

# Berry Symposium - June 27, 2011

## Marketing to the Berry Health Message



Wendy Bazilian, DrPH, RD




### Healthy Little Blueberry



blueberries Little Blue Dynamos

blueberries

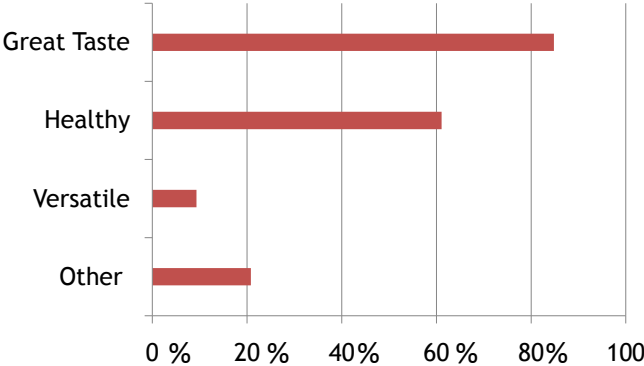
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## Little Blue Dynamos Blueberry Branding Initiative

### What Do You Like About Blueberries?



Category	Percentage
Great Taste	85%
Healthy	60%
Other	20%
Versatile	10%



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## USHBC Consumer Outreach





- Chefs and menu-decision makers
- Food technologists
- Schools and Campuses
- Moms and kids
- Social media
- Print
- Radio
- TV











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**Penn State**

**Univ of Mass**



**Univ of Michigan**



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## Social Media - facebook












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**Social Media - twitter**

**blueberries**  
little blue dynamo

**Blueberries**  
@blueberry411  
We're little. We're blue. And we are most definitely dynamos.  
<http://www.littlebluedynamos.com>

1,280 Tweets 1,519 Following 1,541 Followers 74 Lists

**@saramouton**  
Sara Moulton

blueberries, canteloupe and honeydew balls, kefir lime leaf syrup (macerate leaves in sugar syrup), shredded mint -nice  
#littlebluedynamos

21 Jun via TweetChat  
Favorite Undo Retweet Reply

Retweeted by EatMoveBe and 1 other

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**EatingWell**  
Blueberries

**De su Cocina a la Mesa**  
Blueberries frescas

**EL TIEMPO**

**DIVERSIÓN**  
A comer sano en Navidad

**Hoy** Nueva York

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Discover the health benefits of blueberries





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**Make it Fun!**



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**Thank you!**





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**Wendy Bazilian, DrPH, RD**  
 Bazilians - Eat well, Move daily, Be Healthy. ®  
[www.facebook.com/bazilians](http://www.facebook.com/bazilians)

 @EatMoveBe



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