



Our First Newsletter!

Issue No. 1

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THE FIRST CBC NEWSLETTER!

The California Blueberry Commission is pleased to announce the publication of its first newsletter! With the California Blueberry industry expanding each year and issues constantly shaping how blueberries are marketed, produced and grown, the Commission continues to represent the needs of the California Blueberry industry. Issues such as market access, research, and education continue to have a direct impact on the industry. This newsletter will include articles on current issues, events, meetings, industry updates and, of course, a tasty, new recipe made with California blueberries! We would like to thank all of our growers, handlers and industry friends for supporting the Commission and being a part of the California Blueberry Commission's first newsletter.

FRUIT LOGISTICA – BERLIN



On February 2-6 2015, the California Blueberry Commission participated in Fruit Logistica, Berlin. This is the largest fresh fruit trade show in the world and provides the Commission the unique opportunity to reach a vast audience. Like Asia Fruit Logistica, the Commission was a partial partner in the U.S. Apple Export Council (USAEC) booth. The booth was in an excellent location, situated within the U.S. pavilion between USA Pears and the California Table Grape Commission. Surprisingly, California Blueberries received so much attention that we ran out of product information and handler lists by the end of the show. The Commission will be compiling all business cards and contact information received at the show to distribute to the handlers in the near future. Please contact the Commission office for more information.

CHINA-US TRADE BILATERAL

In late January 2015, USDA-APHIS held a bilateral trade discussion in San Francisco. During the meeting, APHIS raised the possibility of blueberry exports into China and that China has had extended time to review the official pest list. China responded by stating they will review and provide a detailed response by summer 2015. This is a positive development because China rarely provides timeframes. The Commission has been pushing for a "two pest" list approach. This would allow the West Coast to provide a pest list and the East Coast to provide a pest list. Under this direction, the West Coast, which has very different pests and has the treatment protocols already in place, will be able to move forward without any delays. For more information, please contact the Commission office.

CBC VISITS CAPITAL HILL

With several issues at the forefront of the California blueberry industry, including the devastating drought, and the China bilateral trade negotiations, the Commission travelled to Washington D.C. to update several regulatory and congressional officials on the issues that are directly impacting California blueberry producers. The Commission visited local Central Valley congressional officers including Majority Leader Kevin McCarthy, Congressman Devin Nunes, Congressman Jim Costa, Congressman Jeff Denham, and Senators Barbara Boxer and Diane Feinstein. The Commission will update local congressional leaders as these issues continue to directly impact the production of the California blueberry industry.

CALIFORNIA WAITS FOR CONTINUATION RESULTS

On December 15, 2014, the California Department of Food and Agriculture (CDFA) held the California Blueberry Commission's continuation hearing. According to the Commission's state law, the Commission must hold a continuation hearing every five years. Based on the hearing, CDFA may determine to continue the Commission for another five years or send the question to the producers. No opposition was recorded during the hearing. However, several support letters and representatives from the California Blueberry Association were received. CDFA hopes to have an announcement on its decision to continue the Commission or send it to the industry for a vote. The Commission will continue to update the industry as this issue is decided.

2014 SEASON FINAL NUMBERS

Final numbers for the 2014 season have been calculated. California produced the following amount during the 2014 season.

Conventional Fresh	-	34,153,626 pounds
Organic Fresh	-	7,112,515 pounds
TOTAL FRESH	-	41,266,141 pounds
Processed	-	13,474,830.46 pounds
TOTAL CALIFORNIA CROP	-	54,740,971.46 pounds

Total crop numbers including the BMRIC report for 2014 will be included in the Annual Report, as well as destinations. For questions regarding the data, please contact the Commission office.

CURRENT AND PAST RESEARCH UPDATE

The Research Committee approved four research proposals for the 2013-2014 year, either as continuations from prior research or as needed during the season. The four research projects addressed postharvest treatment with methyl bromide to control spotted wing drosophila in Australia and South Korea, and postharvest fumigation to eliminate insects serving as export trade barriers; the latter has been approved to continue in the 2014-2015 year. The last research proposal analyzed the damage of Citrus Thrip. Currently, the

Commission has called for an emergency use registration for thrip control. The application is currently in progress and future updates will be distributed to industry members. All research published in the Annual Reports are posted on the Commission website. <http://www.calblueberry.org/AnnualReport>

NABC AND USHBC MEETING IN ORLANDO

The North American Blueberry Council and the United States Highbush Blueberry Council conducted their spring meeting on February 25-27, 2015 in Orlando, Florida. Each council 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.

LABOR DISPUTE AT WEST COAST PORTS HALT CALIFORNIA FRESH PRODUCE TRADE

The Pacific Maritime Association announced on February 20 that the West Coast port labor dispute has finally come to an end, but not without negative economic and financial impacts. Twenty-nine West Coast ports, all loading and unloading fresh vegetables, fruit and tree nuts, were halted for a few days, according to a press release from Western Growers, over labor disputes which caused "agricultural exports [to fall] to less than 50% of normal". The Pacific region's fresh produce exports were valued at over \$5 billion in the last quarter of 2014, and an estimated \$1.75 billion was lost in each of the months of December and January. Thankfully, the West Coast ports are now fully operational after a five-year contract was agreed upon between management and dockworkers. For more information please contact the Commission office.

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OUR FAVORITE RECIPES...

Blueberry Cobbler

1 bag (1 pound) frozen or fresh California blueberries (about 3- ½ cups)	1/2 cup toasted wheat germ 1/3 cup steel-ground oats 1 teaspoon baking powder ¼ teaspoon salt
1 tablespoon cornstarch	¼ cup milk
2 tablespoons lemon juice	3 tablespoons butter, melted
1 cup all-purpose flour	¾ cup boiling water
¾ cup turbinado (raw) sugar or granulated sugar, divided	

Preheat oven to 350°F. Spread blueberries in ungreased 8 or 9-inch square baking dish or pan. Sprinkle with cornstarch. Drizzle with lemon juice. Set aside. In medium bowl combine flour, ½ cup sugar, baking powder and salt. Add milk and butter. Stir just until combined (not smooth). Drop mounds of dough onto blueberries. Pour boiling water over dough and fruit. Sprinkle with remaining ¼ cup sugar. Bake until biscuits are golden brown and blueberries are bubbly, 45 to 50 minutes. Serve warm or at room temperature.

Recipe courtesy of U.S. Highbush Blueberry Council

<http://www.blueberrycouncil.org> ~

Do you have a favorite blueberry recipe you would like to share?

Email us at calblueberry@calblueberry.org.

CALENDAR OF EVENTS

- **NABC/USHBC Meeting**
Date: February 23-27, 2015
Location: Orlando, Florida
- **Mexico Trade Show**
Date: March 12-14, 2015
Location: Guadalajara, Mexico
- **APHIS-USDA Irradiation Meeting**
Date: March 25-26, 2015
Location: Anaheim, California
- **CPMA Convention and Trade Show**
Date: April 14-17, 2015
Location: Montreal, Canada