

**EXHIBIT #2****2011 USHBC BUDGET  
MARCH 4, 2011****2011  
USHBC  
BUDGET**

## Expense

<b>500.00 - MARKET PROMOTION AND PUBLICITY</b>	
500.10 - CONSUMER/FOOD SERVICE PUBLICITY	900,000
500.20 - FOOD MANUFACTURER PUBLICITY	400,000
500.30 - EXPORT MARKET PROMOTION	210,000
500.40 - USDA/MAP ALLOCATION (USDA \$)	0
500.50 - MAGAZINE ADVERTISING	0
500.60 - MARKET RESEARCH ALLOCATION	0
500.65 BERRY HEALTH SYMPOSIUM SPONSORSHIP	17,000
500.66 PBH CHILDREN'S HEALTH CAMPAIGN (YEAR 5 OF 5)	10,000
500.67 DESIGNATED PROMOTION (South America Donation)	0
500.68 EXPANDED MARKET POSITIONING	400,000
500.69 BLUEPRINT 2015 PHASE 4 SHAPE/LIVE	0
500.691 BLUEPRINT PHASE 1 STRATEGY	0
500.70 - UNALLOCATED MARKETING EXPENSE (Pending Referendum)	300,000
<b>Total 500.00 - MARKET PROMOTION AND PUBLICITY</b>	<b>2,237,000</b>
<b>550.00 - RESEARCH</b>	
550.20 - FUNDED RESEARCH	515,806
550.21 RESEARCH RESERVE (Pending Referendum)	171,694
550.30 - BLUEBERRY RESEARCH BANK	41,000
550.40 -RESEARCHER TRAVEL	5,000
550.60 -RESEARCH ADMINISTRATOR	36,000
550.70 -SPONSORSHIPS	2,500
550.75 -HEALTH PROFESSIONAL OUTREACH	60,000
<b>Total 550.00 - RESEARCH</b>	<b>832,000</b>
<b>600.00 - INDUSTRY RELATIONS</b>	
600.10 - INDUSTRY RELATIONS ACTIVITIES	35,000
600.20 - USHBC STRATEGIC PLAN	22,500
600.21 - LABOR SEMINARS	25,000
600.22- GROWER ENGAGEMENT/EDUCATION	25,000
600.25 - BLUEBERRY ACREAGE STUDY	16,000
600.26 ASSOCIATION MEMBERSHIPS	8,000
600.28 INTERNATIONAL BLUEBERRY GROWER MEETING	5,000
600.30 - UNALLOCATED INDUSTRY RELATIONS EXPENSE	10,000
<b>Total 600.00 - INDUSTRY RELATIONS</b>	<b>146,500</b>
<b>610.00 GOOD MANAGEMENT PRACTICES</b>	
610.01 -MEDIA MONITORING (VOCUS)	0
610.02 - RELY ALERT SITE SERVER/MAINTENANCE	45,000
610.021 - ALERT SITE INITIAL INDUSTRY SETUP	5,000
610.022 - RELY MEDIA WEBSITE	0
610.03 - TMT RETAINER/CRISIS PLAN MAINTENANCE	16,500
610.031 - MEDIA TRAINING (TMT)	23,000
610.032 - ISSUE MANAGEMENT RESERVE (TMT)	5,000
610.04 - PRINTING	15,000
610.05 - ALLIANCE FOR FOOD AND FARMING	25,000
610.10 - GOOD MANAGEMENT PRACTICES UNALLOCATED EXPENSE	10,000
<b>Total 610.00 - GOOD MANAGEMENT PRACTICES TOTAL</b>	<b>144,500</b>
<b>650.00 - USHBC PROGRAM FEES</b>	
650.10 - USDA IMPLEMENTATION REIMBURSEMENT	0
650.20 - USDA AMS ADMINISTRATION FEE	103,000
650.30 - US OFFICE GENERAL COUNSEL FEE	3,000
650.40 - US CUSTOMS FEE	0
650.50 - NABC RESOURCES & SERVICE FEE	75,000
<b>Total 650.00 - USHBC PROGRAM FEES</b>	<b>181,000</b>
<b>700.00 - GENERAL EXPENSES</b>	
700.10 - CALYX NEWSLETTER	0
700.20 - PRESENTATIONS/SAMPLES	475

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700.30 · OFFICE RENT	24,565
700.40 · OFFICE INSURANCE/TAXES	1,020
700.50 · SUBSCRIPTIONS	2,250
700.60 · PRINTING	12,600
700.70 · OFFICE SUPPLIES	6,800
700.80 · PHONE/FAX	12,750
700.90 · EQUIPMENT/REPAIRS/MAINTENANCE	3,500
700.100 · EQUIPMENT RENTAL	7,225
700.110 · POSTAGE/SHIPMENT	12,325
700.120 · AUTO ALLOWANCE	5,850
700.130 · BANK CHARGES	638
700.140 · OFFICERS LIABILITY INSURANCE	3,575
700.145 · BONDING INSURANCE	825
700.150 · COMMODITY COALITION INITIATIVE	2,000
700.155 · NCAE MEMBERSHIP	0
700.156 · PROJECT FRESH START	0
700.157 · NBCI MEMBERSHIP	0
700.160 · GENERAL UNALLOCATED EXPENSES	5,000
700.170 · SPECIAL PROJECTS RESERVE	0
Total 700.00 · GENERAL EXPENSES	<u>101,398</u>
800.00 · ADMINISTRATION EXPENSES	
800.10 · SALARIES, P/R TAXES, INSURANCE, BENEFITS	296,395
800.110 · CALIFORNIA WORKER'S COMP	2,800
800.120 · BOOKKEEPING SERVICE	16,590
800.130 · LEGAL/AUDIT FEES	16,300
800.135 · LEGISLATIVE REPRESENTATION	0
800.140 · DEPRECIATION	300
800.150 · ADMINISTRATIVE RESERVE	25,075
800.160 · FEDERAL TAXES	0
Total 800.00 · ADMINISTRATION EXPENSES	<u>357,460</u>
850.00 · TRAVEL AND MEETING EXPENSES	
850.10 · EXECUTIVE DIRECTOR TRAVEL	18,000
850.15 · ADMINISTRATIVE STAFF TRAVEL	10,000
850.20 · OFFICER/MEMBER TRAVEL	80,000
850.30 · MEETINGS	18,200
Total 850.00 · TRAVEL AND MEETING EXPENSES	<u>126,200</u>
900.00 · UNCOMMITTED EXPENSES	<u>25,614</u>
TOTAL BUDGET	<u>4,151,672</u>