

# THE BLUESPAPER

News and Marketing Program Updates from the U.S. Highbush Blueberry Council

February 2012

## **USHBC REGIONAL MEMBER NOMINATIONS DUE FEBRUARY 17<sup>th</sup>**

Regional Member nomination packets were sent by the USHBC to growers in each of the four regions (West, Midwest, Northeast and South) on January 13, 2012. The nomination packet includes a *USHBC Nomination Application Form* and instructions, a *USHBC Information Sheet* and mailing envelope. Nomination packet information is also posted on the USHBC website at [www.blueberry.org](http://www.blueberry.org). The USHBC regional member nominations are taking place over a five-week period from January 13 to February 17, 2012. Those interested in being considered for USHBC regional member and alternate positions are encouraged to complete their nomination form and submit their form to the USHBC as soon as possible. Nominations received after February 17 will not appear on the final printed USHBC ballot. Those who have not received their nomination packets by this time should contact the USHBC office at (916) 983-0111.

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs are open to all individuals without regard to race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status, and marital or family status. It is USHBC policy that membership on the Council and its committees reflect the diversity of individuals served by its programs.

To accomplish this objective, the USHBC will strive to attain representation of growers and other industry participants from diverse backgrounds on the Council and USHBC committees. To this end, the USHBC strongly encourages women, minorities and persons with disabilities to seek nominations to the USHBC and to participate in Council and USHBC committee activities.

USHBC regional ballots will be sent to growers in each of the four regions on April 20, 2012. Ballots will list nominees from the region along with their candidate statement. Space will be available on the ballot to indicate any write-in candidate as well. Regional Members will assume their USHBC positions starting January 1, 2013 for a three-year term.



## **USHBC ANNOUNCES SCHOOL FOODSERVICE RECIPE CONTEST WINNERS**

Chefs from Flik Independent School Dining (FISD) were challenged in a recent USHBC School Chef's Recipe Contest to create blueberry recipes for breakfast, lunch entrées, and healthy snacks. Flik Independent School Dining, a division of the Charlotte, North Carolina based Compass Group, provides dining services for 135 private schools nationwide. Their team of food and nutrition experts is dedicated entirely to creating fun, healthful and innovative dining

solutions for private and independent school communities. Flik serves 135 schools and 90 chefs participated and posted their entries on the FISD Blueberry Contest Facebook page.

Winners were announced in December with two prizes awarded in each category along with one grand prize for overall creativity and best use of blueberries. The grand prize went to Chef Joe Landa of the Jewish Theological Seminary in New York, New York, for his *Smoky Pistachio-Blueberry Jerky*.

"When you start working with blueberries, you realize there are so many ways to use them!" said Chef Landa. "My jerky is packed with



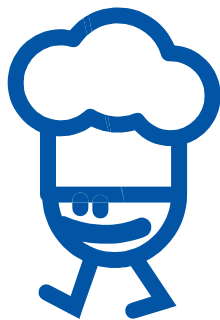
blueberries and other ingredients that offer long-lasting energy. Adding a spicy smoky element serves to create a multi-level palette pleaser."

Chef Landa's healthy snack recipe incorporates fresh and dried blueberries with applesauce and other naturally sweet ingredients, nuts, seeds and soy-bacon in a combination that's slowly oven-dried.

Winners in the breakfast category were Chef Michael Hemby of the Hopkins School, New Haven, Connecticut, for *Blueberry Mascarpone Empanaditas* (first place) and Chef Anthony George of the Convent of the Sacred Heart, Greenwich, Connecticut, for *Blueberry Zucchini Bread*

Lunch entrée winners were Chef Andrew Mauro of the Middlesex School, Concord, Massachusetts, for *Braised Sweet and Spicy Short Ribs with Blueberry BBQ Glaze* (first place) and Chefs Dennis Grobe and Nick Pelletiere of the Ethical Culture School, New York, New York, for *Glazed Panko Salmon with Grilled Blueberry Polenta and Blueberry-Ginger Chutney* (second place)

Winners in the healthy snack category were Chef Heidi Videto of the Milton Academy, Milton, Massachusetts, for *Gluten-Free Blueberry Ginger Bars* (first place) and Chef Luke Kuchavik of the Dwight Englewood School in Englewood, New Jersey, for *Chef Luke's Blueberry Tea Bars* (second place).



and agricultural extension specialists technical assistance to utilize and teach best practices in food safety. Details about the *On-Farm Food Safety Project* and the free on-line tool are available at <http://onfarmfoodsafety.org>.

**ATTENTION BLUEBERRY INDUSTRY MEMBERS- SIGN UP NOW FOR THE BLUEBERRY ALERT SYSTEM**

To take part in the blueberry alert system send your e-mail address to JoDee Gowan at the USHBC office: ([jgowan@blueberry.org](mailto:jgowan@blueberry.org)); or sign up directly on the alert system website at the following address: <http://blueberrycouncil.org/members/amerilert-tools/?type=signup>. Please call the USHBC office at (916) 983-0111 with any questions on the alert system or signup steps.

**USHBC MEETING SCHEDULE AND INVITATION**

USHBC meetings are open to all members of the industry and offer an excellent opportunity to learn more about the Council and the various market promotion and health research activities being conducted by the USHBC. These open meetings also offer the opportunity to contribute by sharing your thoughts with the USHBC.

All members of the blueberry industry are encouraged to attend and participate in USHBC meetings and are asked to also consider future service with the USHBC as an elected member or alternate. Please contact the USHBC office at (916) 983-0111 if you have any questions concerning the USHBC or future meetings, or for more information about USHBC member or alternate positions.

**2012 USHBC Spring Meeting**

**San Francisco, California**

Tuesday, February 28 to Friday, March 2, 2012

Sheraton Fisherman's Wharf

Phone (888) 627-7024

**2012 USHBC Fall Meeting**

**St. Louis, Missouri**

Wednesday, October 3 to Friday, October 5, 2012

Hotel: TBD

**2013 USHBC Spring Meeting**

**Savannah, Georgia**

Wednesday, February 27 to Friday, March 1, 2013

Hotel: TBD

**ON-LINE GOOD AGRICULTURAL PRACTICES (GAP) TOOL OFFERED TO GROWERS**

An online tool has been developed by *FamilyFarmed.org*, with funds from the USDA's Risk Management Agency, for grower use in earning GAP certification. The tool uses simple yes and no questions to help growers create customized GAP manuals. Staff from the Food and Drug Administration along with a number of fresh produce industry groups and professionals helped develop the on-line tool.

The *On-Farm Food Safety Project* is a comprehensive national program that offers fruit and vegetable farmers, food safety professionals



The *USHBC Bluespaper* is published by the U.S. Highbush Blueberry Council; 80 Iron Point Circle, Suite 114; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: [www.blueberry.org](http://www.blueberry.org) or [www.littlebluedynamos.com](http://www.littlebluedynamos.com). The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).

