



NEWSLETTER

Issue No. 2

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COMMISSION VISITS WASHINGTON DC

On March 17-20, 2015, the California Apple Commission visited Washington D.C. The purpose of this visit was to attend the USAEC strategic planning meeting, the US Apple Association Board meeting, and to



CAC meets with Congressman Jim Costa

educate and inform Congressional members of some of the current successes and problems that face the California apple industry. For example, the problems with the Mexico export program, Canadian country of origin labeling, and the discussions of the Chinese apple program. All of these issues are vital to the US apple industry and could have dramatic effects on the US apple industry in the future.

COMMISSION RENEWED FOR ANOTHER FIVE YEARS

The California Department of Food and Agriculture has announced that the California Blueberry Commission has been authorized to continue for another five years. Based on the testimony provided at the California Blueberry Commission's continuation hearing, CDFA found no reason to call for a vote of the Commission. As a result, the Secretary of Agriculture authorized the continuation of the Commission through the 2019-2020 year. We would like to thank those that wrote letters of support and provided testimony.

COMMISSION PROJECTS 2015 CROP

The California Blueberry Commission set its 2015 crop. According to information received by the Commission and discussion from the Board of Directors, the Commission projects a total crop of 55 million pounds of blueberries: 50 million pounds of fresh blueberries and 5 million pounds of processed blueberries. Last year, the California Blueberry industry produced 54,469,047.46 pounds. Additionally, harvest is running approximately 7-10 days ahead of last year's crop, indicating this year's crop will be processed sooner. Other concerns expressed include: the availability of labor, water, and continued increased production costs. Commission staff will continue to monitor the crop and will report final numbers.

COMMISSION AT CANADIAN PMA

On April 15-17, 2015, the California Blueberry Commission attended the Canadian Produce Marketing Association's convention. The convention presents the Commission with the

ideal opportunity to meet with and maintain relationships with other industry leaders. Canada is California's top international market with close to 60% of California's exported apples going there. Attending CPMA was a joint venture between the California Blueberry Commission, California Apple Commission, the US Apple Export Council, and the California Pear Advisory Board. This joint venture significantly reduced cost and allowed for a more diverse client exposure. If you have any questions, please do not hesitate to contact the Commission office.

COMMISSION VISITS MICHIGAN FOR LISTERIA SEMINAR

On April 22, 2015, the California Blueberry Commission participated in a Listeria Monocytogenes information seminar. The seminar was designed to discuss and educate agricultural industries about the recent outbreaks of Listeria Monocytogenes. The Commission is looking to gain more information on Listeria Monocytogenes and eventually partner with other organizations for research opportunities. In the near future, please look for materials on the Listeria Monocytogenes situation. For more information, please contact the Commission office.

GRANT UPDATE: ASIAN MARKET STUDY PHASE II SUBMITTED

In the past, the CBC has conducted foreign market studies in Canada, Japan, Australia, and the UK in order to see which ones would be viable markets for CA blueberry growers. These studies gave us valuable information. Now, the CBC is in Phase II of the application process for another grant in order to conduct a market study in the Asian region. This region includes China, Malaysia, Singapore, Thailand, Korea, Taiwan and Indonesia. The CBC will find out if the program is approved by October this year.

GOVERNOR BROWN MANDATES STATE WATER RESTRICTIONS

As of April 1, 2015 Governor Jerry Brown announced an executive order that imposes mandatory water restrictions across the state of California. The following is a link to the executive order. http://gov.ca.gov/docs/4.1.15_Executive_Order.pdf. This comes days after Governor Jerry Brown took action by signing a \$1.1 billion drought relief and flood protection package. With the statewide drought stretching into its fourth year, this marks the second time Gov. Brown and lawmakers approved emergency legislation related to this ongoing drought.

USHBC REGIONAL MEMBER ELECTIONS TO CLOSE MAY 25, 2015

Blueberry growers are being asked to select regional representatives to fill USHBC regional council member and alternate positions for

the 2016 to 2018 term. Ballots were mailed to producers in early April and elections will close May 25, 2015. Any grower who has not received their regional ballot is asked to contact the USHBC office at (916) 983-0111.

IRRADIATION WORKSHOP

In March, staff attended "Opportunities in Phytosanitary Irradiation for Fresh Produce Workshop 2015." 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.

NEW INTERN

In April, the Commission welcomed aboard new intern, Elizabeth Brown. Elizabeth is a third year college student attending California State University, Fresno where she is pursuing a Bachelor's degree in Agricultural Business. Elizabeth expects to graduate in spring 2016 and plans to obtain her degree to practice law specializing in agricultural issues. She is looking forward to working with the Commission and hopes to gain experience and a deeper understanding of the industry.

BLUEBERRIES SHOWN TO HELP FIGHT CANCER

According to the American Institute for Cancer Research, studies show that blueberries are one of the foods believed to help fight cancer. Learn more about the benefits of blueberries here: <http://www.aicr.org/foods-that-fight-cancer/blueberries.html>



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BLUEBERRY BITES... Chocolate Blueberry Smoothie

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|-----------------------------|------------------------------------|
| 1 cup frozen blueberries | 1/4 teaspoon vanilla extract |
| 2 teaspoons cocoa powder | 1 dash ground cinnamon |
| 1 cup milk (of your choice) | 1 dash ground nutmeg |
| | 2 teaspoons maple syrup (or agave) |

Start by blending all ingredients together until smooth. If desired, strain through a fine-mesh strainer into a glass for a smoother texture. To top it off, garnish with a few whole blueberries, and serve immediately.

<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

- **Asia Fruit Logistica**
 - Date: September 1, 2015
 - Location: Lantau, Hong Kong
- **NABC/USHBC Meeting**
 - Date: October 7-9, 2015
 - Location: Las Vegas, NV