



## U.S. Highbush Blueberry Council

1847 Iron Point Road, Suite 100 Folsom, California 95630  
Phone (916) 983-0111 Fax (916) 983-9022 Web Site: [www.blueberry.org](http://www.blueberry.org)

Date: September 1, 2017  
To: Blueberry Researchers  
From: USHBC Health Research Committee  
RE: Letter of Intent – NEW POLICY

You are invited to submit a Letter of Intent (LOI) that outlines a proposal for highbush blueberry research for consideration for funding by the U.S. Highbush Blueberry Council (USHBC). The USHBC is a national promotion and research organization supported by production assessments from both domestic and imported highbush blueberries and which operates with oversight from the U.S. Department of Agriculture (USDA).

The LOI submission is a new procedure and different from the past whereby we invited researchers to submit a full research proposal. Enclosed are guidelines for you, or others at your facility, to submit a LOI by **November 1, 2017**. If your LOI is selected by the committee, you will be notified by **December 4, 2017** and you will be asked to submit a full research proposal for our upcoming funding year. You would have approximately two months to develop a full proposal.

The USHBC will consider research submissions in all health-related areas because the Council is interested in exploring the potential wide range of health benefits that may be derived from blueberry consumption. A priority for funding will be given to human studies.

The Council does not have specific funding levels for proposals. Over the past three funding cycles, most of the funding levels have ranged from \$35,000 to \$250,000. Projects that have been funded at higher levels tend to be clinical trials in scope. The goal of our research funding is to provide initial funds, or additional funds, to explore blueberry health benefits. Those proposals that leverage costs through cooperation with other funding sources are particularly favored. Typically, USHBC funds several projects each year. Proposals will be considered for a single year of funding, however, in some cases, multiple-year projects will be funded.

**Please note that our preference is for projects utilizing whole blueberries rather than extracts and that freeze-dried whole blueberry powder will be made available to researchers free of charge in order to facilitate research efforts.** For human studies requiring a blueberry placebo, the USHBC has produced a placebo in powder form which can be made available for use.



U.S. Highbush Blueberry Council  
1847 Iron Point Road, Suite 100 Folsom, California 95630  
Phone (916) 983-0111 Fax (916) 983-9022 Web Site: [www.blueberry.org](http://www.blueberry.org)

## Letter of Intent Guidelines

The Letter of Intent should be 2 pages long and include:

- Names of Principal investigator and co-investigators, professional titles, institution, department and email address of the principal investigator
- Title of project
- Scientific rationale
- Specific objectives
- Study design (include a description of the study population, methods, timeline and statistical methods to be implemented)
- Possible outcomes and how the results would add to the existing body of evidence describing the health effects of blueberries
- Estimated overall cost (an itemized budget is not required)

In addition to the Letter of Intent, please attach CVs of all investigators, with a maximum of 4 pages per CV. Please see attached form for information requested in the CV.

Technical questions should be directed to USHBC Health Research Administrator Dr. Leslie Wada at [lwada@blueberry.org](mailto:lwada@blueberry.org).

Submit the LOI and CV information electronically to both [jfogarty@blueberry.org](mailto:jfogarty@blueberry.org) and [lwada@blueberry.org](mailto:lwada@blueberry.org) with the subject title of LOI Packet.

Within 24 hours you will receive a confirmation that your LOI packet has been received. If you do not receive a confirmation, please call the USHBC office immediately at (916) 983-0111.

---

**Curriculum Vitae for Letter of Intent**

Provide the following information for the Principal Investigator and other significant contributors.  
Follow this format for each person. **DO NOT EXCEED FOUR PAGES.**

---

NAME:

---

POSITION TITLE:

---

EDUCATION/TRAINING (*Begin with baccalaureate degree*)

---

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY

**A. Positions and Honors**

**B. Publications that are most relevant to the proposed study**

**C. Research Support (if you are involved in research projects with other types of fruit, please indicate those commodities)**