



Blueberries
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Media KPI Report

USHBC Nutrition Seminar 2026 - Chennai

Print, Online & Video Coverage | Nexus Media Agency support

Agency fee paid: Rs. 25,000



Executive KPI Summary

Media coverage generated for USHBC Nutrition Seminar 2026 - Chennai



13

Total media assets tracked

5

Print newspaper clips

5

Online news/article links

3

YouTube video links

100+

Participants reported in coverage

Key outcomes

- Coverage across English, Hindi, Telugu and Tamil media
- Event message carried across scientific research, clinical nutrition, culinary application and responsible communication
- Online links are visible and click-ready for management review
- Nexus Media Agency payment recorded: Rs. 25,000

Metric status

Readership, circulation, views, reach and AVE should be taken from Nexus final coverage dossier or platform analytics. The current deck avoids unsupported estimates and flags items for verification.

Required final attachments: soft copies of clips, clickable links, screenshots with date/time, and media analytics sheet.

Coverage Inventory

All links are displayed visibly for management review



#	Outlet / Asset	Type	Language	Views / Reach
1	Patrika	Print	Hindi	To be verified
2	Dakshin Bharat Rashtramat	Print	Hindi	To be verified
3	Sakshi	Print	Telugu	To be verified
4	Afternoon English Daily	Print	English	To be verified
5	Southern Mail	Print	English	To be verified
6	UNI India	Online Newswire	English	To be verified
7	Kalaipoonga	Online	English	To be verified
8	Chennai City News	Online	English	Visible counters/analytics to verify
9	Nexus PR	Online Agency	English	To be verified
10	View7Media	Online	English	To be verified
11-13	YouTube videos	Video	English	Views to be captured

All views, reach and readership figures to be validated by agency/platform analytics before final KPI submission.

Print Coverage - English

English-language newspaper coverage | Separate language view



CHENNAI, AUG 21
The Nutrition seminar held at JP Hotel Chennai was attended by more than 100 participants. A key highlight of the programme was the special address by Dr. J. Radhakrishnan, IAS, Director General of Training & Director, Anna Institute of Management, Government of Tamil Nadu.

Welcoming the participants, Raj Kapoor, India Representative, U.S. Highbush Blueberry Council, spoke about USHBC's efforts to engage nutrition professionals, healthcare practitioners, chefs, food manufacturers and other stakeholders in India.

The scientific foundation of the seminar was provided through a specially recorded keynote presentation by Dr. Leslie Wada, PhD, RD, Senior Director, Nutrition & Health Research, U.S. Highbush Blueberry Council, titled "The Science Behind Blueberries: Latest Research and Global Perspectives."

Dr. Kavitha Reddy, CEO & Founder, Sreya Nutrition, presented "Blueberries in Clinical Nutrition: Practical Applications for Health Professionals." The seminar also focused on practical culinary applications through a presentation by Dr. Krithika Radhakrishnan, Celebrity Chef & Culinary Consultant, titled "Creative USA Blueberry Recipes for Healthy Everyday Living."

AFTERNOON English Daily

Coverage reports 100+ participants and highlights the scientific keynote, clinical nutrition session and culinary applications.

The U.S. Highbush Blueberry Council (USHBC) successfully organized Nutrition Seminar 2026



Chennai: The Nutrition seminar held at JP Hotel Chennai was attended by more than 100 participants, including nutritionists, dietitians, healthcare professionals, food processors, food professionals, influencers, bloggers and members of the press, reflecting growing interest in science-based nutrition information and practical applications of blueberries in India.

The programme brought together global research, clinical nutrition perspectives, culinary applications and an expert panel discussion focused on translating scientific findings into responsible and practical dietary guidance.

A key highlight of the programme was the special address by Dr. J. Radhakrishnan, IAS, Director General of Training & Director, Anna Institute of Management, Government of Tamil Nadu.

Dr. Radhakrishnan highlighted the importance of credible nutrition education and the responsibility of professionals and institutions to communicate scientific information in a way that is accurate, practical and understandable to consumers. His remarks added an important public-health perspective to the seminar and reinforced the need for evidence-based communication around food, nutrition and healthy dietary practices.

Welcoming the participants, Raj Kapoor, India Representative, U.S. Highbush Blueberry Council, spoke about USHBC's efforts to engage nutrition professionals, healthcare practitioners, chefs, food manufacturers and other stakeholders in India through scientific education, research communication and practical applications.

He emphasized that the objective of such programmes is to create a meaningful bridge between emerging nutrition science and everyday food choices, while ensuring that health-related information is communicated responsibly.

The scientific foundation of the seminar was provided through a specially recorded keynote presentation by Dr. Leslie Wada, PhD, RD, Senior Director, Nutrition & Health Research, U.S. Highbush Blueberry Council, titled "The Science Behind Blueberries: Latest Research and Global Perspectives."

