



## **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. USHBC and USDA send out letters seeking nominations and encouraging participation, followed by nomination application forms. Nominations are due after two weeks.

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**Voting**

Ballots are sent to growers in each region or state (if applicable) in late April and are due in two weeks. The USHBC Industry Engagement Committee vote selects importer and public member positions from nominations received and is then recommended to the USHBC Council. Each country's blueberry organization nominates exporter positions. Election results are tabulated by USHBC staff, and nominees are submitted to the U.S. Secretary of Agriculture for final appointment.

**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.