

California Blueberry Commission Newsletter



NABC 2024 Blueberry Convention

California Blueberry Commission Executive Director, Todd Sanders, and newly hired Director of Programs, Jacqueline Nakashian, attended the North American Blueberry Council (NABC) 2024 Blueberry Convention in Tucson, Arizona February 28 – March 1, 2024. The event brought together blueberry industry influencers and thought leaders to discuss industry possibilities, with a keynote address from Walmart's Merchandising Director, Melissa Byland.

Queensland Fruit Fly Quarantine

In October of 2023, parts of Ventura and Los Angeles counties were placed under a quarantine zone for the Queensland Fruit Fly (QFF). The pest is native to Australia and is known to target over 175 different fruits, vegetables, and plants. Through organic spinosad pre-treatments, blueberry growers had the ability to move fruit into the fresh category starting in mid-March. The CBC is currently working with USDA-APHIS and USDA-ARS on approval of two post-harvest treatments methods to be utilized if the quarantine spreads to other counties. These treatments will include a cold treatment option along with a methyl-bromide treatment followed by a cold treatment. Please do not hesitate to reach out to the Commission with any questions.

Drought Update

Click here to access the March Drought & Climate Outlook Webinar for updates on snow and rangeland conditions in California and Nevada.

This webinar is part of an ongoing series of regular drought webinars to provide timely information of both current and developing events.

Sign up for drought emails here:

<https://www.drought.gov/drought-alerts/signup>

California Blueberry Commission Unveils Yield Prediction App!

The California Blueberry Commission unveiled a Yield Prediction App to allow for yield and maturity monitoring before harvest to better inform harvest time, labor needs, and optimal marketing strategies. The Android application was developed out of Auburn University in 2021-2022 and is exclusively available to the California blueberry industry!

Scan this QR code to download and beta test the application. Please reach out to Blueberry Commission staff with any questions or technical assistance!



CBC Successful in FY 2024 Appropriations Request

The Commission is pleased to announce the success in a FY 2024 appropriations request submitted for USDA-ARS Parlier. The Parlier research station is responsible for conducting critical post-harvest research aimed at maintaining fruit quality to ultimately support horticultural trade. This research supports not only blueberries but other fruits as well for the entire west coast. The CBC secured \$1 million dollars in funding for Parlier specifically to help with post-harvest research. If you have any questions or would like to receive more detail on this request, please do not hesitate to reach out to the Commission office.



Meet a Farmer

Spencer Steed is a second-generation farmer at Fairfield Farms in the Pauma Valley, just outside of Temecula. His family bought their first farm in 1998 when Spencer was just 16. In 2004, they purchased 200 acres in the Pauma Valley to grow organic blueberries. Spencer recalls, "It was important to have quality food that was void of any kind of processed chemicals or inorganic materials that you'll find in processed foods or other products out there."

For the full story visit:

<https://californiagrown.org/blog/blueberry-farm/>



Blueberry Bites

- Best Ever Blueberry Cobbler
- 3 cups fresh caifornia blueberries
 - $\frac{1}{3}$ cup orange juice
 - 3 tablespoons white sugar
 - $\frac{2}{3}$ cup all-purpose flour
 - $\frac{1}{4}$ teaspoon baking powder
 - 1 pinch salt
 - $\frac{1}{2}$ cup butter, softened
 - $\frac{1}{2}$ cup white sugar
 - 1 egg
 - $\frac{1}{2}$ teaspoon vanilla extract

For the full Recipe visit: www.allrecipes.com

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