



“Pick Wild”
October 22, 2014



2014 US Program Highlights

- Market Situation
- Strategy
- Plan
- Highlights
- Results

Market Situation



Rapid Highbush Production Growth

Global Highbush Acreage and Production

WORLD ANNUAL GROWTH TOTALS	Acreage					2010 Production			2012 Production		
	2005	2007	2008	2010	2012	Fresh	Process	Total	Fresh	Process	Total
North America	71,075	85,617	95,597	108,931	123,635	303.0	188.3	491.3	342.2	257.4	599.6
South America	18,039	33,650	39,703	43,950	43,640	137.1	16.3	153.4	190.5	81.8	272.4
Europe	9,736	16,705	18,038	20,780	24,101	68.6	12.5	81.1	90.6	7.7	98.2
Med. & N. Africa	-	215	355	672	1,098	2.2	0.0	2.2	5.4	0.1	5.5
Southern Africa	740	810	910	1,124	1,146	2.1	0.2	2.3	3.1	0.5	3.6
Asia & Pacific	4,188	7,365	7,870	14,117	37,615	16.3	6.2	22.5	38.0	10.2	48.1
World Acreage	103,778	144,362	162,473	189,574	231,235	529.3	223.6	752.9	669.8	357.7	1,027.4

Implications: As the fresh market becomes more saturated, a larger share of highbush blueberries are entering the frozen market. Wild Blueberries must differentiate to protect their premium share of the frozen blueberry market.

Key Objectives

- **Build consumer demand** for the Wild Blueberry
- **Educate** the US market about the differences between Wild Blueberries and regular blueberries
- **Build Share of Premium Segment** of the blueberry market for Wild Blueberries (trade and consumer)



Key Strategies

- **Primary: Find blueberry lovers (consumers) on the web and educate on the differences between wild and regular blueberries.**
- **Target Segments - LOHAS Moms , Laid Back Foodies, Health & Fitness**
- **Actively seek out and engage key influencers as our ambassadors**
- **Ramp up PR efforts**
- **Enable premium/Real Food brands to formulate with Wild**



Messaging Strategy

Always Look For Wild

More Intense
Blueberry Taste

2X the Antioxidants of
Regular Blueberries

Key Messaging Pillars:

Intense Flavor (Taste): There's nothing like that Wild Blueberry taste!

Antioxidants: Wild Blueberries - Tiny Antioxidant Superstars!

Wild: The perfect little wild superfruit, 10,000 years in the making.

Frozen-Fresh: Wild Blueberry Freshness & Convenience - Frozen Right In!

Pick Wild: Look for Wild Blueberries in all your favorite foods

If you like blueberries, you'll love **Wild Blueberries.**

Communicate Wild



Wild
Blueberries™

Showcase Taste, Health, Wild

If you like blueberries...
you'll love **wild** Blueberries!



MORE INTENSE BLUEBERRY FLAVOR

2X THE ANTIOXIDANTS OF REGULAR BLUEBERRIES*

The Integrated Marketing Plan



The Integrated Marketing Plan



Influencer Efforts

(PR & Social-
The Wild Blueberry
News Room)

Online Focus

(Web Marketing,
Social & Online
Advertising)

Key Trade Initiatives

(Shows & VIP
Education)

Influencer Efforts (PR & Social)



Influencer Efforts (PR & Social)



Activate Online
Influencers

The Wild Blueberry
Newsroom

Activate Online Influencers



Building Wild Advocates



The Nutrition Twins



Blogger Network Outreach

recipe REDUX

because every healthy recipe
deserves to be delicious.



