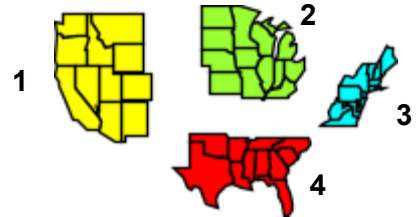


**U.S. Highbush Blueberry Council
Blueberry Promotion Research and Information Order**

REGIONAL MEMBER NOMINEE APPLICATION

Under the national cultivated blueberry promotion, research and information order, the U.S. Highbush Blueberry Council (USHBC) is seeking highbush (cultivated) blueberry producers to serve as regional USHBC members.

To be listed as a nominee on the final ballot, you must complete this application and return it to the USHBC office **no later than by close of business on Friday, March 5, 2020.** (See Nominee Application Instruction Sheet included with this application for details concerning eligibility, terms of office, etc.)



Nominees for the following USHBC positions are requested:

Regional Members-

Region #1 Western Region (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)

Region #2 Midwest Region (IL, IN, IA, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI)

Region #3 Northeast Region (CT, DE, NY, ME, MD, MA, NH, NJ, PA, RI, VA, VT, DC, WV)

Region #4 Southern Region (AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, TX, PR)

Please add my name to the ballot as a nominee for USHBC Regional Member/Alternate for:
CHECK ONE ONLY. APPLICATIONS WITH MORE THAN ONE REGION MARKED WILL BE REJECTED

- Western Region #1
- Midwest Region #2
- Northeast Region #3
- Southern Region #4

PRINT

Nominee Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

I hereby certify that I have produced 2,000 pounds or more of cultivated blueberries in the region indicated above during the period of 1/1/20 to 12/31/20.

Signature: _____ Date: _____

(Application continues on back of this page)

**U.S. Highbush Blueberry Council
Blueberry Promotion, Research and Information Order
Council Member Nominee Application Instructions**

Under the national cultivated blueberry promotion, research and information order, the U.S. Highbush Blueberry Council (USHBC) is seeking highbush (cultivated) blueberry producers to serve as regional members and alternates. To be listed as a nominee on the final ballot, you must complete the enclosed application and return it to the USHBC office.

Nomination Period

Nominations for state/region member positions on the USHBC will be accepted from February 1 to March 5, 2021. Completed applications must be received by the USHBC **no later than close of business on Friday, March 5, 2021.**

Nominee Eligibility

Each person (as defined below) who produced 2,000 pounds or more of cultivated blueberries during the period of January 1, 2020 through December 31, 2020 is eligible to be nominated to the USHBC.

- A. A person means any individual, group of individuals, partnership, corporation, association, cooperative or any other legal entity.
 - 1. Partnership includes but is not limited to: (a) a husband and wife who have title to, or leasehold interest in, a blueberry farm as tenants in common, joint tenants, tenants by the entirety, or, under community property laws, as community property, and (b) joint ventures wherein one or more parties to the agreement, informal or otherwise, contributed land and others contributed capital, labor, management, or other services, or any variation of such contributions by two or more parties.

- B. Eligible producer means any person who produced 2,000 pounds or more of blueberries (cultivated) in the United States during the representative period who: (a) Owns, or shares the ownership and risk of loss of, the crop; (b) Rents blueberry production facilities and equipment resulting in the ownership of all or a portion of the blueberries produced; (c) Owns blueberry production facilities and equipment but does not manage them and, as compensation, obtains the ownership of a portion of the blueberries produced; or (d) Is a party in a landlord-tenant relationship or a divided ownership arrangement involving totally independent entities cooperating only to produce blueberries who share the risk of loss and receive a share of the blueberries produced. No other acquisition of legal title to blueberries shall be deemed to result in persons becoming eligible producers.

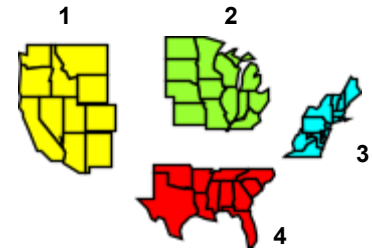
- C. Blueberries means only cultivated blueberries grown in the United State of genus Vaccinium Corymbosum and Ashej, including the northern highbush, southern highbush, and rabbit eye varieties and excluding the lowbush (native) blueberry Vaccinium Angustifolium.