SOUTHERN MAIL

English coverage highlights the Chennai seminar, expert speakers, nutrition education and practical blueberry applications.

Print Coverage - Hindi

Hindi-language newspaper coverage with brief English translation



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न्यूट्रिशन सेमिनार में पोषण शिक्षा की महत्ता पर बल



सेमिनार में उपस्थित अतिथिगण और अन्य।

चेन्नई @ पत्रिका. यूएस हाईब्रश ब्लूबेरी काउंसिल ने चेन्नई में न्यूट्रिशन सेमिनार 2026 आयोजित किया। इसमें 100 से अधिक पोषण विशेषज्ञ, चिकित्सक, शोधकर्ता और फूड इंडस्ट्री से जुड़े लोग शामिल हुए। मुख्य अतिथि डॉ. जे. राधाकृष्णन, आईएस ने वैज्ञानिक पोषण शिक्षा की महत्ता पर बल दिया। यूएसएचबीसी इंडिया प्रतिनिधि राज कपूर ने कहा कि उद्देश्य पोषण विज्ञान और दैनिक आहार के बीच सेतु बनाना है। कार्यक्रम में डॉ. लेस्ली वाडा ने नवीनतम शोध प्रस्तुत किया, जबकि डॉ. कविता रेड्डी ने क्लिनिकल न्यूट्रिशन के उपयोग बताए। डॉ. कृतिका राधाकृष्णन ने भारतीय व्यंजनों में रचनात्मक प्रयोग प्रदर्शित किए।

Patrika - Brief translation: Nutrition Seminar emphasizes the importance of nutrition education. More than 100 nutritionists, doctors, researchers and food-industry professionals participated.



epaper.dakshinbharat.com
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यूएसएचबीसी द्वारा पोषण सेमिनार का आयोजन



चेन्नई। यूएस हाईब्रश ब्लूबेरी काउंसिल (यूएसएचबीसी) द्वारा चेन्नई में पोषण संगोष्ठी का आयोजन किया गया जिसमें सौ से अधिक आहार विशेषज्ञों, स्वास्थ्य पेशेवरों, खाद्य प्रसंस्करणकर्ताओं, सहित अनेक प्रतिभागियों ने भाग लिया। इस संगोष्ठी का आयोजन भारत में विज्ञान आधारित पोषण संबंधी जानकारी और ब्लूबेरी के व्यावहारिक अनुप्रयोगों में बढ़ती रुचि को दर्शाता है।

कार्यक्रम में मुख्य अतिथि तमिलनाडु सरकार के प्रशिक्षण महानिदेशक और अन्ना इंस्टीट्यूट ऑफ मैनेजमेंट के निदेशक आईएस डॉ. जे. राधाकृष्णन थे अपने उद्बोधन में उन्होंने विश्वसनीय पोषण शिक्षा के

महत्व और पेशेवरों एवं संस्थानों की जिम्मेदारी पर प्रकाश डाला कि वे वैज्ञानिक जानकारी को सटीक, व्यावहारिक और उपभोक्ताओं के लिए सुगम तरीके से संप्रेषित करें। उनके विचारों ने संगोष्ठी में जन स्वास्थ्य का एक महत्वपूर्ण दृष्टिकोण जोड़ा और भोजन, पोषण और स्वस्थ आहार संबंधी प्रथाओं के बारे में साक्ष्य-आधारित संचार की आवश्यकता को बल मिला। इस अवसर पर यूएस हाईब्रश ब्लूबेरी काउंसिल के भारतीय प्रतिनिधि राज कपूर ने वैज्ञानिक शिक्षा, अनुसंधान संचार और व्यावहारिक अनुप्रयोगों के माध्यम से भारत में पोषण विशेषज्ञों, स्वास्थ्य सेवा प्रदाताओं, शेफ, खाद्य निर्माताओं और अन्य हितधारकों को शामिल करने के लिए यूएसएचबीसी के प्रयासों की प्रशंसा की। उन्होंने इस बात पर जोर दिया कि ऐसे कार्यक्रमों का उद्देश्य उभरते पोषण विज्ञान और रोजमर्रा के भोजन विकल्पों के बीच एक सार्थक सेतु बनाना है, साथ ही यह सुनिश्चित करना है कि स्वास्थ्य संबंधी जानकारी जिम्मेदारी से संप्रेषित की जाए। इस सेमिनार का मुख्य आकर्षण अनुसंधान से व्यवहार तक शीर्षक से स्वास्थ्य विशेषज्ञों की पैनल चर्चा थी जिसमें भारतीय आहार में ब्लूबेरी को एकीकृत करना था।

Dakshin Bharat Rashtramat - Brief translation: USHBC organized a nutrition seminar in Chennai focused on science-based nutrition, practical applications and responsible health communication.