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PAST REDUX



{SPONSORED
CONTEST}
PISTACHIO PAIRINGS
CHALLENGE



PIZZA PARTY- DAY
2 {JANUARY 2014}



PIZZA PARTY- DAY 1
{JANUARY 2014}



{SPONSORED
CONTEST} WILD
BLUEBERRIES



GOOD LUCK FOODS
{DECEMBER 2013}



1. Alex @ DK:
Wild Blueberry
Chia Jam



2. Deanna @
TSP of Spice -
Wild Blueberry
Focaccia



3.
VeggieDancer:
Recipe Redux-
Chocolate Wild
Blueberry
Smoothie



4. Avocado A
Day - Wild
Blueberry Corn
Muffins with
Meyer Lemon
Curd



5.
diane@capefearn
Wild Blueberry
Dutch Pancake



6. Dr Barbs
stuffed winter
squash with
wild blueberry
quinoa pilaf



7. Liz @ Meal
Makeover
Moms' Kitchen
- Lemony Wild
Blueberry
Sauce



8. Sarah Grace
@ Fresh Fit N
Healthy: Wild
Blueberry
Lemon
Cheesecake
Muffins



9. Ruta @ Mix
it Up: Wild
Blueberry
Pancakes



10. Real Food
Real Deals:
Wild Blueberry
Lemon Custard



11. Wild
Blueberry and
Kale Stuffed
Chicken Breast



12. Kendra
@veggiedancer:
Recipe Redux-
Lemon and
Wild Blueberry
Almond Butter



13.
Heidi@betterthan
Wild Blueberry
Balsamic
Dressing



14. Wild
Blueberry
Polenta with
Grilled Onions
and Sausage



15. Jenny @
30secondsWAandJ
- Cornbread
with Wild
Blueberries



16. Wild
Blueberry,
Avocado and
Sweet Corn
Salsa | Dana
@ Art of
Nutrition



17. Wild
Blueberry
Chicken Salad



18. Jaime @
Zest & Zeal -
Wild Blueberry
Cacao
Smoothie



19. Ashley @
The Gypsy
Dietitian - Wild
Blueberry
Coconut
Granola Bars



20. Serena @
Teaspoon of
Spice: Wild
Blueberry
Oatmeal
Waffles



21. Sarah
Grace @
Fresh Fit N
Healthy: Wild
Blueberry
Coconut
Scones



22. Alex @ DK:
Blueberry &
Corn Muffins
{vegan & GF}



23.
Rachael@AnAvoc
Wild Blueberry,
Coconut &
Ginger
Smoothie



24. Taylor @
Taste & See:
Superfood wild
blueberry chia
pudding



25. Ruta @ Mix
it U: Onion and
Goat Cheese
Tarts with
Blueberry
Salsa



26.
AnnelCraving
Something
Healthy ~Wild
Blueberry
Cheesecake
Baked Oats



27. Jessie @
The Happiness
in Health:
Crispy Roast
Duck with Wild
Blueberry
Sauce and
Blueberry
Quinoa

Blogger Network Outreach



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The FitFluential Network:

1. 9000+ Members, reaching over 220 Million people every month on multiple social media channels.
2. 4MM+ Facebook Fans
3. 5MM+ YouTube Subscribers
4. 5MM+ Monthly YouTube Views
5. 3MM+ Twitter Followers

Blogger Network Outreach



#FOODIECHATS #FOODIECHATS STATS #FOODIECHATS TEAM #FOODIECHATS AMBASSADORS #FOODIECHATS NEWSLETTER CONTACT #FOODIECHATS
#FOODIECHATS SPONSORS MONDAY SPONSORSHIP FEATURE SPONSORSHIP SPECIAL EDITION #FOODIECHATS MARKETPLACE

#Foodiechats Ambassadors



[@TheRoamingBean](#), Solo International Budget Traveler, Le Cordon Bleu Chef, Restaurant Owner, LA Native, Europe Obsessed, Coffee Stout Enthusiast.



[@EatSmartBD](#), is an award-winning nutrition expert, author of [Read It Before You Eat It](#), Blogger for US News, [World Report](#), and [EverydayHealth](#).



[@ItsToni](#), Sarcastic food bloggin', goodie bakin', [@NWIFoodSwap](#), [#Foodiechats](#) Elite Ambassador & Stonyfield [#Yogetters](#)



[@AmyLieberfarb](#), bon vivant, lives "Life Out Loud" eating & drinking through Wine Country. She is raising her wine glass & a food filled fork from Sonoma County.



Blogger Immersion Event



12 Health/Nutrition Writers/Bloggers Attended

Combined Social Media Reach (Followers/All Platforms): 4.2 million

Traditional Media Impressions: 5.6 million

Spreading the Wild Word



Susan Irby @TheSusanIrby · Aug 13

Wild Blueberries make everything healthier. [#blogthebarrens](#) @WildBBerries
[#barharbor](#) [#Maine](#) pic.twitter.com/ceXOTvbAKP



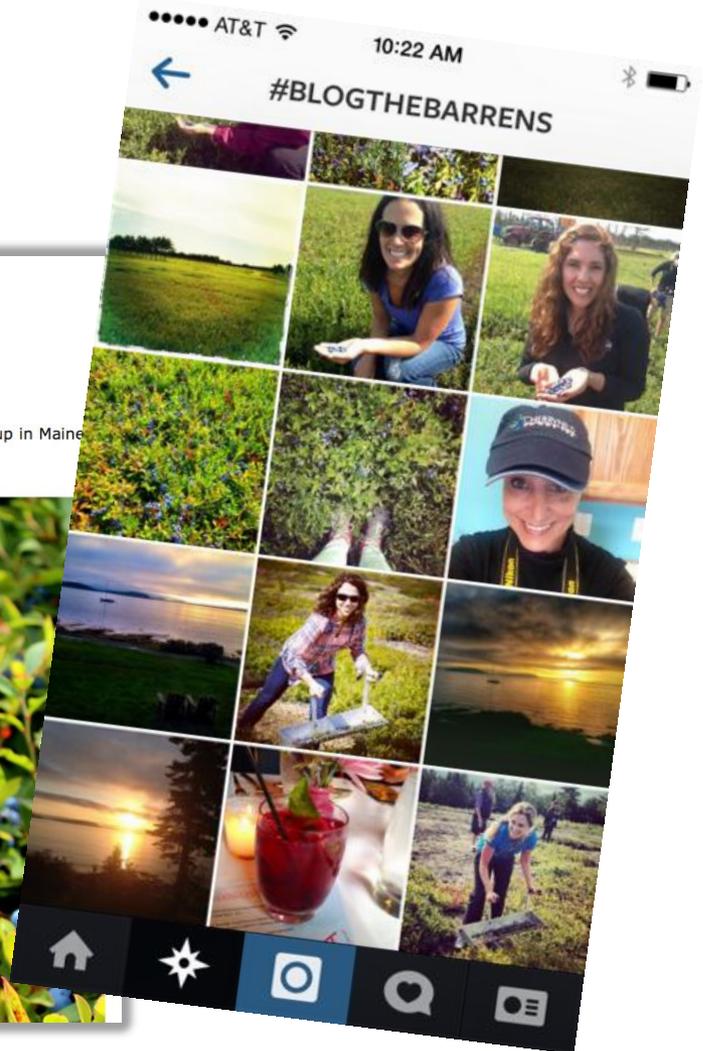
↩ 2 ⭐ 6

(Wild) Blueberry Fields Forever

August 18, 2014 by [Anne](#) 35 Comments

Hi friends!

I had the pleasure of spending Wednesday through Saturday of last week up in Maine with the [Wild Blueberry Association of North America](#).



