

MONTEREY, CA



SEPT 22-25, 2026

Detailed Schedule of Events

As of 8/25/26

MONDAY

September 21

8 a.m. – 4 p.m.

★ Invite only

Blueberry Industry Leadership Program Session Class #4

Location: Windjammer 1-2, Level 1

Members of Blueberry Industry Leadership Program Class 4 will take part in a program session held during convention. While this is a closed session for class participants, attendees will see Class 4 members engaged throughout the week as they continue their leadership journey and connect with the broader industry.

3 p.m. – 5 p.m.

(separate registration)

Data Summit

Location: Big Sur, Level 1

TUESDAY

September 22

7:30 a.m. – 1 p.m.

(separate registration)

Data Summit

Location: Big Sur, Level 1

8 a.m. – 2 p.m.

★ Invite only

Blueberry Industry Leadership Program Session Class #4

Location: Windjammer 1-2, Level 1

8 a.m. – 3 p.m.

Blueberry Lane and Blueberry Row Exhibitor Set Up

Location: Regency Foyer and Regency 1–3, Level 2

12 p.m. – 6 p.m.

Registration Open

Location: Regency 1–3, Level 2

2 p.m. – 3:30 p.m.

State and Country Roundtable Meeting

★ Invite only

Location: Spyglass, Level 1

2 p.m. – 4 p.m.

★ Keynote and Meals

ticket required

Tech Tuesday

Location: Cypress, Level 1

Explore emerging and advancing technologies shaping the future of the blueberry industry during this special education session organized by the BerrySmart Technology Task Force. Over the course of two hours, attendees will gain insight into innovations, tools and ideas designed to support on-farm efficiency, data-driven decision-making and long-term industry progress.

4 p.m. – 5 p.m.

★ Invite only

Leadership Alumni Reception

Location: Windjammer 3–4, Level 1

4:30 p.m. – 6 p.m.

Visit Health Halo Corner and the Merch Table

Regency Foyer, Level 2

4:30 p.m. – 5 p.m.

★ Invite only

Exhibitor's Welcome Reception

Location: Regency Foyer, Regency 1–3, and Regency Terrace, Level 2

5 – 6 p.m.

Ribbon Cutting Ceremony, NABC President's Welcome Reception, Stroll Down Blueberry Lane

Location: *Regency Foyer, Regency 1–3, and Regency Terrace, Level 2*

Start The Blueberry Convention with an evening of connection and celebration as we officially open the event with a ribbon-cutting ceremony. Then, enjoy the NABC President's Welcome Reception and take a stroll down Blueberry Lane to visit exhibitors, reconnect with industry colleagues and discover the products, services and innovations helping move the blueberry industry forward.

WEDNESDAY

September 23

6 – 7 a.m.

★ Ticket required

BerryFit Club 5K

Location: *Meet up in the Regency Foyer, Level 2*

Kick off the morning with the BerryFit Club 5K, a fun and energizing way to start the day before convention programming begins. Runners and walkers of all paces are welcome.

7 a.m. – 5 p.m.

Registration Open

Location: *Regency 1–3, Level 2*

7 a.m. – 5 p.m.

Blueberry Lane and Blueberry Row Open

Location: *Regency Foyer and Regency 1–3, Level 2*

7 a.m. – 5 p.m.

Blueberry Boardroom

Location: *Oaktree, Level 1*

The Blueberry Boardroom offers attendees a dedicated space to meet with colleagues, host team conversations or hold business meetings during the convention. Reservations are available throughout the event, and advance booking is encouraged. [Click here](#) to submit your request!

7:30 – 8:30 a.m.

★ Keynote and Meals

ticket required

Opening Keynote Breakfast: The Future of Blueberries Retail Panel

Location: Regency Main, Level 2

Begin the convention with breakfast and an inspiring opening keynote that sets the stage for the days ahead. This featured session will bring attendees together for a thoughtful and energizing start to the event.

8:30 – 9 a.m.

Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1–3, Level 2

9:00 – 11:30 a.m.

USHBC Council Meeting

Location: Regency 4–6, Level 2

The U.S. Highbush Blueberry Council will gather for its official council meeting to discuss priorities, review ongoing initiatives and help guide the organization's work on behalf of the blueberry industry. All convention attendees are welcome to attend.

11:30 a.m. –

12:30 p.m.

Meet, Eat & Explore

Location: Regency Foyer, Level 2

Enjoy a relaxed, open lunch in the heart of the convention action. With seating throughout the common areas near Blueberry Lane and Blueberry Row, it's the perfect chance to grab a bite, connect with exhibitors and spend time with fellow attendees. All are welcome (no ticket needed for this lunch!).

12:30 –

12:45 p.m.

Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1–3, Level 2

12:45 – 2 p.m.

Blueberry Boost Accelerator Live Pitch Competition

Location: *Regency Main, Level 2*

Meet the four cohort members of the Blueberry Boost Accelerator – USHBC's program that propels standout products and entrepreneurs innovating with blueberries toward growth and commercialization. This high-energy "Shark Tank-style" event will feature pitches from the four companies and a live Q&A with expert judges.

2 – 2:40 p.m.

★ Ticket required for
non-members

NABC Crop Report

Location: *Regency 4–6, Level 2*

NABC will share crop updates from growing regions across the blueberry industry, giving attendees a timely look at production conditions and the current state of the season.

2:45 – 4:15 p.m.

