

Oregon-Grown
Blueberries

**OREGON BLUEBERRY
PROMOTION COMMITTEE**
2011 Activities Update

**2010-2011
Promotion Committee**

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

**2011-2012
Promotion Committee**

Verne Gingerich, *Chair*
Jay Hoffman
Zach Krahmer
Bobby Stokes



MEDIA KITS

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

Mailing Envelope

Introductory Letter

CD

All files loaded on a CD

Industry Updates

Recipe and Industry Images

Industry Brochure

WEBSITE

Continue to expand site functions & look. Update farm section to incorporate mapping function. Use USHBC materials when possible for update of images, nutrition and industry updates. Mail all Oregon growers website opportunities, data entry, hot links and mapping.



PAID PROMOTION OF WEBSITE/FRESH SEASON SALES



Develop and place ads in Oregon newspapers and/or websites to draw traffic to the website.

WEBSITE	IMPRESSIONS
Mid-Valley.....	99,644 (Gazette Times, Democrat Herald, Lebanon Express)
Statesman Journal	110,057
Register Guard	50,042
Bend Bulletin	81,642
Oregonlive	100,101
Mail Tribune	40,088
Reach Local.....	948,792 (Locally targeted, displayed on network of sites)
Total Impressions.....	1,430,366



KATU CAMPAIGN

TELEVISION

- Promotional segments in top local talk show, AM Northwest
- 30-second Commercials

PRINT

- Advertisement in *ediblePortland*

WEB

- Web advertisement on *ediblePortland.com*
- Links and promotion on *katu.com* and *edibleportland.com*



