



Chilean Blueberries in North America

Presented by:

Tom Tjerandsen, Managing Director, North America
The Chilean Fresh Fruit Association



Chilean Blueberries in North America

Agenda

- North American Economy
- North America Retail Environment
- Blueberry Situation in North America
- Promotion Programs
 - USHBC – Summer
 - CBC – Winter
- Challenges and Opportunities
- Summary



Negatives

U.S. Economic Environment

- ❖ Unemployment continues to rise.
- ❖ Stock Market continues to fall.
- ❖ Belief the country is headed in the wrong direction continues to rise.
- ❖ Same store sales versus prior year continue to fall.
- ❖ Food and gasoline prices continue to rise.
- ❖ Value of dollar against other currencies continues to fall.



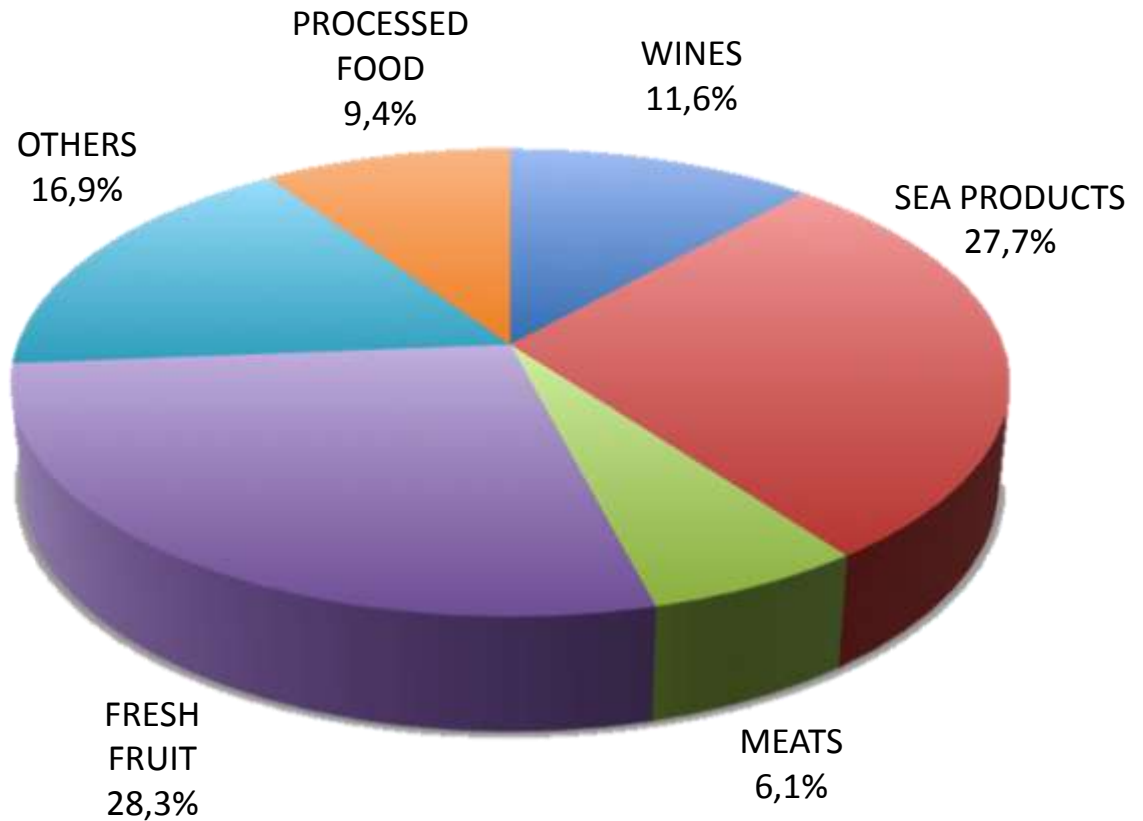
Another Negative

We are now competing with new markets in the world for the limited production from Chile

GENERAL DEVELOPMENTS IN CHILE

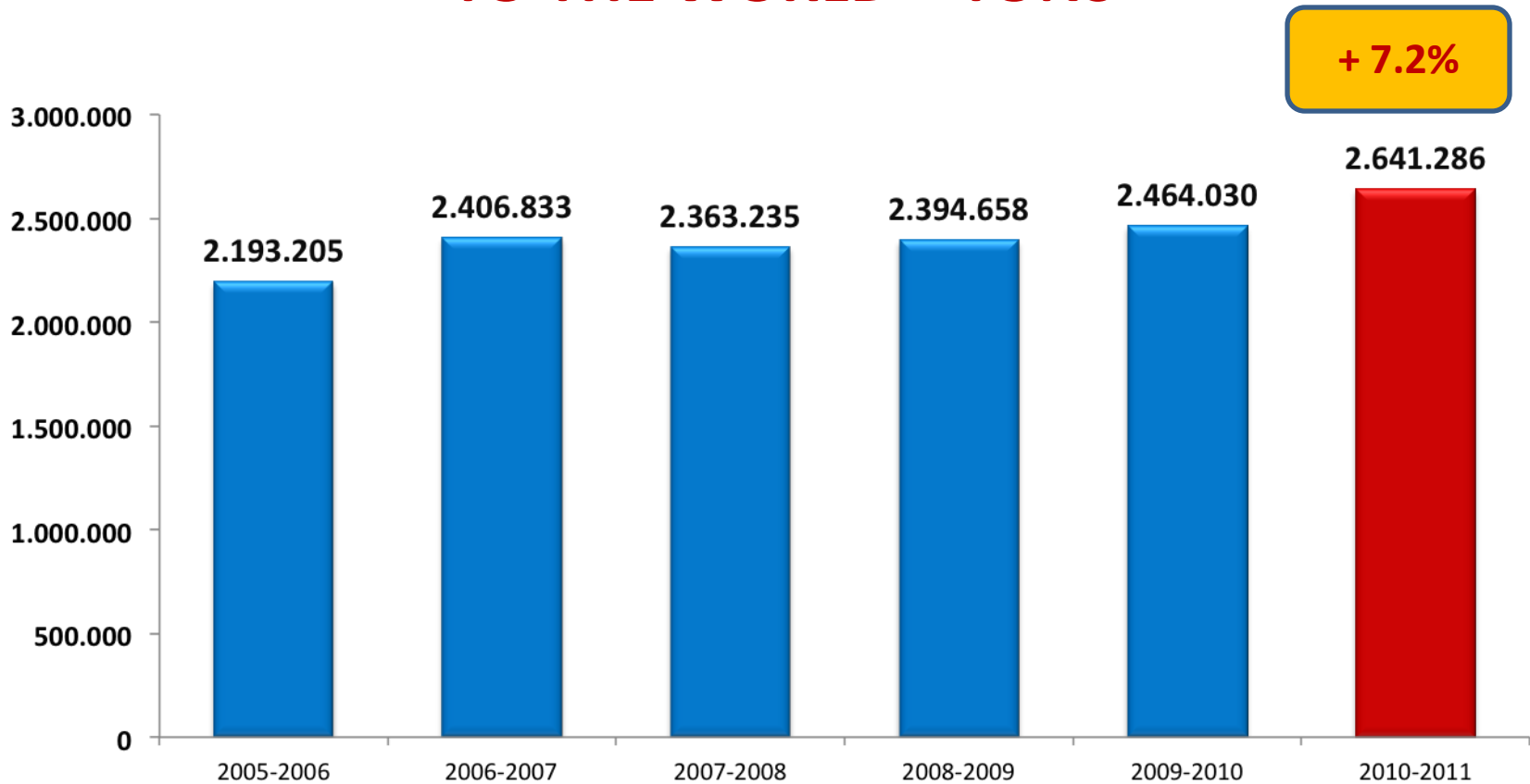
FRESH FRUIT: CHILE'S LARGEST AGRIFOOD INDUSTRY

- **AGRICULTURAL EXPORTS REACHED US\$14,6 BILLIONS IN 2011**
- **FRESH FRUIT IS THE LARGEST FOOD EXPORTING SECTOR (28,3%)**