Nominee Positions

Producer nominees are now requested for four USHBC regional member positions. Those receiving the most votes for each producer seat will be recommended as council members. Those receiving the second most votes for each position will be recommended as the alternate for that position. The names of those who receive the third and fourth most votes will also be sent on to the U.S. Secretary of Agriculture for consideration. Nominees for the following regional USHBC member positions are requested:

Regional Representatives

Region #1	Region #2	Region #3	Region #4
<u>Western Region</u>	<u>Midwest Region</u>	<u>Northeast Region</u>	<u>Southern Region</u>
Alaska	Illinois	Connecticut	Alabama
Arizona	Indiana	Delaware	Arkansas
California	Iowa	New York	Florida
Colorado	Kansas	Maine	Georgia
Hawaii	Kentucky	Maryland	Louisiana
Idaho	Michigan	Massachusetts	Mississippi
Montana	Minnesota	New Hampshire	North Carolina
Nevada	Missouri	New Jersey	Oklahoma
New Mexico	Nebraska	Pennsylvania	Puerto Rico
Oregon	North Dakota	Rhode Island	South Carolina
Utah	Ohio	Virginia	Tennessee
Washington	South Dakota	Vermont	Texas
Wyoming	Wisconsin	Washington D.C.	West Virginia

**Terms of Office**

USHBC regional members and alternates will serve for a term of three years starting January 1, 2022 and will be able to serve a maximum of two consecutive terms. A USHBC member may serve as an alternate during the years the member is ineligible for a member position.

How to be Placed on the Final Ballot as a USHBC Nominee

To be listed on the final USHBC regional ballot, you must complete all information required in the Nominee Application Form included in this packet. (Note: Application Form is also available on the USHBC website ushbc.org). **Once complete, the application is to be sent on to the USHBC office to arrive no later than the close of business on Friday, March 5, 2021.**

Incomplete applications, or any application received after 5 p.m. Pacific Time on March 5, 2021, will not be accepted. Applications can be emailed to elections@blueberry.org, faxed to the USHBC at (916) 983-9022 or mailed to:

USHBC Regional Nominee
U.S. Highbush Blueberry Council
81 Blue Ravine Rd., Suite 110
Folsom, CA 95630

Names of nominees will then be placed on the final ballots to be mailed to growers on April 26, 2021. Voting will take place over a five-week period from April 26 to May 28, 2021.

If you have any questions concerning this USHBC member nomination procedure or the final balloting process, please contact the USHBC office at (916) 983-0111.

SUMMARY
BLUEBERRY PROMOTION, RESEARCH AND
INFORMATION ORDER FOR CULTIVATED BLUEBERRIES
U.S. Highbush Blueberry Council

Background

The North American Blueberry Council (NABC) submitted a proposal for a national promotion program for blueberries (the U.S. Highbush Blueberry Council) on December 2, 1998. The program is implemented under the Commodity Promotion, Research and Information Act of 1996. The final rule implementing the order was published in the Federal Register on July 17, 2000.

Initial Referendum Results

Before the program could be implemented, it had to be approved by producers and importers. Approval was determined by a majority of producers and importers voting for approval who also represented a majority of the volume of blueberries represented in the referendum.

In order to be eligible to vote, a producer or importer must have produced or imported 2,000 pounds or more of cultivated blueberries during the period from January 1, 1999 to December 31, 1999 (representative period). The referendum was conducted by the USDA's Agricultural Marketing Service from March 13 through April 14, 2000.

Results of this referendum, announced on July 13, 2000, showed that 67.8 percent of those who voted favored implementation of the Blueberry Promotion, Research and Information Order. Those who voted in favor represented 73.2 percent of the volume of cultivated blueberries represented in the referendum.

Continuance Referendum Results

As required under the Order, a continuance referendum is conducted every five years to ascertain whether continuance of the Order is favored by producers and importers of blueberries. A referendum was conducted by mail from July 5 to July 28, 2016 with 74 percent of those who voted favoring continuation of the order. Those voting in favor represented 80 percent of the volume of cultivated blueberries represented in the referendum. Based on these results, the order will continue. In accordance with the provisions of the Order, blueberry producers and importers will be provided another opportunity to participate in a continuance referendum in the year 2021.

Assessments

The Order authorizes a fixed assessment to be paid by producers (collected by handlers) and importers (collected by the U.S. Customs Service) at a current rate of \$18 per ton. Assessments are used to pay for: promotion, research, and information projects; administration, maintenance, and functioning of the U.S. Highbush Blueberry Council (USHBC); and expenses incurred by the Secretary of Agriculture in implementing and administering the Order, including referendum costs.

