



NEWSLETTER

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COMMISSION & CA GROWN AT PMA



Staff from the California Blueberry Commission will be attending the Produce Marketing Association's (PMA) Fresh Summit Convention and Expo in New Orleans, LA from October 20th-21st, 2017. Recently, the California Blueberry Commission partnered with the Buy California Marketing Agreement, or CA Grown, to help connect consumers and California blueberry growers. CA Grown is an organization that works to connect Californians with the farmers and ranchers that grow and produce their food. CA Grown will be showcasing a booth at this year's PMA expo and our Commission staff will be joining them, so we invite you to stop in and say hello if you are also attending the convention.

USDA DEVELOPING IMPROVED BLUEBERRY HARVESTING TECH

Although there are many different types of technology for automated blueberry harvesting, researchers from the United States Department of Agriculture (USDA) Agriculture Research Service (ARS) department are currently developing an improved solution that makes the process more efficient and limits fruit damage. The labor shortage in recent years has prompted the industry to focus on improvements in mechanization. The project is

part of a national research program with several universities and is looking at all aspects of blueberry harvest mechanization, from electrical engineering to pathology evaluation and food safety. The harvesting machine has been tested in states from Washington to Florida, including California. Results so far have been encouraging. To read more about this research, please visit internationalblueberry.org.

ASIA FRUIT LOGISTICA



Staff from the California Blueberry Commission spent September 6th-8th, 2017 at the Asia Fruit Logistica trade show in Hong Kong. The purpose of the trip is for industry members and representatives to create and maintain relationships with other key individuals in the fresh produce industry. This year, there were 665 companies showcasing their products. For more information on Asia Fruit Logistica, please contact the Commission office.

IBO SUMMIT 2017: CHINA

The International Blueberry Organization's (IBO) annual meeting in Qujing City, Yunnan, China was held from September 10th-12th, 2017. The IBO's seminar brings together representatives from the world's top producing countries with the objective of sharing information and

analyzing the current state of the blueberry industry. The Commission is a member of the IBO and encourages more participation from the California blueberry industry. Please contact the Commission office for more information on the International Blueberry Organization.

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 current and future research, education projects, market reports, and other pertinent industry information. If you would like a copy, please contact Tabitha Francis at the Commission office.

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BLUEBERRY BITES Blueberry Energy Balls

Ingredients:

- ½ Cup Frozen CA Blueberries (thawed)
- 6 Dates (pitted)
- 1/2 cup Oats
- ¼ Cup Almond Butter
- ¼ Cup Chia Seeds
- 1 teaspoon Acai Powder (optional)

Directions:

1. Place all ingredients in a food processor and pulse until ingredients are combined and sticky.
2. Using your hands roll, mixture into balls, about 1-2 tablespoons each. If it gets too sticky, dip your fingers in lukewarm water to help smooth the balls out.
3. Place on a plate or in a container, cover and refrigerate for at least 1 hour. Serve and enjoy!

Recipe courtesy of: <http://www.blueberry.org>

CALENDAR OF EVENTS

- **United Fresh Public Policy Conference**
-Date: September 18-20, 2017
-Location: Washington, D.C.
- **Produce Marketing Association Expo**
-Date: October 20-21, 2017
-Location: New Orleans, LA



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