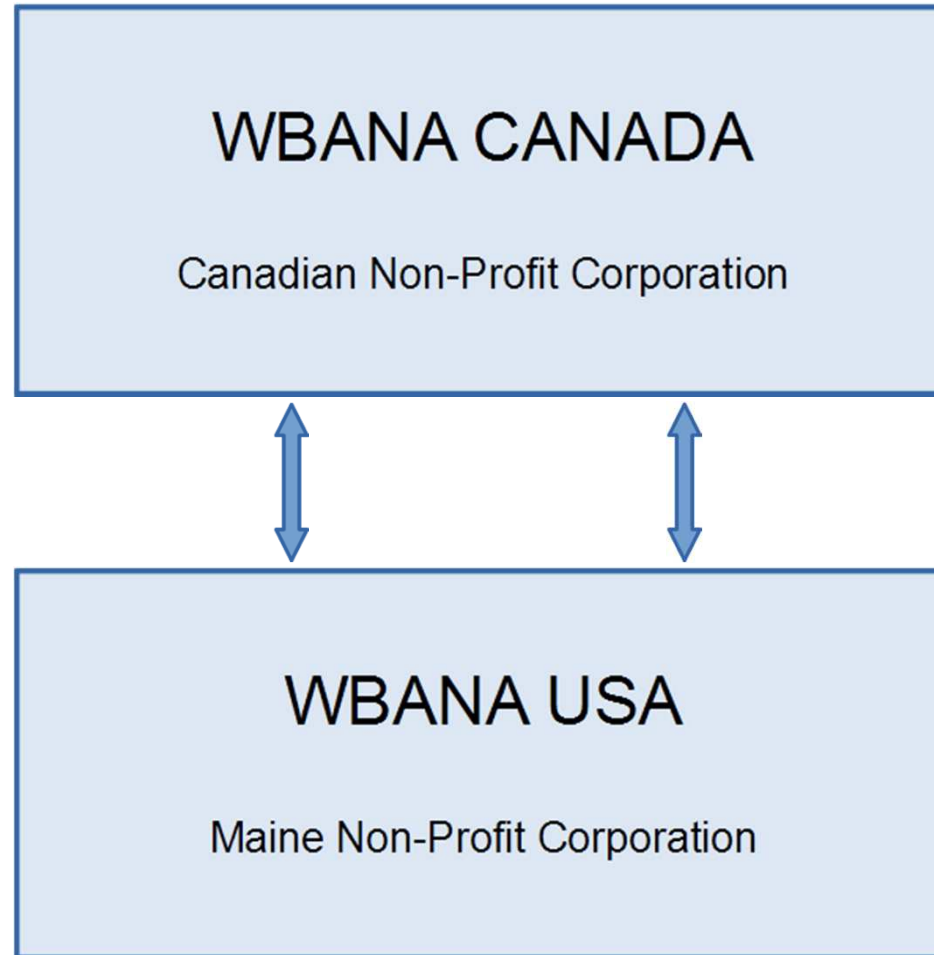


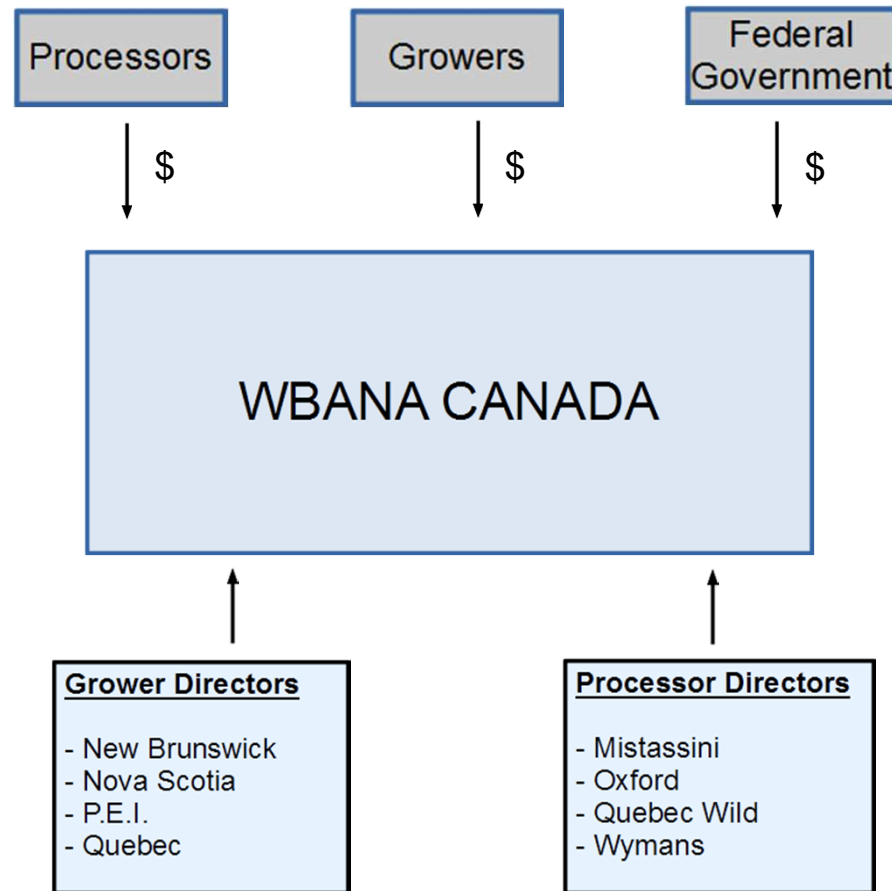
WBANA



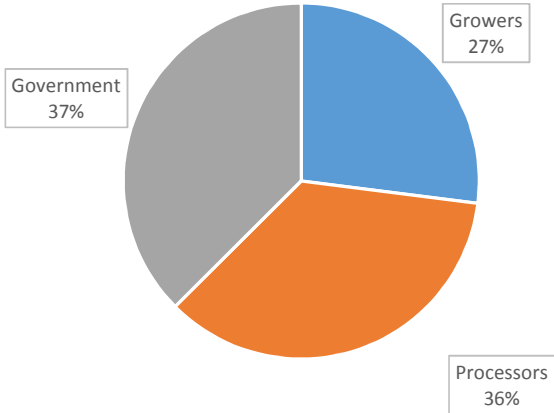
Organization



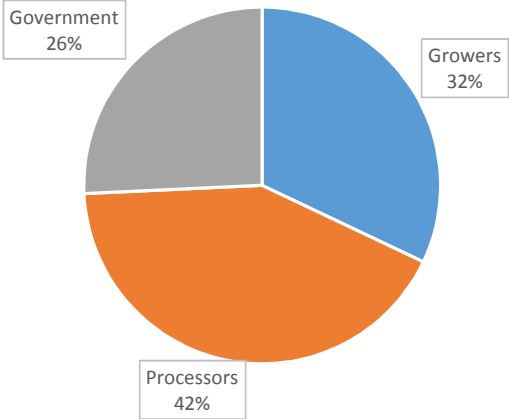
Funding and Management

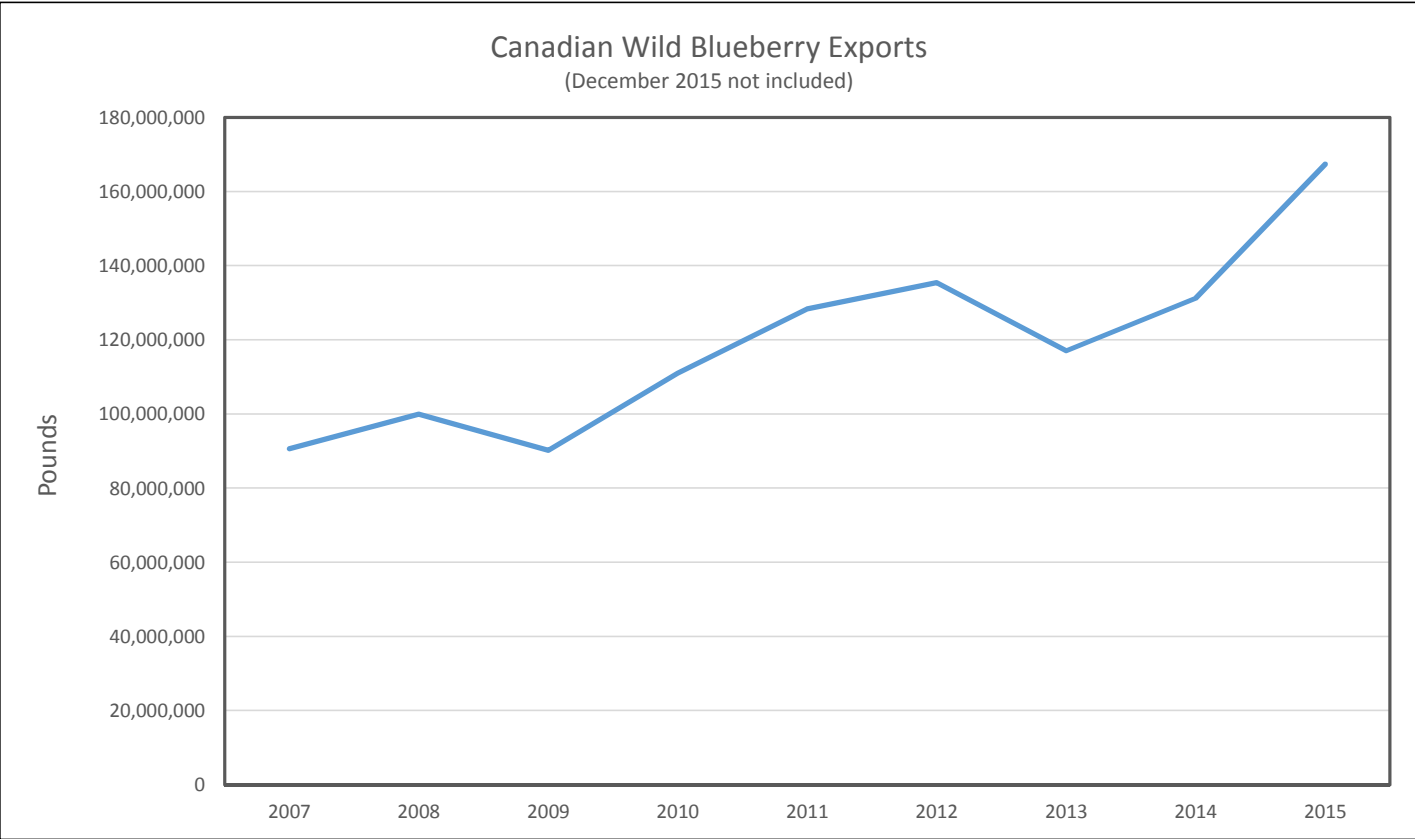


WBANA Revenue Sources - 2014

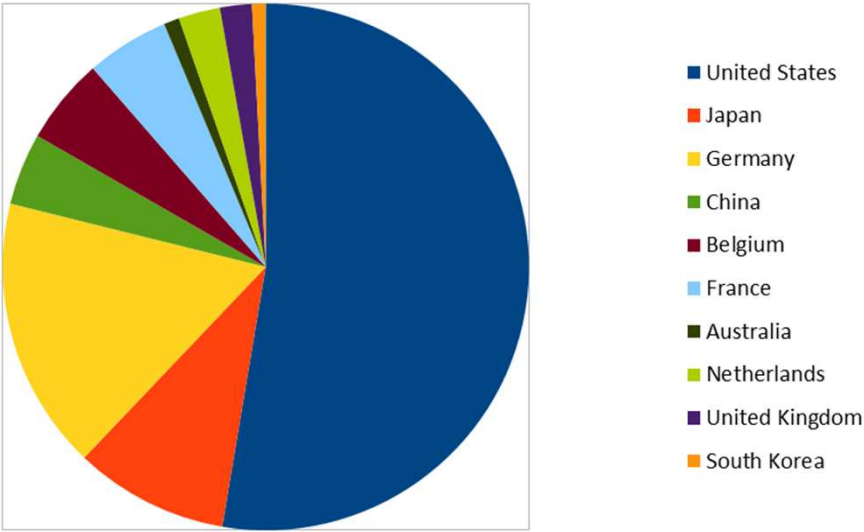