Wild Blueberry Health Summit



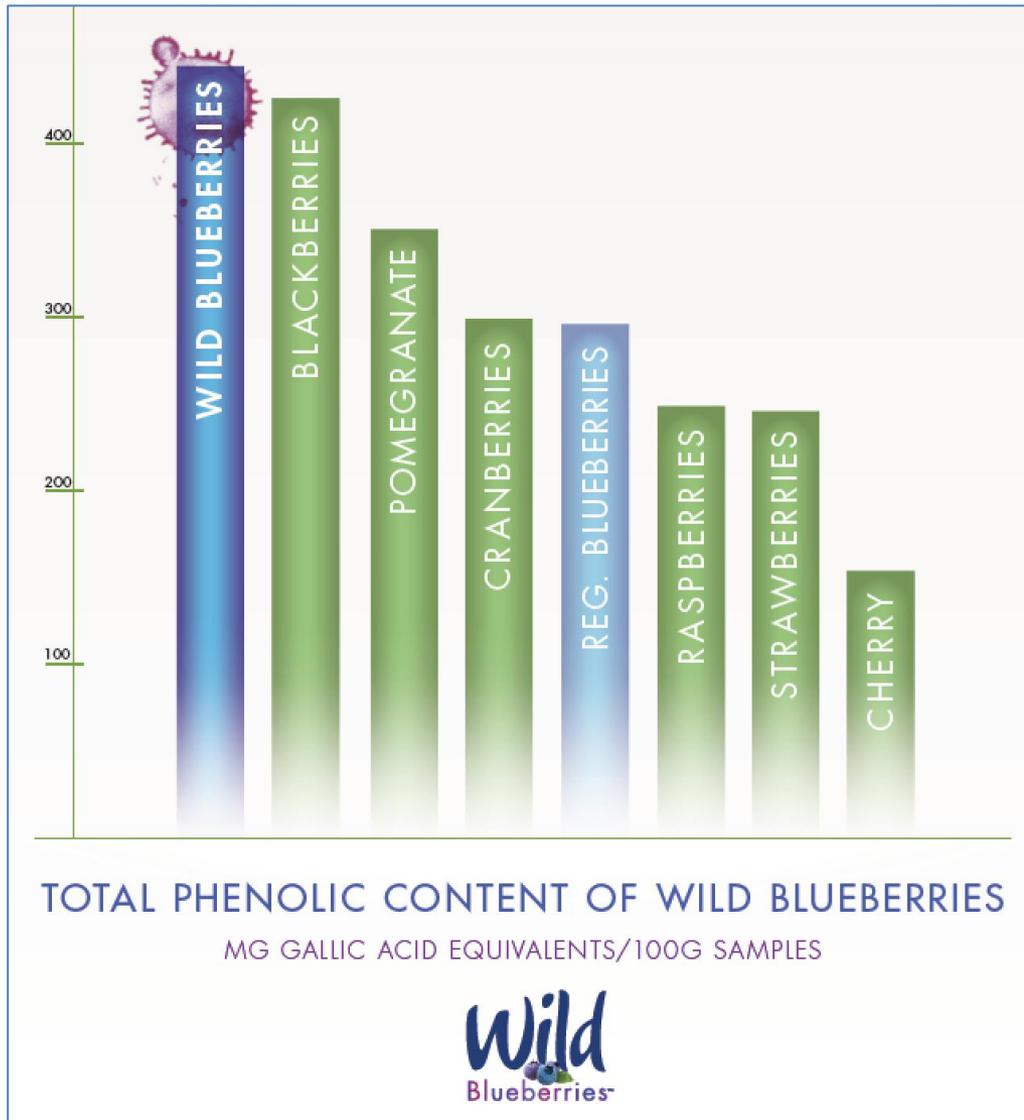
Wild Blueberry Health Summit

Blueberry Research Gone *wild!*

BLUEBERRY/BILBERRY PUBLISHED HEALTH STUDIES



Total Phenolic Content Champions



The Wild Blueberry Newsroom (Earned, Owned & Integrated)



