



NEWSLETTER

Issue No. 11

September/October 2016

COMMISSION ATTENDS PMA



General Session at the Produce Marketing Fresh Summit Conference.

On October 14-16, 2016, the California Blueberry Commission attended the Produce Marketing Association's (PMA) international convention and exposition in Orlando, FL. The convention allowed the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders while being updated on several current industry topics and workshops. The Commission also participated in a breakfast that was hosted by the US Apple Export Council (USAEC). This breakfast was designed to bring all major importers from Mexico, Central America, Asia, India, and other important trading partners into one room and educate them about the USAEC and its membership. This particular breakfast had around 150 guests with most of them demonstrating large interest in importing apples from California. If you have any questions or would like more information about certain countries that participated, contact the Commission office.

UNITED FRESH HOLDS FSMA TRAINING

After the FDA's publication of the final Preventative Controls Rule under Food Safety Modernization Act (FSMA), United Fresh will hold training on this topic for packinghouses, cooling operations, and others who pack or hold raw produce. The training will be held from Monday, November 7th 2016, through Wednesday, November 9th, 2016 beginning at 8:30am

to 12pm in Fresno, CA. The trainings will be held at The Center for Irrigation Technology on the CSU Fresno campus. The training will provide a multi-faceted program to assist produce industry members to comply with the new regulation. The Preventative Controls for Human Food final rule requires companies that are subject to the rule, to have a "preventative controls qualified individual" on staff that is trained and FDA approved on the curriculum. This training will be of specific value to cooling operations as a United Fresh working group has developed specific example plans for these types of companies. The registration includes training materials a certificate, and a light breakfast. For more information about the training, please visit unitedfresh.com or contact the Commission office.

ASIA FRUIT LOGISTICA

On September 7-9, 2016, the California Blueberry Commission joined the U.S. Apple Export Council (USAEC) in Hong Kong for Asia Fruit Logistica. This is the largest fresh fruit trade show in Asia and provides the Commission the unique opportunity to reach a vast audience of consumers and buyers. Asia is a promising market for blueberries. The commission provided information to buyers about the availability of California blueberries. For additional information, please contact Todd Sanders at the Commission office.

COMMISSION ATTENDS IBO



(Photo Left) Todd Sanders with the CBC; Elizabeth Barbosa with Driscolls; and Alex Ott with the CBC tour the Argentine blueberry fields during the IBO conference.

(Photo Right) General session of the International Blueberry Organization (IBO) seminar.

On September 20-22, 2016, the Commission attended the International Blueberry Organization's (IBO) annual meeting in

Salto, Uruguay and Concordia, Argentina. The IBO's seminar brought together representatives from the world's top producing countries with the objective of sharing information and analyzing the current state of the global blueberry industry. The Commission is a member of the IBO and participated in several workshops, discussions, and field visits. The Commission will put together a summary of the information in its annual report.

CALIFORNIA DROUGHT UPDATE

According to the California Drought Monitor, during the months between October 1, 2015 and September 30, 2016, some much needed moisture was brought into Northern California. The above average precipitation was well received in Northern California. However, Southern California remained well below average. It should be noted that due to the severity of the drought, replenishment of water remains low due to soils from the drought that have been depleted, increased water uptake by vegetation, and less snow fall precipitation. "The Department of Water Resources (DWR) is describing this low snowpack condition as a snow drought." The DWR additionally states that this is the 4th driest consecutive year since 1895 with statewide precipitation at a mere 62.2 inches. To read more about the California drought please visit californiadrought.org.

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.

***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*

Find us on social media!



#calblueberry @calblueberry @calbluecomm

CALENDAR OF EVENTS

- **U.S. Ag. Export Development Council**
-Date: November 14-17, 2016
- Baltimore, MD
- **Fruit Logistica**
-Date: February 8-10 , 2017
-Berlin, Germany
- **USHBC Meeting**
-Date: Spring 2017
-TBD
- **NABC Meeting**
-Date: Spring 2017
-TBD



California Blueberry Commission
2565 Alluvial Ave, Ste. 182
Clovis, CA 93611
PH: (559) 221-1800
FAX: (559) 456-9099

calblueberry@calblueberry.org
www.calblueberry.org