



blueberriesSM
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.ushbc.org

Date: October 16, 2019
To: Blueberry Researchers
From: USHBC Health Research Committee
RE: Letter of Intent

The Health Research Committee of the U.S. Highbush Blueberry Council (USHBC) invites you to submit a Letter of Intent (LOI) that outlines a proposal for research on the health effects of highbush blueberries. Letters of Intent will be accepted only through the online program proposalCENTRAL (www.proposalcentral.com) and must be submitted by November 22, 2019 5pm EST.

The USHBC is a national promotion and research organization which operates with oversight from the U.S. Department of Agriculture (USDA) and is supported by production assessments from both domestic and imported highbush blueberries.

Enclosed are guidelines for you, or others at your facility, to submit a LOI by November 22, 2019. If your LOI is selected by the committee, you will be notified by January 10, 2020 and you will be asked to submit a full research proposal for our upcoming funding year. You will have approximately two months to develop a full proposal.

The Health Research Committee will consider research submissions in all areas including further investigations into those previously funded or new areas of possible health benefit. A priority for funding will be given to human clinical studies however the committee is also interested in further investigation of possible health benefits for pet or performance animals including dogs, cats and horses.

Over the past few funding cycles, most of the funding levels have ranged from \$75,000 to \$300,000, however, larger funding levels may be considered. 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. Proposals will be considered for a single year of funding, however, in some cases, multiple-year projects will be funded.

To view a list of published studies that have been funded by the USHBC in full or in part, please see <https://ushbc.org/health/> and click on Scientific Studies under Health Research Resources. To view a review article on recent research on the health benefits of blueberries and their anthocyanins, please see the article in Advances in Nutrition, <https://doi.org/10.1093/advances/nmz065>

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.



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Letter of Intent Guidelines

The online Letter of Intent should 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 at this time). Overhead costs cannot be above 15%

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.

Research questions should be directed to USHBC Health Research Administrator Dr. Leslie Wada at lwada@blueberry.org. All questions related to the online process should be directed to pcsupport@altum.com

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)