

The BUSINESS behind the BLUEBERRIES

Bite into a blueberry lately? Whether you've enjoyed a blueberry smoothie, a muffin, or just eaten them fresh, there's a whole world of work behind that juicy fruit! From managing blueberry farms to marketing the product and ensuring smooth logistics, this page will take you through the diverse agriculture business careers that bring your favorite fruit from farm to fork.



BLUEBERRY BATTLE: Robot or Hand-Pick?

As the farm manager, you play a crucial role in overseeing the daily operations of the farm, including how blueberries are harvested. You have two options for harvesting this year's blueberry crop: using a robotic harvester or continuing with hand-picking. **Each method has its own advantages and challenges, brainstorm yours below.**

ROBOTIC HARVESTER

PROS (the advantages)	CONS (the challenges)

HAND-PICKING

PROS (the advantages)	CONS (the challenges)

Bonus:

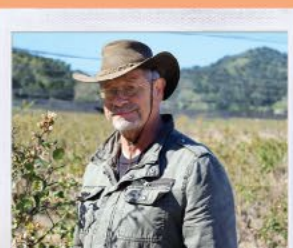
Which method would you choose for your farming operation? Write a persuasive paragraph explaining why you would pick that method and give three reasons to support your choice. **Standards:** CC ELA: W.3-8.1, W.3-6.7



FROM DESK TO DUST: In the Blueberry Field

What's it like to switch from an office career to farming?

Check out this video to see how Ed Seaman traded his IT job for life on a picturesque blueberry farm at Santa Barbara Blueberries, where he's found a fresh new passion!



I grow blueberries

Did you know?

California exports an amazing seven million pounds of blueberries each year, sharing these blue beauties with people all around the world!

Sources: U.S. Highbush Blueberry Council (blueberry.org), California Blueberry Commission (calblueberry.org)



Talking about California crops is an important part of any agriculture business. As an agriculture marketing specialist, you get to research, write, and come up with fun ways to share the news about California **commodities**.

Check out this recipe from @calblueberries. Pretend you're making it for your whole class.

Can you figure out how much of each ingredient you'll need so everyone gets a serving?

- _____ cups almond milk
- _____ cups blueberries
- _____ bananas
- _____ tbsp almond butter
- _____ tbsp honey
- _____ tbsp raw flax seeds
- _____ cups ice

Bonus! Blend up some fun by making this smoothie with your family or class!

Standards: CC Math: 3.NF.1, 4.NF.4, 5.NF.4, 5.NF.5, 6.RP.3, 7.RP.2



Watch this robot picking blueberries like a pro! It's a "berry" big deal!



Promoting That Produce!

calblueberries

Blueberry Blast Smoothie Recipe (Serves 2)

1 1/2 cups cold almond milk
1 cup fresh or frozen blueberries
1 medium ripe banana
3 tbsp smooth almond butter
1 tbsp honey
1 tbsp raw flax seeds
1 cup ice

Directions: Combine all ingredients in a blender and process until smooth. Serve.

