



CALIFORNIA
Blueberry
COMMISSION

Newsletter

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COMMISSION ATTENDS ASIA FRUIT LOGISTICA TRADE SHOW IN HONG KONG

On September 4-6, 2019, the California Blueberry Commission travelled to Hong Kong for Asia Fruit Logistica. 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) hosted a booth at this year's trade show, thus allowing a space for the Commission to represent the California blueberry industry at the trade show. This allows the Commission to create awareness of California blueberries in various Asian markets, in addition to, establishing relationships with key market contacts. For more information, please contact Elizabeth Carranza at the Commission office.

UNITED FRESH PUBLIC POLICY CONFERENCE

On September 16-18, 2019, the Commission attended the United Washington Public Policy Conference. This conference is an annual event held in Washington, D.C. which provides the produce industry the opportunity to gather together and have a face to face dialogue with key members of Congress and address the industry's most pressing public policy matters. For example, The Commission had the opportunity to discuss issues concerning labor, trade and tariffs, and more. If you would like more information, please contact the Commission office.

COMMISSION ATTENDS USHBC/NABC MEETINGS

On October 1-3, 2019, the Commission attended the U.S. Highbush Blueberry Council (USHBC) and North American Blueberry Council (NABC) meetings in Richland, WA. The USHBC and the NABC held meetings for their respective committees discussing current topics and updates. Industry members from around the country had a chance to meet and discuss the blueberry industry at the annual meeting. For more information, please visit (<http://www.blueberry.org/meetings/>) or contact the Commission office.

VIETNAM TRADE MISSION

In light of the U.S. recently obtaining market access for fresh blueberries to Vietnam in 2019, the Commission attended a USDA organized trade mission in Ho Chi Minh City in October 2019, led by Undersecretary Ted McKinney. During the trade mission, the Commission had the opportunity to meet with buyers, importers, and other members of the trade from Vietnam, Thailand, and Myanmar. This was 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 Commission participated 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 the trade mission, please contact Elizabeth Carranza at the Commission office.

FARM WORKFORCE MODERNIZATION ACT

On October 30, 2019, members of Congress, Zoe Lofgren (D-CA) and Dan Newhouse (R-WA), among others, will introduce the Farm Workforce Modernization Act to the House of Representatives. This bipartisan legislation will stabilize the current agricultural workforce through the creation of an earned legalization program for those who continue to work in agriculture. The bill also brings needed modernization and cost containment to the H-2A agricultural guest worker program. It represents a significant improvement over the status quo for California apple growers in the H-2A program and those who employ domestic workers. The Commission encourages you to contact your local Congressional Representative to voice your support for this new legislation. For more information regarding the bill, please do not hesitate to contact the Commission office.

COMMISSION ATTENDS PMA

On October 17-19, the Commission attended the Produce Marketing Association's (PMA) Fresh Summit annual convention and exposition, held at the Anaheim Convention Center in Anaheim, CA. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. In addition, PMA allows the Commission to meet and maintain relationships with other industry leaders, as it connects with the industry to ensure they are updated on current industry topics and workshops. In 2020, PMA will be held in Dallas, Texas. If you would like to attend PMA next year, or would like more information, please contact the Commission office.



Commission staff at PMA

Blueberry Bites

Almond, Pistachio, Dried
Blueberry Popcorn



Ingredients:

- 1 cup Marcona Almonds
- 1 cup pistachios
- 1 cup freeze-dried California blueberries (aka, "blueberry popcorn")
- 2 tablespoons olive oil
- 1 teaspoon sumac
- 1 teaspoon chopped rosemary
- ½ teaspoon lemon zest
- Salt to taste

Directions:

1. Preheat oven to 300 degrees.
2. In a medium bowl, mix the almonds and pistachios with two tablespoons of olive oil.
3. Add the chopped rosemary, lemon zest and salt, and combine thoroughly.
4. Spread nuts in a single layer onto a cookie sheet. Place in the preheated oven for approximately 40-45 minutes, stirring every 10 to 15 minutes.
5. Remove from oven and allow nuts to cool at room temperature.
6. When ready to serve, combine nuts with the reserved "blueberry popcorn."

Recipe courtesy of blueberrycouncil.org

CALENDAR OF EVENTS

- **USHBC Promotions Committee Meeting**
 - Dallas, TX
 - November 5-6, 2019
- **Dubai Trade Mission**
 - Dubai
 - November 9-16, 2019
- **USAEDC**
 - Baltimore, MD
 - November 19-20, 2019
- **Specialty Crop Block Grant Review Committee Meeting**
 - Sacramento, CA
 - December 10, 2019



California Blueberry Commission

2565 Alluvial Ave., Ste. 152

Clovis, CA 93611

PH: (559) 221-1800

FAX: (559) 456-9099

www.Calblueberry.org