



Economic Analysis Shows USHBC Programs Drive Blueberry Demand

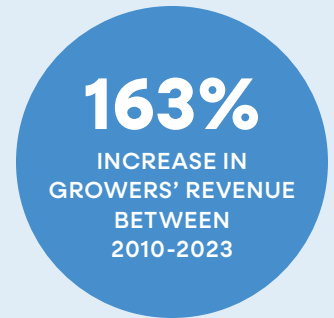
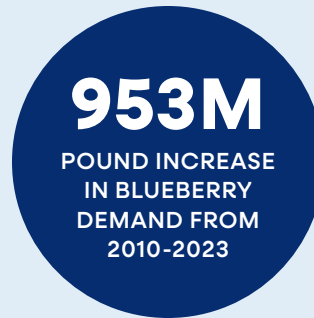
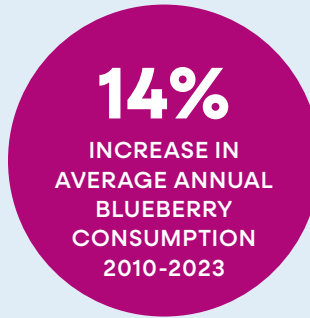
In September 2024, a study by Professor Harry M. Kaiser of Cornell University was conducted to measure the domestic market impacts of the USHBC's promotion programs and to assess a rate of return for the promotion activities conducted by the USHBC.

Main highlights of the study include:

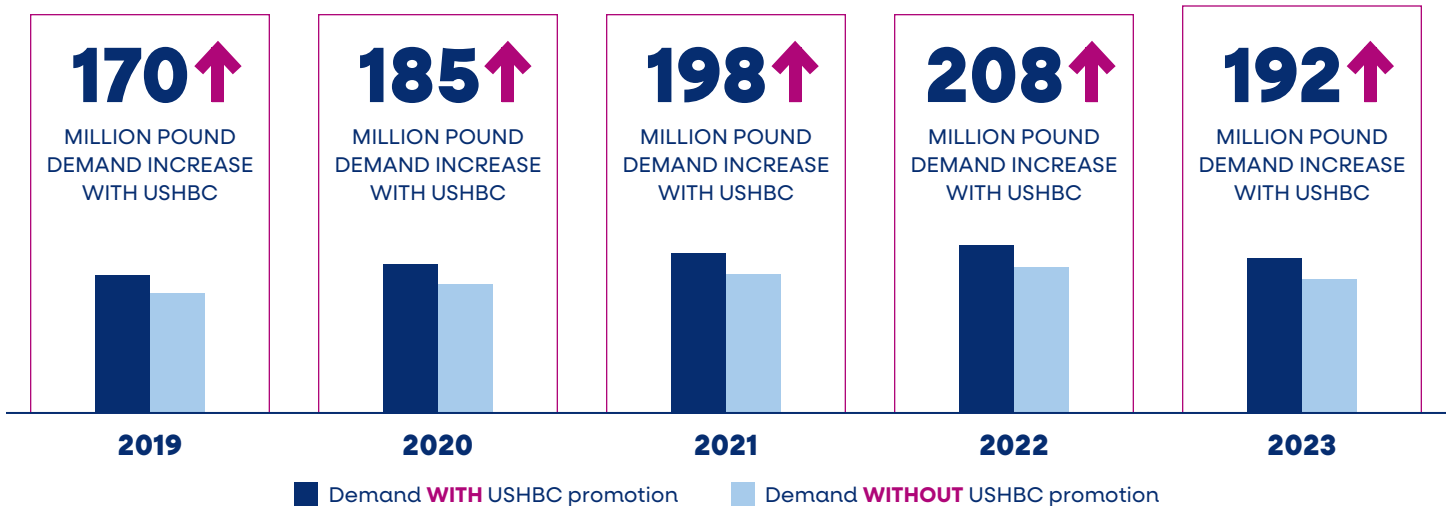
- The USHBC had a **positive and significant impact** on the total blueberry consumption in the United States compared to what it would have been in its absence.
- USHBC promotion positively impacted the grower blueberry price. The results indicate that a **1% increase in USHBC promotion** increased grower prices by **\$0.28/lb in the short term and \$0.60/lb in the long term.**
- Consumer behavior shows that **blueberries can sustain price increases** better than other commodities.



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



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, September 2024.