Satellite Media Tour

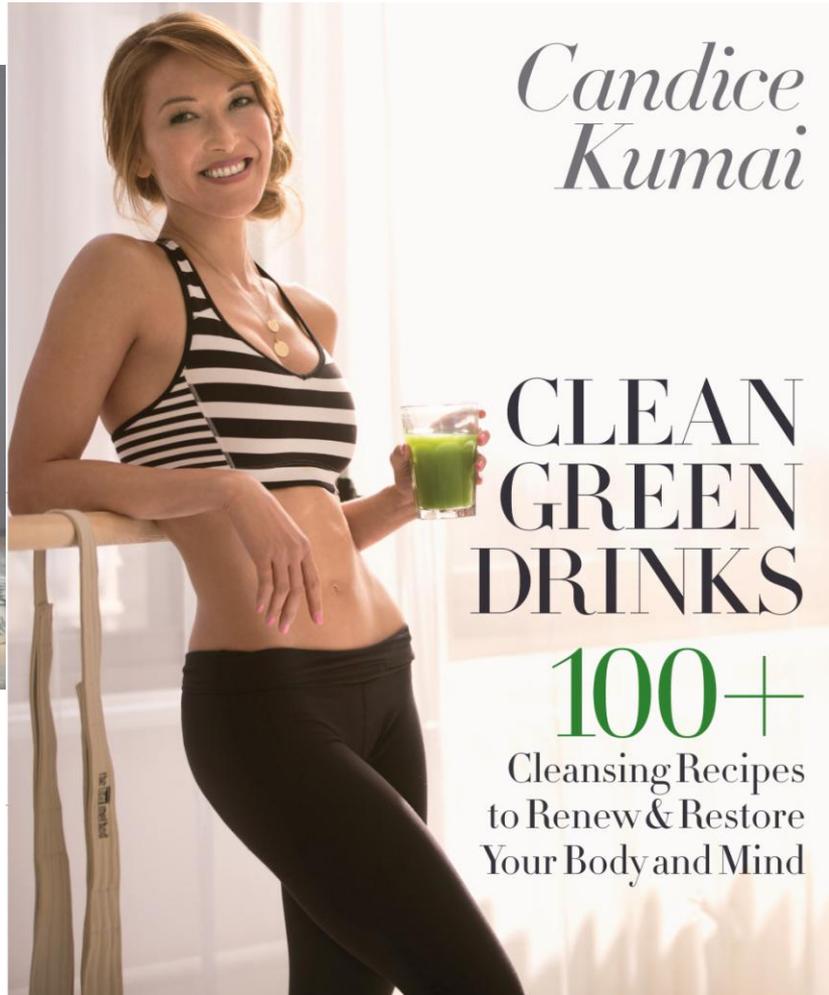


COOKING LIGHT'S LATEST BOOK *CHILL*
IS SO WORTH THE BRAIN FREEZE!

CHILL: SMOOTHIES, SLUSHES, SHAKES, JUICES, DRINKS & ICES
Deliciously Fresh Ways to Drink To Your Health



Satellite Media Tour



Food Page Feature

Food

Wednesday, 2014

FEED YOUR WILD SIDE

Discover why everyone is going wild for Wild Blueberries



IF you love to cook, discover the wild advantage and fill your freezer with Wild Blueberries. Packed with more intense blueberry flavor and two times the antioxidants of regular blueberries, Wild Blueberries are widely different from the commercial blueberries you find in the fresh produce section. Don't be fooled by their small size, these berries pack more flavor and antioxidant power into their tiny blue bodies than any other blueberry on this big blue planet. This makes them the blueberry of choice for anyone interested in cooking, baking, making smoothies and more.

Here are three delicious recipes from four talented food bloggers with a shared love for this, potent Wild Blueberry, and a passion for developing innovative, healthy and tasty recipes on the cleanest everyday foods. Our suggestions to try this all and feed your wild side. For more delicious recipes, visit www.wildblueberries.com.

Gluten-Free Orange Pancakes with Wild Blueberry-Orange Sauce
 Recipe by *Karen Haddadon, Healthy Haddadon, karenhaddadon.com*
 Yield: 12 to 15 thin pancakes.
Wild blueberry-orange sauce:
 12 cup frozen wild blueberries
 1 tablespoon honey
 1/2 cup orange juice
 1/2 teaspoon orange zest
 1/2 teaspoon ground ginger (or honey)
Orange pancakes:
 1/2 cup plus 2 tablespoons gluten-free flour
 1/2 teaspoon baking powder (or honey)
 1/2 teaspoon baking soda
 1/4 cup freshly squeezed orange juice
 1/4 cup milk
 1 egg
 1/2 teaspoon orange zest
 1 tablespoon melted butter or margarine

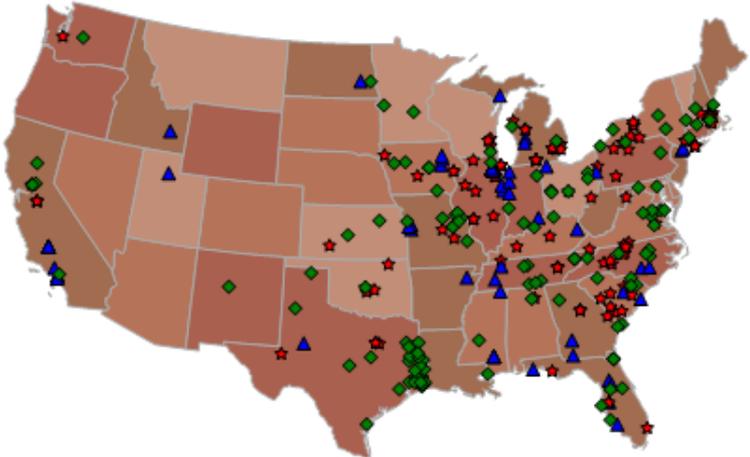
A Tasty and Easy Option
 Convenience and freshness are front right in Wild Blueberries as individually packaged within 24 hours of harvest, locking in their intense blueberry flavor, antioxidant and antioxidant power. Find them in your grocer's freezer in convenient resealable bags and make sure you get the wild ones.



Wild Blueberry Potentia with Grilled Onions and Sausage
 Recipe by *Maryna Martin, My Healthy Eating Habits, myhealthyeatinghabits.com*
 Yield: 4 servings
Onions:
 1 1/2 large onions, cut in half and thinly sliced, about 4 cups
 1 1/2 tablespoons olive oil
Potatoes:
 4 cups water
 1/2 teaspoon salt
 1 cup yellow cornmeal
 1 3/4 cups frozen wild blueberries
Sausage:
 2 tablespoons olive oil
 4 sausages, prepared according to package instructions

Placement Totals		
	Total:	Imp./Aud.:
*Print:	212	6,421,225
**Online:	390	17,291,222
***Newswire:	207	25,962,849

* Reflects 2.5 readers per paper
 ** Based on total monthly site traffic
 *** Audience as determined by Compete.com



Blog: Health, Taste, Wild, Frozen



THE BETTER BLUEBERRY HEALTH & RESEARCH RECIPES WHERE TO BUY WHOLESALE & TRADE PRESS BLOG



Wild About Blueberries

TASTE, HEALTH, LIFESTYLE

Your Heart Will Love Wild Blueberries!

