

# THE U.S. Highbush Blueberry Council **Drives Blueberry Demand!**



Blueberries are essential! We're doing our part to drive demand so that consumers will choose blueberries right now and for the long term.

The Blueberry Method campaign positions blueberries as the perfect, simple and healthy snack on their own or through easy-to-make recipes.

More time at home means more time in the kitchen for 46% of Americans recently surveyed.<sup>1</sup> So, we're presenting the perfect method for better snacking: The Blueberry Method is simple. Just Buy Em, Eat Em, Love Em.

**A “Ways to Engage” toolkit will be coming to USHBC.org, so you can easily access, customize and amplify the ads and new recipes.**

To drive purchase frequency and increase consumption, we will surround our audience with positive blueberry messages, tips, recipes, and humor that adds levity and relatability during these chaotic times. Ads will be featured across the path to purchase with a heavy emphasis of getting blueberries on shopping lists and capturing impulse purchases in stores.

New shoppable recipes on [BlueberryCouncil.org](http://BlueberryCouncil.org) will connect consumers with their favorite online retailers, like **Scary Mommy, Shopkick, AllRecipes, Real Simple and POPSUGAR.**

Motivating millions of viewers, blueberries will be featured on **"Good Morning America"** – the top-rated morning show in the United States – where Chef George Duran will tout their health benefits and delicious simplicity.



The Council's ["Blue Crew"](#) of health and nutrition experts is featuring blueberry recipes and health and research messaging in social media campaigns and TV segments reaching millions of consumers!



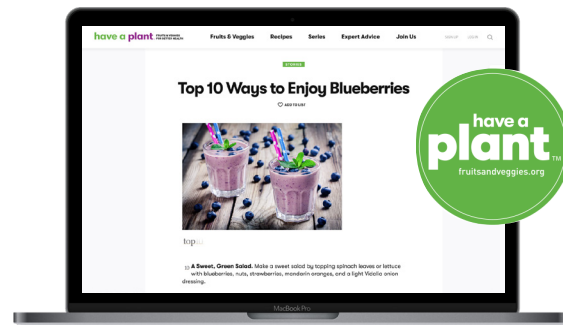
The recently published USHBC-funded research study on diabetes will be promoted to industry, consumers and health professionals to generate positive media coverage and keep blueberries top of mind and "front of cart" for health-conscious Americans.



The Today's Dietitian online Spring Symposium session will showcase the blueberry snacking story, heart health and diabetes research. Experts will provide resources to an audience of 60,000 nutrition professionals to help them recommend choosing blueberries as a nutritious part of healthy snacking and eating habits.



Our partnership with Produce for Better Health Foundation will make blueberries a snacking hero and reach millions of consumers on fruitsandveggies.org and its social channels.



During this unique and challenging time, USHBC supports PMA's The Joy of Fresh™ campaign that educates consumers about produce safety.

## Always-On Promotions

You can access hundreds of free recipes, nutrition and snacking tips and ideas at [blueberrycouncil.org](http://blueberrycouncil.org) and across our social media channels.

Follow us on Facebook, Twitter, Pinterest, YouTube and Instagram to get new ideas every day. Better yet, share and like our posts!



Check out our consumer [blog](http://blog.blueberrycouncil.org) featuring nutrition research, tips and recipes. Sign up for the consumer e-newsletter featuring the latest activations on [www.blueberrycouncil.org](http://www.blueberrycouncil.org).

<sup>1</sup> <https://morningconsult.com/2020/03/26/home-coronavirus-leisure-activities/>