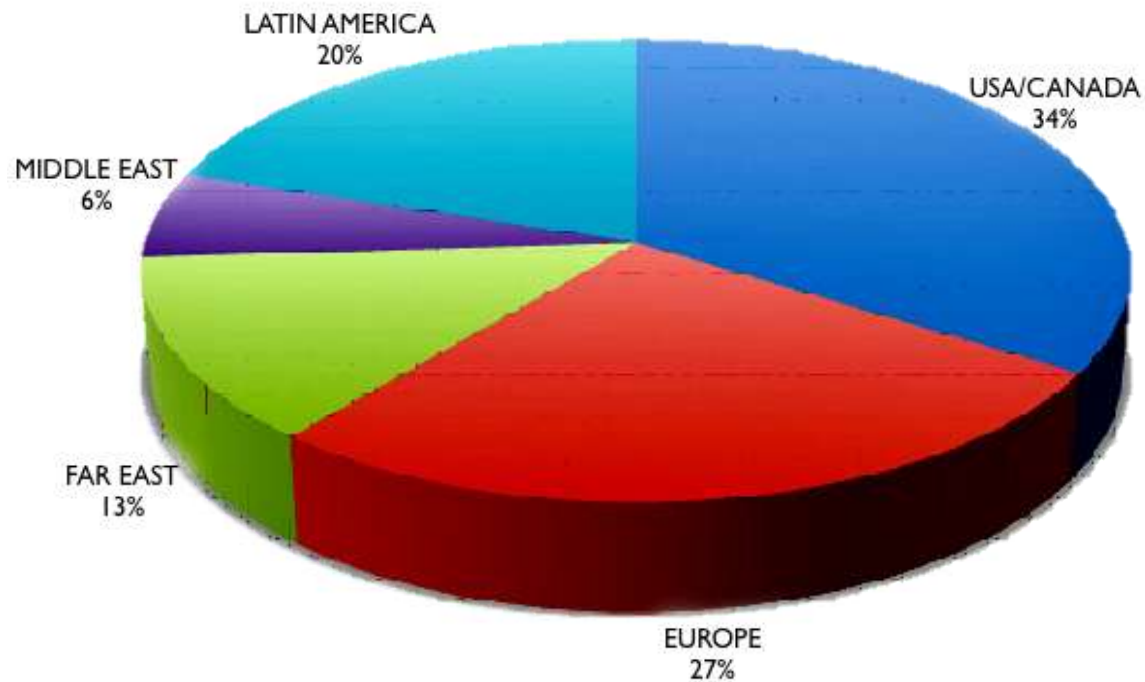
Source: Central Bank 2011

EVOLUTION OF FRESH FRUIT EXPORTS TO THE WORLD – TONS



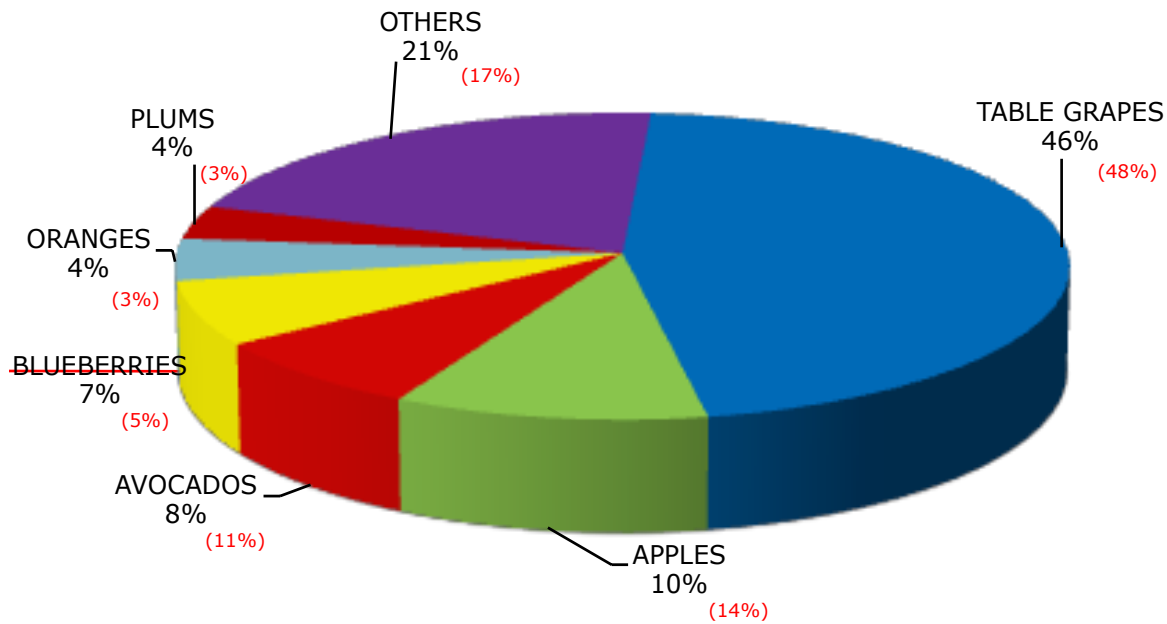
SOURCE: AGRICULTURE AND LIVESTOCK GOVERNMENTAL SERVICE (SAG) / ASOEX – DATA PREPARED BY THE CHILEAN EXPORTERS ASSOCIATION (ASOEX) FROM THE INSPECTION RECORDS DEVELOPED BY THE EXPORT COMPANIES FOR SUBMISSION TO THE SAG

MAIN DESTINATION MARKETS 2011-12



SOURCE: AGRICULTURE AND LIVESTOCK GOVERNMENTAL SERVICE (SAG) / ASOEX – DATA PREPARED BY THE CHILEAN EXPORTERS ASSOCIATION (ASOEX) FROM THE INSPECTION RECORDS DEVELOPED BY THE EXPORT COMPANIES FOR SUBMISSION TO THE SAG

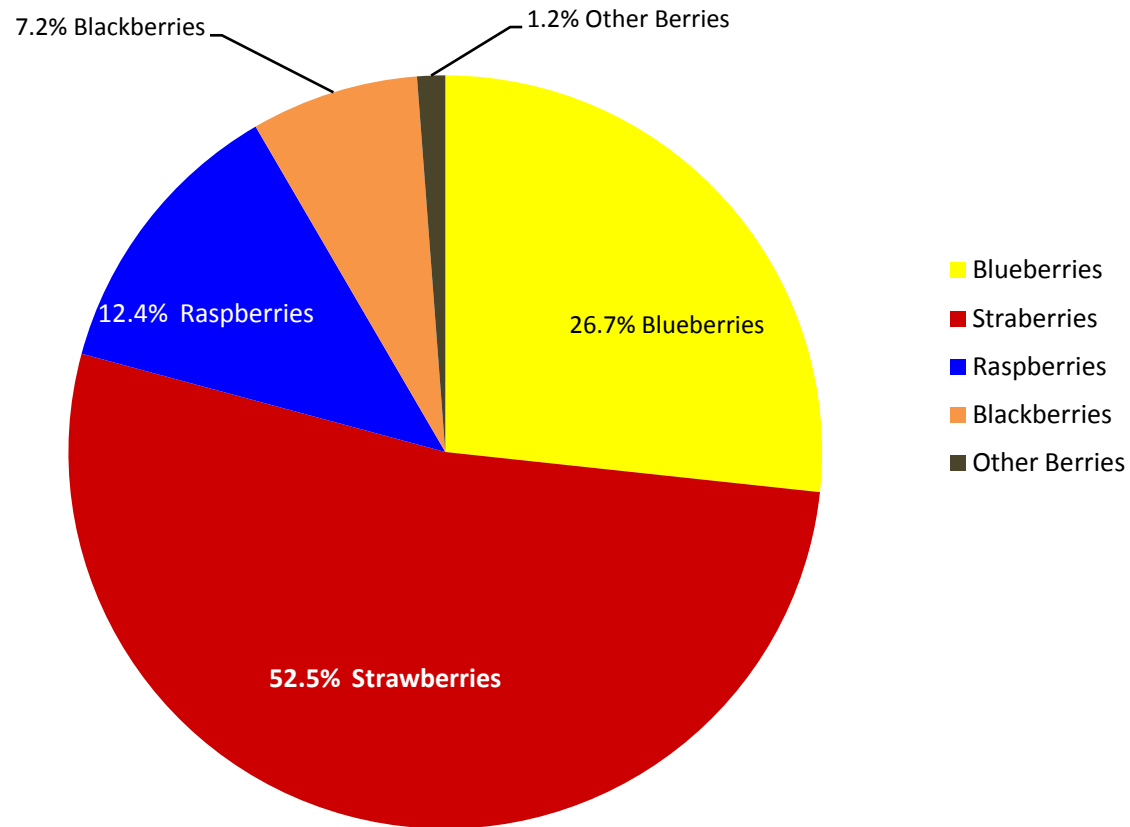
FRESH-FRUIT EXPORTS TO THE US - TONS



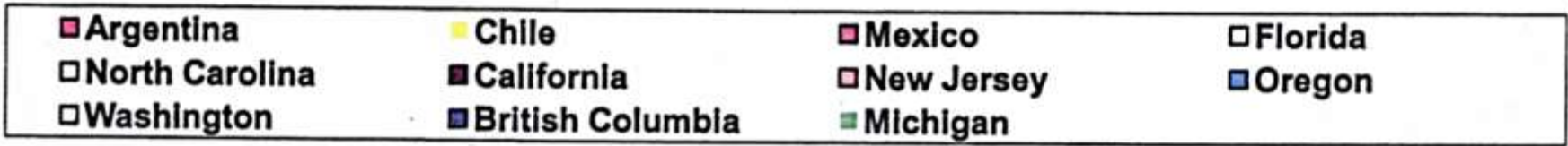
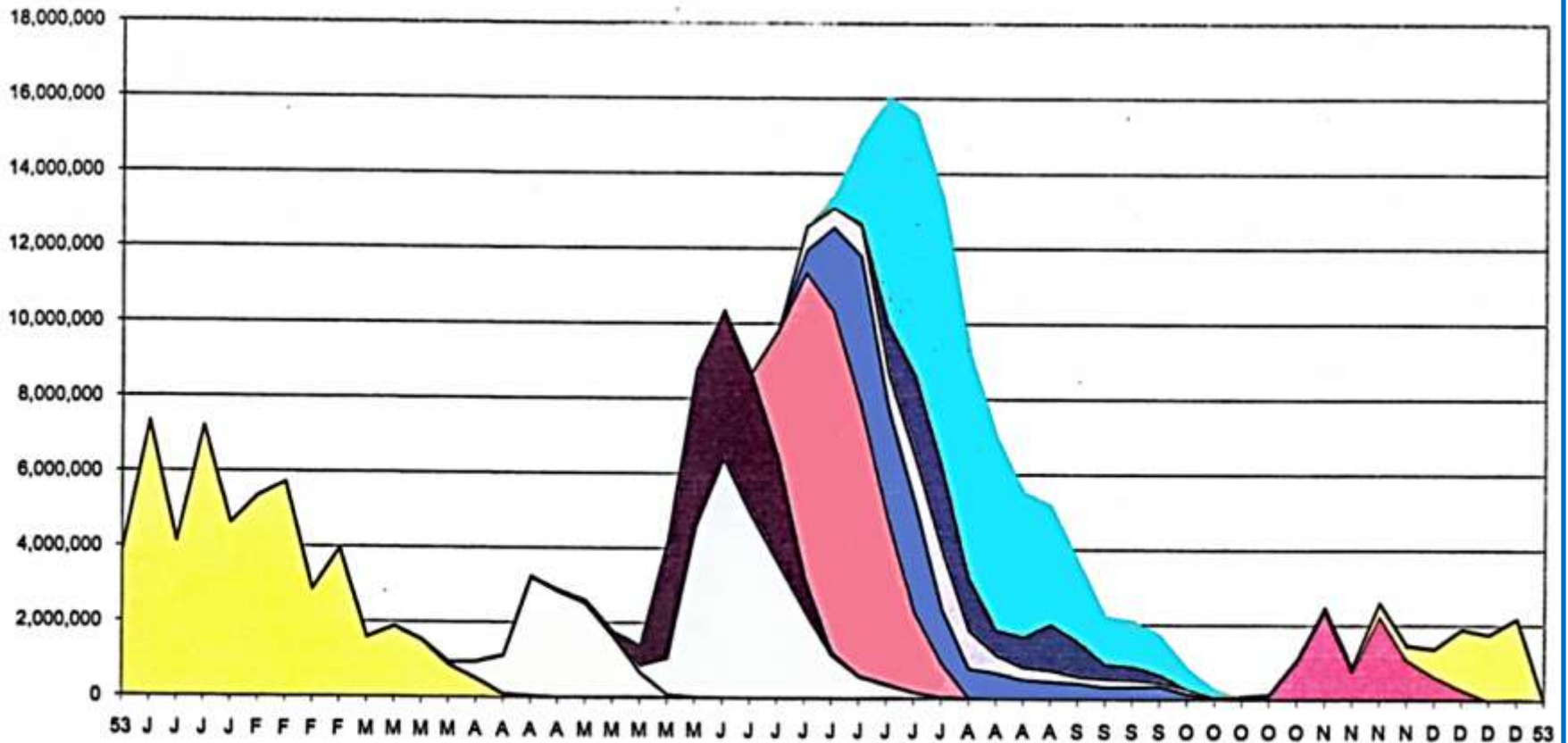
SPECIES	SEASONS		% VAR
	2009-2010	2010-2011	
TABLE GRAPES	425,941	397,270	-6.7
APPLES	122,526	90,419	-26.2
AVOCADOS	100,165	66,120	-34.0
BLUEBERRIES	40,842	58,386	43.0
ORANGES	28,220	38,059	34.9
PLUMS	27,237	30,476	11.9
CLEMENTINES	26,122	29,392	12.5
NECTARINES	27,022	27,975	3.5
KIWIS	21,901	22,894	4.5
PEACHES	21,473	22,584	5.2
LEMONS	17,526	20,669	17.9
CHERRIES	11,036	20,125	82.3
PEARS	14,772	17,985	21.8
TANGERINES	5,424	10,665	96.6
POMEGRANATES	270	2,102	677.7
OTHERS	5,605	7,107	26.8
TOTAL	896,082	862,228	-3.8