WBANA Revenue Sources - 2015





Canadian Exports by Country 2015

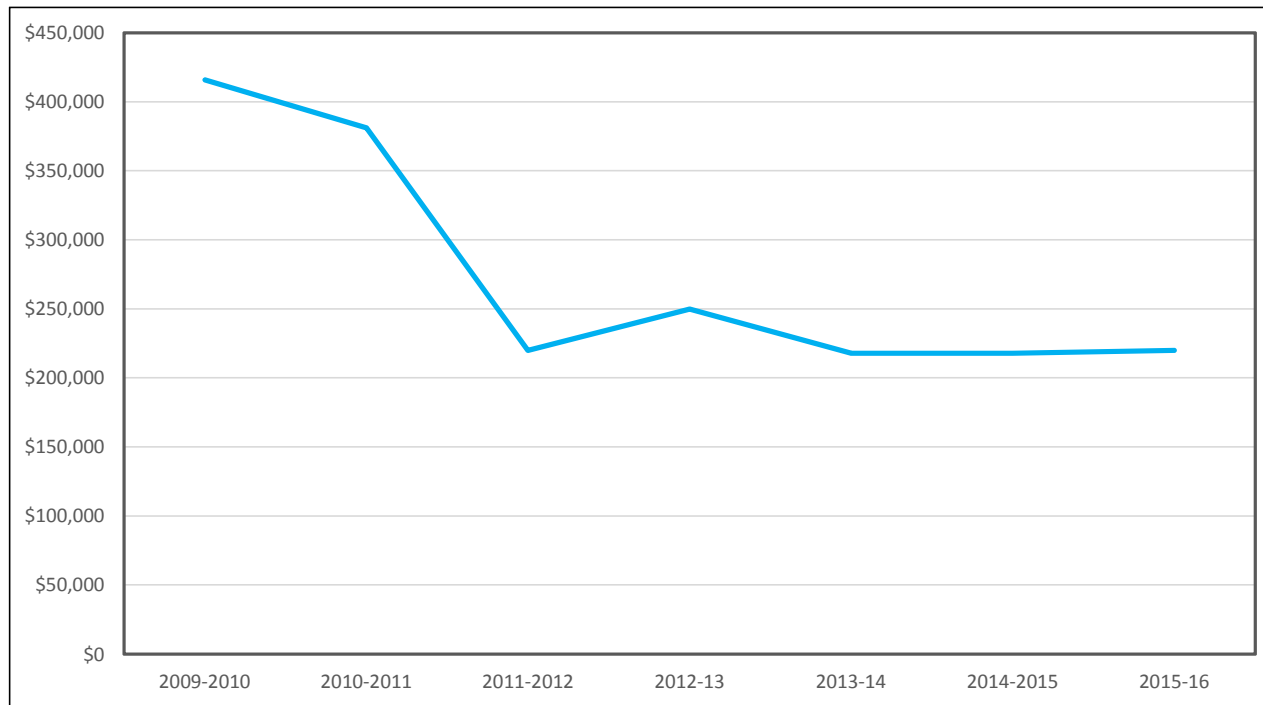


WBANA Expenditures by Year

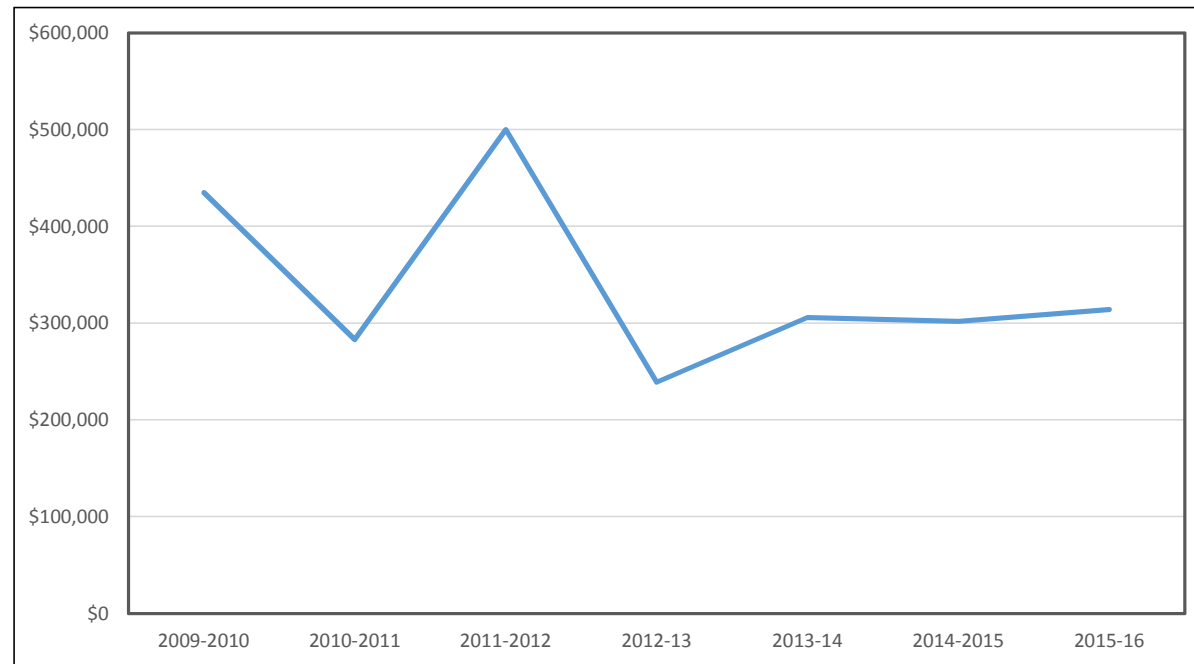
	Actual	Actual	Actual	Actual	Actual	Actual	Budget
	2009-2010	2010-2011	2011-2012	2012-13	2013-14	2014-2015	2015-16
China	\$49,000	\$41,000	\$81,000	\$100,000	\$145,000	\$145,000	\$150,000
France	\$43,000	\$57,000	\$96,000	\$75,000	\$76,000	\$73,000	\$72,000
Germany	\$435,000	\$283,000	\$500,000	\$239,000	\$306,000	\$302,000	\$314,000
Japan	\$416,000	\$381,000	\$220,000	\$250,000	\$218,000	\$218,000	\$220,000
South Korea			\$20,000	\$50,000	\$50,000	\$50,000	\$50,000
UK	\$102,000	\$1,080,000	\$192,000	\$101,000	\$120,000	\$95,000	\$90,000
USA	\$578,000	\$428,000	\$278,000	\$489,000	\$301,000	\$450,000	\$450,000
Trade shows & Market Studies	\$58,000	\$80,000	\$43,000			\$63,000	\$50,000
Canada-Consumer	\$184,000	\$158,000	\$126,000	\$143,000	\$129,000	\$143,000	\$105,000
Health Research	\$100,000	\$123,000	\$128,000	\$125,000	\$112,000	\$169,000	\$165,000