SAKSHI - Telugu

Brief English translation

The report focuses on the importance of healthy food habits and nutrition education. It notes the USHBC Nutrition Seminar 2026 in Chennai, participation by 100+ professionals, expert presentations and discussion on evidence-based nutrition and blueberry applications.

Language: Telugu

Online Coverage Snapshots - 1

Newsire and online article pick-ups



UNI India	Newsire	Kalaipoonga	Online	Chennai City News	Online
Nutrition Seminar 2026 coverage		USHBC successfully organized its Nutrition Seminar 2026		USHBC successfully organized its Nutrition Seminar 2026	
https://www.uniindia.com/news/south/nutrition-tn-ushbc-seminar/3949726.html		https://kalaipoonga.net/business/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026		https://www.chennaiacitynews.net/business/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026/	
National wire pick-up extending the Chennai seminar story beyond local media.		Business/consumer online coverage with event story, speakers and practical applications.		Online coverage states 100+ participants and covers science, clinical nutrition and culinary use.	
Views / Reach	Reach/readership not publicly displayed; confirm via agency report.	Views / Reach	Page views/reach to be verified.	Views / Reach	Visible counters showed 0/0 in search preview; final views to be verified.

Recommended management note

Screenshots and analytics should be captured at final reporting date. Public websites generally do not show verified reach; therefore circulation/reach should be taken from Nexus Media Agency coverage report or platform backend.

Online Coverage Snapshots - 2

Agency and digital media pick-ups with full visible links



Nexus PR

Agency Online

USHBC Nutrition Seminar 2026 - Chennai

<https://nexuspr.in/ushbc-nutrition-seminar-2026-chennai/>

Full event release with sections on research, clinical nutrition, Indian recipes and expert panel.

Views / Reach

Agency platform; views/reach to be verified.

View7Media

Online

USHBC successfully organized its Nutrition Seminar 2026

<https://view7media.in/2026/08/20/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026/>

Online story with 100+ participants and detailed coverage of event themes and speakers.

Views / Reach

Page views/reach to be verified.

Both articles reproduce the core seminar narrative: more than 100 participants, scientific research focus, clinical nutrition applications, Indian recipe ideas, and expert panel discussion.

YouTube Video Coverage

Video links displayed clearly for review and post-event amplification



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YouTube

Seminar coverage / event video

<https://youtu.be/-wd-rAdGgdY?si=X4YKYBLbWmqYc49H>

Views / Reach: YouTube views to be captured from channel dashboard/screenshot.



YouTube

Seminar coverage / short video

<https://youtu.be/RjJ8Pw1IRAw?si=1aPP7XrO4Fet6Jng>

Views / Reach: YouTube views to be captured from channel dashboard/screenshot.



YouTube

**Blueberries & Nutrition: Latest Research + Creative USA
Blueberry Recipes | Nutrition Seminar 2026**

<https://youtu.be/AJu0uA0CZ7I>

Views / Reach: YouTube views to be captured from channel dashboard/screenshot.

YouTube views and engagement should be updated from channel dashboard or current video page screenshots before final KPI submission.

Event Visual Proof Points

On-site branding, expert content, audience and panel discussion



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Strong event visuals support media reporting: USHBC/Go Big branding, research presentation, audience participation, and expert panel.



KPI & Cost Efficiency

Nexus Media Agency payment and coverage value tracking



Rs. 25,000

Paid to Nexus Media Agency

Note: AVE, estimated readership and verified digital reach should be added only after receipt of the final agency report. This avoids unsupported claims in USDA/USHBC reporting.

KPI	Target / Result	Status
Media conversions	13 total assets tracked	Achieved
Online coverage	5 article/news links	Achieved
Video amplification	3 YouTube links	Achieved
Print coverage	5 newspaper clips	Achieved
Participant mention	100+ participants reported	Achieved
Readership / reach	Pending agency data	To verify
Views / engagement	Pending platform/agency data	To verify

Clickable Online Links Appendix

Visible links for boss review and final verification



Outlet / Platform	Visible link
UNI India	https://www.uniindia.com/news/south/nutrition-tn-ushbc-seminar/3949726.html
Kalaipoonga	https://kalaipoonga.net/business/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026
Chennai City News	https://www.chennaicitynews.net/business/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026/
Nexus PR	https://nexuspr.in/ushbc-nutrition-seminar-2026-chennai/
View7Media	https://view7media.in/2026/08/20/the-u-s-highbush-blueberry-council-ushbc-successfully-organized-its-nutrition-seminar-2026/
YouTube 1	https://youtu.be/-wd-rAdGgdY?si=X4YKYBLbWmqYc49H
YouTube 2	https://youtu.be/RjJ8Pw1IRAw?si=1aPP7XrO4Fet6Jng
YouTube 3	https://youtu.be/AJu0uA0CZ7I