Total Berries Category Dollar Share by sub-category

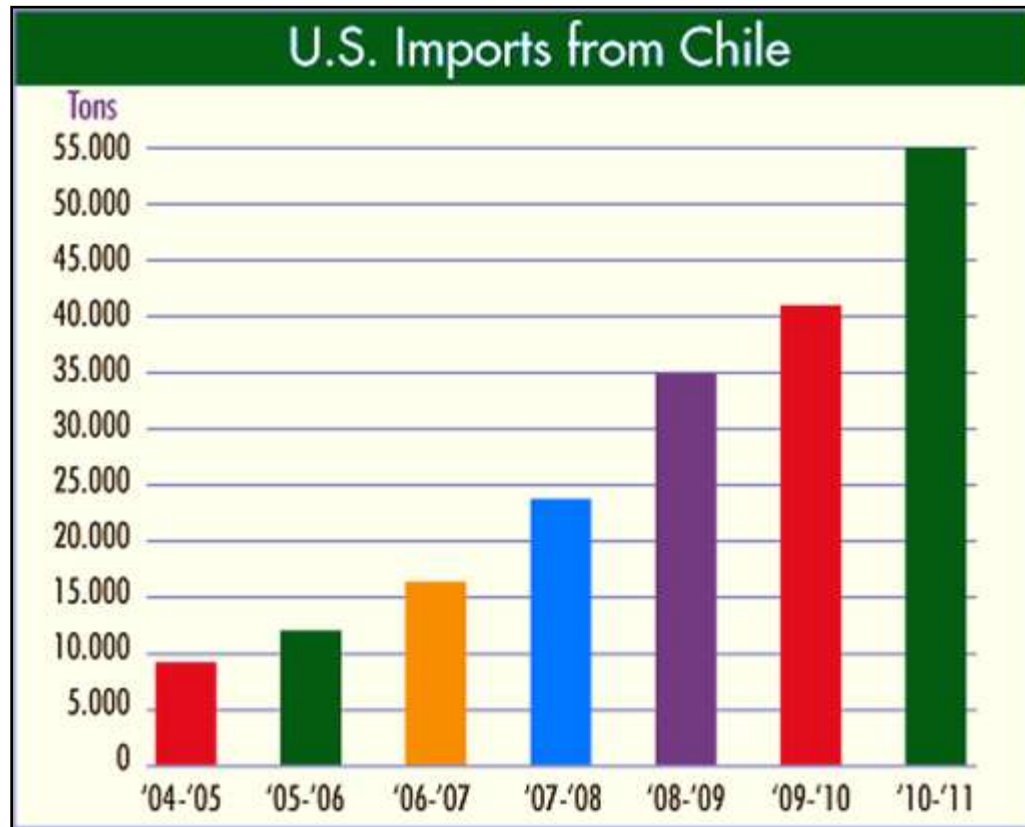
52 weeks ended 12/31/11



Global Blueberry Shipments to U.S.



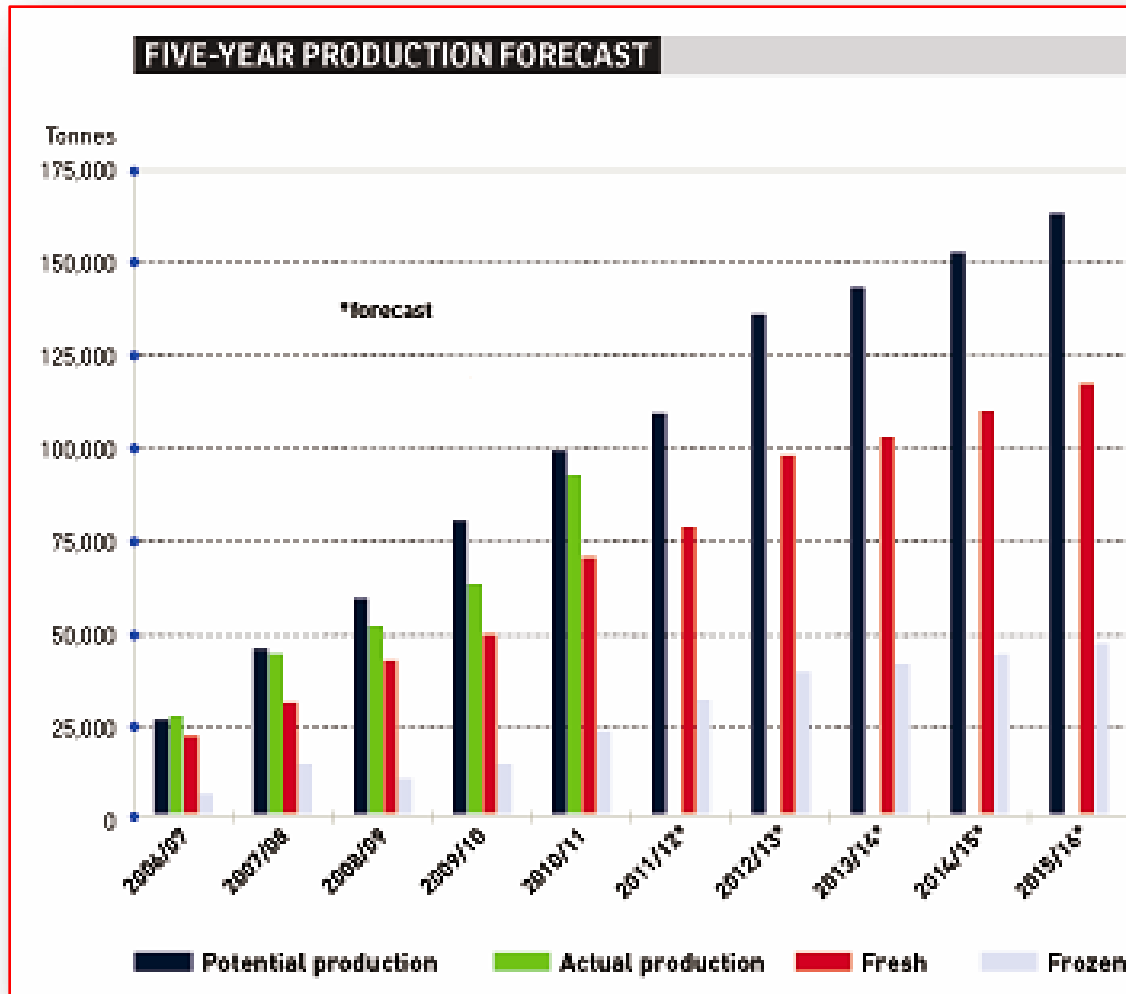
Chilean Blueberries in North America



Blueberries from Chile



Sales Trends



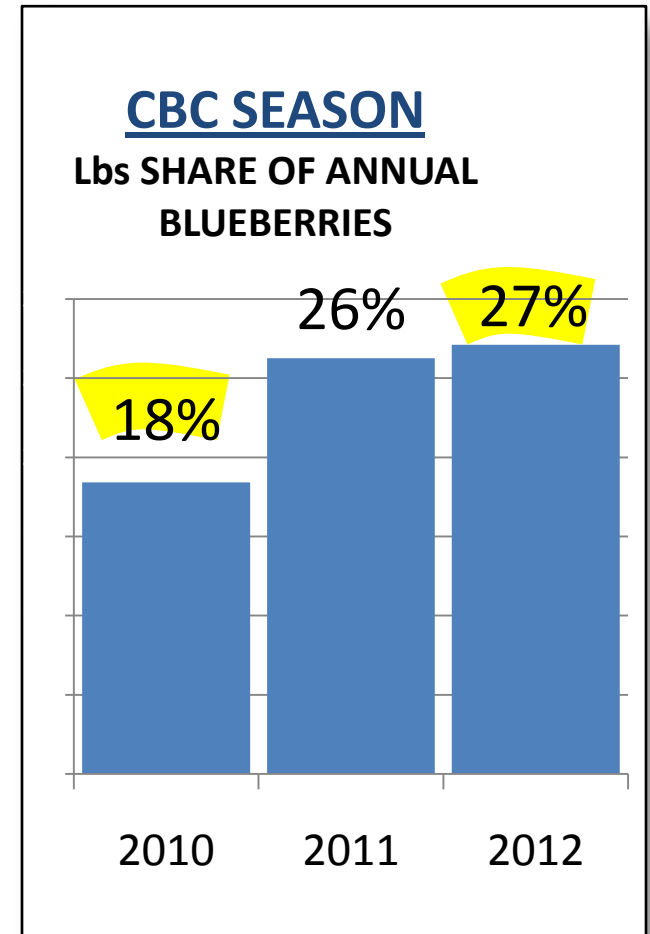
Total U.S. Blueberries

3 Year Sales Trends, 2010 to 2012

4MONTHS ENDING MARCH					
	2010	%CHG	2011	%CHG	2012
Dollars	207,190,978	28.3	265,787,002	0.4	266,933,704
Pounds	30,657,638	61.8	49,596,184	4.0	51,562,941
Purchases	63,897,176	45.5	92,948,383	(5.8)	87,585,010

52WKS ENDING MARCH					
	2010	%CHG	2011	%CHG	2012
Dollars	754,810,419	11.0	837,694,277	4.5	875,704,915
Pounds	166,449,057	13.5	188,914,028	0.7	190,180,766
Purchases	267,989,153	12.6	301,709,163	(3.6)	290,931,394

- Dec-Mar Chilean pound share of all Blueberries have increased from 18.4 to 27.1 share
- Pounds & Dollars are increasing each year but actual packages purchased declined -5.8% from 2011 to 2012

