



Your Guide to Becoming a USHBC Council Member

The USHBC was created to inspire a healthy highbush blueberry industry through promotion, research and education, all focused on increasing the awareness and consumption of blueberries.

USHBC council members serve three-year terms, and can hold a position for two consecutive terms. Each position has a member and an alternate.

The council has a 21-member board made up of the positions listed below. In the next election cycle, Cycle 1, new members will be elected in 2025 and will be seated on Jan 1, 2026:

Cycle 1:

State:

1. California
2. Florida (**balloted**)
3. Georgia
4. Michigan
5. New Jersey
6. North Carolina
7. Oregon
8. Washington

Importer and Exporter:

9. Importer #2
10. Importer #3
11. Importer #4
12. Exporter #2 – Canada

Cycle 2:

Regional (balloted):

13. Region 1 - West
14. Region 2 - Midwest
15. Region 3 - Northeast
16. Region 4 – South

Importer, Exporter and Public Member:

17. Importer #1
18. Exporter #1 – Chile
19. Exporter #3 – Peru
20. Exporter #4 – Mexico
21. Public Member

Notes and exceptions: Florida's state election is conducted by ballot. Candidates from all other states are nominated by their state blueberry organization. All exporter positions are nominated by their country's blueberry organization.

The USHBC seeks diverse board members whose skills help the organization pursue its mission of growing demand for blueberries throughout the U.S. and worldwide. Here's what the process, which is under the guidance of the U.S. Department of Agriculture (USDA), looks like:

Nomination period

USHBC prepares nomination materials, press releases and letters seeking nominations. Letters seeking nominations and encouraging participation are sent out by USHBC and USDA, followed by nomination application forms. Nominations are due following a four-week period.

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Voting

Ballots are sent to growers in each region or state (if applicable) in May and are due back in two weeks. Importer and public member positions are selected by vote of the USHBC Industry Engagement Committee from nominations received and are then recommended to the USHBC Council. Exporter positions are nominated by each country's blueberry organization. Election results are tabulated by USHBC staff, and nominees are submitted to the U.S. Secretary of Agriculture for final appointment in September.

Seating

Based on election results and final appointments by the Secretary of Agriculture, newly appointed members and alternates assume their positions and begin their three-year terms on January 1.