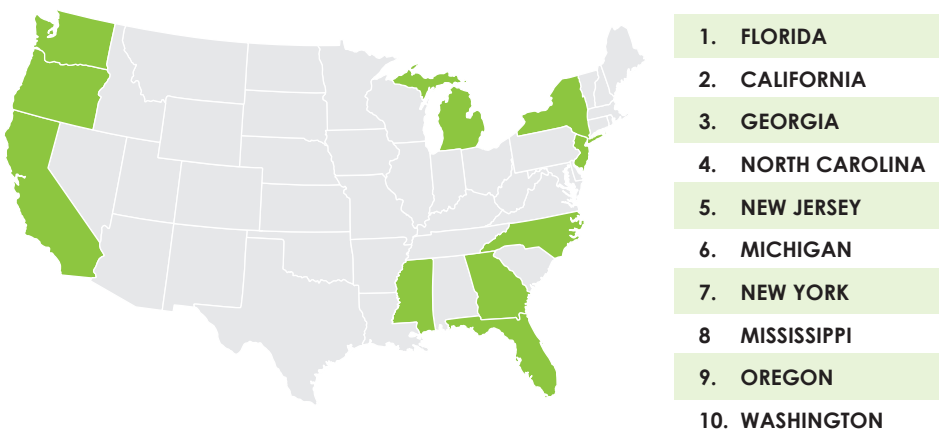


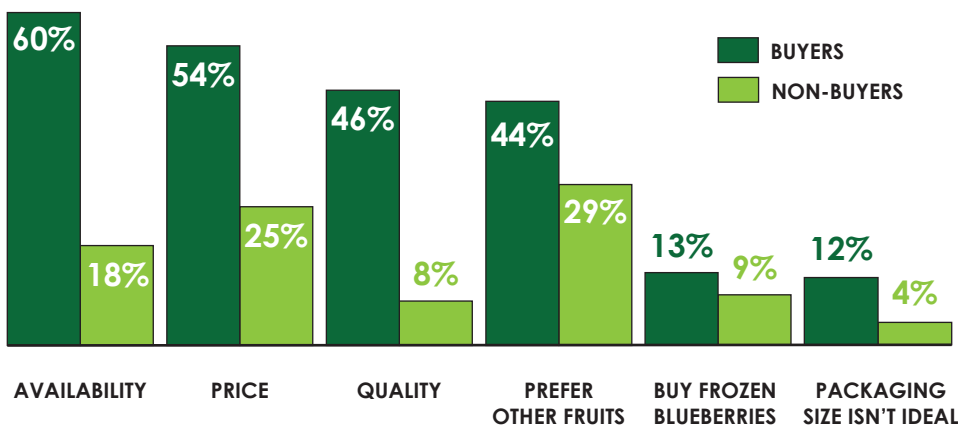
WHAT CONSUMERS THINK ABOUT FLORIDA BLUEBERRIES

The Florida blueberry industry is valued at more than \$47 million and ranks seventh in the nation. However, global competition and a short harvest window continually threaten the industry's sustainability. National consumers seem ready to accept Florida blueberries but are unaware of when the blueberries are available and some of the health benefits associated with the crop, according to research from the UF/IFAS Center for Public Issues Education.

TOP STATES CONSUMERS PREFER TO PURCHASE BLUEBERRIES FROM



WHY CONSUMERS DON'T BUY MORE OR DON'T BUY AT ALL



17%

OF CONSUMERS ONLY EAT
BLUEBERRIES DURING
CERTAIN TIMES OF THE YEAR

25%

OF CONSUMERS DO NOT
LIKE BLUEBERRIES

12%

OF CONSUMERS ONLY BUY
BLUEBERRIES WHEN MAKING
A SPECIFIC MEAL OR DISH

15%

OF CONSUMERS DO NOT KNOW
HOW TO PREPARE MEALS OR
DISHES WITH BLUEBERRIES

AVAILABILITY, PRICE MOST IMPORTANT

Consumers strongly identified Florida as a state from where they would purchase blueberries.

When presented a list of the top 10 blueberry producing states, consumers identified Florida and California as their top choices — even though the states are seventh and eighth, respectively in production rates. Michigan, the state boasting the most acres of blueberry fields, was only the sixth most likely state consumers would purchase blueberries from.

