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

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


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