NABC Board Meeting

Location: *Regency 4–6, Level 2*

The NABC Board of Directors will gather for its official meeting to review important industry topics, discuss association priorities and help guide the organization's work on behalf of its members and the broader blueberry industry.

4:30 – 5:30 p.m.

★ Members only

NABC United Blueberry Advisory Committee

Location: *Regency 4–6, Level 2*

6:30 – 9:30 p.m.

★ Ticket required

Blueberry Night at the Aquarium

Location: *Monterey Bay Aquarium (Ocean's Edge Wing)
886 Cannery Row*

Join us for a one-of-a-kind strolling dinner as the blueberry industry takes over the Monterey Bay Aquarium. Enjoy chef-curated food stations, coastal views and access to incredible exhibits — all in a vibrant setting designed for connection and celebration.

THURSDAY

September 24

5:45 – 6:45 a.m.

★ Ticket required

BerryFit Club Yoga

Location: Regency Terrace (indoor location: Spyglass)

Ease into the morning with BerryFit Club Yoga, a welcoming session designed to help you stretch, reset and start the day feeling refreshed. All experience levels are welcome.

7 a.m. – 3 p.m.

Registration Open

Location: Regency 1–3, Level 2

7 a.m. – 3 p.m.

Blueberry Lane and Blueberry Row Open

Location: Regency Foyer and Regency 1–3, Level 2

7 a.m. – 5 p.m.

Blueberry Boardroom

Location: Oaktree, Level 1

The Blueberry Boardroom offers attendees a dedicated space to meet with colleagues, host team conversations or hold business meetings during the convention. Reservations are available throughout the event, and advance booking is encouraged. [Click here](#) to submit your request!

7:30 – 9:30 a.m.

★ Keynote and Meals
ticket required

Keynote and Awards Breakfast

Location: Regency Main, Level 2

Join us for a special morning of inspiration and celebration as we gather for a featured keynote and recognize outstanding leaders in the blueberry industry. During this breakfast, NABC will present its annual awards, including the Elizabeth White Award honoring women in blueberries. In addition to this forward-looking keynote, we'll also announce the winner of this year's Blueberry Boost Accelerator in partnership with VentureFuel.

9:30 – 10:30 a.m.

Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1–3, Level 2

10:30 a.m. –

USHBC Promotion Committee Forum

12:00 p.m.

Location: Regency Main, Level 2

12:00 –

Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

12:30 p.m.

Location: Regency Foyer and Regency 1–3, Level 2

12:30 – 1:30 p.m.

★ Keynote and Meals

ticket required

Lunch Keynote Session: Shifting Rhythms in the Economic Forces Shaping the Future of Blueberries

Location: Regency Main, Level 2

As the blueberry industry navigates an increasingly complex and global marketplace, staying in tune with economic signals has never been more critical. This keynote will explore the shifting rhythms shaping the business today — from macroeconomics to production to inflation, global supply dynamics, trade flows, and evolving consumer demand — and how these forces are composing a new outlook for the industry's future.

Building on his well-received economic outlook sessions for the industry, David Magaña, SVP and Senior Analyst with RaboResearch Food & Agribusiness, will deliver a timely, forward-looking perspective on the trends shaping profitability, competitiveness, and long-term opportunity across the blueberry value chain.

Attendees will walk away with a clearer understanding of the economic landscape ahead and what it may mean for growers, marketers, suppliers and industry leaders planning for the future. As an added resource, David will also provide a short summary of the session's key points, giving attendees a useful takeaway to share with their teams after the Convention.

Speaker: David Magaña, SVP – Senior Analyst, RaboResearch Food & Agribusiness

1:30 – 2:00 p.m.

Stroll Down Blueberry Lane and Blueberry Row, Visit Health Halo Corner and the Merch Table

Location: Regency Foyer and Regency 1–3, Level 2

2:00 – 3:15 p.m.

USHBC Industry Engagement Committee Forum

Location: Regency Main, Level 2

2 – 5 p.m.

Blueberry Lane and Blueberry Row Tear Down

Location: Regency Foyer and Regency 1–3, Level 2

3:30 – 4:30 p.m.

Grab a Boost of Blue Happy Hour

Location: Regency Terrace

Close out the convention with the Grab a Boost of Blue Happy Hour, a relaxed gathering designed for attendees to connect, unwind and celebrate a great week together before heading home or on to the industry tour.

FRIDAY

September 25

8:00 a.m. –

4:00 p.m.

★ Ticket required

Blueberries & Beyond: A Central Coast Tour

Location: Off-Site

Meet up in the Regency Foyer, Level 2

Wrap up the convention with an on-the-ground look at agriculture and innovation in the Monterey area. This industry tour will give attendees the opportunity to explore the broader agricultural landscape of California's Central Coast through a series of stops highlighting the region's diverse commodities, production practices and forward-looking approaches to farming.

The tour will include a visit to Reservoir, an on-farm agtech incubator where startups are developing and testing agricultural robotics, physical AI, biological technologies, hardware solutions and precision agriculture tools directly in real field conditions. Attendees will see emerging technologies at various stages of development — from early prototypes to systems nearing commercial deployment — and hear directly from founders about the problems they are working to solve for agriculture.

From field-level insights to a better understanding of the region's diverse commodities and the innovations shaping the future of farming, the tour will offer a meaningful final-day experience and a closer look at the people, crops and technology driving this important growing region forward.