SHARE > 

New Research Shows Wild Blueberries Have Potential to Improve Heart Health

Wild Blueberries are already easy to love – but now there's yet another reason to keep those tiny, delicious berries close to your heart. Researchers at the University of Reading (UK), the University of Dusseldorf (Germany) and the University of Northumbria (UK) have used state-of-the-art techniques to show that Wild Blueberries can improve vascular function in healthy men – that is – they're good for your heart!



Who We Are

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries **from Maine, Quebec and Eastern Canada**, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the



Facebook Posts - Taste, Health, Wild, Frozen, Calendar Appropriate

Wild Blueberries
April 13

If you're a mom, or you have a mom - you might want to check back with us on Monday. We have an announcement that's pretty WILD!



Like · Comment · Share

Faith Practitioner, Jessica Warner, Paula Carey-L and 61 others like this.

Wild Blueberries
Posted by Hannah Richards · September 5

Pop #Quiz: What percentage of the Wild Blueberry harvest each year is sold as fresh berries (vs. frozen)?



Wild Blueberries
April 12

Happy #Smoothie Saturday! Ready for this one? It's a Wild Blueberry and Kiwi Apple Smoothie - tastes like summer in a glass 😊
<http://www.bestofthislife.com/2012/02/wild-blueberry-kiwi-apple-smoothie.html>



Like · Comment · Share 47

Diane Szymanski, Almedina Alma Top Comments - Fazlic, ワイルドブルーベリー (北米産) and 110 others like this.

Jack Noble Who wants to have one with me.
1 · April 12 at 7:44am

Chet Waskiewicz looks great to me ..
April 12 at 8:51am

Wild Blueberries
Posted by Hannah Richards · August 17

Just in case you didn't win one of our #NutriBullet blender giveaways, we have a little (ahem, a lot!) more in store for you. Tomorrow we're launching our #WildTasteofSummer Sweepstakes and there's a Cuisinart Ice Cream Maker, Gourmet Bakeware Set and \$1000 cash up for grabs. Check back tomorrow for all the deets!



And of course, don't forget to donate at www.alsa.org!



1:08

Integration Across Online Platforms

Wild Blueberries

Michael Home 12 Find Friends

Page Activity 15 Insights Settings Build Audience

Wild taste of Summer sweeps Enter Now to Win!

Wild Blueberries™

Timeline About Photos Likes More

PEOPLE >

144,843 likes

Status Photo / Video Offer, Event +

Wild Blueberries What have you been up to?

Promoted Across Social Platforms

Twitter



Facebook



Instagram



Pinterest Boards - Update & Adjust

<p>Wild Blueberries Videos WildBlueberries !</p>  <p>6 Pins</p> <p>Follow</p>	<p>Wild About Health Blog WildBlueberries !</p>  <p>44 Pins</p> <p>Follow</p>	<p>In the Field WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>	<p>Drinks WildBlueberries !</p>  <p>29 Pins</p> <p>Follow</p>	<p>(Wild) Blueberry Muffins WildBlueberries !</p>  <p>10 Pins</p> <p>Follow</p>	<p>Healthy Living WildBlueberries !</p>  <p>21 Pins</p> <p>Follow</p>	<p>Smoothies WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>
<p>Inspiration WildBlueberries !</p>  <p>14 Pins</p> <p>Follow</p>	<p>Popsicles WildBlueberries !</p>  <p>11 Pins</p> <p>Follow</p>	<p>Go WildBlueberries !</p>  <p>13 Pins</p> <p>Follow</p>	<p>Chill WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>	<p>Farmers WildBlueberries !</p>  <p>3 Pins</p> <p>Follow</p>	<p>Pies and Tarts WildBlueberries !</p>  <p>5 Pins</p> <p>Follow</p>	<p>(Wild) Blueberry Pancakes WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>
<p>Wild Blueberry Blogger Recip WildBlueberries !</p>  <p>42 Pins</p> <p>Follow</p>	<p>Holidays WildBlueberries !</p>  <p>17 Pins</p> <p>Follow</p>	<p>Thanksgiving WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>	<p>Joy to the Wild WildBlueberries !</p>  <p>7 Pins</p> <p>Follow</p>	<p>Feed Her Wild Side Facebook WildBlueberries !</p>  <p>14 Pins</p> <p>Follow</p>		

Promoted through Blogs and Emails



HEALTH & RESEARCH RECIPES WHERE TO BUY WHOLESALE & TRADE PRESS BLOG

THE BETTER BLUEBERRY



Wild About Blueberries

TASTE, HEALTH, LIFESTYLE

Wild Blueberries Presents: The Wild Taste of Summer Sweepstakes

SHARE > 

So Many Ways to Win!

A few weeks ago we talked about some of our favorite things to do in summer – bonfires, beaches, and of course Wild Blueberries! But one thing we forgot to mention is winning! Everyone loves winning prizes, and we love to give them away. That's why this summer we're launching our Wild Taste of Summer Sweepstakes with 3 ways to win.

Here's what's up for grabs and how you can win it.

1. **A NutriBullet Blender** *perfect for mixing up delicious Wild Blueberry summer smoothies.*



How you can win it:

Who We Are

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from **Maine, Quebec and Eastern Canada**, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide. By creating the Wild About Blueberries blog, we aim to broaden the conversation about nutrition, wellness, healthy aging, disease prevention, and how nutritious foods like wild blueberries can enhance our lives, our health and our plates.

Search Blog

GO

Website



Wild
Blueberries™



This summer, go *wild*

ENTER THE WILD TASTE OF SUMMER SWEEPSTAKES

[View Recipes](#)

Educate and Encourage Wild Usage -Engage Blogger Influencers-

WILD BLUEBERRY RECIPES





REGULAR VS. WILD
See and taste the difference

This summer, *go wild!*

SUMMER IS HERE AND SO ARE FANTASTIC RECIPES.