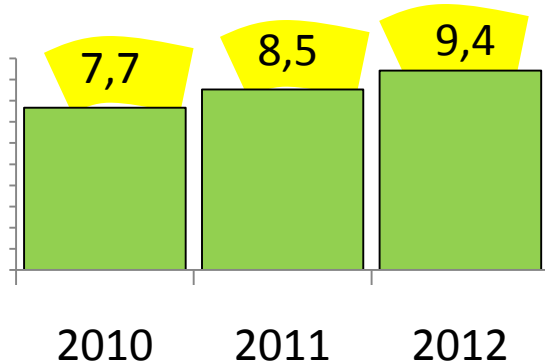


Total U.S. Blueberries Through 2012

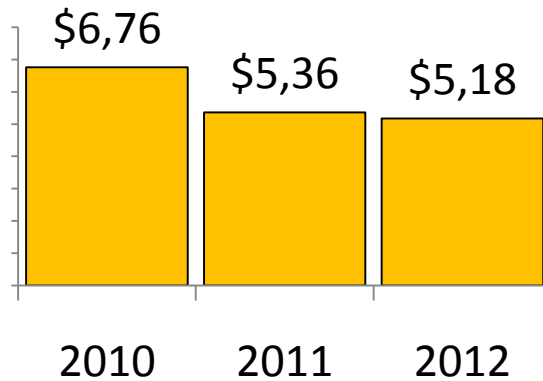
Dec-March vs. April-November

SEASON: DECEMBER - MARCH

OUNCES PER UNIT



AVERAGE RETAIL \$/LB

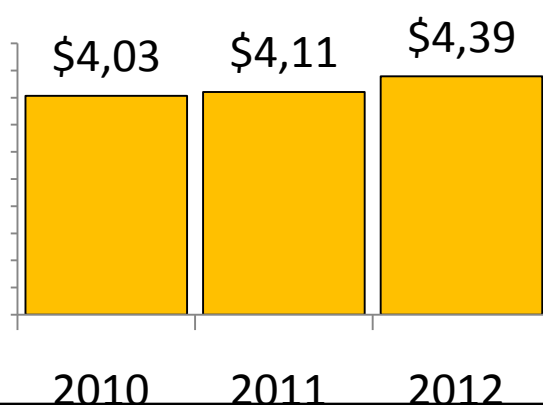


MONTHS: APRIL - NOVEMBER

OUNCES PER UNIT



AVERAGE RETAIL \$/LB



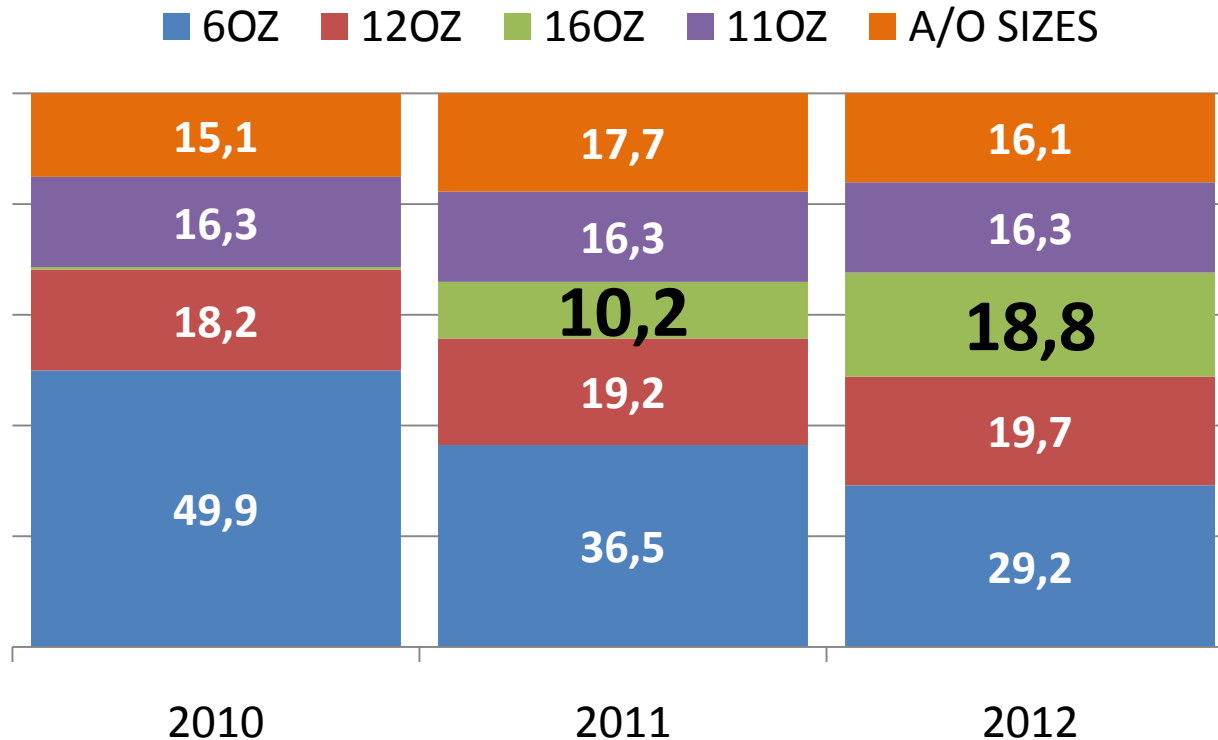
Dec-March 3 year trend

- Chilean season trending to larger size units & lower prices
- Apr to Nov. trends are flat on pack size and Ave Price
- Price gap Chilean season to Apr-Nov 3 year time narrows from \$2.73/Lb to \$.79/Lb.

Total U.S. Blueberries

Dec to March

Share of Package by Size



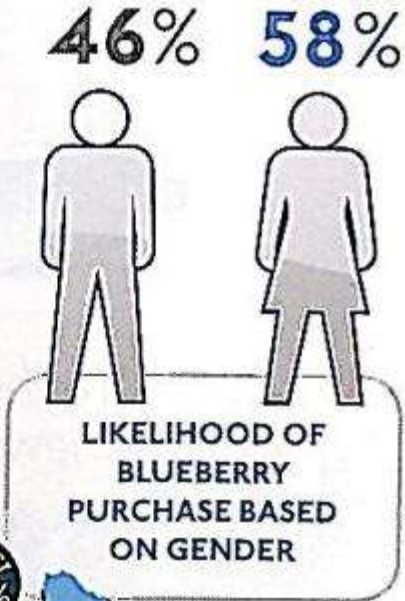
- **2012 broader mix of package sizes with larger sizes growing fastest**
 - **Equal or larger than 12 oz. size:**
 - 2010 – 34% share
 - 2012 – 54% share

Sales Trends

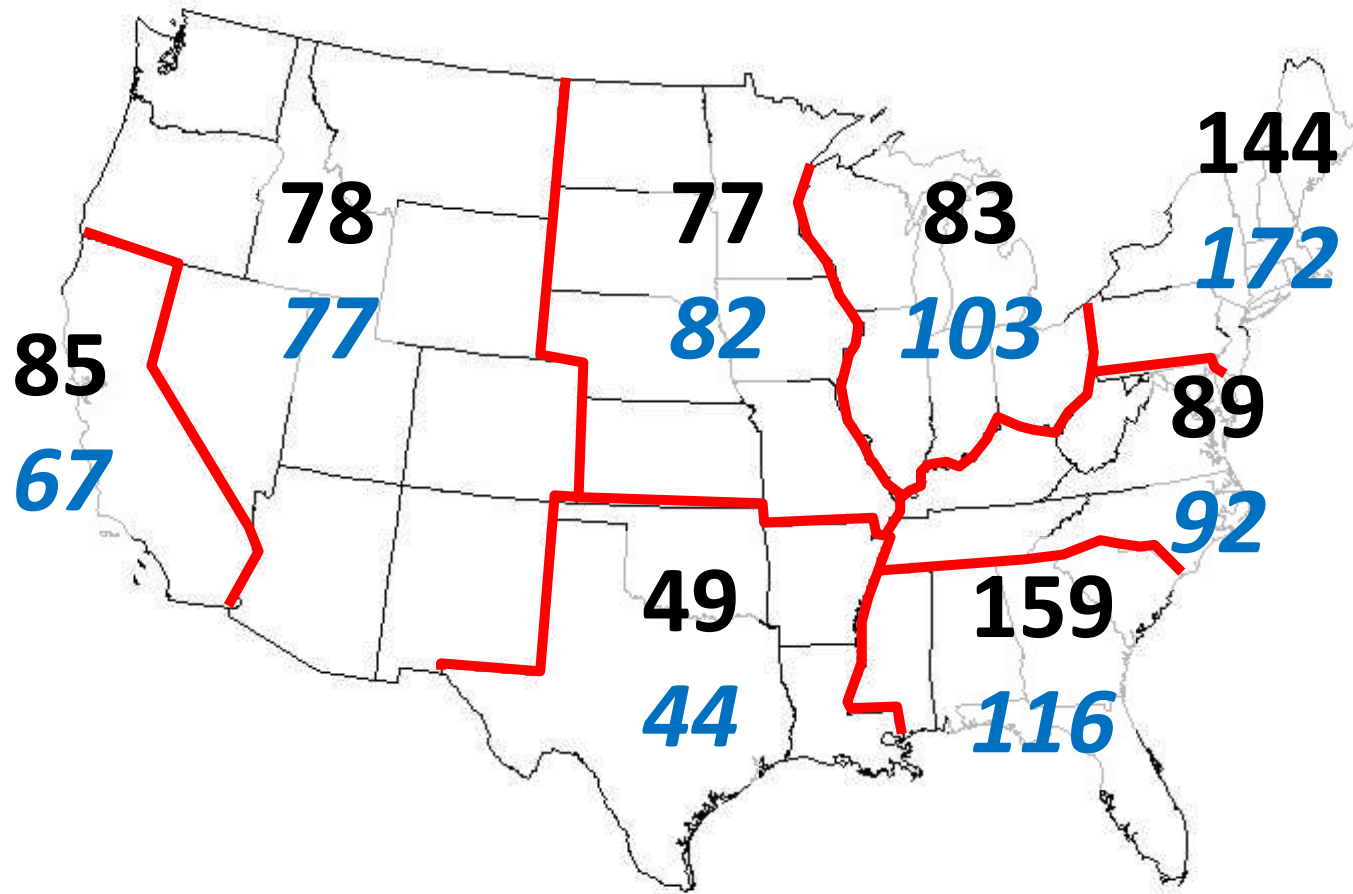
52%
of customers purchased blueberries within the past 12 months.

LIKELIHOOD OF BLUEBERRY PURCHASE BASED ON AGE

21-39	54%
40-49	51%
50-58	46%
59+	54%



Fresh Blueberries Regional Lb Sales CDI to National Ave
100 = Average, Dec-March in Black versus *52Weeks in Blue*



- Southeast post highest CDI during Chilean season
- Northeast is strong during both the CFF season and Year-Round

Combined Blueberry Promotion

NORTH AMERICAN BLUEBERRY PROMOTION BUDGETS

U.S. DOMESTIC

GROWER CONTRIBUTION

\$ 2,540,000

IMPORT CHECK-OFF FUNDS (INCLUDES FROZEN)

- CHILE **\$900,000**
- CANADA **375,000**
- ARGENTINA **160,000**
- ALL OTHERS **25,000**

CHILEAN GROWER FUNDED PROGRAM

\$350,000

**TOTAL ANNUAL GROWER PROMOTION
FOR NORTH AMERICA**

\$4,350,000

Combined Blueberry Promotion

USHBC – Summer Marketing Program





Television Publicity





Magazine Publicity





Newspaper Publicity

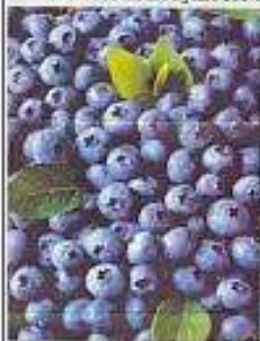


Summer Press Kit
-2011-

- Press Releases
- Recipes
- Photos
- Blueberry Info
- Contact Info

Singin' the Blues

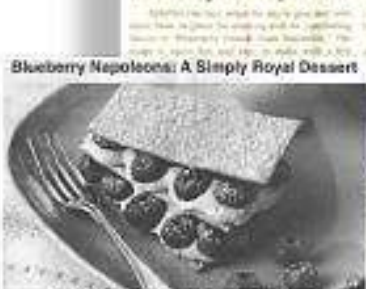
Berries aren't just for dessert



By [Name]
 Blueberries are a delicious fruit that can be enjoyed in many ways. They are a great source of antioxidants and fiber. In this article, we explore the many uses of blueberries, from eating them fresh to incorporating them into your diet. Blueberries are a versatile fruit that can be enjoyed in many ways. They are a great source of antioxidants and fiber. In this article, we explore the many uses of blueberries, from eating them fresh to incorporating them into your diet.

