



CALIFORNIA
Blueberry
COMMISSION

NEWSLETTER

Issue No. 5

September/October 2015

COMMISSION ATTENDS WASHINGTON D.C. PUBLIC POLICY CONFERENCE

During the week of September 28, 2015 the California Blueberry Commission attended the Washington Public Policy Conference. This conference is an annual event held in Washington DC that provides the produce industry the opportunity to gather together and have a face to face dialogue with key members of Congress. This year, the Commission address topics such as the Trans-Pacific Partnership (TPP), the Transatlantic Trade and Investment Partnership (T-TIP), the Mexico Anti-dumping case, the Country of Origin Labeling (COOL) requirement concern, and of course the ongoing drought. If you would like to comment or would like more information on these issues, please contact the Commission office.



Alexander Ott and Todd Sanders of the CBC pictured with Congressman Jeff Denham

COMMISSION ATTENDS ASIA FRUIT LOGISTICA AND IBO

On September 2-6, 2015 the California Blueberry Commission joined the US Apple Export Council in Hong Kong for Asia Fruit Logistica. This is the largest fresh fruit trade show in Asia and provides the Commission the unique opportunity to reach a vast audience. The Commission was able to partner with the US Apple Export Council (USAEC) and utilized the USAEC's booth as a home base. Although the Commission was not a paying partner at the booth, the Commission was able to display and provide industry information. In addition, the Commission attended the International Blueberry Organization's (IBO) annual meeting in Sydney, Australia. The IBO's seminar brought 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.

COMMISSION ATTENDS PRODUCE MARKETING ASSOCIATION CONFERENCE

During the week of October 23-25, 2015, the California Blueberry Commission attended the Produce Marketing Association's international convention and exposition in Atlanta, GA. The

convention allowed the Commission the ideal opportunity to meet with and maintain relationships with other industry leaders. The Commission also hosted an International Reception following the exposition. This reception was designed to bring all major importers from Mexico, Central America, Asia, India, Russia, and others into one room and educate them about the U.S. Blueberry industry. If you have any questions or would like more information from the international reception gathering, please do not hesitate to contact the Commission office.

EFFECTS OF TPP ON BLUEBERRIES

The Trans-Pacific Partnership (TPP) will provide significant new market opportunities for U.S. exporters. The TPP strengthens trade rules and provides specific new market access commitments for U.S. agricultural exports to Japan, Malaysia, Vietnam, New Zealand, and Brunei. Under the TPP agreement, Japan tariffs as high as 17 percent will be immediately eliminated for many products, including blueberries. Malaysia's tariffs on the majority of fresh fruits, currently as high as 30 percent, will be eliminated immediately. Vietnam's tariffs on these fruits, currently as high as 30 percent, will be eliminated within four years. New Zealand and Brunei will immediately eliminate all tariffs on other fresh fruit products. The United States will eliminate tariffs, currently as high as 29.8 percent, on many fruits within 10 years. There are, however, many details left undisclosed and some leaders are hesitant to support the agreement until they have more information. Please stay tuned as the CBC will provide updates in the coming months.

TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP

The Transatlantic Trade and Investment Partnership, known as T-TIP, is intended to be an ambitious and comprehensive trade agreement that significantly expands trade and investment between the U.S. and the EU. T-TIP specifically tries to increase economic growth, jobs and international competitiveness, as well as address global issues of common concern. It is considered to be a companion agreement to TPP. The eleventh round of T-TIP will take place on October 19-23, 2015. It is not expected to be finalized before 2016. For more information, please contact the Commission office.

CHILEAN BLUEBERRY EXPORTS EXPECTING SUBSTANTIAL INCREASES THIS SEASON

The Chilean Blueberry Committee has forecast fresh exports this coming season of between 99,000-109,000 metric tons (MT) constituting a 7-19% increase in exports from year-to-year. These figures were announced at the recent Annual Meeting of

Committee Members. Chilean Blueberry Committee CEO Andrés Armstrong said he was expecting a very good season with a steady rise in volumes that would allow the industry to have an adequate supply and continue to diversify its markets. For more information regarding this anticipated increase, please contact the Commission office.

AMS ADMINISTERS FINAL RULING TO USHBC

On September 3, 2015, the Agricultural Marketing Services (AMS) ruled changes in regards to the membership of the U.S. High Bush Council under the Blueberry Promotion, Research, and Information Order. All changes were unanimously recommended by the Council and are aimed to help facilitate program administration. The Council administers the order with oversight by the U.S. Department of Agriculture (USDA). This rule increases the number of Council members from 16 to 20, adding two producers, one importer, and one exporter. This will help ensure that the Council reflects the geographical distribution of domestic blueberry production and imports into the United States. This rule also adds eligibility requirements for the public member, clarifies the Council's nomination procedures and its ability to serve the diversity of the industry, and increases the number of members needed for a quorum. This rule also prescribes late payment and interest charges for past due assessments. For access to the complete final ruling, please visit: <https://www.federalregister.gov>

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 the current and future research, education projects, market exports and other pertinent industry information. If you would like a copy, please contact the Commission office or visit www.calblueberry.org.

EPA ANNOUNCES WPS REVISIONS FOR THE FIRST TIME IN OVER 20 YEARS

The Environmental Protection Agency (EPA) announced late yesterday that the final rule revising Worker Protection Standards (WPS) will be published in the Federal Register within the next 60 days. These changes mark the first significant alterations to the WPS since 1992. The ruling outlines the following standards: increased frequency of mandatory training for workers, the first

ever minimum wage requirement limiting children under 18 from handling pesticides, mandatory posting of no-entry signs for hazardous pesticides, information available to workers regarding pesticide application, and a new record keeping requirement of two years.

MURKOWSKI PLANS DROUGHT HEARING

Chairwoman Lisa Murkowski (R-Alaska) said she is planning to hold a legislative hearing to address the drought in California and other western states. The bills in the spotlight at the hearing will be Rep. David Valadao's Western Water and American Food Security Act of 2015, which passed the House on July 16, and Sen. Dianne Feinstein's California Emergency Drought Relief Act of 2015, which she introduced on July 29. Be on the lookout for an update on the scheduling of this hearing.

Find us on social media!



#calblueberry



@calblueberry



@calbluecomm



BLUEBERRY BITES Blueberry Sauce Chutney

½ finely diced sweet yellow onion
2 cloves garlic
1/3 cup orange juice
2 cups frozen blueberries

3 tbsps. balsamic vinegar
¼ cup sugar
5 sage leaves
Pinch of salt and red pepper flakes

Heat a small saucepan over medium-high heat. Add in onions, garlic, and orange juice. Stir, add in other ingredients, and bring to a boil. Reduce heat to simmer and cook for 30-40 mins until the sauce is thick. Set aside to cool and refrigerate until serving. Recipe courtesy of: <http://www.blueberrycouncil.org>.

CALENDAR OF EVENTS

- **U.S. Ag. Export Development Council**
-Date: November 17-20, 2015
-Location: Washington D.C.
- **Board of Directors Meeting**
-Date: January 2016
-Location: Conference Call
- **Fruit Logistica**
-Date: February 3-5, 2016
-Location: Berlin, Germany



California Blueberry Commission

2565 Alluvial Ave, Ste. 182

Clovis, CA 93611

PH: (559) 221-1800

FAX: (559) 456-9099

calblueberry@calblueberry.org

www.calblueberry.org