Wild Blueberries are wildly different from the regular blueberries you find in the produce section. Don't be fooled by their small size—these tiny berries pack more intense blueberry flavor and double the antioxidants of regular blueberries! Born of the thin, glacial soils of Maine, Eastern Canada and Quebec, these mighty wild berries will add sizzle to any summer recipe. So dish up some deliciousness—and go wild with these wonderful Wild Blueberry recipes!

There's no better place to start than with this collection of exclusive Wild Blueberry Taste of Summer recipes from renowned food and nutrition bloggers.

Make sure you're ready to get wild – stock up on **Wild Blueberries** from your supermarkets' frozen fruit section!



Wild Blueberry Balsamic Dressing

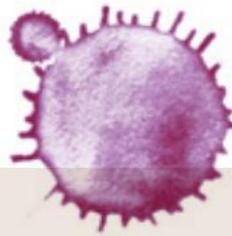
YIELDS 1½ CUPS

INGREDIENTS

1 cup frozen Wild Blueberries (defrosted)	1 tsp. Dijon mustard
¼ cup balsamic vinegar	1 tsp. agave or maple syrup
¼ cup extra virgin olive oil	½ tsp. salt (to taste)

INSTRUCTIONS

Add all ingredients to a mini food processor or blender. Blend until smooth. Serve over your favorite salad. Like this spinach, feta and walnut masterpiece. Or...drizzle over grilled chicken or fish.



Heidi Diller | **BLOG:** Better Than Dorm Food (betterthandormfood.com)

Heidi Diller is a Registered Dietitian who works in the retail food industry and lives in Southern California. She started her blog, *Better Than Dorm Food*, for her two college-aged sons who were living away from home so she could help them learn to cook – she called it a recipe resource just for them. Since that time, her blog has blossomed and Heidi has a loyal following of readers. On her blog, Heidi now encourages people to learn how to prepare healthy, quick and easy meals beyond boxed noodles and macaroni and cheese. Readers will find simple healthy recipes with mostly servings for one or two, tips for beginner cooks and information on how to cook on a budget, shop locally and eat seasonally. Heidi says she's all about teaching her readers to find their own way in the kitchen because cooking at home is the gateway to health.

For more *Wild Blueberry* recipes visit wildblueberries.com

Wild Blueberry Lemon-Thyme Granita

SERVES 6 (SERVING SIZE: 1 CUP)

INGREDIENTS

$\frac{2}{3}$ cup water
 $\frac{1}{2}$ cup sugar
 $\frac{2}{3}$ cup lemon juice

Zest of one lemon, finely grated
5 sprigs of fresh thyme
3 cup frozen Wild Blueberries (defrosted)

INSTRUCTIONS

In a medium sauce pan over medium-high heat, bring the water and sugar to a boil. Reduce the heat to simmer until the sugar has completely dissolved. Add the lemon juice, zest and thyme and let sit until completely cool, about 30 minutes. Meanwhile, puree the Wild Blueberries using a blender. Once the lemon-thyme syrup has cooled, remove the thyme sprigs, and add to the blender and blend to combine. Pour liquid into a shallow glass baking dish and place in the freezer. Every 45 minutes, stir the semi-frozen mixture with a fork until firm, about 4 hours. Before serving, scrape the surface with a fork until granular crystals form. Scoop and serve.



KARA LYDON | **BLOG:** [The Foodie Dietitian \(karalydon.com/blog\)](http://karalydon.com/blog)

Kara Lydon is a Boston-based Registered Dietitian Nutritionist and Nutrition & Culinary Coach. A true foodie at heart, Kara believes that food is meant to be treasured, celebrated, and savored. She encourages her clients to understand how food affects their bodies and focus on the enjoyment of eating what they love in moderation. Her blog, *The Foodie Dietitian*, is meant to give you the tools and resources you need to move through the kitchen with confidence and ease – simple, delicious recipes to keep in your arsenal, and tips to stay mindful throughout your personal nutrition journey. When she's not blogging, Kara partners with like-minded food brands and organizations on recipe development, food photography, and nutrition communications. Because of her health and wellness expertise, she is highly sought after by the media and has been featured in a variety of publications including *Today's Dietitian*, *Shape*, *Dot Complicated*, *Tennis View*, *Fitness* and *Fitbie*.

For more *Wild Blueberry* recipes visit wildblueberries.com





Wild Blueberry & Spinach Turkey Burgers

SERVES 4

INGREDIENTS

1 pound ground turkey
2 cloves garlic, minced
½ cup frozen Wild Blueberries
5 oz. frozen, chopped spinach
(defrosted and squeezed to remove water)
2 strips bacon, cooked and chopped

¼ cup crumbled feta cheese, optional
(can omit & top with cheese)
Freshly ground black pepper, to taste

INSTRUCTIONS

Combine all ingredients in a large bowl, mixing with your hands until combined. Form into 4 patties, making sure to form an indent in the top with your thumbs. Cook in a hot pan or on a grill until internal temperature reaches 165°F, flipping occasionally. Top with lettuce, tomato, cheese, mustard or other toppings as desired.



LINDSAY LIVINGSTON | **BLOG:** [The Lean Green Bean \(theleangreenbean.com\)](http://theleangreenbean.com)

Lindsay Livingston is a Registered Dietitian in Columbus, Ohio who works in nutrition communications. She is passionate about nutrition and healthy living and on her blog, *The Lean Green Bean*, she creates and shares simple, healthy recipes, nutrition tips, information about her workout routine and a little about her life with her husband, four pets and a baby on the way! Her philosophy is that life is all about being balanced, simple and real.