HEALTH AND FITNESS

Healthy Recipe: Blueberry French Toast for Cozy Mornings



Blueberry Napoleons: A Simply Royal Dessert



Simple Recipe
 This delicious dessert is a simple recipe that can be made in under 30 minutes. It features a flaky crust filled with fresh blueberries and a creamy custard filling. The recipe is easy to follow and the result is a truly royal dessert.

This gorgeous stacked dessert is super easy to make.

DIARY - A classic Napoleon is a dessert that was born in Naples, or Capri, or Paris? While historians disagree on the exact origin, everyone agrees that the dessert was a result of European influence and the subsequent mix of royal and peasant recipes.

The word, one that gives a majestic ring to every French Napoleon. The phrase "Napoleon" is a nod to the emperor who was a fan of the dessert. The word "Napoleon" is a nod to the emperor who was a fan of the dessert.

FRAG - Blueberries are a fragrant fruit that can be enjoyed in many ways. They are a great source of antioxidants and fiber. In this article, we explore the many uses of blueberries, from eating them fresh to incorporating them into your diet.

RED, WHITE AND BLUE



Blueberries packed with antioxidants are good for you.

Blueberries are a delicious fruit that can be enjoyed in many ways. They are a great source of antioxidants and fiber. In this article, we explore the many uses of blueberries, from eating them fresh to incorporating them into your diet. Blueberries are a versatile fruit that can be enjoyed in many ways. They are a great source of antioxidants and fiber. In this article, we explore the many uses of blueberries, from eating them fresh to incorporating them into your diet.

La Reina Moras

Moras azules, un homenaje sabroso del verano

Apesar de ser un fruto pequeño, las moras azules son una fruta deliciosa y saludable. En este artículo, exploramos las muchas formas de disfrutar de esta fruta maravillosa.

Beneficios de Moras Azules con Cereales y Yogurt

- Ayuda a mejorar la digestión
- Es rico en fibra
- Contiene antioxidantes
- Es una excelente fuente de vitamina C
- Ayuda a reducir el colesterol
- Es una excelente fuente de calcio





Use of Social Media to Communicate With New Market Segment

FACEBOOK

- 30,000 Facebook fans today; goal of 60,000 in 2012





Social Media Conversations- Twitter



- Twitter followers number 1,700--goal for 2012 is 3,000
- Tweet Chats encourage new followers and drive traffic to USHBC website and Facebook



School Foodservice

Blast excitement into your menus with little blue dynamos!



Blueberries... so easy to use and so versatile!
Visit www.blueberrycouncil.org for more blueberry menu ideas.
Blueberries are a USDA food.

How Do Your Customers Like Their Blueberries?



Cindy Hobbs
*Executive Director Child Nutrition Services
Charlotte-Mecklenburg School District, NC*
"Our staff can hardly make blueberry yogurt parfaits fast enough to meet demand!"



Linda Stoll, MPH
*Executive Director Food Services
Jeffco School District, Golden, CO*
"We sent a truckload of frozen blueberries to a processor to make blueberry compote to serve with pancakes - no more syrup!"



Jonathan Dickl, MBA, SNS
*Executive Director School Nutrition
Knox County School District, TN*
"Our fruit displays have dishes of blueberries the kids can grab and go."



Wanda Grant, RD
*Director Child Nutrition Services
Palm Springs Unified School District, CA*
"The commodity blueberries are exceptional in quality and the kids love them."


blueberries™
LittleBlueDynamos.com



College On Campus Dining



CELEBRATE NICHOLAY BLUEBERRY WEEK (FEBRUARY 29 - MARCH 6) WHEN YOU EAT AT STATE

the BLUEBERRIES are coming

These delicious featured blueberry recipes and products at all residential dining halls, Sparty's and concessions stand to support Michigan's Blueberry Farmers.

FEATURING BLUEBERRY SPECIALS ALL WEEK:
 BLUEBERRY PANCAKES • BLUEBERRY COFFEECAKE
 BLUEBERRY PIE • BLUEBERRY MUFFINS
 ROAST LAMB WITH BLUEBERRY ROSEMARY BEAM GLAZE
 BALSAMIC BLUEBERRY GLAZED FLANK STEAK
 BLUEBERRY CRISPotle BBQ CHICKEN AND MORE!

Check www.stateuofmi.com for daily blueberry specials at all residential dining halls, Sparty's and concessions stands.

Spartan Services
 4810 Vandewater Ave | East Lansing, MI 48824

MICHIGAN STATE UNIVERSITY

Sparty's



Restaurant Promotions



Fresh Blueberry Speckled Lemonade

Blueberries Fresh blueberries blended with lemonade bring a twist to a classic

Blueberries

French Blueberry French Toast
The classic french toast recipe is made more special and topped with fresh blueberries and vanilla maple syrup. \$3.99

Fresh Blueberry Pancakes
Start off the best pancakes in town just off maple syrup, paired with fresh blueberries and topped with powdered sugar. \$3.99

Belgian Waffle with Fresh Blueberries
It's all the love, topped with fresh blueberries and whipped cream. \$3.99

Blueberry Topped Oatmeal
Long night oats with fresh blueberries and fresh blueberries. \$3.99

Old-Fashioned Blueberry Shortcake
We split a fluffy biscuit and fill it with whipped cream, fresh blueberries and fresh blueberries. \$3.99

Blueberry Speckled Lemonade
Fresh blueberries blended with lemonade. \$3.99

Very Blueberry Shake
We take fresh blueberries and blend them with hand-crafted blueberry vanilla for smooth. \$3.99

Sunshine Blue Chicken Salad Conewich

Our own homemade chunky chicken salad doted with blueberry salad dressing surrounded by fresh blueberry fruit salad and topped with toasted almonds. We love it all into a blueberry conewich for a chicken salad creation like you've never had before.

Crispers

Combined Blueberry Promotion



Combined Blueberry Promotion

CBC – Winter Marketing Program





Overall Challenge:

How to effectively reach 350 million consumers with \$350,000.





Solution:

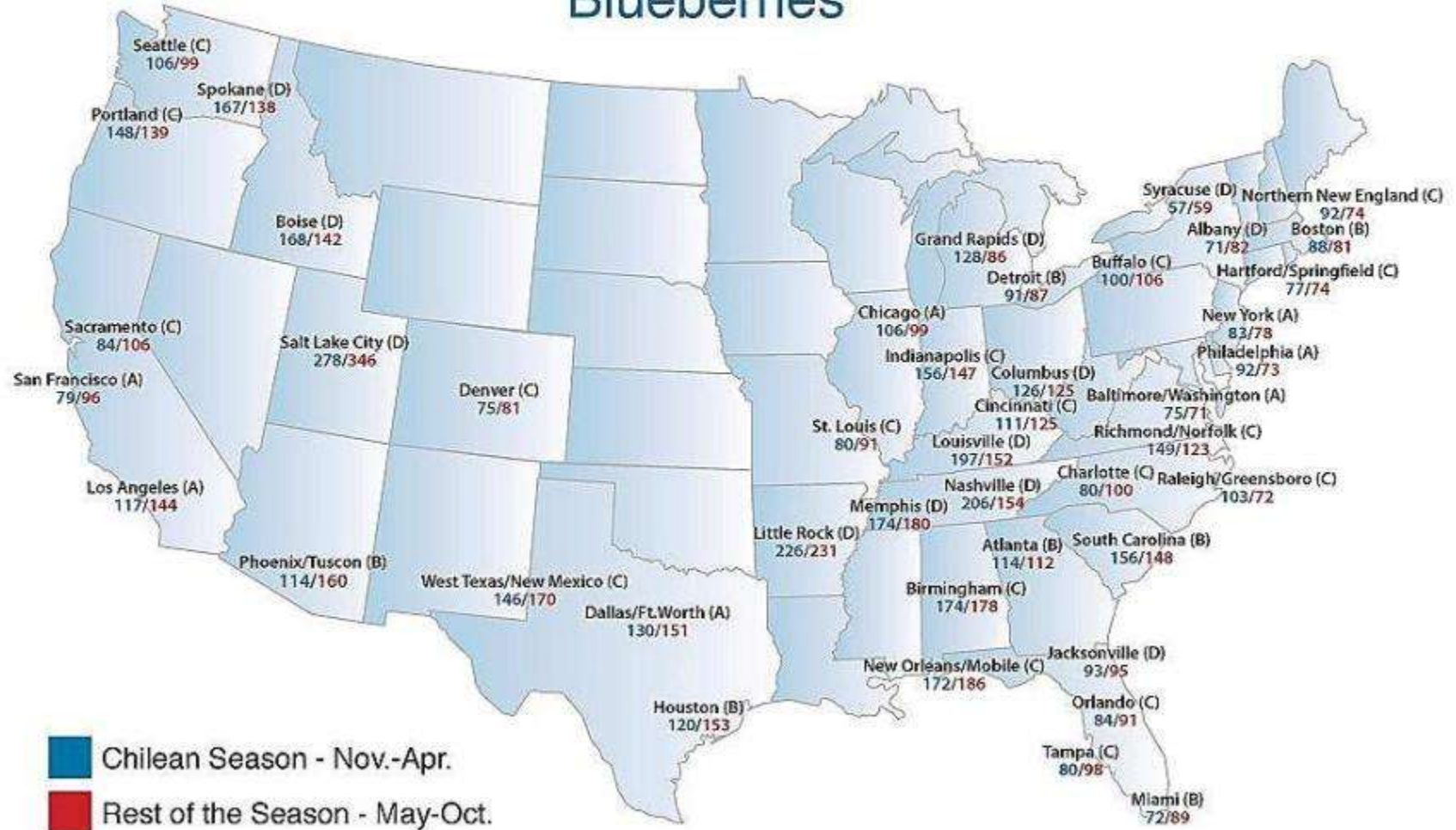
Motivate our partners in the distribution chain to use their resources to carry our message for us.



Sales Research

Areas of Opportunity:

Blueberries



Sales Research

Blueberries

Optimizing Jan-April Sales

Executive Summary Blueberry Selling Best Practices

Results

Based upon an analysis of sales per \$MM ACV, 9 retailers were discovered to be selling twice as many Blueberries as all other 130 retailers. All of these “best practice” retailers utilized similar tactics to achieve superior results.

Assortment

Best of class retailers consistently sold both small and large packages of Blueberries; they sold either 4.4 oz. or 6 oz. units along with a larger 12 oz. and/or 18 oz. package.

Pricing

Best performing retailers were aggressive in promoting Blueberries both regular non-promoting retails as well as promotional retails. Their retails were always competitive.

Promotion

Blueberry promotions were the key to superior results. Best of class retailers advertised +10% more of the time than the other retailers (55% versus 45%). When best in class retailers promoted, they increased sales +50% more than when Blueberries were not advertised. Blueberries were often promoted with other berries and this increased their sales another 13%.