30-second commercial with Eric Pond



AM Northwest cooking segment with Craig Messmer



Behind the camera



KATU commercial shoot at Gingerich Farms

30-SECOND COMMERCIAL SCHEDULE

Advertiser	Length	Date	Inv. Descr.	Air Time	DayOfWeek
Station: KATU 2					
Oregon Blueberry Commission	:15	07/25/11	AM Northwest	9:04:07 AM	Monday
Oregon Blueberry Commission	:15	07/25/11	Dr. Oz	3:36:30 PM	Monday
Oregon Blueberry Commission	:15	07/26/11	KATU Early News	4:43:42 PM	Tuesday
Oregon Blueberry Commission	:15	07/26/11	ABC News	2:54:57 AM	Tuesday
Oregon Blueberry Commission	:15	07/26/11	A.M. Northwest 9-930a	9:03:52 AM	Tuesday
Oregon Blueberry Commission	:15	07/26/11	Millionaire	9:43:35 AM	Tuesday
Oregon Blueberry Commission	:15	07/27/11	KATU Early News	4:51:55 PM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	Regis & Kelly	11:49:45 AM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	KATU Early News	6:42:09 PM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	ABC News	2:28:49 AM	Wednesday
Oregon Blueberry Commission	:15	07/28/11	The View	10:31:00 AM	Thursday
Oregon Blueberry Commission	:15	07/28/11	KATU Early News	4:22:51 PM	Thursday
Oregon Blueberry Commission	:15	07/28/11	KATU Early News	6:08:57 PM	Thursday
Oregon Blueberry Commission	:15	07/28/11	Dr. Oz	3:12:35 PM	Thursday
Oregon Blueberry Commission	:15	07/29/11	Wheel of Fortune	7:42:01 PM	Friday
Oregon Blueberry Commission	:15	07/29/11	KATU Morning News	5:10:13 AM	Friday
Oregon Blueberry Commission	:15	07/29/11	AM Northwest	9:17:41 AM	Friday
Oregon Blueberry Commission	:15	07/29/11	ABC Soaps	2:59:21 PM	Friday
Oregon Blueberry Commission	:15	07/30/11	ABC SPORTS	12:31:15 PM	Saturday
Oregon Blueberry Commission	:15	07/30/11	ABC News	2:34:30 AM	Saturday
Oregon Blueberry Commission	:15	07/31/11	KATU Morning News	4:45:41 AM	Sunday
Oregon Blueberry Commission	:15	07/31/11	ABC SPORTS	12:13:19 PM	Sunday
Station: KATU.2 THISTV CHANNEL 2.2 - Comcast 302					
Oregon Blueberry Commission	:15	07/25/11	M-Sun 5a-1a	8:25:25 PM	Monday
Oregon Blueberry Commission	:15	07/25/11	M-Sun 5a-1a	7:27:49 AM	Monday
Oregon Blueberry Commission	:15	07/25/11	M-Sun 7p-11p	8:46:50 PM	Monday
Oregon Blueberry Commission	:15	07/25/11	M-Sun 7p-11p	7:41:30 PM	Monday
Oregon Blueberry Commission	:15	07/26/11	M-Sun 7p-11p	7:06:33 PM	Tuesday
Oregon Blueberry Commission	:15	07/26/11	M-Sun 5a-1a	7:34:37 PM	Tuesday
Oregon Blueberry Commission	:15	07/26/11	M-Sun 7p-11p	8:12:50 PM	Tuesday
Oregon Blueberry Commission	:15	07/27/11	M-Sun 5a-1a	7:59:40 AM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	M-Sun 7p-11p	8:12:50 PM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	M-Sun 5a-1a	7:08:58 AM	Wednesday
Oregon Blueberry Commission	:15	07/27/11	M-Sun 7p-11p	7:42:30 PM	Wednesday
Oregon Blueberry Commission	:15	07/28/11	M-Sun 5a-1a	7:16:16 AM	Thursday
Oregon Blueberry Commission	:15	07/28/11	M-Sun 7p-11p	7:43:00 PM	Thursday
Oregon Blueberry Commission	:15	07/28/11	M-Sun 7p-11p	7:17:21 PM	Thursday
Oregon Blueberry Commission	:15	07/29/11	M-Sun 5a-1a	8:12:35 PM	Friday
Oregon Blueberry Commission	:15	07/29/11	M-Sun 7p-11p	8:48:35 PM	Friday
Oregon Blueberry Commission	:15	07/29/11	M-Sun 5a-1a	8:28:01 AM	Friday
Oregon Blueberry Commission	:15	07/29/11	M-Sun 7p-11p	7:06:18 PM	Friday
Oregon Blueberry Commission	:15	07/30/11	M-Sun 7p-11p	7:55:05 PM	Saturday
Oregon Blueberry Commission	:15	07/30/11	M-Sun 5a-1a	6:11:30 AM	Saturday
Oregon Blueberry Commission	:15	07/30/11	M-Sun 5a-1a	5:22:00 AM	Saturday
Oregon Blueberry Commission	:15	07/31/11	M-Sun 7p-11p	7:20:05 PM	Sunday
Oregon Blueberry Commission	:15	07/31/11	M-Sun 5a-1a	8:47:45 PM	Sunday
Oregon Blueberry Commission	:15	07/31/11	M-Sun 7p-11p	9:37:45 PM	Sunday
Oregon Blueberry Commission	:15	07/31/11	M-Sun 5a-1a	11:12:45 PM	Sunday

SOCIAL MEDIA

Develop Oregon Blueberry presence on Facebook, Twitter and YouTube.



2,691 Facebook impressions





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IMA BLUEBERRY APPEARANCES

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

MARKET APPEARANCES*

- Beaverton Farmers' Market
- Hillsboro Farmers' Market
- Portland Eastbank Farmers' Market
- Lane County Saturday Farmers' Market
- Corvallis Saturday Farmers' Market
- Salem Saturday Market
- Canby Saturday Market
- Beaverton Wednesday Farmers' Market
- Portland Farmers' Market
- Cedar Mill Sunset Farmers' Market
- Interstate Farmers' Market
- Hollywood Farmers' Market
- Lake Oswego Farmers' Market
- Tigard Area Farmers' Market
- OHSU Farmers' Market

OTHER APPEARANCES

- Portland Marathon
- Oregon State Fair
- Retail Grocery Promos
- Radio Disney
- Ag Fest
- Oregon Berry festival
- Hillsboro 4th of July Parade
- Camp Bridgeport
- Kaiser Permanente Race for the Cure



POINT-OF-PURCHASE MARKETING MATERIALS

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



Vinyl Banner



Basket Stake



2011 Brochure



Brochure Holder



In-store Sign



AgFest Banner



Fresh Season Logos

MEDIA EVENTS

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



USA Pear Joint Promotion



Oregon Berry Festival Joint Promotion





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INTERNATIONAL PINOT NOIR CELEBRATION



Over 50 guest chefs team up with Northwest farmers to transform locally sourced, sustainable ingredients into “edible art.” Throughout the weekend, chefs create unforgettable meals with a treasure trove of Oregon ingredients.



RADIO DISNEY



Multi-media event promotion

- 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 and Timbers Kids Club