For more *Wild Blueberry* recipes visit wildblueberries.com

Key Trade Initiatives



Key Trade Initiatives

Create materials that provide brokers and VIP targets compelling consumer-focused reasons to “Pick Wild” over regular blueberries.

- IDDBA- Baking and Dairy Focus (June)
- IFT- Largest Food Ingredient Show in US (June)
- FNCE- Largest Health Influencer Show (Oct)
- Natural Products Expo West (March)



New Trade Booth



New Trade Collateral



tiny. potent. *wild.*

FROZEN AT THE PEAK OF FRESHNESS

Wild
Blueberries



pick taste.
pick health.
pick *wild.*



Wild
Blueberries

wildblueberries.com

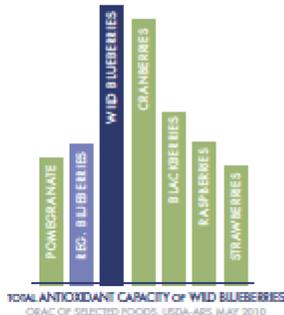
New Trade Collateral



Wild blueberries are the blueberriest!

MORE INTENSE BLUEBERRY FLAVOR

Wild blueberries are wildly different from regular blueberries you find in the produce section. Wild blueberries pack more intense blueberry flavor into their tiny blue bodies than any other blueberry on this big blue planet – making them the blueberry of choice for anyone interested in cooking, baking, making smoothies and more.



2X THE ANTIOXIDANTS OF REGULAR BLUEBERRIES

Don't be fooled by their tiny size – Wild Blueberries pack a powerful punch. Jam packed with a variety of natural phytochemicals such as anthocyanins, Wild Blueberries are tiny antioxidant superstars with twice the antioxidant capacity per serving of regular blueberries. A growing body of research is establishing Wild Blueberries as a potential ally to protect against diseases such as cancer, heart disease, diabetes and Alzheimer's – so it's no surprise that more and more people are picking Wild Blueberries than ever before!

THE PERFECT WILD SUPERFRUIT, 10,000 years in the making

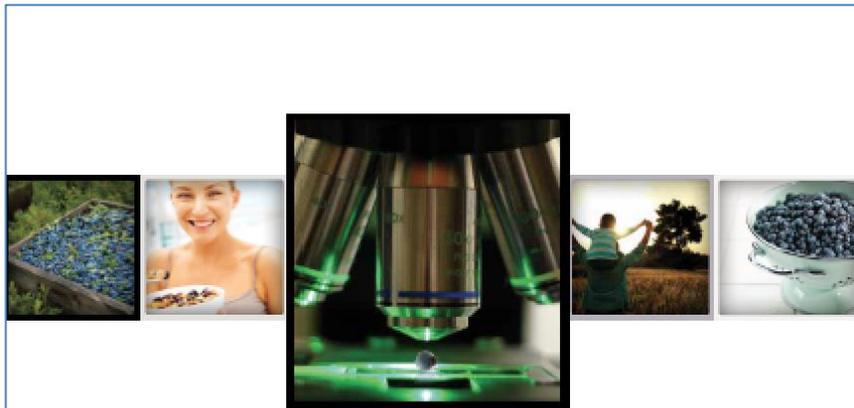
Wild Blueberries are small, hearty berries that have thrived in the harsh climate and thin glacial soils of Maine, Eastern Canada and Quebec for thousands of years. Unlike regular blueberries, these Wild Blueberries are not planted – they grow wild, where mother nature put them. The harsh climate – and what it takes to survive in it – give Wild Blueberries the high level of antioxidants and potent blueberry taste that regular blueberries can't match.



CONVENIENCE AND FRESHNESS – Frozen Right In!

Wild Blueberries are individually quick-frozen within 24 hours of harvest, locking in their intense blueberry flavor, nutrition and antioxidant power. Perfect for smoothies and all your customers' superfruit ingredient needs, frozen Wild Blueberries are a convenient way to add potent blueberry taste and nutrition to anything on the menu.

New Health Influencer/Research



The Science of the Superfruit

RESEARCHING THE HEALTH BENEFITS OF WILD BLUEBERRIES

Wild
Blueberries™

REDUCING DIABETES RISK

Increasing Insulin Sensitivity

A study led by Dr. April Stull and William Celis, MD of the Pennington Biomedical Research center at Louisiana State University found that daily consumption of whole blueberries helped people with a high risk for type 2 diabetes reduce that risk. The bioactives in blueberries increased the participants' insulin sensitivity, a key factor in preventing type 2 diabetes.

Stull AJ, Cash RC, Johnson WD, Champagne CM, Celis WE
- *Journal of Nutrition* 2010 Oct; 140(10): 1764-8

Flavonoids and Type 2 Diabetes

Researchers at the Harvard School of Public Health found that eating more anthocyanin-rich fruits such as blueberries, apples and pears

may lower diabetes risk. Their findings showed an association between increased consumption of the flavonoid anthocyanin, the pigment responsible for the deep blue color of blueberries, and a lower risk of type 2 diabetes.

Wielicki NM, Pan A, Cassidy A, Ryan EB, Sampson L, Rosner B, Willett W, Hu FB, Sun G, van Dam RM, - *Am J Clin Nutr* 2012 Apr; 95(4):925-33
- *pub* 2012/04/22

URINARY TRACT HEALTH

At the Rutgers University Blueberry Cranberry Research Center, Amy Howell, Ph.D., showed that blueberries, like cranberries, contain compounds that prevent the bacteria responsible for urinary tract infections from attaching to the bladder wall.