Sales Research



 PERISHABLES GROUP®
Keeping Your Business Fresh®
www.perishablegroup.com



Understanding Trade Perceptions of Chilean Blueberries

Trade Survey Results Report
developed for:





Opportunities for Growth:

Consumers

Retailers/Wholesalers

Foodservice Operators/Distributors

Importers

Exporters

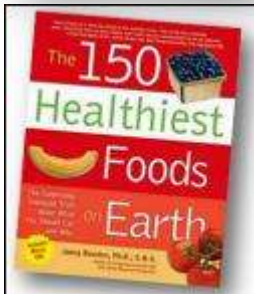


Consumer PR Campaign

Promoting Good Health

Early Season

Media Blitz



Promoting Good Health



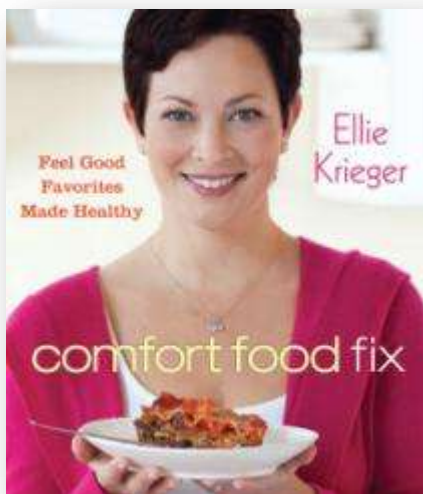
CBC spokesperson and author Jonny Bowden touts Chilean Blueberries on a nationwide media tour



71,089,810 homes were reached – a little over 61% percent of all U.S. homes – with our blueberry health messages.

Promoting Good Health

National Satellite Media Tour



Our Registered Dietitian and Chilean Blueberry spokesperson, Ellie Krieger executed a Satellite Media Tour. Over 16 million homes were reached in the early 2011-12 season

During her interviews, she demonstrated her Crispy French Toast Fingers with Blueberry Maple Sauce utilizing fresh blueberries from Chile. In every interview she referred to "These little blue dynamos."

Promoting Good Health



In total, this season's Chilean Blueberry TV and online media coverage reached an all-time high of over 125 million viewers



Consumer PR Campaign

Promoting Good Health

Reaching over 18 million consumers with expanded U.S and Canadian distribution of fresh new blueberry recipes to national and local print, broadcast, and online food media.

Chile Fruits & Chile
Fresh Chilean Blueberry Chicken Salad with Almonds

INGREDIENTS:
2 whole (skinless) chicken breasts
1/2 cup red onions, chopped
1 Red, 1/4 cup onion
1/2 cup sliced green onions
1/4 cup sliced red bell pepper
1/2 cup sliced blueberries
2 tablespoons Chilean Blueberries
1/2 cup low fat mayonnaise
1. Wash, slice and sauté
2/4 cup sliced almonds

INSTRUCTIONS:
Preheat oven to 375°F. Season chicken with salt and pepper. Bake for 20 minutes. Let rest for 5 minutes. Slice chicken into strips. Mix mayonnaise, blueberries, and almonds. Toss chicken with dressing. Top with almonds.

PREPARED BY:
Chilean Blueberry Association
www.ChileanBlueberry.com

Chile Fruits & Chile
Fresh Chilean Blueberry Chicken and Pork Marinade

INGREDIENTS:
1/2 cup Chilean Blueberries
1/2 cup Pork Marinade
1/2 cup Chilean Blueberries
1/2 cup Pork Marinade
1/2 cup Chilean Blueberries
1/2 cup Pork Marinade

INSTRUCTIONS:
Preheat oven to 375°F. Season chicken with salt and pepper. Bake for 20 minutes. Let rest for 5 minutes. Slice chicken into strips. Mix marinade, blueberries, and pork. Toss chicken with marinade. Top with blueberries.

PREPARED BY:
Chilean Blueberry Association
www.ChileanBlueberry.com

Chile Fruits & Chile
Fresh Chilean Blueberry Biscuits and Gravy

INGREDIENTS:
1/2 cup Chilean Blueberries
1/2 cup Biscuits
1/2 cup Gravy
1/2 cup Chilean Blueberries
1/2 cup Biscuits
1/2 cup Gravy

INSTRUCTIONS:
Preheat oven to 375°F. Season biscuits with salt and pepper. Bake for 20 minutes. Let rest for 5 minutes. Slice biscuits into strips. Mix gravy, blueberries, and biscuits. Toss biscuits with gravy. Top with blueberries.

PREPARED BY:
Chilean Blueberry Association
www.ChileanBlueberry.com

Chile Fruits & Chile
Fresh Chilean Blueberry Green Tea Smoothie

INGREDIENTS:
1/2 cup Chilean Blueberries
1/2 cup Green Tea
1/2 cup Smoothie
1/2 cup Chilean Blueberries
1/2 cup Green Tea
1/2 cup Smoothie

INSTRUCTIONS:
Preheat oven to 375°F. Season smoothie with salt and pepper. Bake for 20 minutes. Let rest for 5 minutes. Slice smoothie into strips. Mix green tea, blueberries, and smoothie. Toss smoothie with green tea. Top with blueberries.

PREPARED BY:
Chilean Blueberry Association
www.ChileanBlueberry.com

Chile Fruits & Chile
Fresh Chilean Blueberry Apple, Grapefruit, and Pear Salad

INGREDIENTS:
1/2 cup Chilean Blueberries
1/2 cup Apples
1/2 cup Grapefruit
1/2 cup Pears
1/2 cup Chilean Blueberries
1/2 cup Apples
1/2 cup Grapefruit
1/2 cup Pears

INSTRUCTIONS:
Preheat oven to 375°F. Season salad with salt and pepper. Bake for 20 minutes. Let rest for 5 minutes. Slice salad into strips. Mix blueberries, apples, grapefruit, and pears. Toss salad with blueberries. Top with blueberries.

PREPARED BY:
Chilean Blueberry Association
www.ChileanBlueberry.com

Retail Campaign

Promoting Winter Usage at Point of Sale

Little Blue Dynamitos
SUMMER FRESH
from Chile

- Low in fat.
- Just 80 calories per cup.
- High in vitamin C, fiber, and potassium.
- More antioxidants than wine or green tea.
- Considered a "superfood" by leading nutrition experts.

CHILEAN BLUEBERRIES

Delicious • Nutritious • Available All Winter Long!

*The Blue Dynamito is a registered trademark of the U.S. Specialty Produce Council. All rights reserved.

Little Blue Dynamitos
SUMMER FRESH
from Chile

Delicious • Nutritious • Available All Winter Long!



Little Blue Dynamitos™
SUMMER FRESH
from Chile

CHILEAN BLUEBERRIES

Delicious • Nutritious • Available All Winter Long!

*The Blue Dynamito is a registered trademark of the U.S. Specialty Produce Council. All rights reserved.

Little Blue Dynamitos™*

Little Blue Dynamitos™
Blueberries from Chile

The Health Food Everybody Loves

Delicious • Nutritious
Available All Winter Long!

Retail Campaign

Promoting Winter Usage at Point of Sale



MINI BLUEBERRY TARTS with ORANGE CUSTARD

4 frozen (not baked) plain tarts
1 cup fresh blueberries
1/2 cup orange marmalade
1/2 cup orange juice
1/2 cup orange zest
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments

Instructions:
1. Preheat oven to 350°F.
2. Bake tarts for 10 minutes.
3. Remove tarts from oven and let cool for 5 minutes.
4. In a small bowl, combine orange marmalade, orange juice, and orange zest. Stir well.
5. Spoon custard mixture over tarts.
6. Top with fresh blueberries, orange slices, and orange segments.
7. Serve immediately.




SALMON, FRESH BLUEBERRIES and LEMON SALAD with CHIVE VINAIGRETE

1/2 lb salmon fillet
1/2 cup fresh blueberries
1/2 cup lemon juice
1/2 cup olive oil
1/2 cup chives
1/2 cup dill
1/2 cup parsley
1/2 cup mint
1/2 cup basil
1/2 cup cilantro
1/2 cup coriander
1/2 cup fennel
1/2 cup anise
1/2 cup licorice
1/2 cup capers
1/2 cup olives
1/2 cup anchovies
1/2 cup shallots
1/2 cup garlic
1/2 cup onions
1/2 cup mushrooms
1/2 cup artichokes
1/2 cup eggplant
1/2 cup zucchini
1/2 cup squash
1/2 cup pumpkin
1/2 cup butternut squash
1/2 cup sweet potatoes
1/2 cup carrots
1/2 cup parsnips
1/2 cup turnips
1/2 cup rutabagas
1/2 cup beets
1/2 cup radishes
1/2 cup turnips
1/2 cup rutabagas
1/2 cup beets
1/2 cup radishes

Instructions:
1. Preheat oven to 350°F.
2. Bake salmon for 10 minutes.
3. Remove salmon from oven and let cool for 5 minutes.
4. In a small bowl, combine lemon juice, olive oil, chives, dill, parsley, mint, basil, cilantro, coriander, fennel, anise, licorice, capers, olives, anchovies, shallots, garlic, onions, mushrooms, artichokes, eggplant, zucchini, squash, pumpkin, butternut squash, sweet potatoes, carrots, parsnips, turnips, rutabagas, beets, radishes, and turnips. Stir well.
5. Drizzle vinaigrette over salmon.
6. Top with fresh blueberries.
7. Serve immediately.

FRESH BLUEBERRY WARM COMPOTE and BRIE CHEESE CROISSANT

1/2 cup fresh blueberries
1/2 cup orange juice
1/2 cup orange zest
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments

Instructions:
1. Preheat oven to 350°F.
2. Bake croissants for 10 minutes.
3. Remove croissants from oven and let cool for 5 minutes.
4. In a small bowl, combine orange juice, orange zest, orange slices, and orange segments. Stir well.
5. Spoon compote mixture over croissants.
6. Top with fresh blueberries.
7. Serve immediately.

FRESH BLUEBERRY and CRANBERRY RELISH

1 cup fresh blueberries
1 cup fresh cranberries
1/2 cup orange juice
1/2 cup orange zest
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments

Instructions:
1. Preheat oven to 350°F.
2. Bake relish for 10 minutes.
3. Remove relish from oven and let cool for 5 minutes.
4. In a small bowl, combine fresh blueberries, fresh cranberries, orange juice, orange zest, orange slices, and orange segments. Stir well.
5. Bake in oven for 10 minutes.
6. Remove from oven and let cool for 5 minutes.
7. Serve immediately.

FRESH BLUEBERRY BREAD PUDDING with LEMON CUSTARD SAUCE

1 cup fresh blueberries
1/2 cup orange juice
1/2 cup orange zest
1/2 cup orange slices
1/2 cup orange segments
1/2 cup orange slices
1/2 cup orange segments

Instructions:
1. Preheat oven to 350°F.
2. Bake bread pudding for 10 minutes.
3. Remove bread pudding from oven and let cool for 5 minutes.
4. In a small bowl, combine orange juice, orange zest, orange slices, and orange segments. Stir well.
5. Spoon custard sauce over bread pudding.
6. Top with fresh blueberries.
7. Serve immediately.

