Blueberries on the Menu Everyday

Presented by: Joanne Tehrani, MPH, RD, CDN
on Behalf of the US Highbush Blueberry Council

2012 Oldways Supermarket Dietitian Symposium
Highbush Blueberries

- First cultivated in early 20th Century
- Produced in 38 states, Canada, South America and around the world

US Highbush Blueberry Council (USHBC):

- Association of blueberry growers and packers in North and South America who market their product in the United States
- Work together to promote the growth and wellbeing of the entire industry
Nutrient Content of Blueberries, amount in 1 cup (148 gram) serving

- Calories: 84 kcal
- Protein: 1.1 g
- Fat: 0.5 g
- Carbohydrate: 21.5 g
- Fiber: 3.6 g
- Vitamin C: 14.4 mg
- Manganese: 0.5 mg


Blueberries and Nutrition

With just 80 calories per cup and virtually no fat, blueberries offer many noteworthy nutritional benefits!

- Blueberries are packed with vitamin C
- Blueberries are dynamos of dietary fiber
- Blueberries are an excellent source of manganese
- Blueberries are leaders in antioxidant activity
Blueberry Research

Four Areas of focus
1. Cardiovascular disease
2. Diabetes
3. Cancer
4. Decline of brain function and other age-related conditions

60% increase in per capita consumption since 2001
Turning Blueberries into Little Blue Dynamos®

- New branding initiative
- Created a single, own-able thought in the minds of consumers to differentiate blueberries from other fruits
- We’re little. We’re blue. And we’re dynamos
Promoting Little Blue Dynamos®

Versatility
• Savory Applications
• Salad Bar Item
• Beverages

Year-Round Availability
• Frozen
• Winter Fresh
• Summer Peak
Promoting Little Blue Dynamos®

Blueberries Paired Up

• Showcase blueberries with items from other departments

• Highlight versatility with savory items

• Think healthy!
Promoting Little Blue Dynamos®

Grab-n-Go Snacks
Promoting Little Blue Dynamos®

Blueberries Paired Up: Whole Foods “5 After 5” Program
Blueberries Paired Up:
Cross Brand Promotions

• Walmart conducted in-store samplings of a “breakfast meal solution” with Kashi Cereal paired with fresh blueberries

• Highlighted health benefits of both blueberries and Kashi Cereal
Promoting Little Blue Dynamos®

Blogger Recipe Contest

- 130 entries yielded a combined 400,000 unique monthly visitors; ads placed to promote contest received a total of 7 million impressions
- TV host and cookbook writer Sara Moulton, mommy blogger Kelsey Banfield and food writer/chef Adeena Sussman tasted and chose winners

1st place (savory category)
Blueberry Citrus Quinoa Salad

1st place (sweet category)
Blueberry Balsamic Blondies
Promoting Little Blue Dynamos®

CIA Blueberry Kitchen

www.CIAProChef.com/blueberries
www.littlebluedynamos.com

• Videos
• Photography
• Nutrition and research news
• Logos
• Foodservice section
• Press releases
• Press kits
• Fun Facts about Blueberries
Resources

For store’s website/social media outlets

• USHBC recipes/photos
• USHBC videos
• Fun Facts
• Nutrition news
• Press releases/kits
• Announce USHBC contests

For printed material

• Call to order leaflets (or we will print for you)
• Design your own with USHBC graphics and info
Thank you!

Joanne@lewis-neale.com