



Newsletter

Issue No. 25

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CA BLUEBERRY SEASON BEGINS

The California blueberry season has officially kicked off, and looks promising. This year's crop is expected to be significantly larger than 2018's, in part to the 25% crop loss seen last year, and it's expected to be 10-15% larger in volume than average. Additionally, organic blueberries are expected to almost double its volume compared to 2018. As a result of California's recent cooler weather, the blueberry harvest is delayed about seven to 10 days later than normal. The California blueberry industry is looking forward to seeing a positive and strong blueberry season this year.

ANTAD TRADESHOW

From March 4-8, 2019, representatives from the Commission traveled to Guadalajara, Mexico to conduct market visits, meet with key retailers, importers, and distributors, and attend the annual Expo ANTAD. This year's event featured over 25,000 visitors and nearly 2,300 exhibitors. The event is aimed at the retail sector and features opportunities for the entire food industry. The Commission participated in meetings to establish new relationships and explore new business opportunities for the California industry, and had the opportunity to speak with USDA Undersecretary of Agriculture for Trade and Foreign Agriculture Affairs, Ted McKinney, at the event as well. Please contact the Commission office for more information.

SPRING NABC & USHBE MEETINGS HELD IN SAN DIEGO, CA

The North American Blueberry Council and the United States Highbush Blueberry Council conducted their spring meeting on March 6 through March 8, 2019, in San Diego, CA. The NABC and the USHBC held meetings for their respective committees, discussing current topics and updates. Industry members from around the country had the chance to meet and discuss the blueberry industry at the semiannual meeting. The NABC and USHBC fall 2019 meeting will be held in Richland, Washington. For more information please visit (<http://www.blueberry.org/>) or contact the Commission office.

CBC VISITS TOKYO, JAPAN

Todd Sanders, Executive Director, and Elizabeth Carranza, Director of Trade, traveled to Tokyo, Japan from March 31-April 5, 2019 on behalf of the California Blueberry Commission and in a joint effort with the California Olive Committee. During this visit, the CBC worked in conjunction with in-country representative, Yamano and Associates, to meet with retailers, importers, and distributors in the Japanese market in an effort to increase exports to Japan by sparking trade interest and demand for California blueberries, expanding Japanese retail olive distribution, and securing new trade contacts. A summary of companies the CBC met with, key contacts, and other important information is available upon request.

CBC PARTICIPATES IN CHINA MARKET ACCESS VISIT

In April, Chinese delegates visited the Central Valley in California as part of the U.S. efforts to negotiate market access for fresh blueberries to China. The CBC worked with officials from the CA Department of Food and Agriculture (CDFA), Tulare and Kern County, U.S. Department of Agriculture Animal Plant Health Inspection Services (USDA-APHIS), the U.S. Highbush Blueberry Council, and Bryant-Christic, Inc. to facilitate the site visits. The Chinese delegation provided positive feedback following their visit to California. The Commission will continue to keep the industry updated in any developments on market access negotiations with China. For more information, please do not hesitate to contact the Commission office.

UPCOMING BOARD OF DIRECTORS NOMINATIONS

The Commissions conducting its Board of Directors elections for 2019-2020. Nomination ballots will be mailed out June 4, 2019. All growers should be on the lookout for their nomination forms. For more information, contact Janette Ramos at the Commission office.

CALENDAR OF EVENTS

- International Blueberry Organization Conference
 - o Date: June 23-27, 2019
 - o Vancouver, Canada

Blueberry Bites Blueberry Lemon Yogurt Parfait



Ingredients:

- 1 cup lemon yogurt, divided
- 2 honey graham crackers, crushed and divided
- 1/2 cup California blueberries, divided

Directions:

- Spoon about half of the lemon yogurt into the bottom of a glass. Layer half of the graham crackers atop the yogurt. Pile about half the blueberries atop the graham cracker layering. Repeat layering.

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