Retail Campaign

Promoting Winter Usage at Point of Sale

Roshas SUPERMARKET SCHOOL HOUSE

Little Blue Dynamos!

Did you know... that just 1/2 a cup of blueberries helps meet your body's daily need for powerful fruits and vegetables?

Unscramble the words below to discover five delicious ways to eat blueberries!

CRAN-SEA
DALSSA
SIRCEA

Which two ingredients are exactly the same?

Download a full color blueberry activity sheet

Little Blue Dynamo™ Blueberry & Yogurt Parfait



Retail Campaign

Promoting Winter Usage at Point of Sale



**Display Contests
Throughout the Season**

Display Contests Throughout U.S and Canada



Marsh Supermarkets (97 stores)

Sales were up from \$283,431 to \$356,391 – an increase of \$72,959.49 or 25.74%

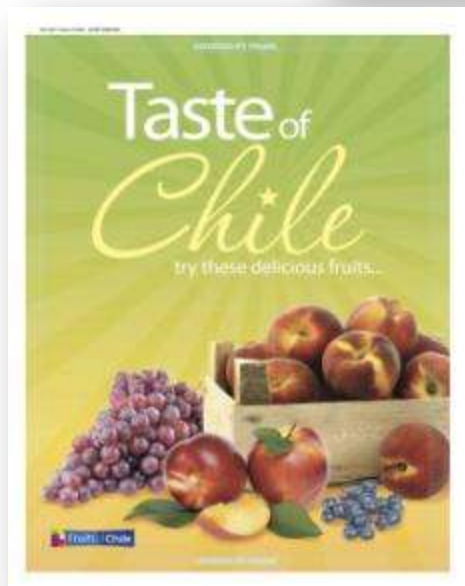
AWG-Springfield - gift card expenses of \$1329.10

Case movement increase of 3,923 cases or 160%

Sales were up \$85,470 or 151%

Retail Campaign

Weekly Feature Ads Throughout the Season



Trade and Industry Communications

One of the *Hottest* Categories in Produce!

Blueberry demand continues upward. With these Little Blue Dynamos™ from Chile, you can now confidently stock blueberries all year long.

Chilean BLUEBERRIES

Our Winter Promotion Programs Will Maintain the Summer Momentum and Turn Up the Heat on Your Fresh Winter Blueberry Sales.

The surge in Chilean imports continues October through April, 2012.

Fall-through spring sales have soared over the past six years with predictable quantities of choice Chilean blueberries consistently available. Schedule your harvest date to take full advantage of this special profit opportunity.

Shoppers recognize the value of blueberries:

- Proven antioxidant powerhouse
- Versatile with 1000 uses all year long.
- Fresh, delicious flavor

Prepare for increased demand sparked by unprecedented 2011/2012 winter promotional support.

- New winter recipes and e-releases will be distributed nationally to newspapers, magazines and food websites. WAA's will also help build seasonal sales for its in-product scenarios.
- Radio and television messages focusing on healthful, safe and delicious Chilean blueberries backed by health and nutrition experts, will be released in key markets.

Chilean Blueberry Committee

Chilean Blueberry Committee launches aggressive promotion campaign

By Carmen DelaCruz

The Chilean Blueberry Committee in Sonoma, CA, has launched an aggressive promotion campaign. New York, New York, to support sales and consumption of fresh blueberries from Chile during the winter months in North America. The committee announced the program Dec. 1.

The campaign, timed to coincide with record highs in projected Chilean blueberry volume into North America, is aimed at consumers. It focuses on the health benefits of fresh blueberries and how easily they integrate into a healthy diet and lifestyle.

Through the multi-faceted campaign, the CBC encourages consumers to add fresh blueberries to their diets as they strive to be healthier by adding new menu creations to its stock of nutritious blueberry recipes, developing literature highlighting pertinent nutrition research and enlisting the help of nationally recognized research and development to help educate consumers about the health and nutrition benefits of the "Little Blue Dynamos," a registered trademark of the U.S. High-Bush Blueberry Council.

Yon Eitzendorf, managing director of the Chilean Fresh Fruit Association, North America, said the campaign was kicked off the last week of December and will run through January, "when Chilean blueberries are at their peak," he said. "North America is the top export market for Chilean blueberries. We are committed to providing support to our retail and foodservice base not only by ensuring a continuous winter-time supply of high-quality, summer-fresh fruit, but with creative promotional programs that resonate with consumers."

Continued on page 45

UPDATES | producenews.com




The Chilean Blueberry Committee has a new marketing campaign to support sales of its blueberries. Photo courtesy of the Chilean Blueberry Committee

Trade and Industry Communications




Trade and Industry Communications



Chilean BLUEBERRY committee

CHILEAN BLUEBERRY CROP & EXPORTS REPORT 2011-2012



ASDEX
ANÁLISIS DE SISTEMAS DE INFORMACIÓN

Week 07, February 13th to 19th, 2012
Published on Wednesday February 15th, 2012

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GENERAL SITUATION

No rainfalls were registered last weekend in the South Zone, allowing a continued harvest. However, rains forecast for Friday onwards in the VIII Region and south, which could affect orchard activities. Elliot maintains a moderate harvest progression, reaching close to 40% between the IX and XIV Regions.

EDITORIAL Week 07

Exports decreased during Week 6, being close to 1,500 tons lower than previous weeks, totaling 3,000 tons. This is mainly explained by the rains registered during Week 5 in the South Zone, since damage caused by cracking and soft fruit is still noticeable, though in a low proportion. Then, export volumes were negatively affected, decreasing later -during Week 6. Exports are expected to remain close to this level now onwards (3,000 tons), but this could change if rains fall once again. Therefore, close attention will be


paid to current week's weather forecast, as rainfalls are expected to be registered during Friday and Saturday between the VII Region and the Region of Los Lagos. Concerning differences regarding the estimated volumes, the forecast has not been changed, as the decrease of export harvest volumes would be slighter. However, production could be more significantly affected if harmful rain is registered once again. If this will be the case, export forecast will be revised.

PROGRESS OF FRESH BLUEBERRIES EXPORTS

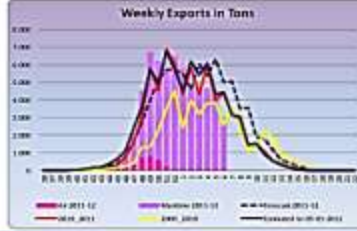
Exports decreased during last week, totaling 3,000 tons, while accumulated exports to date reached 59,900 tons, being 4.8% lower than the estimate, set to 62,800 tons up to Week 6.

The season progression is 91%. Significant volumes are expected to continue shipped during the next two weeks, reaching about 7,500-3,000 tons. Then, exports would start their final decreasing stage, from Week 9 onwards.

Week	Exports (Tons)	Accumulated (Tons)	Estimate (Tons)	% Progression
1	1,000	1,000	1,000	100%
2	1,500	2,500	2,500	100%
3	2,000	4,500	4,500	100%
4	2,500	7,000	7,000	100%
5	3,000	10,000	10,000	100%
6	3,000	13,000	13,000	100%
7	3,000	16,000	16,000	100%
8	3,000	19,000	19,000	100%
9	3,000	22,000	22,000	100%
10	3,000	25,000	25,000	100%
11	3,000	28,000	28,000	100%
12	3,000	31,000	31,000	100%
13	3,000	34,000	34,000	100%
14	3,000	37,000	37,000	100%
15	3,000	40,000	40,000	100%
16	3,000	43,000	43,000	100%
17	3,000	46,000	46,000	100%
18	3,000	49,000	49,000	100%
19	3,000	52,000	52,000	100%
20	3,000	55,000	55,000	100%
21	3,000	58,000	58,000	100%
22	3,000	61,000	61,000	100%
23	3,000	64,000	64,000	100%
24	3,000	67,000	67,000	100%
25	3,000	70,000	70,000	100%
26	3,000	73,000	73,000	100%
27	3,000	76,000	76,000	100%
28	3,000	79,000	79,000	100%
29	3,000	82,000	82,000	100%
30	3,000	85,000	85,000	100%
31	3,000	88,000	88,000	100%
32	3,000	91,000	91,000	100%
33	3,000	94,000	94,000	100%
34	3,000	97,000	97,000	100%
35	3,000	100,000	100,000	100%



Total Accumulated Exports in Tons



Weekly Exports in Tons

Published by IQConsulting exclusively for the Chilean Blueberry Committee

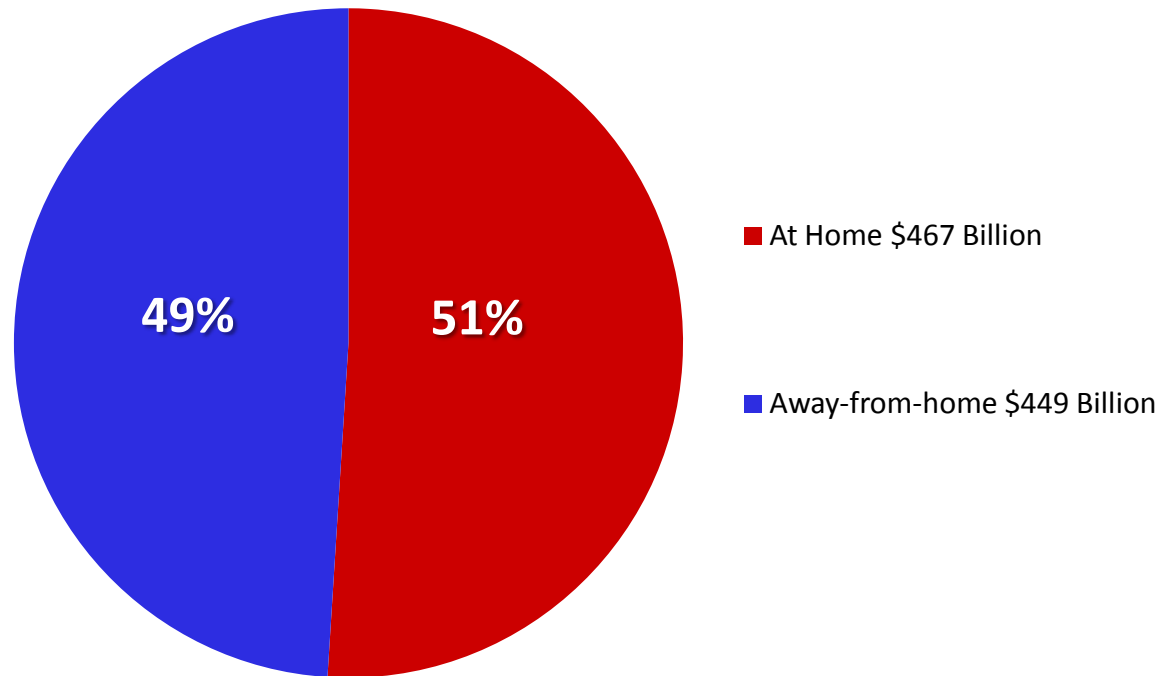
Trade and Industry Communications

Exhibits / Trade Show Participation Featuring Chilean Blueberries at:

- PMA
- Canadian Produce Marketing Association
- New England, Eastern, Pacific, South East, Midwest, and New York Produce Expos.

