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Date: October 14, 2022  
To: Faculty and Senior 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 how the consumption of highbush blueberries affects human health in one of our five research pillars: Brain Health, Cardiovascular Health, Diabetes/Prediabetes, Gut Health and Healthy Living. A priority for funding will be given to human clinical studies.

Letters of Intent will be accepted only through the online program ProposalCentral (<http://proposalcentral.com>) and must be submitted by **November 17, 2022 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 17, 2022. If your LOI is selected by the committee, you will be notified by January 12, 2023 and you will be asked to submit a full research proposal for our upcoming funding year. You will have approximately six weeks to develop a full proposal.

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.

To view a list of published studies that have been funded by the USHBC in full or in part, please see <https://healthprofessionals.blueberry.org/wp-content/uploads/sites/2/2022/10/List-of-Published-Studies-as-of-10.03.2022.pdf>. Or for a list of blueberry studies beyond USHBC-funded studies, please see <https://healthprofessionals.blueberry.org/research/>.

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.

## Letter of Intent Guidelines

The online Letter of Intent submitted to <http://proposalcentral.com> should include:

- Names of Principal investigator and co-investigators, professional titles, institution, department and email address of the principal investigator
- Title of project (150 characters limit)
- Scientific rationale (1000 characters limit)
- Specific objectives (1000 characters limit)
- Study design (include a description of the study population, methods, timeline and statistical methods to be implemented) (3500 characters limit)
- Possible outcomes and how the results would add to the existing body of evidence describing the health effects of blueberries (1000 characters limit)
- Estimated overall cost (an itemized budget is not required at this time). Overhead costs cannot be above 15% and should be based on total costs excluding equipment and consultant costs.

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](mailto:lwada@blueberry.org). All questions related to the online process should be directed to [pcsupport@altum.com](mailto:pcsupport@altum.com) or (800) 875-2562 (US and Canada) or +1 703 964-5840 (Dial Direct International)

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**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.**

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NAME:

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POSITION TITLE:

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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)