Journal of Agricultural and Food Chemistry 2004; 52(21): 6433-6442
- *New England Journal of Med*

BLUEBERRIES AND EXERCISE

Reducing Inflammation and Burning Fat

Researchers in North Carolina have discovered that combining blueberries with exercise offers two potential health benefits – the ability for the body to burn fat longer after exercise, and improved absorption of inflammation-reducing antioxidant compounds called polyphenols.

Nixon DC, Gillitt ND, Knab AM, Stansley BA, Pappan RL, Jin FF, Ma MA
- *Nat Clin Onc* 2013; 9(8): 472-15

All the blueberry research
you need at one convenient site.

Want to learn more about the benefits of blue? Start at wildblueberries.com/researchdatabase, where you'll find the Wild Blueberry Association Research Library™: the most comprehensive resource for blueberry and bilberry research on the web. Also on the Wild Blueberries website:

- **The Wild Blueberries—Health Heroes Video.** Meet some of the scientists who are active in this field and learn about the scope of their research findings.
- **All Things Wild Blueberry.** Where they come from, where to buy them, how to use them, why they're good for you...all this and much more.

Wild
Blueberries™
wildblueberries.com

Online Focus



Online Focus



**Website
Development**
(key messages, conversion)

Digital Marketing
(Find target and educate,
raising awareness and
demand for Wild Blueberries)

Constant Monitoring / Constant Improvement
The world is changing everyday and we're on top of it.

Website Development





Wild
Blueberries™

More intense Blueberry Taste

2X THE ANTIOXIDANTS OF REGULAR BLUEBERRIES

Learn More





The Better Blueberry

IF YOU LIKE BLUEBERRIES, YOU'LL LOVE *Wild* BLUEBERRIES

Wild Blueberries

Regular Blueberries

- Extraordinary Taste
- Little
- More Antioxidant Power
- Wild

- Ordinary Taste
- Big
- Less Antioxidant Power
- Regular





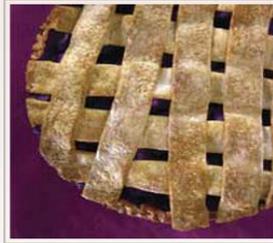
Wild Blueberry Recipes

FEED YOUR WILD SIDE

WHAT TYPE OF RECIPE?

Blueberry Pies

Blueberry Pies



Wild Blueberry Pie »



Creamy Wild Blueberry Pie »



Almond-Pie with Wild Blueberry Puree »



Lemon Ricotta Tart with Walnut Ginger Snap Crust and Wild Blueberries »



Wild Blueberry and Goat Cheese Hand Pies »



Wild Blueberry Cobbler With Buttermilk Biscuits »



Wild Blueberry Crisp »



Wild Blueberry Pear Crumble »



Wild Blueberry Recipes

Recipes

Appetizers & Snacks

Blueberry Muffins

Blueberry Pies

Blueberry Smoothies

Breakfast

Desserts

Drinks

Entrées

Sides & Salads

Recipe Books



Discover why **Wild**
is simply better ▶

Wild Blueberry Smoothie

SHARE >     |  PRINT

When looking for the ultimate smoothie ingredient, look no further than **Frozen Fresh Wild Blueberries**. With *the intense signature taste* that only Wild Blueberries can deliver and **double the antioxidant capacity** of regular blueberries, the little Wild Ones are perfect for a wide range of delicious and healthy smoothie combinations. No ice needed. Just pour out what you need and put the rest back in the freezer for next time.

Ingredients

- 6 oz Wild Blueberries, fresh or frozen
- 6 oz vanilla, blueberry or plain yogurt
- 1 tablespoon honey (if plain yogurt is used)
- 1/2 cup ice (3 ice cubes)

Preparation

Blend well at high speed. Serve immediately.
Wild Blueberry Smoothie serves 2.



Wild Blue is Good for You!

Digital Marketing



Search and Display Advertising

Find consumers when and where they are gathering information about blueberries and educate them on the Wild Blueberry advantage.

- **Search Engines** - smoothies, antioxidants, nutrition, recipes
 - Paid search (SEM) and organic search (SEO)
- **Display Advertising** - adjacent blueberry recipes
- **Remarketing** - reminder marketing to drive frequency of usage

Digital Marketing - Comparative Display Ads



 Not all
blueberries
are created
equal.



 Discover the
smaller, better
blueberry.



 **Pick
Wild**
Blueberries™

MORE INTENSE FLAVOR
2X THE ANTIOXIDANTS
of Regular Blueberries

Regular vs. Wild 



Digital Marketing - Smoothie Display Ads



Digital Marketing - Pies



For the
blueberriest
blueberry
pie...



**Pick
Wild**
Blueberries™

MORE INTENSE FLAVOR
2X THE ANTIOXIDANTS
of Regular Blueberries

Pie Recipes 



Social and Email Marketing

**Grow Community of Wild Blueberry social activists -
grow buzz and word of mouth**

- **Facebook**
- **Twitter**
 - Replicate Facebook success
- **Email Marketing**
 - Renewed focus on growing this critical channel
- **YouTube**
 - Intercept ads to convert those seeking blueberry recipes to use Wild Blueberries

The Bear





Results



Key Performance Indicators

Key Performance Indicators	2014 Quarterly Results	Growth vs Last year
Blueberry Lover Ad Stats Ad Impressions	27,000,000	6X
YouTube Video Stats Impressions	380,000	(all new)
Website Visits	175,000	3X
Friends of Wild Blueberries Facebook fans	150,000	3X
Twitter followers	7,300	5X
e-marketing database	24300	2X
re-marketing database	517,000	5X
Influencer Potential Reach	8,000,000	(all new)
Bottom Line- the online effort is reaching a large audience of blueberry lovers on a consistent basis and educating them to "Pick Wild"		



Ice Bucket Challenge





Merci

