

## **BLUEBERRY BOOST ACCELERATOR SEEKS BLUEBERRY INNOVATORS**

**May 14** Information webinar <https://info.venturefuel.net/blueberryboostaccelerator>

**Applications are open now & will be reviewed on a rolling basis through June 12**

The [U.S. Highbush Blueberry Council](#) (USHBC) and VentureFuel are teaming up to support startup businesses that use blueberries as a key ingredient. The Blueberry Boost Accelerator is seeking startups of CPG products across a wide range of categories, including but not limited to: snacks, frozen, beverages (including alcoholic options), confectionery, personal care items (e.g., skincare, cosmetics), wellness/performance, ready-to-eat meals, sauces & dressings & pet products. Prospective applicants are invited to join a virtual information session on Thursday, May 14 from 11:45 a.m. to 12:30 p.m. ET to learn more about the program and the application process. Visit <https://info.venturefuel.net/blueberryboostaccelerator> to register for the webinar & learn more about the program. The eight-week hybrid accelerator will connect early-stage, revenue-generating companies of products innovating with blueberries to leaders in the blueberry, food, food retail and consumer packaged goods (CPG) industries. The goal of the program is to fast-track growth of potential products through expert mentorship, tailored commercialization support and strategic guidance. Participants will receive professional brand assets like video commercials and sales materials, media exposure, and connect with buyers, investors and innovation leaders. Startups will refine their pitch with 1:1 support and showcase their product at [The Blueberry Convention](#), Sept. 22-25 in Monterey, Calif., where the grand prize winner will receive \$20,000 and the runner-up will win \$10,000. For more information or to apply, visit [BlueberryBoostAccelerator.com](http://BlueberryBoostAccelerator.com). For more resources on using blueberries as an ingredient, visit [Blueberry.org/foodservice](http://Blueberry.org/foodservice).