



# NEWSLETTER

Issue No. 3

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## CDFA ANNOUNCES FUNDING FOR STATE WATER EFFICIENCY & ENHANCEMENT PROGRAM

The California Department of Food and Agriculture announced on May 18, 2015 that it will begin accepting applications immediately for funding through the State Water Efficiency & Enhancement Program or SWEEP. The program will provide an estimated \$10million in competitive grant funding to provide financial assistance to implement irrigation systems that reduce greenhouse gases and save water on California agricultural operations. Each agricultural operation can apply for funding up to \$150,000 per project. For more information and to view the press release please visit: <http://www.cdfa.ca.gov/>



CDFA visits the California Blueberry Commission

## INDONESIA VISIT

On June 2 -3, 2015, the California Blueberry Commission partnered with the California Apple Commission to host an Indonesian delegation. The visit was organized with the help of USDA-FAS and USDA-APHIS and was designed to allow the Indonesian government a look at California agriculture. Specifically, the Indonesian delegation wanted to look at trapping and treatment programs being conducted to prevent the spread of invasive pests and diseases. If you would like more information on this visit, please contact the Commission office.

## USHBC PROPOSES RULES ON MEMBERSHIP CHANGES

In May, the U.S. Highbush Blueberry Council (USHBC) requested changes to their Order which will allow for wider representation on their Council and for clarification of a number of their administrative functions. At the Fall 2014 USHBC meeting, the Council reviewed and unanimously approved the modifications which were then presented to the USDA. A major modification is to expand USHBC membership to include the top eight producing states, which at this time would include North Carolina and Florida. This change is expected to increase membership from the current 16 to 20. To read more about these changes and to submit your comments please visit: <http://www.blueberry.org>

## COMMISSION VISITS JAPAN

In May 2015, the Commission visited Japan to discuss and evaluate the current market situation. During the visit, the Commission met

with the US Embassy and Japan officials to go over the 2014 season. Both the US Embassy and Japan were pleased with the swift reaction that California provided during the single MRL violation of 2014. In the near future, the Commission will be implementing an alert system through BMRIC which should allow for an even quicker response to any possible conditions. In addition, Yamano and Associates (CBC's Japanese representative), scheduled a meeting with retailers and importers. Much of the discussion with the retailers and importers, revolved around getting California to partner with other products (mainly Cherries) to drive sales and move volume. Also, due to the influx of Mexican blueberries, retailers had yet to begin delivery of California blueberries although many of the retailers indicated that several loads were in transit. Yamano and Associates also set up a meeting with Fresh MD Holdings who are one of the largest fresh fruit and vegetable processed distributors. FMDH was very interested in introducing CA blueberries into their processed fruit cups which currently do not contain any blueberries. FMDH is an interesting proposition as blueberries have never been considered due to price and availability. For more information, please contact the Commission office or Yamano and Associates.

## GRANT UPDATE: APPLICATION SUBMITTED

The California Blueberry Commission has been looking for alternative ways to find funding for high valued projects such as research and market exploration. Recently, the Commission submitted a grant application for export market intelligence and should find out if the grant was approved in October 2015. If you have additional grant application ideas, please contact the Commission office.

## SENATE PASSES TPA BILL; PRESIDENT SIGNS

On June 24, 2016, by a vote of 60 to 38, the Senate officially passed legislation renewing Trade Promotion Authority (TPA) for the Administration. With the Senate's action, the legislation went to the president who signed it days later. This vote follows the strong bi-partisan support this legislation garnered in the Senate last month in addition to last week in the House. TPA is an important tool that allows U.S. negotiators to conclude trade negotiations and further expand export opportunities for fruit, vegetable, and tree nut producers. To read more about the passage of TPA please visit: [www.thehill.com](http://www.thehill.com).

## 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.

### ATLANTA LISTERIA MEETING

In June, the California Blueberry Commission attended a meeting with the FDA and CDC regarding the recent *Listeria monocytogenes* outbreak in the apple industry. Listeria has not traditionally been associated with the consumption of fresh produce until recent outbreaks within the produce industry. The FDA realizes that listeria is not only affecting apples; rather, it is expanding to include a number of other commodities. As a result, every industry needs to be aware of the potential presence of Listeria in their production facilities in order to prevent contamination.

### APHIS ON CA BLUEBERRY ACCESS TO KOREA

With the U.S.-Korean bilateral quickly approaching, APHIS has confirmed with the industry that access for California and Washington will be pursued ahead of access for other Eastern States. Oregon, which already has market access to Korea, has a very similar pest profile to CA and WA, and the industry feels it would be a seamless transition to include them. The "Eastern" states, on the other hand, have a different pest list. APHIS has confirmed this is the approach they will be taking and the industry has agreed. Korea has a mere 1/10 of U.S. consumption of blueberries, but this figure should increase with more product and lower prices. Korea is anxious to receive CA blueberries due to the earlier availability than those of Oregon. The U.S.-Korean bilateral is scheduled for July 15-17, 2015 at the QIA Headquarters in Anyang. For more information, please contact the Commission office.

### MARKET UPDATE

The California Blueberry season is officially finished. The Commission will be finalizing the shipping data and will be providing a report in the very near future. If you have any questions or concerns, please contact the Commission office.

### FARM TO FAMILY: GOOD FOR FAMILY, GOOD FOR FARMERS

Sometimes – no matter how carefully farmers plan – they are faced with surplus crop. And sometimes, ordinary people are faced with hard times and need a little help. Farm to Family is a market alternative for surplus crop. Participating is simple – Farm to Family quickly gets product from your property to your local food bank and beyond. When an outright donation isn't possible, Farm to Family can often offer reimbursement for picking and pack out costs. Additionally, a state tax credit and federal tax deduction help participating in Farm to Family a viable option for many businesses. Learn more at [cafoodbanks.org/farm-family](http://cafoodbanks.org/farm-family).

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### BLUEBERRY BITES Blueberry Mini Muffins

1-1 ½ cup fresh blueberries  
2 cups of self-rising flour  
¾ cup milk

1 large egg, lightly beaten  
¼ cup butter, melted  
½ cup sugar

Preheat oven to 425°F. Lightly grease 24 (1-inch) mini-muffin pan cups. In a medium-sized bowl, combine flour and sugar. Make a well in the center. Add milk, egg and butter. Stir gently until mixture begins to form a soft dough. Fold in berries. Spoon into mini-muffin cups, dividing evenly. Bake until tops are golden, 12 to 15 minutes. Serve warm. 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



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