

FACTS ABOUT THE WILD MONTANA HUCKLEBERRY BUSINESS

The marketplace today is saturated with the Wild Montana Huckleberry Products. The sad fact is the majority you see are not using the Wild Montana Huckleberry they claim to be using on their ingredient label and ligature. This is Untruth in Labeling. The problem is also in Idaho, Oregon, and Washington.

In 1992-93 the shortage started. Montana Business Quarterly came out in the summer of 1997 stating the Huckleberry business in Montana had grown 55 percent from 1990. Research showed sales were \$980,000 in 1990 and by 1996 had jumped to \$1.528 Million. This was during the first of the BAD Harvest years. One major company said their sales had grown 75% during this time. It is not possible using Montana Wild Huckleberries.

The huge scale of different products selling under the Wild Huckleberry name is incredible--jam, jelly, syrup, topping, pie filling, honey, bbq sauce, vinegar, pancake mix, cordials, truffles, swirls, candy bars, taffy, gummy bears, jelly beans, popcorn, bark, fudge, sticks, lotion, bath salts, lip balm, gel, soap, ice cream, yogurt, lemonade, tea, coffee...and I'm sure more!

When WILD is mentioned on a label it can't be FARMED. It has to be Wild Harvested. The supply of Wild Montana Huckleberries is limited, therefore, so are the products. The Montana Border Patrol stated they had 121,433 pounds of wild blueberries brought in from 6-1-06 to 12-1-06 from Canada.

The Wild Montana Huckleberry grows WILD in the Rocky Mountain Region. Over the past fourteen years that we have all seen the surprising expanded growth of the Wild Huckleberry Business--we have had POOR Harvests of this Wild Huckleberry. There is not enough of this unique Wild Huckleberry to fill the expansion these companies have expanded into--Walmart, Costco, Town Pump, and URM Grocery Dist., etc. So, these large huckleberry companies are exploiting the Wild Huckleberry by substituting the blueberry and wild blueberry--grown/cultivated in Canada, Wisconsin, Maine, New Jersey, Oregon, Idaho and Washington. These are tasteless and cheap compared to the WILD UNIQUE taste of the Wild Huckleberry and the COST of \$4.00 to \$5.50 per pound we paid this past summer. These other substitute berries have been priced as low as \$.59 to \$1.29 a pound. The consumer that is buying Wild Montana Huckleberry Products has a right to Truth in Labeling so there is no doubt the Wild Huckleberry Jam bought is really the unique wild Huckleberry purchased. The same Wild Huckleberry all the companies are publicizing they use--the most prized of all wild berries, handpicked one by one deep in the mountains, non cultivated, fighting the bears for--their brochures says it all.

This Exploitation of the Wild Huckleberry started about fourteen years ago. We had poor harvests due to Mother Nature--slack winter snows--that aid in the protection of winter injury to bushes due to frigid winters, freezes of blooms in the spring and early summer, hail storms knocking off green Huckleberries, hot dry summers with wild fires playing a major role, then early frosts setting in to ruin the late Huckleberries. This is why the Wild Huckleberry is a specialty product and not mass produced by Knotts nor Smuckers.

The harvesting of the Wild Montana Huckleberry is a second income to many local families that live in Northwest Montana. Many pickers that have picked for years haven't the past few years due to the conditions listed above and the fact that it's harder to sell large quantities now that the main buyers are full in the beginning of the season.

ROMANCING THE WILD MONTANA HUCKLEBERRY

Romancing is just another name for exploiting the Wild Montana Huckleberry and it is ethically wrong. In a Safeway Website on a Wild Montana Huckleberry Search from Google I found the following: "Huckleberry Pie Recipe Frozen wild Maine blueberries, often available at Safeway markets, make a fine substitute for wild Montana huckleberries."

This is Montana's chance to stand up and correct the wrong assumptions that anything goes and you can substitute their berry for our more superior wonderful unique wild tart flavor of the Wild Montana Huckleberry.

Montana is known for honesty--a handshake and our word buys us respect. We have a responsibility to maintain the right of this respect and truth for the generations to come. One of our most valuable assets that is sought after by many people in many states is our Wild Montana Huckleberry.

We need to PROTECT The Wild Montana Huckleberry from people who want to exploit it and copy it with a less superior cheaper berry picked out of Montana.

PROMOTE The Wild Montana Huckleberry to Montana lovers all over the world who seek our unique Huckleberry and love our image of ethically good hard working people, majestic mountains and the serenity surrounded in the romance of Montana.

The Glory of The Wild Montana Huckleberry is at stake. We as Montanans need to show the world we LOVE, Treasure, Value, Protect and Promote The Wild Montana Huckleberry. This will strengthen our place in the world as good old values and people who care about their entergrity more than money.

Truth in Labeling! Let's set the World right. If it says Wild Montana Huckleberries on the label then let it only have Wild Montana Huckleberries in that product. It's not always easy or the most economical to do the Right thing, but it gives us credibiltiy, respect and entergrity. This is something that is lost by so many in todays world. Let us Romance the wonderful image of Montana and show our children the way.

FACTS OR LIES:

The most prized of all wild berries

The berries cannot be commercially grown

Handpicked one by one deep in the mountains

No artifical flavors

Fighting the bears for the berries

Grown in Montana