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## OREGON BLUEBERRY PROMOTION COMMITTEE

### *2010 Activities Update*

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#### 2009-2010 Promotion Committee

Steve Erickson, *Chair*  
Verne Gingerich  
Jay Hoffman  
Mike Klackle

#### 2010-2011 Promotion Committee

Verne Gingerich, *Chair*  
Steve Erickson  
Jay Hoffman  
Bobby Stokes



# Oregon Blueberries - 2010 Promotion Committee Update



## MEDIA KITS



Move away from printed media kit. Use simplified format, three-time mailing to include introductory printed piece with all media materials and photos cataloged on a CD.

## WEBSITE



Update format look (significantly). Use USHBC materials when possible for update of images, new nutrition and industry updates. Update farm information. Mail all Oregon growers website opportunities, data entry, hot links and mapping.



# Oregon Blueberries - 2010 Promotion Committee Update



## PAID PROMOTION OF WEBSITE/FRESH SEASON SALES



WEBSITE	IMPRESSIONS
Oregonlive.com	125,000
Statesmanjournal.com	77,000
Registerguard.com	60,000
Democratherald.com	25,000
Corvallisgazette.com	25,000
Lebanonexpress.com	8,750
Bendbulletin.com	80,000
Mailtribune.com	50,000
	<b>450,750</b>



Media Web Ads

Develop and place ads in Oregon media websites to draw traffic to the oregonblueberry.com website.



## POINT-OF-PURCHASE MARKETING MATERIALS



Basket Stake

Develop point-of-purchase sales materials in support of farm-direct, farmers' markets and farm market seller.

Banners, Brochure Holders, Brochures, Basket Stake and Oregon Fresh Season Logos



Brochure Holder

2010 Brochure



Vinyl Banner

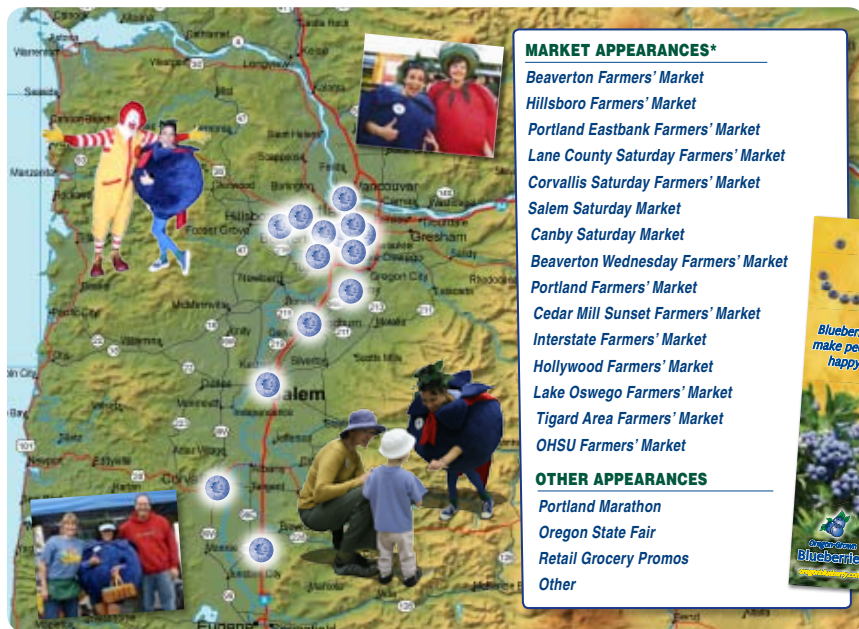


New Fresh Season Logos

# Oregon Blueberries - 2010 Promotion Committee Update



## IMA BLUEBERRY APPEARANCES



Scheduling and appearances of industry ambassador Ima Blueberry both non-season and harvest season (late June through early August)

Harvest Season Appearances

Non-Season Appearances

Distribution of Materials

Costume Maintenance

Ima Name Trademark

Name Trademark:

IMA™

IMA Blueberry™

\* Multiple Appearances at All Markets

## MEDIA EVENTS

Media event opportunities budget, special events, radio, television, print media placement

### Radio Disney Media Events & Paid Media

- June - November 2010

### Events with Significant Promotional Partners

- Mio Gelato
- Summer Retail Promotion – Area Haggen's grocery stores
- Oregon State Fair Opening Day
- Oregon State University Home Opener
- Fall Retail Promotion
- PGE Park Beavers Baseball
- PGE Park Timbers Soccer
- Step Out for Diabetes
- Juvenile Diabetes
- Better Living Show
- Kidfest
- Woodburn Tulip Festival
- Ag Fest
- Young Chef's Academy (Late 2009)



### Significant Promotional Partners







## CULINARY PROMOTION



Over 60 international Pinot noir producers, 50 top Northwest chefs gather for a weekend of tastings, educational seminars and unforgettable meals using northwest ingredients.

Cost: Donation of blueberries

CHEF	RESTAURANT	TOTAL POUNDS
Allen Routt	The Painted Lady	8
Andrew Biggs	Chef Meal, Thursday	64
Andrew Biggs	Continental, Friday	64
Cheryl Wakerhauser	Pix Patisserie	32
Philippe Boulot	Multnomah Athletic Club	8
Jason Stoller-Smith	Dundee Bistro	64
Traci Edlun	Edmonds Community College	40
Ken Forkish	Ken's Artisan Bakery	8
Andrew Biggs	Continental, Saturday	64
Andrew Biggs	Sparkling, Sunday	64
		<b>416</b>

## RADIO DISNEY



Multi-media event promotion, including the Oregon State Fair, Oregon State University and other Oregon (specifically Portland market) events

### COLLATERAL DISTRIBUTION

### ON SITE WITH RADIO DISNEY

### OREGON ADVENTURE PROGRAM

### RADIO SPOTS

### BLUEBERRY SAMPLING OPPORTUNITIES

*Camp Bridgeport, Canby Cares, Salem Art Fair, TrailBlazer Street Jam, Wilsonville Fun Days, Oregon State Fair, Timbers Kids Club and Beavers Kids Club, Oregon State University Football Game*

