



# Newsletter

Issue No. 22

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## COMMISSION ATTENDS PMA

On October 18-20, 2018, the California Blueberry Commission attended the Produce Marketing Association's Fresh Summit's (PMA) annual convention and exposition, held at the Orange County Convention Center in Orlando, Florida. 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 on being updated on current industry topics and workshops. In addition, the CBC partnered with California Grown to educate and distribute California blueberry materials throughout the trade show. In 2019, PMA will be held in Anaheim, California. For more information, please contact the Commission office.

## CBC ANNOUNCES VACANCY ON THE BOARD OF DIRECTORS

The California Blueberry Commission is announcing a vacancy on the Board of Directors. This vacancy is for an alternate member for District Two. District Two, consists of all counties in the state that do not border the coastline and lie on the north boundaries of the Counties of Fresno, Inyo, and San Benito. Members typically meet once a year and all other business meetings are through conference calls. Individuals who are interested in this board appointment, and reside in District Two, please contact the CBC office for additional information.

## US, CANADA & MEXICO

### REACH NEW TRADE AGREEMENT

The United States, Mexico, and Canada have reached a new trade deal to replace NAFTA. The new deal is renamed The United States-Mexico-Canada Agreement (USMCA) and focuses mostly on the automobile industry, however, works in favor of U.S. agriculture. While the agricultural provisions in Canada are focused mainly on the dairy, beef, pork, and grain industries, a zero tariff agreement was reached on all agricultural products traded between the U.S. and Mexico. Some factors that benefit the entire agricultural industry in all 3 countries include: modern language to enhance information exchange in relation to ag. biotechnology trade issues; science-based phytosanitary measures; grading standards and services agreement; and notification of SPS issues within 5 days, as opposed to 7. This new proposed agreement, however, is still in need of approval from Congress, and the CBC will provide an update when the timeline for approval becomes clearer after the upcoming election.

## UNITED FRESH PUBLIC POLICY CONFERENCE

On September 24-26, 2018, the California Blueberry Commission staff 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, issues concerning labor, trade and tariffs, newly announced ATP funding, and the security of MAP funds in the upcoming 2018 Farm Bill were discussed. If you would like more information, please contact the Commission office.

## CBC ATTENDS NABC AND USHBC FALL MEETING

On October 3-5, 2018 the California Blueberry Commission (CBC) attended the North American Blueberry Council (NABC) and the United States Highbush Council (USHBC) meetings in New Orleans, LA. The NABC and the USHBC 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. The NABC and USHBC will be in San Diego, CA., in 2019. For more information please visit (<http://www.blueberry.org/meetings/>) or contact the Commission office.

## CBC SEEKING PUBLIC MEMBER

The California Blueberry Commission (CBC) recommends appointments of a public member to the Board. Currently, the position of public member is vacant on the Board of Directors. According to the Commission Bylaws, the public member shall have all the powers, rights, and privileges of any other member or alternate, on the Commission. The appointment requires CDFA's approval for finalization of this position. Individuals who are interested in this Board appointment, please contact the CBC office for additional information.



CBC'S Elizabeth Carranza meets  
with Congressman  
Jim Costa

## CBC ATTENDS AG IN THE CLASSROOM

As a member of the California Foundation for Agriculture in the Classroom, the CBC attended its first Ag. in the Classroom conference from September 27-29 in Palm Springs, CA. At this conference, the CBC had the opportunity to learn more about the program from organization leadership and" California Department of Food and Agriculture secretary, Karen Ross. For any questions regarding the CBC's participation in this program or conference attendance, please do not hesitate to contact the Commission office.

### New Intern

On September 17, 2018, we welcomed Nicole Helms as our newest intern. Nicole originates from Rio Oso and is attending CSU Fresno to pursue a degree in Agriculture Communications. She enjoys spending time with family and friends, being outdoors, and has a passion for agriculture. Nicole looks forward to the valuable knowledge that she will gain through this internship experience.

### Find us on social media!



#calblueberry @calblueberry

*Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email [intern@calapple.org](mailto:intern@calapple.org).*

## CALENDAR OF EVENTS

- November 14-15 USAEDC (U.S. Agricultural Export Development Council) Conference- Baltimore, MD
- February 6-8 2019 Fruit Logistica- Berlin, Germany

## CBC ANNUAL REPORT

In the near future, please be on the lookout for the California Blueberry Commission Annual Report. The Annual Report includes information on the current and future research, education projects, market reports, and other pertinent industry information. If you would like a hard copy, please contact the Commission office.

## CBC MOVES OFFICE

We are excited to announce that the CBC office has moved. We are still located in the same office building, therefore, our address and telephone number remain the same, with the exception of our Suite Number. Please make a note of our **New Suite Number #152**. We hope you will stop in and say hi if you are in the area.

## Blueberry Bites BLUEBERRY CRUMBLE BARS



### Ingredients:

- |                              |                               |
|------------------------------|-------------------------------|
| 1/2 teaspoon ground cinnamon | 2 cups California Blueberries |
| 1 ½ cups all-purpose flour   | 2 tablespoons cornstarch      |
| 1 ½ cups quick cooking oats  | 2 tablespoons lemon juice     |
| 1 ½ cups quick cooking oats  |                               |
| ½ teaspoon baking soda       |                               |

### Directions:

1. Preheat oven to 375 degrees F.. Grease a 9x13-inch baking dish.
2. Combine flour, oats, 1 cup sugar, cinnamon, and baking soda in a large bowl. Cut butter into flour mixture until it resembles coarse crumbs. Reserve about 2 cups flour-butter mixture. Press remaining mixture into the prepared baking dish to form a crust.
3. Bring blueberries, remaining 1/2 cup sugar, cornstarch, and lemon juice to a boil in a saucepan, stirring constantly, until mixture is thickened, about 2 minutes. Spread blueberry mixture over crust and sprinkle with reserved oat mixture.
4. Bake in the preheated oven until topping is just browned, about 25 minutes. Cool before cutting and serving.

Recipe courtesy of [www.allrecipes.com](http://www.allrecipes.com).



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