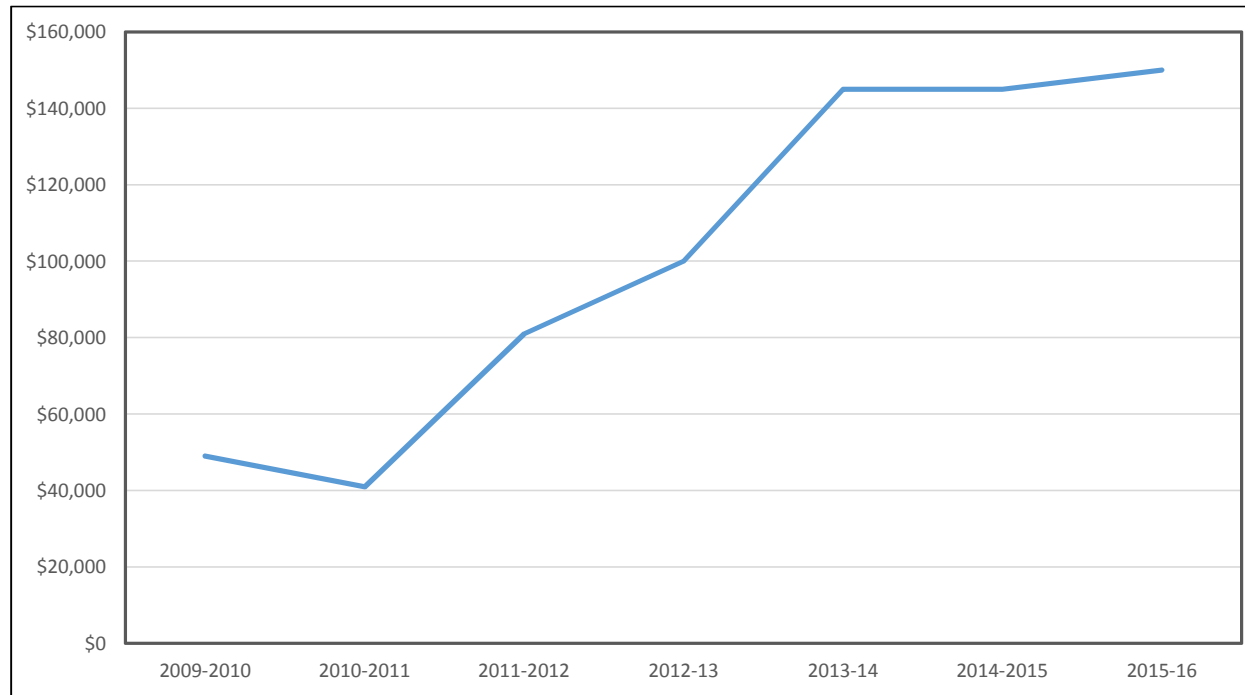
WBANA Expenditures - Japan



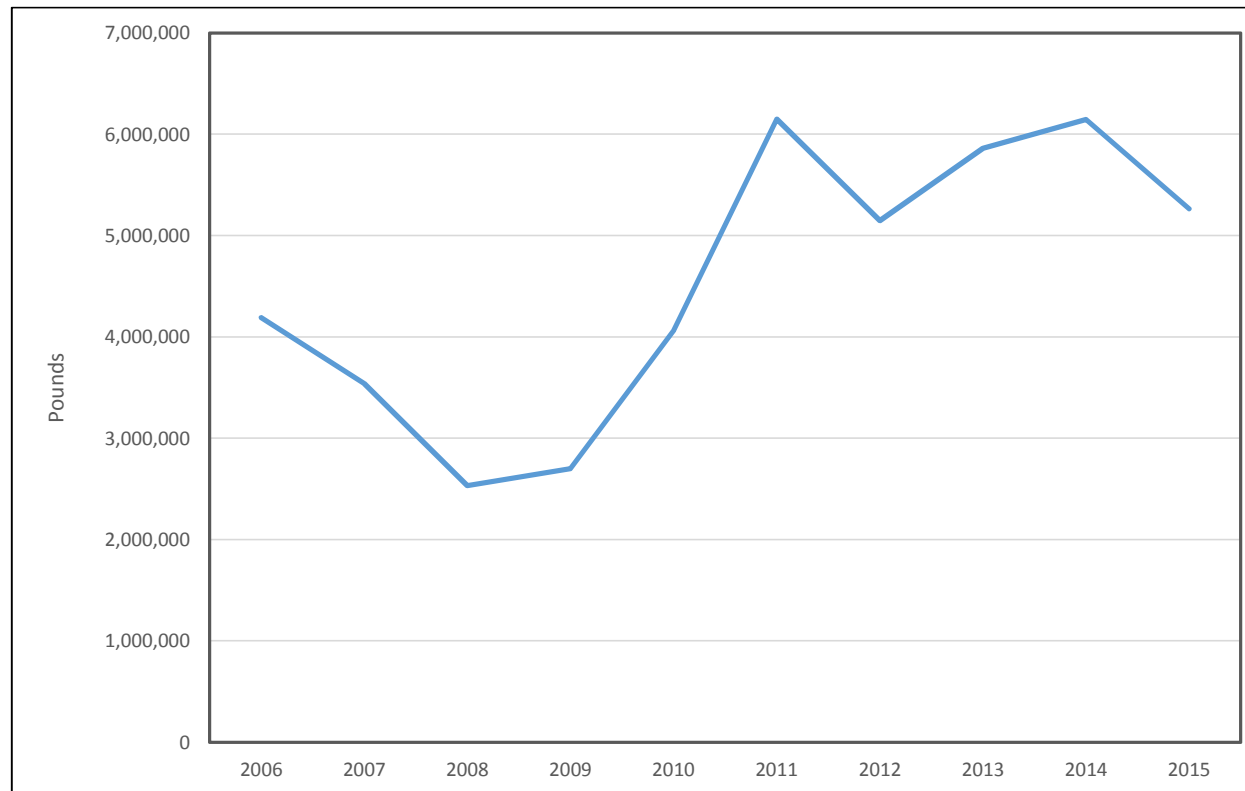
WBANA Expenditures - Germany



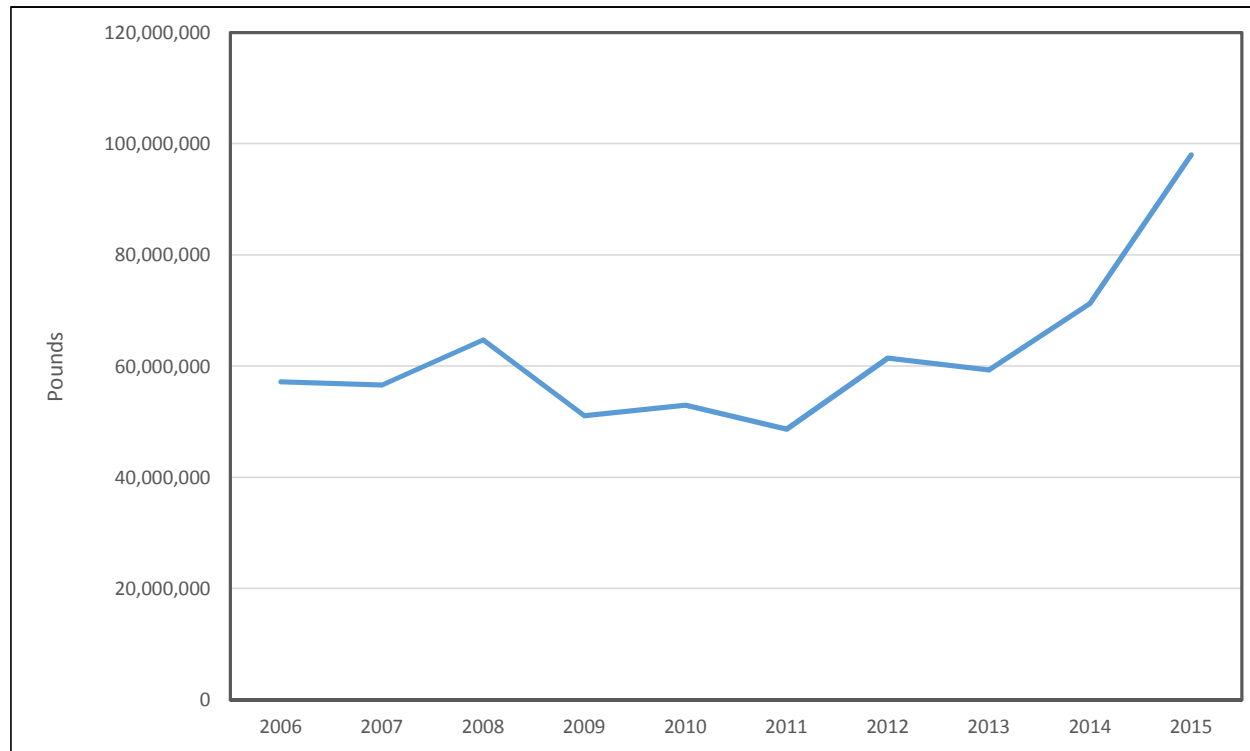
WBANA Expenditures - China



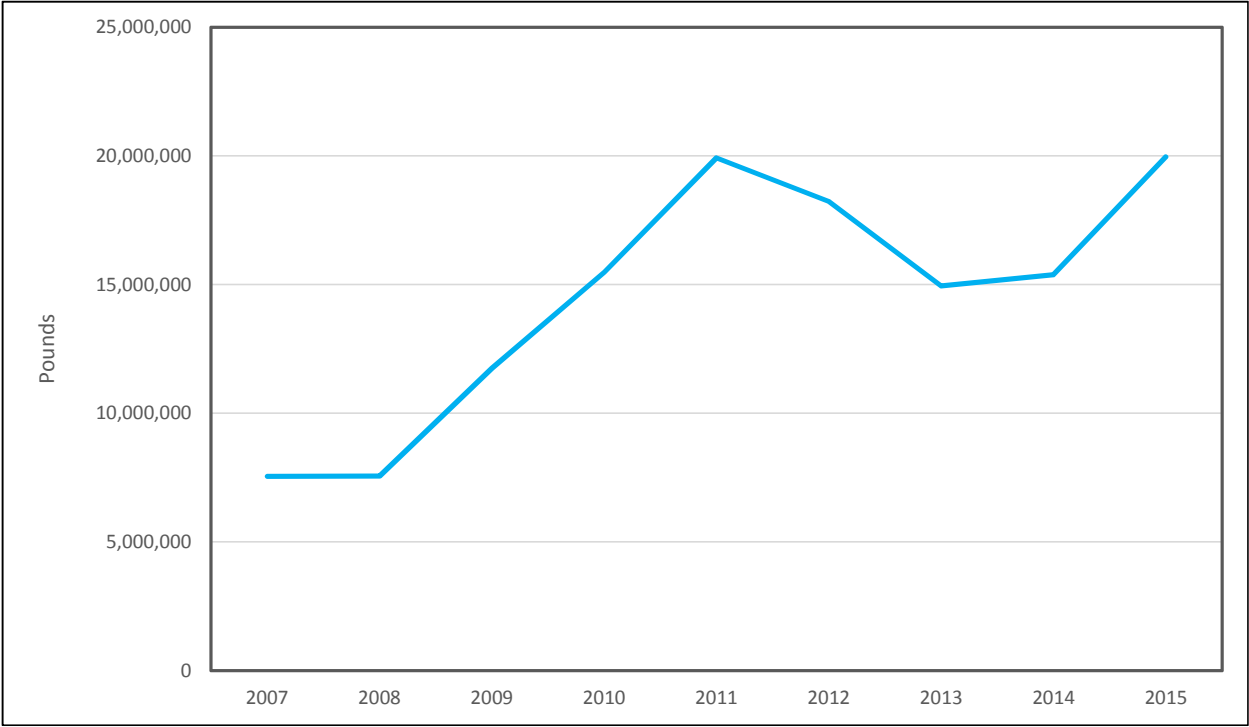
Wild Blueberry Exports to China



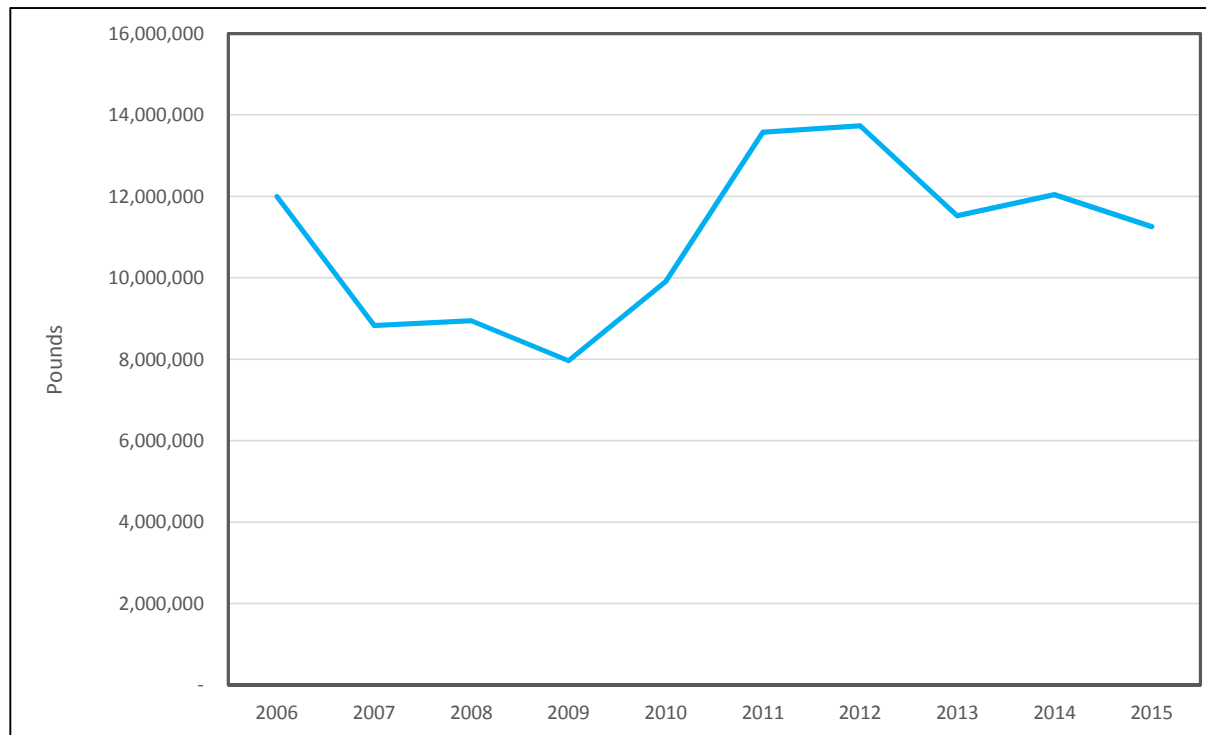
Wild Blueberry Exports to the United States



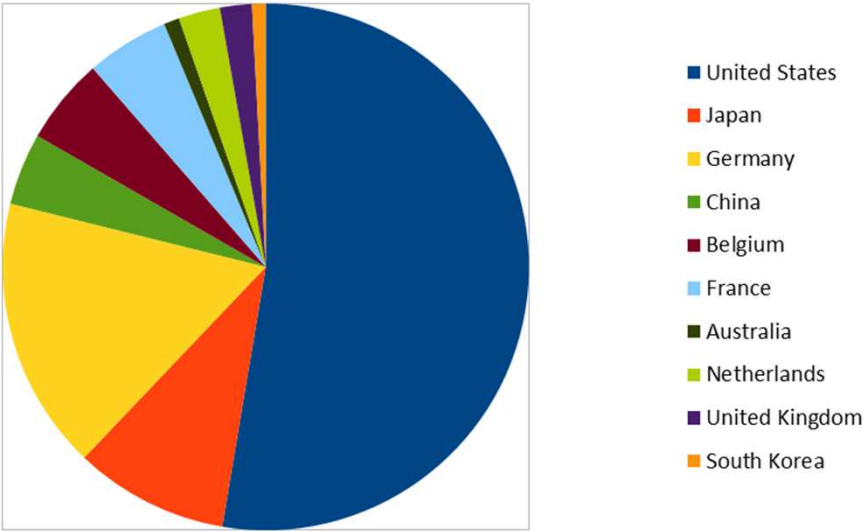
Wild Blueberry Exports to Germany



Wild Blueberry Exports to Japan



Canadian Exports by Country 2015



