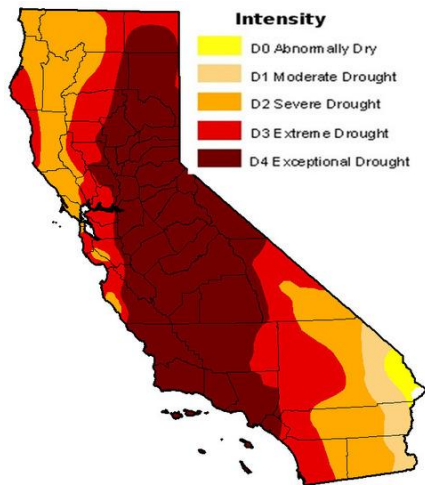




DROUGHT UPDATE JULY 2015



It is no secret that the Central Valley is facing tough times as we trudge through our fourth year in the ongoing drought. Not only have many agricultural operations struggled to stay afloat, but many people simply trying to live their lives find themselves struggling to find sufficient amounts of water. To date, 5,433 residents in this rural region are without water.

Many homes in Tulare County, unlike other drought-afflicted areas, are not connected to a water system; they rely on private wells supplied by groundwater. And for the past 18 months, these wells have been drying up. In 2014, California recorded its third driest year in 119 years and its warmest year on record. Currently, more than 91 percent of the golden state is suffering from a severe drought. In July, California dropped more than 31 percent of its usage, surpassing the 25 percent mandatory restriction imposed by Gov. Jerry Brown. As we continue through this crisis, please visit www.saveourwater.com to see what you can do to help.

CFIA UPDATES CANADIAN BLUEBERRY CERTIFICATION PROGRAM

As of July 2015, CIFA has made changes to Canada's import requirements for blueberries and other berries. The majority of these changes are pertaining particularly to the blueberry maggot. CFIA has revised directive D-02-04 to focus on requirements for shipment of berries under the Blueberry Certification Program (BCP). The requirements for plants for propagation have been moved to D-08-04, and the general import requirements for fresh fruit are in D-95-08, including the list of U.S. states regulated for blueberry maggot. With respect to the BCP, please note that CFIA will continue to accept berries from the United States under the current BCP provisions until June 1, 2016. For more information regarding these changes, please visit the CFIA website at <http://www.inspection.gc.ca/>

GOVERNOR BROWN ANNOUNCES EXECUTIVE ORDER REGARDING FREIGHT TRANSPORTATION

On July 17, 2015, Governor Jerry Brown signed into action an executive order that will affect the transportation industry throughout the state. The order focuses on maintaining sustainable freight throughout California. This order will allow transportation companies to work toward making zero-emission transportation of goods a reality. While the order was signed in mid-July, the integrated action plan is set to be developed by July 2016. To access the executive order please visit: <http://gov.ca.gov>

IAQA GRANTS CA BLUEBERRIES FRUIT FLY FREE STATUS

Following recent meetings with FAS, APHIS, and CDFA, along with site visits in June 2015, Indonesian Agricultural and Quarantine Agency (IAQA) will now grant fruit fly (FF) free status to over 21 additional fresh fruit commodities from California; including blueberries. Prior to June 2015, grapes were the only commodity from California that was recognized by IAQA as FF free. In addition to this, it is important to note that the proposed visit by IAQA Director General has been postponed until October 2015 and will only include a trip to Washington State to review the potato program. The goal of the trip is to understand regulatory processes, policy, management of borders, port facilities, inter-agency collaborations, public-private sector collaborations and institute similar practices where possible in Indonesia. Indonesian parliament plans to complete reviewing the new quarantine law by the end of 2015. For additional information on this matter, please contact the Commission office.

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 exports and other pertinent industry information. If you would like a copy, please contact the Commission office.

USDA BROADENS CROP INSURANCE OPTIONS

On July 23, 2015, The U.S. Department of Agriculture (USDA) announced the expansion of crop insurance to provide additional options for fruit and nut producers. The Supplemental Coverage Option (SCO) and the Actual Production History (APH) Yield Exclusion are now available to

cover fresh fruit (including blueberries) in select counties beginning with the 2016 crop year. Both the APH Yield Exclusion and SCO are made possible by the 2014 Farm Bill. SCO is an area based policy endorsement that can be purchased to supplement any underlying crop insurance policy. The APH Yield Exclusion allows farmers to exclude low yields in exceptionally bad years from their production history when calculating yields to establish their crop insurance coverage. To learn more about each of these options, please visit www.rma.usda.gov.

FRUITS, NUTS AND VEGETABLES NOW HAVE THEIR OWN BRAND: MEET FNV

The FNV (Fruits, Nuts and Vegetables) brand was established earlier this year in order to promote the consumption of these three natural food groups. This healthy-eating campaign is gathering much attention due to their use of celebrity endorsements, social media, and eye-catching promotional trailers. The FNV campaign is certainly something to follow as it is sure to gain vast media attention in the coming months. In addition, their promotion of fresh fruits in particular can potentially have many positive effects on the blueberry industry. If all goes well, we hope to see a spike in consumer demand for blueberries, as well as produce in general. To learn more about this fresh new campaign please visit their website at: www.fnv.com

JULY IS NATIONAL BLUEBERRY MONTH

July 1st not only marks the beginning of National Blueberry Month, but also kicks off the celebration of 100 years of blueberries. The U.S. Highbush Blueberry Council began a year-long celebration commemorating 100 years since the first commercial crop of 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: <http://www.blueberrycouncil.org/about-blueberries/history-of-blueberries/>

Find us on social media!



#calblueberry



@calblueberry



@calbluecomm



BLUEBERRY BITES

Blueberry French Toast Sandwich



1 package (3 oz.) cream cheese, softened
1-1/2 tablespoons confectioners' sugar

1 package frozen French toast (6 slices)
3/4 cup fresh blueberries

In a bowl, stir together confectioners' sugar and cream cheese. Heat French toast as package directs. Spread cream cheese mixture on French toast slices. Spoon blueberries over cream cheese onto 3 slices. Cover with remaining slices. Garnish with additional blueberries and serve. Recipe courtesy of: <http://www.blueberrycouncil.org>.

CALENDAR OF EVENTS

- **Asia Fruit Logistica**
-Date: September 1, 2015
-Location: Lantau, Hong Kong
- **NABC/USHBC Meeting**
-Date: October 7-9, 2015
-Location: Las Vegas, NV
- **PMA Fresh Summit International Convention & Exposition**
-Date: October 23-25, 2015
-Location: Atlanta, GA



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