Strategic Plan 2021-2025

Purpose
WE BELIEVE... The blueberry industry working together will make blueberries the world’s favorite everyday berry and number one berry in sales volume and premium value.

WE EXIST TO... Lead demand-driving programs based on shared resources, research and insights that inspire possibilities and sustain the profitable growth of the blueberry industry.

Mission
To grow consumer demand for blueberries by uniting industry stakeholders through research, promotions and resources that strengthen their ability to compete in the global marketplace.

Vision
USHBC empowers the industry to make blueberries the world’s favorite fruit.

Operational Excellence and Efficiency
USHBC works closely with marketers, retailers across channels to activate our programs that drive sales and health benefits of blueberries.

Values
PRINCIPLES
RESPECT for agronomic and cultural diversity
EMPATHY for all stakeholders
SUSTAINABILITY that respects needs of future generations
PERFORMANCE based management
EXCITEMENT for continuous learning that fuels knowledge leadership
CONSCIENTIOUS servant leaders
TRANSPARENCY and accountability

Principles
ENGAGED listening that supports innovation
NOT accepting of status quo
EDUCATION and learning that is shared
RESPONSIBLE investment of collective industry resources
GROWTH through science-based sustainable solutions
YES “we can and will” is the operating mantra

Values

Strategic Pillars

Integrated Marketing Communication
- Consumer
- Retail
- Food Service
- Food Manufacturing
- Health Care Professionals

Health and Nutrition
- Gut Health
- Healthy Living
- Brain Health
- Cardiovascular Health
- Diabetes
- Nutrition Affairs

Industry Services
- Database and Insight Services
- Communications Leadership Development
- Crisis/Issues Management

Global Business Development
- North Asia
- Southeast Asia
- South America
- Middle East
- Africa

Innovation and Technology
- Food Safety
- Sustainability
- Packaging
- Growing and Harvesting
- Product Quality
Global Business Development
DOUBLE EXPORTS AS A PERCENT OF PRODUCTION FROM 5% TO 10% BY 2025

Industry Services
GROW:
Understanding of major USHBC programs to 75% of stakeholders
Number of votes (80%) and average % of volume (86%) in support of USHBC

Integrated Marketing Communications
INCREASE U.S. MARKET GROWTH BY 2025
FOOD SERVICE: to 35% channel penetration
RETAIL: to 59% household penetration
MANUFACTURING: to 150 million pounds

Health and Nutrition
CONTINUALLY:
Validate the important role of blueberries in a healthy diet
Create health benefit-based marketing opportunities
Drive significant increases in blueberry consumption

Innovation and Technology
SUPPORT:
Development of innovations and technologies that drive the industry’s growth, profitability and sustainability

To learn more about the 2021-2025 Strategic Plan, visit USHBC.org/StrategicPlan

To consumers around the world, blueberries are an essential, delicious and incredibly versatile part of a daily healthy lifestyle and diet and the important moments in our lives and always ...