



U.S. Highbush Blueberry Council Kicks Off National Blueberry Month Celebration to Drive Demand



We encourage you to post each week and/or share content from our social media channels. USHBC will reward participation with blueberry swag all month long.

Campaign will reach 100 million consumers in July to drive blueberries top of list

The U.S. Highbush Blueberry Council will launch our ode to blueberries with 1,000 broadcast TV segments that will begin airing across the country on July 1. Blueberries will be featured as the picnic essential along with messages highlighting their health benefits and **National Blueberry Month**.

We'll also be pitching media all month long with blueberry-themed stories for Independence Day (July 4), National Blueberry Day (July 8) and Blueberry Muffin Day (July 11).

Blueberry health messaging will dominate media headlines with powerful TV segments, blogs and social media posts from our Media RDs – **Maggie Michalczyk** and **Mia Syn**.

Today's Dietitian will send a USHBC-sponsored e-blast to 33,000 health professionals about National Blueberry Month, the health benefits of blueberries and their incredible snackability.

Through our partnership, the **Produce for Better Health Foundation** will encourage its followers to add blueberries to their shopping lists. We'll also inspire at least 500 health professionals through a continuing education webinar that positions blueberries as a good solution to support proper health.



@onceuponapumpkin



@nutritionbymia

Today's Dietitian



National Blueberry Month is also taking over social media with a new augmented reality Instagram filter, branded social partnerships and interactive social stories and games. The consumer influencers our audience depends on will share blueberry recipes, uses and tips to drive increased purchasing.

We'll also pump up the volume on our **Blueberry Method** digital advertising, surrounding consumers with positive blueberry messages before and while they shop. All ads will drive to the new shoppable recipes on **blueberrycouncil.org**.

USHBC will support retailers by providing them with our new Blueberry Month seal, mouth-watering recipes and health research information for their in-store registered dietitians.



Most importantly, USHBC Starts with US! Our collective impact when we work together will only extend and strengthen the reach of this campaign. We created a new National Blueberry Month toolkit that's now available on **www.USHBC.org**. The toolkit includes Blueberry Month-themed social posts, new recipe images and an exciting new seal that you can post to your website, use for social media and share with retailers.