

# Give Your Blueberry Sales a Boost

Our trademarked call-to-action is proven to drive added sales of fresh blueberries



Programs were implemented at 7 different food retailers during July–August 2022 to validate the potential of Boost of Blue messaging in growing blueberry sales.

Retailers reported **unit sales increases exceeding 38%** and **dollar sales growth of nearly 68%** from promoting the Grab A Boost of Blue message!

These retailers prominently displayed the Boost of Blue logo via:



Feature ads in weekly circulars  
In-store signage (iron man posters, 11X7 signs and shelf blades)

- Web banners & digital online ads
- Email blasts
- Social media posts
- Print ads in retailer publications
- Retail dietitian appearances on local TV and radio
- Display contests
- Logoed apparel worn by produce associates
- Product packaging
- Recipe videos
- In-store audio ads
- Recipe e-booklets
- Sampling events



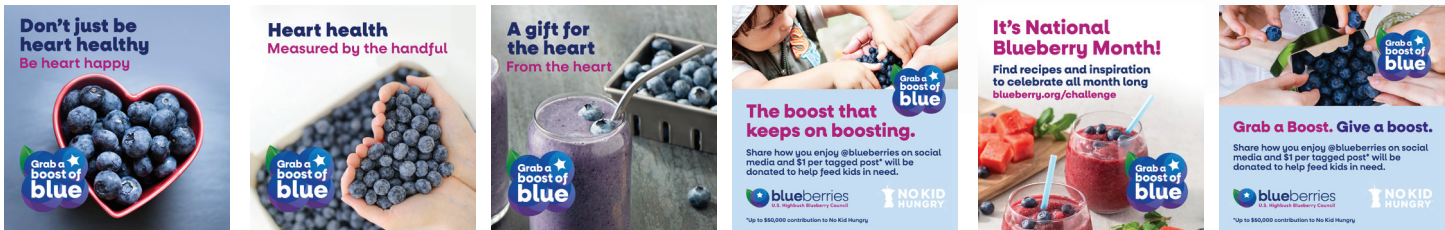
For recipes, health information, and all things blueberry, visit [blueberry.org](http://blueberry.org).





**USHBC has stepped up and made a strong commitment in 2023 to supporting blueberry sales in the retail channel! We've dramatically increased our funding and are looking to drive added blueberry sales centered around four key program areas:**

February/American Heart Month | Driving increased HH penetration (currently at just 52%)  
 July/National Blueberry Month | Bringing Boost of Blue messaging to the freezer aisle



**Let us help you grow your blueberry sales in 2023 and beyond! For more information, contact us at [retail@blueberry.org](mailto:retail@blueberry.org).**



**USHBC has a variety of toolkits, which house ready-to-use resources including social media content, digital ads, recipes, and more – check them out today!**

**Power Period Toolkits**

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|---|--|--|---|
| <br>Heart Health Month<br>(February)   | <br>Frozen Food Month<br>(March)                   | <br>National Nutrition Month®<br>(March)  | <br>Brain Health Month<br>(June)             |
| <br>National Blueberry Month<br>(July) | <br>National Fruits & Veggies Month<br>(September) | <br>National Diabetes Month<br>(November) | <br>Winter Holidays<br>(November – December) |