(Continued on Back Page)

U.S. Highbush Blueberry Council

The current twenty member U.S. Highbush Blueberry Council (USHBC) administers the program under the supervision of the Secretary of Agriculture. The USHBC is represented by one member and alternate from each of the following regions:

<u>Western</u>	<u>Midwest</u>	<u>Northeast</u>	<u>Southern</u>
Alaska	Illinois	Connecticut	Alabama
Arizona	Indiana	Delaware	Arkansas
California	Iowa	New York	Florida
Colorado	Kansas	Maine	Georgia
Hawaii	Kentucky	Maryland	Louisiana
Idaho	Michigan	Massachusetts	Mississippi
Montana	Minnesota	New Hampshire	North Carolina
Nevada	Missouri	New Jersey	Oklahoma
New Mexico	Nebraska	Pennsylvania	Puerto Rico
Oregon	North Dakota	Rhode Island	South Carolina
Utah	Ohio	Virginia	Tennessee
Washington	South Dakota	Vermont	Texas
Wyoming	Wisconsin	Washington D.C.	
		West Virginia	

There is also one member and alternate from each of the top eight blueberry producing states. For the current nomination and election period, state representatives are to be elected from Michigan, Oregon, Georgia, Washington, New Jersey, Florida, North Carolina and California. Four importers and alternates, two exporters and alternates, one first handler and alternate, and one public member and alternate also serve on the USHBC. Producers are nominated directly by state commissions or producers. All other members are nominated by the USHBC.

The duties of the USHBC include the following: develop annual budgets; appoint members of the USHBC to serve on committees; develop and evaluate projects of promotion, research, and information, and pay the costs of such projects; collect assessments; receive, investigate, and report to the Secretary complaints of violations of the Order; recommend amendments to the Order; employ a staff to administer the program; prepare and submit to the Secretary financial reports; and cause the books of the USHBC to be audited. The Secretary oversees the activities of the USHBC. In addition, the USHBC recommends to the Secretary regulations to carry out the terms of the Order.

Subsequent Referenda

Every five years, the Secretary of Agriculture will hold a referendum to determine whether producers and importers of cultivated blueberries favor the continuation of the Order. The Order will continue if it is favored by a majority of producers and importers voting for approval who also represent a majority of the volume of blueberries represented in the referendum. In addition, the Secretary may hold a referendum at any time after the effective date of the program.

Additional referenda may be requested by the U.S. Highbush Blueberry Council or 10 percent of all cultivated blueberry producers and importers.

U.S. Highbush Blueberry Council
81 Blue Ravine Rd., Suite 110
Folsom, California 95630
Ph: 916-983-0111 Fax: 916-983-9022
Website: www.ushbc.org

TO: Highbush Blueberry Industry Members

FROM: Andrea Ricci, Marketing Specialist
Specialty Crops Program
Promotion and Economics Division

AR

DATE: January 22, 2021

SUBJECT: 2022 U.S. Highbush Blueberry Council Nominations

The U.S. Highbush Blueberry Council (USHBC), which administers a national research and promotion program for highbush blueberries, is seeking nominees to fill seven member and seven alternate member seats on the USHBC. The U.S. Department of Agriculture (USDA), which oversees the program, would like to encourage all eligible industry members to participate in the process. In an effort to enhance the diversity of the USHBC, USDA also encourages women, minorities and people with disabilities to seek positions on the USHBC.

As you may know, the USHBC is composed of 20 members and 20 alternates that are appointed by the Secretary of Agriculture. The USHBC meets throughout the year to review marketing and research activities and make recommendations to USDA regarding its programs. The national program became effective in 2000 and is funded by assessments on domestic producers and importers. The purpose of the program is to increase the consumption of highbush blueberries.

The seven member seats and seven alternate seats to be filled include: four producer members and alternates from the four regions (Western, Midwest, Northeast, and Southern); one importer member and alternate; and one exporter producer¹ member and alternate; and one public member and alternate. The USHBC will seek nominations for members and alternates from the specific regions. Nominations will be returned to the USHBC office and placed on a ballot which will then be sent to producers in the region for a vote. The USHBC's Industry Relations Committee will recommend a slate of potential importer, exporter, and public member nominees to the USHBC's Executive Committee. The USHBC will then submit two nominees for each member and each alternate position to USDA. All seven positions are for a 3-year term of office beginning January 1, 2022.

Nomination applications for the regional producers, importer, exporter and public nominees are due to the USHBC by **March 5, 2021**. Applications are available at www.ushbc.org or from the USHBC.

If you are interested in increasing your involvement in the blueberry industry, we encourage you to consider running for a position on the USHBC. Detailed information on the process is being provided to you by the USHBC. If you would like more information on the program or on serving on the USHBC, please contact the USHBC office, at 916-983-0111 or by email at elections@blueberry.org; or the Promotion and Economics Division at 202-720-9915.

¹ This position represents producers that ship blueberries into the United States from the largest foreign blueberry production area (currently Chile).