



NEWSLETTER

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COMMISSION VISITS JAPAN AND SOUTH KOREA

In April 2016, the Commission participated in a visit with the U.S. Highbush Council (USHBC) to Japan and South Korea. The visit was intended to evaluate and assess the current market conditions in Japan and discuss market access issues in South Korea. In Japan, the Commission utilizes Yamano & Associates (California's representative) to schedule meetings with retailers, importers, and government officials. The primary focus for the meetings in Japan was to educate the retailers and importers about the current California blueberry crop and to discuss specific MRL and Pest issues with the government officials. Since California does not have access to the South Korean market, the Commission met with the APHIS representative at the U.S. Embassy in Seoul to discuss strategies to expedite the market access request. Currently, South Korea is reviewing other market access requests, such as potatoes, and has stated they will not initiate California or Washington's request until those are completed. The Commission will continue to work on this issue and hopefully speed up the timeline. For more information, please contact the Commission office.

CBC VISITS WASHINGTON D.C.

During the week of March 2-5 2016, the California Blueberry Commission met with Congressional leadership and other agencies in Washington, D.C. The meetings were designed to inform and educate the different partners and leaders regarding the significant issues that California agriculture, specifically apples, will face in the very near future. Some of the difficulties include water, labor, TPP, FAS funding, and invasive pest concerns. For more information, please don't hesitate to contact the Commission office.

IRRADIATION WORKSHOP

In March, staff attended "Opportunities in Phytosanitary Irradiation for Fresh Produce Workshop 2016." Speakers included officials from the United States Department of Agriculture (USDA) and Food and Drug Administration (FDA), researchers, collaborators, and industry professionals. Topics covered irradiation as a phytosanitary treatment, effects on fruit quality, treatment options, consumer concerns, and export opportunities using irradiation. Irradiation can prevent foodborne illnesses, increase preservation, control insects, extend self-life, and provide sterilization. Currently, there are three approved sources of irradiation treatments for use on food: gamma rays, x-rays, and electron beam. Irradiated food has been approved by the World Health Organization, Centers for Disease Control and Prevention, USDA, and the FDA. For more information, please contact the Commission office.

COMMISSION VISITS SIAL CONFERENCE IN CANADA



On April 13-15, 2016, the California Blueberry Commission attended the SIAL Sustainability Conference in Montreal, Canada. During this conference, SIAL selected the U.S. as the Country to showcase as one of the leaders in agriculture sustainability. Throughout the conference, U.S. products were featured and California blueberries were specifically highlighted. California blueberries were used prominently in cooking demonstrations and fresh samplings of the *TasteUS* marketing campaign. This promotional opportunity was provided by the U.S. Sustainability Alliance Global Based Initiative and was viewed by over 17,000 participants, retailers, and importers. For more information, please contact the Commission office.

STATE WATER PROJECT ALLOCATION INCREASED TO 60%

The Department of Water Resources (DWR) announced in December 2015 that a mere 10 percent of water allocation requests would be granted. After several storms served to replenish reservoir levels even further, the DWR gradually increased this figure until reaching 45 percent on March 17. Now, on the 21 of April, the allocation was raised yet again to grant 60 percent of requests for the calendar year. This raise can be attributed to the March storms that graciously soaked Northern California. Unfortunately, however, the drought is far from over. Although the storms have graciously filled most key northern reservoirs including Shasta, Oroville, Folsom they have completely skipped the southern and San Joaquin Valley reservoirs which still remain at an all-time low. No one can accurately predict the amount of precipitation California will face in the upcoming year, so

conservation is the surest way to remain prepared. For more information, please visit: www.swc.org.

CBC WELCOMES NEW INTERN

In April 2016, the CBC welcomed aboard new intern, Tabitha Francis. Tabitha is a sophomore at California State University, Fresno where she is pursuing a Bachelor's degree in Agriculture Communications with an emphasis in event planning and marketing. Tabitha was born in Merced, California and now resides in Atwater, California. Some of her hobbies include camping, fishing, traveling, and crafting while spending time with her family and friends. Tabitha has a passion for elephants and enjoys planting pumpkins in preparation for her favorite season of fall. She is excited for this opportunity to work with the Commission and looks forward to the valuable knowledge she will gain through this internship experience.

BLUEBERRIES LINKED TO THE FIGHT AGAINST ALZHEIMERS

At the 251st National Meeting & Exposition of the American Chemical Society, researchers presented their recent findings that further support to the notion that blueberries can have a real benefit in improving memory and cognitive function in some older adults. Through a series of experiments, the researchers gave the test subjects either freeze-dried blueberry powder, which is equivalent to a cup of berries, or a placebo powder once a day for 16 weeks. The results showed that there was improvement in cognitive performance and brain function in those who had the blueberry powder compared with those who took the placebo. According to researchers, the blueberry group demonstrated improved memory and improved access to words and concepts. The team also conducted functional magnetic resonance imaging (fMRI), which showed increased brain activity in those who ingested the blueberry powder. For more information on this study, please visit: <http://medicalxpress.com/>

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BLUEBERRY BITES

Blueberry Stuffed French Toast

Cooking spray	Pinch salt, optional
6 eggs	1 cup fresh or frozen blueberries
1 teaspoon grated orange peel	8 slices Italian bread
2/3 cup orange juice	1/3 cup sliced almonds
3 tablespoons sugar, divide	Blueberry orange sauce

Preheat oven to 400°F. Spray a large baking sheet with cooking spray. In a medium bowl beat eggs, peel, juice, 2 tablespoons of the sugar and the salt until well blended. Pour into a 13 x 9 x 2-inch baking pan. Set aside. In a small bowl combine blueberries and the remaining 1 tablespoon sugar. Set aside. With the tip of a sharp knife, cut a 1-1/2-inch wide pocket in the side of each bread slice. Fill pockets with reserved blueberry mixture, dividing evenly. Place filled slices in egg mixture. Let stand, turning once, until egg mixture is absorbed, about 5 minutes on each side. Arrange bread on prepared baking sheet. Sprinkle with almonds. Bake until golden brown, about 15 minutes, turning slices after 10 minutes. *Recipe courtesy of: <http://www.blueberrycouncil.org>*

CALENDAR OF EVENTS

- **Asia Fruit Logistica**
 - Date: September 7-9, 2016
 - Location: Lantau, Hong Kong
- **NABC/USHBC Meeting**
 - Date: October 5-7, 2016
 - Location: Philadelphia, PA



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