

California Blueberry Commission Newsletter



CBC Hosts Booth at Asia Fruit Logistica Tradeshow in Hong Kong

The CBC hosted a booth at the Asia Fruit Logistica (AFL) tradeshow from September 5-7, 2024 in Hong Kong. The CBC shared a booth space with another cooperator, the California Olive Committee within the USA Pavilion. AFL is an annual tradeshow designed to cover the entire fresh produce industry and creates an opportunity to develop new business opportunities, make contacts, and gather market insight on every aspect of fresh produce trade throughout the entire Asian region. For more information, please do not hesitate to contact Elise Oliver at eoliver@calblueberry.org

2024 Legislative/Regulatory Update

Please see an update [here](#), provided by Kahn, Soares & Conway. This update details relevant Assembly and Senate bills that were introduced during the 2023-2024 California Legislative Session. Please do not hesitate to reach out with any questions.

Final Weekly Canada Report

Every week during the season, the CBC sends out weekly Canada reports demonstrating what is currently in the Canadian market. These reports track price, clamshell size, flyer ads at different retailers, etc. Canada is the largest export market for the California industry, with 3,300,000 pounds exported to the market during the 2023 season. To access the final report, please [click here](#).

2023-2024 and 2024-2025 Research Update

At the annual CBC Board of Directors Meeting, held on September 27, 2024, the Board approved the following research projects for the 2024-2025 fiscal year:

Researcher	Project	Amount
Paul Long	Updating Cost and Returns Studies for Blueberries in the San Joaquin Valley	\$13,000
Yin Bao	Improve the Blueberry Yield Prediction App and Extend Its Availability for iOS Users	\$33,728

Interim Reports will be available March 2025.

To access the final report for 2023-2024 project led by Spencer Walse, evaluating the potential of natamycin as a shelf life extender, please access the password protected 'Research' section [here](#). Type in the password Calblueberry22. Please do not hesitate to reach out to Elise Oliver at eoliver@calblueberry.org with any questions.



Meet a Farmer

Scott Critchley and wife Mandy Critchley are part of a third-generation farming family in California. The Critchleys farm includes blueberries, blackberries, almonds, and grapes. Scott and his wife, Mandy, are dedicated to raising their daughters. They often explore the family's blueberry fields together, emphasizing hard work and dedication. Mandy, an experienced marketer and advocate, is actively involved with the California Blueberry Commission.

For the full story visit:

<https://critchleyfamilyfarms.com/our-family/>

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Blueberry Crumble Bars

Ingredients:

- 2 cups all-purpose flour
- 1/2 cup sugar
- 2 teaspoons baking powder
- 1 egg, lightly beaten
- 1/2 milk
- 1/4 cup butter or margarine, softened
- 1 teaspoon grated lemon peel
- 2 cups fresh or frozen CA blueberries

For the full recipe visit:

<https://www.calblueberry.org/blueberry-breakfast-cake.html>

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