Food Dollars Spent at Home and Away-from-home

	In %	Dollar Value (Billions)
At Home \$467 Billion	51%	467
Away-from-home \$449 Billion	49%	449



Foodservice Campaign

A Steady Stream of Trade Media PR



Recipe: Salad
6. Spinach Salad
 YIELD: 6 servings

Ingredients:
 2 heads romaine hearts
 2 ea. prepared lime vinaigrette bottles salt, to taste
 Black pepper, to taste

Preparation:
 1. Wash and trim the romaine hearts.
 2. Wash and trim the romaine hearts.
 3. Wash and trim the romaine hearts.
 4. Wash and trim the romaine hearts.
 5. Wash and trim the romaine hearts.
 6. Wash and trim the romaine hearts.
 7. Wash and trim the romaine hearts.
 8. Wash and trim the romaine hearts.
 9. Wash and trim the romaine hearts.
 10. Wash and trim the romaine hearts.

Menu Trends Edited by Gail Bellamy

Wake Up!

With the interest not only in morning time for your menu to rise and shine, waffles and reinterpreting breakfast and French toast. At Mindy's HotChocolate Rehash (\$13) was a Fall brunch item. It was made with Nichols Farm fingerling potatoes, French green served with two poached eggs. Brunch at Ash featured Apple Pie French Toast (\$12) with Cal a topping of roasted local apples and crunchy got a taste of what they were missing when W featured a special event, Breakfast for Dinner (ity). The event showcased the restaurant's w 7 p.m. with a progression of featured dishes s with Local Honey, Dried Fruit, and Currant Toss Waffles with aged Cheddar and Indiana Maple see this month's recipe section with ideas sud and Idaho Potato Hashbrown Muffins from Hy

FOR MORE MORNING MENU IDEAS: Our website offers breakfast and brunch recipes developed just for full-service restaurants, plus a recipe database organized by chef's names. Check out more menu suggestions and recipes at www.restaurant-hospitality.com.

back of the house Edited by Tara Fitzpatrick

Recipedia

Brought to you by: **Monkeyfish** **Foodservice**

On-Trend Recipe

Spinach Salad with Clementine, Fresh Chilean Blueberries, Avocado and Orange Vinaigrette

to their healthy attitudes. But to keep them low in calories and fat, it's important to load down these healthy ingredients with thick, creamy dressings. Here, Chef Luchini creates a light olive vinaigrette to enhance—not mask—the fresh flavors of the fruit and greens.

Yogurt Parfait

From: Wayne Van Akin, Director of Operations, Crowne Plaza Concord, Vineyards Chop House, Concord, CA. Yield: 8 servings.

3 fresh Chilean kiwi, peeled and sliced 1/4-1/2"
 1 pint fresh Chilean blueberries
 3 Chilean persimmon or fresh peaches, washed, sliced, dried 1/4"

Foodservice Campaign

Vol. 35 No. 2 • FEBRUARY 15, 2017 **Inform. Innovate. Inspire.**

FOODSERVICE DIRECTOR

TRENDS TRENDS MENU STRATEGIES INGREDIENTS



Blueberry Mania
It's a campus craze across the nation!

Now You Can Turn Fresh Winter Blueberries into a Dynamic Menu Promotion. Let Us Help.

Blueberries | Chile
Our proven-successful resources and mouth-watering menu ideas are yours for the asking.

STEAL THIS IDEA!
Discover these equipment, bus breakfast, partnerships and more great ideas. 22

CEO OF THE MONTH
Eric Gosselin has built a sharp team to guide the foodservice future for the nation's largest school district. 24

Blueberry Mania
It's a campus craze across the nation!

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Our proven-successful resources and mouth-watering menu ideas are yours for the asking.

Discover the Power of Wholesome Fun.
Promote what your students are looking for — the sweet taste and rich nutrition of our

Little Blue Dynamitos™

Blueberry Extravaganza **Blueberry Fest** **Blues Power** **Blueberry Magic** **Blueberry Madness** **Blueberry Boost**

**We'll make it easy to launch a dazzling campus promotion!
We do it all winter long.**

Contact us today for ready-to-use ideas, promotion materials and support.
CampusPromotions@ChileanFreshBlueberries.com

Chile | Fruits | Chile

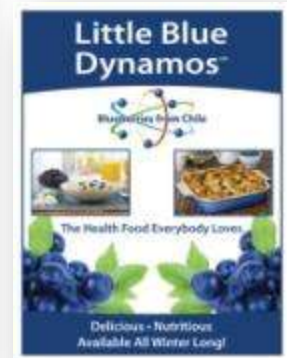
Blueberries at North Carolina State



- 3 days of blueberry recipes at dining halls across campus for breakfast, lunch and dinner
- Promoted with facebook, posters, table tents and digital signage with “Kick the Winter Blues with Fresh Blueberries” theme
- Chef Kenji Terawaki guest starred during a dinner and lunch service
 - Prepared and served two custom recipes
 - Conducted a training session with culinary staff
- 200 t-shirts given away
- 250 nutrition brochures handed out

Blueberries at Harvard

- Blueberry recipes featured at dining halls across campus
 - Promoted with posters, table tents and digital signage
 - Fight the free radicals theme
- Blueberries displayed on fresh fruit bars and in savory recipes
 - Fresh blueberries and Sao Paolo shrimp
 - Winning smoothie served for the next month
- 100 t-shirts given away
- 3,000 nutrition brochures handed out



Blueberries at Cornell University

- 10 days of blueberry recipes at dining halls across campus
 - Promoted with posters, table tents designed by CBC
 - Blueberry mascot costume!
- Culminating in blueberry smoothie-making contest
 - 182 entries, hours of tasting
 - Winning smoothie served for the next month
- 150 t-shirts given away
- 3000 recipe brochures handed out



Blueberries and Aramark



- Westminster College showcased Chilean blueberries the first week of March
- Used the Fight the “Free Radicals” theme
- “Blueberry Trivia Wheel”, offered 50 t-shirts as prizes
- Blueberry recipes at dining halls across campus for breakfast, lunch and dinner
- Promoted with posters, table tents and digital signage with “Fight the Free Radicals” theme



**Attended by more than 7,000 catering and event professionals.
One of the fastest growing segments in foodservice.**



Foodservice Campaign

Other Industry Events

- National Association of College and University Food Service
- PMA Foodservice Expo
- International Foodservice Marketing Association
- Culinary Institute of America



Foodservice Campaign

National Foodservice Distributor Promotions



US. FOODS
KEEPING IT FRESH. COOKING IT.

A Little Bit of Summer All Winter

We're ready to help you keep your menu fresh and healthy with these

Little Blue DynamamosSM

Blueberries from Chile

Brighten things up with fresh blueberries.

The advertisement features a central graphic of blueberries arranged in an atomic-like structure with three elliptical orbits in blue, green, and orange. This graphic is flanked by two clusters of fresh blueberries with green leaves. The text is arranged in a clean, professional layout with a mix of bold, italicized, and standard fonts.



Social Media

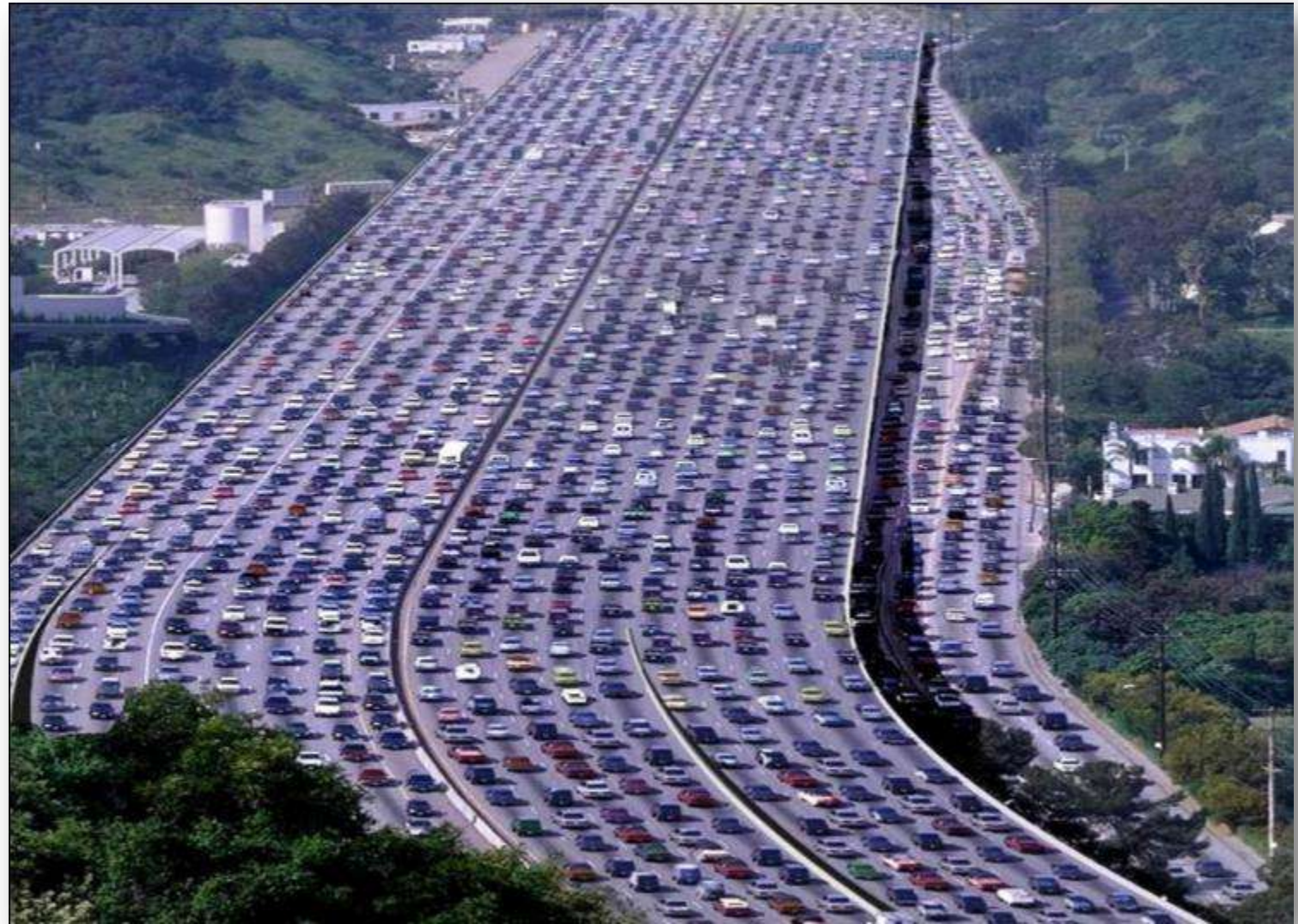


Chilean Blueberries in North America

Summary

- North American Economy is a Challenge
- North America Retail Environment is Changing
- Blueberry Situation in North America is Promising
- Promotion Programs are Showing Profitable Results
 - USHBC – Summer
 - CBC – Winter
- The Future looks Brighter Than Ever.











Chilean Blueberries in North America

Presented by: Tom Tjerandsen, Managing Director, North America
The Chilean Fresh Fruit Association

Thank You!

