes to the North American Free Trade Agreement (NAFTA) are anticipated after the Trump administration gave official notice to Congress in May. Only modest details were provided about the possible changes Trump would seek to an agreement that he called “the worst trade deal ever.” A renegotiation resolution is planned for September but could come sooner. Because Canada is the top export market for CA blueberries, this “new deal” could impact the CA blueberry industry. The Commission will give an update as soon as more information is available. To read more about the NAFTA renegotiations, please visit nytimes.com.

JULY IS NATIONAL BLUEBERRY MONTH

July 1st not only marks the beginning of National Blueberry Month, but also kicks off the celebration of 101 years of blueberries. The U.S. Highbush Blueberry Council began celebrating 101 years since the first commercial crop of highbush blueberries made its way from farm to table. Be sure to visit their social media sites to check out the exciting events they have planned for the remainder of the year. In addition, you can read more about history of blueberries on their website: blueberrycouncil.org/about-blueberries/history-of-blueberries.

BLUEBERRIES FIGHT AGAINST ALZHEIMERS

At the 251st National Meeting & Exposition of the American Chemical Society, researchers presented their recent findings that further support to the notion that blueberries can have a real benefit in improving memory and cognitive function in some older adults. Through a series of experiments, the researchers gave the test subjects either freeze-dried blueberry powder, which is equivalent to a cup of berries, or a placebo powder once a day for 16 weeks. The results showed that there was improvement in cognitive performance and brain function in those who had the blueberry powder compared with those who took the placebo. According to researchers, the blueberry group demonstrated improved memory and improved access to words and concepts. The team also conducted functional magnetic resonance imaging, which showed increased brain activity in those who ingested the blueberry powder. For more information on this study, please visit: <http://medicalxpress.com>.

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BLUEBERRY BITES Blueberry Coconut Bark

- 1 ½ Unsweetened Coconut Flakes
- 1 tablespoon coconut oil
- ¼ cup fresh California blueberries
- 3 tablespoons chopped pistachios

Directions

- Blend coconut and coconut oil in a food processor or high powered blender for 5-7 minutes until smooth.
- Scoop onto a parchment paper lined cookie sheet and press down so that it's smooth. It should fill up about 1/2 of the cookie sheet.
- Lightly press fresh blueberries and chopped pistachios into the bark.
- Put in the freezer for at least 2-3 hours. Break apart into large chunks for serving.

Recipe courtesy of: <http://www.blueberrycouncil.org>

CALENDAR OF EVENTS

- **USAEDC**
 - Date: July, 11-13, 2017
 - Location: Arlington, VA
- **Asia Fruit Logistica**
 - Date: September 6-8, 2017
 - Location: Hong Kong, China
- **IBO Summit**
 - Date: September 10-12, 2017
 - Location: Qujing City, Yunnan, China
- **United Fresh Public Policy Conference**
 - Date: September 18-20, 2017
 - Location: Washington, D.C.
- **Produce Marketing Association Expo**
 - Date: October 20-21, 2017
 - Location: New Orleans, LA



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