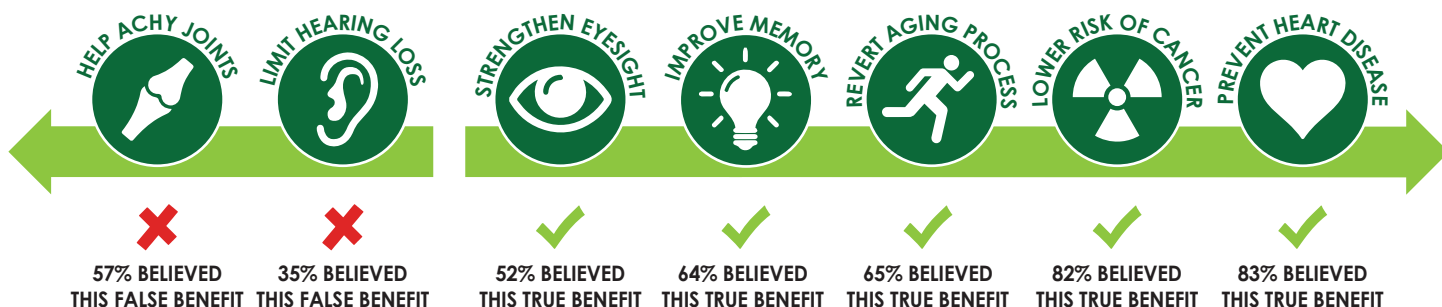
Overall, the 2,100 consumers surveyed strongly preferred blueberries grown in the U.S. to imported berries from Chile.

The 1,574 consumers who said they have bought blueberries within the past year identified availability, price and quality as reasons they do not buy more.

The 526 consumers who have not purchased blueberries within the last year simply prefer other fruits and don't like blueberries.

Frozen blueberries, packaging sizes and time of year do not seem to be major factors in purchasing habits.

PERCEIVED HEALTH BENEFITS OF BLUEBERRIES



CONSUMERS AWARE OF BENEFITS OF BLUEBERRIES, NOT SURE OF SEASON

For the most part, consumers seemed aware of the health benefits to eating blueberries: strengthened eyesight, improved memory and more. More than 80 percent correctly believed that blueberries both lower the risk of cancer and help prevent heart disease. More than half, however, incorrectly believed that blueberries help soothe achy joints.

Only 16 percent of consumers said they knew when Florida blueberry season was. But many of those consumers

incorrectly believed blueberries were available over the summer months, instead of spring. Between 10 and 15 percent of consumers believed that Florida blueberries were in season between October and February.

The majority of consumers identified a pint container as the ideal amount of blueberries to purchase. About a quarter of consumers said a 2-pound package was ideal, compared to 16 percent who said 6 ounces was preferred.

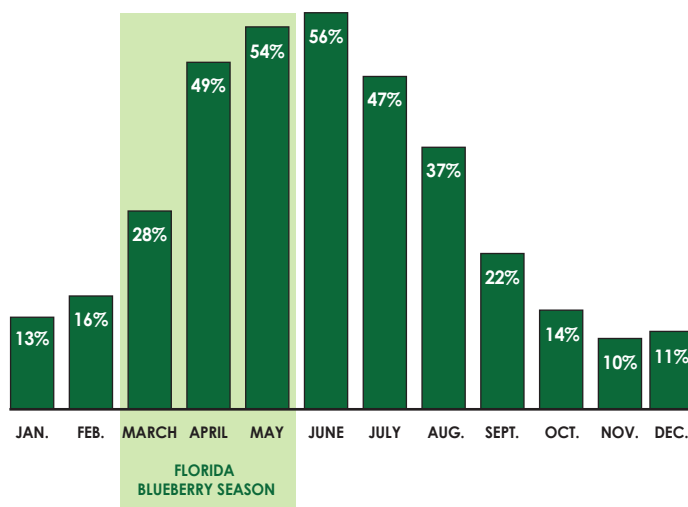
ABOUT OUR RESEARCH

The PIE Center partnered with the Florida Specialty Crop Foundation to explore consumers' perceptions and barriers to purchasing Florida blueberries. PIE Center researchers surveyed 2,100 U.S. residents at least 18 years old who lived in states that received Florida blueberries, and will also survey blueberry growers to identify the barriers to marketing their crop. The research is funded through a specialty crop block grant administered by the USDA and Florida Department of Agriculture and Consumer Services.

ONLY
16%

OF CONSUMERS SAID THEY KNEW WHEN FLORIDA BLUEBERRIES WERE IN SEASON.

WE ASKED THOSE PEOPLE WHAT MONTHS THEY THOUGHT FLORIDA BLUEBERRIES WERE IN SEASON:



IDEAL PACKAGE SIZES CONSUMERS WANT TO BUY



* 8% SELECTED 'OTHER' OR 'MAKES NO DIFFERENCE'