MAIN ISSUES/ OBJECTIVES

- TARIFFS : Need to eliminate/ reduce tariffs in China and Korea.
- Encourage Federal International Funding Programs to Continue.



WBANA ACTIVITIES

- Attended Market Access meetings in Ottawa in January.
- Attended Wild Blueberry day in Quebec.
- Presentation to Senate Committee
- Meeting with Federal Minister of Agriculture
- Meeting with NB Minister of Agriculture next week.
- Meetings with Japanese Companies/ Trade Show.



GLASS JAR



Wild
Blueberries

New Research Suggests Wild Blueberries May Help Fight Alzheimer's Disease

- **PORTLAND, Maine — March 15, 2016** — Research presented at the 251st National Meeting & Exposition of the American Chemical Society (ACS), the world's largest scientific society, revealed that blueberries could help prevent the devastating effects of Alzheimer's disease. Robert Krikorian, Ph.D., a leading cognition researcher and the Director of the Division of Psychology and Professor of Clinical Psychiatry at the University of Cincinnati College of Medicine, led the research team at the University of Cincinnati Academic Health Center. Krikorian is also a long time participant in the Wild Blueberry Association of North America's Health Research Summit, a 19-year gathering of scientists and researchers from across the globe whose work is spearheading the understanding of the health benefits of wild blueberries.





Visitors during Harvest





wild
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Thank You/ Questions



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