



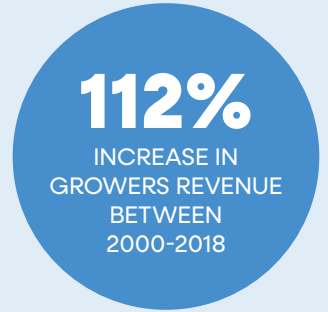
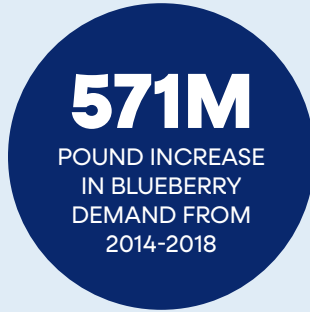
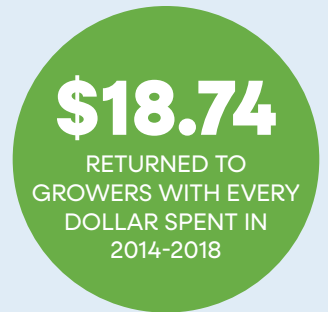
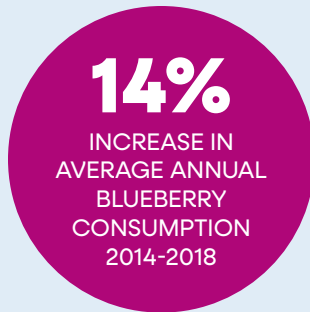
Economic Analysis Shows USHBC Programs Drive Blueberry Demand

In February 2020, a study by Professor Harry M. Kaiser of Cornell University was conducted to measure the domestic market impacts of the USHBC’s promotion programs and to assess a rate-of-return for the promotion activities conducted by the USHBC. For the full study, visit ushbc.blueberry.org/cornellstudy

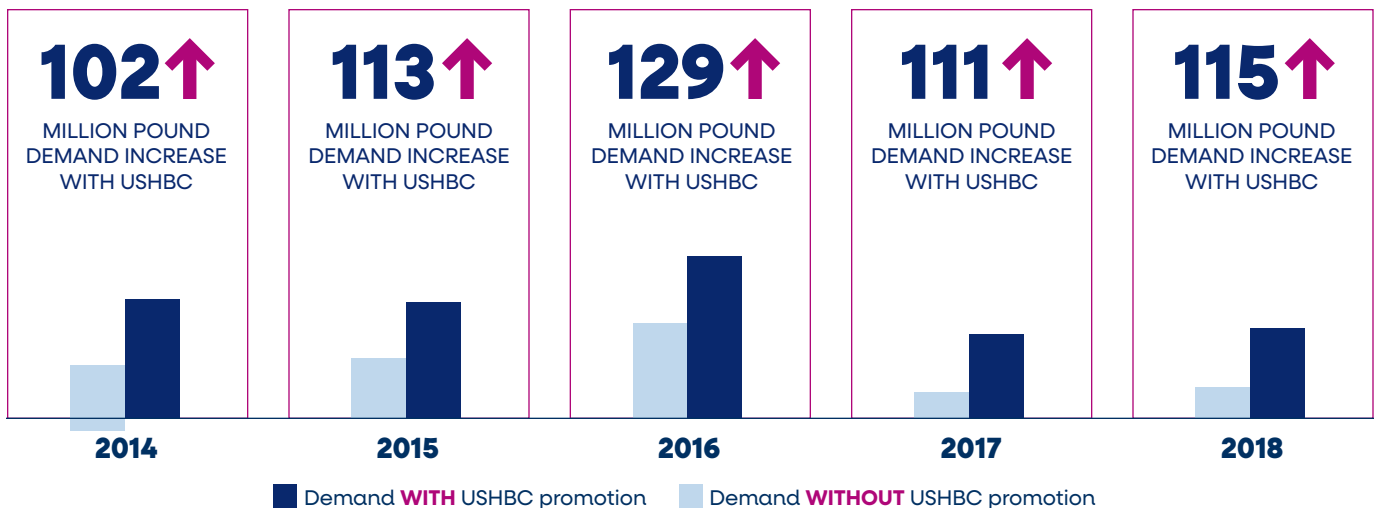
Domestic USHBC promotion efforts have had a significant and positive impact on blueberry consumption and growers’ revenues and profits.

Main highlights of the study include:

- The USHBC had a **positive and significant impact** on total blueberry consumption in the United States compared to what it would have been in its absence.
- USHBC promotion positively impacted the grower blueberry price. The results indicate that a **1% increase in USHBC promotion** increased grower prices by **0.59 cents/pound**.



Analysis of U.S. Blueberry Demand **WITH** and **WITHOUT** USHBC Domestic Promotion



Source: An Economic Analysis of Domestic Market Impacts of the U.S. Highbush Blueberry Council, Harry M. Kaiser, Cornell University, February 1, 2020.