

# Proposal for Emoji: BLUEBERRIES

**Submitted by:** Ankita Devasia and Christian Krenek of EmojiNation

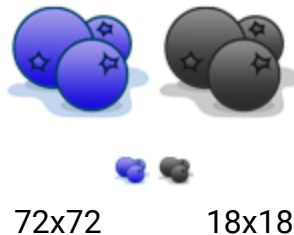
**Date:** March 31, 2019

**Emoji Name:** BLUEBERRIES

**Sort Order:** in the FOOD category, after GRAPES

**Reference Emoji:** MELON

**Keywords:** Blueberry, berry, bilberry, blue, blue dynamo



*Credit: Unknown. Free for use in conjunction with this proposal.*

## Abstract

This proposal requests the addition of BLUEBERRIES to the Unicode emoji library. Blueberries, the small blue-black berries of their namesake perennial flowering plants, are an antioxidant-rich fruit native to North America. First cultivated for sale in 1916, their annual consumption has grown to 690 million pounds within a century. Adding a BLUEBERRIES emoji would not only supplement the emoji fruit collection, but would accurately reflect the recent increase in global demand for the fruit.

## Introduction

Although blueberries have only been cultivated commercially for around a century, their history is rich and unique. The first commercial crop of blueberries was harvested in 1916 in New Jersey by agricultural pioneers Elizabeth White and Frederick Coville. Within a year, “blueberry fever” had begun to sweep the region. Between 1942 and 1962, 200,000 seedlings spread across 13 states, paving the way for blueberries to become a cultural phenomenon. Indeed, the release of the musical fantasy film *Willy Wonka & the Chocolate Factory* established the

blueberry's place in the popular imagination. Soon after, the United States Department of Agriculture declared July to be National Blueberry Month. This only served to magnify the blueberry fervor that resulted from Ronald Reagan's presidential inauguration in 1980, which had sparked the creation of the blueberry Jelly Belly. Over three tons of jelly beans were consumed during the 1981 Inaugural Festivities, further establishing blueberry as one of the most popular flavors in America.<sup>1</sup>

In the following decade, scientists began researching the health benefits of blueberries. Health researchers, after exploring antioxidant activity in the fruit, advocated for its incorporation into Americans' daily lifestyles. The blueberry became known as the "little blue dynamo" due to its nutrient-rich composition despite its miniature size. Blueberries were planted in the White House kitchen garden as a symbol of America's transition to a healthier diet.

By 2012, blueberries were found in nearly 4,000 products ranging from pet food to cosmetics. The fruit's presence in the menus of America's top chain restaurants increased 100% annually from 2006 to 2013. In 2014, blueberry production across five continents had grown to one billion pounds.

## **Selection Factors Inclusion**

### **A. Compatibility**

This emoji is currently available on Discord. However, it does not appear in other major social media platforms.

### **B. Expected Usage Level**

#### **B1. Frequency**

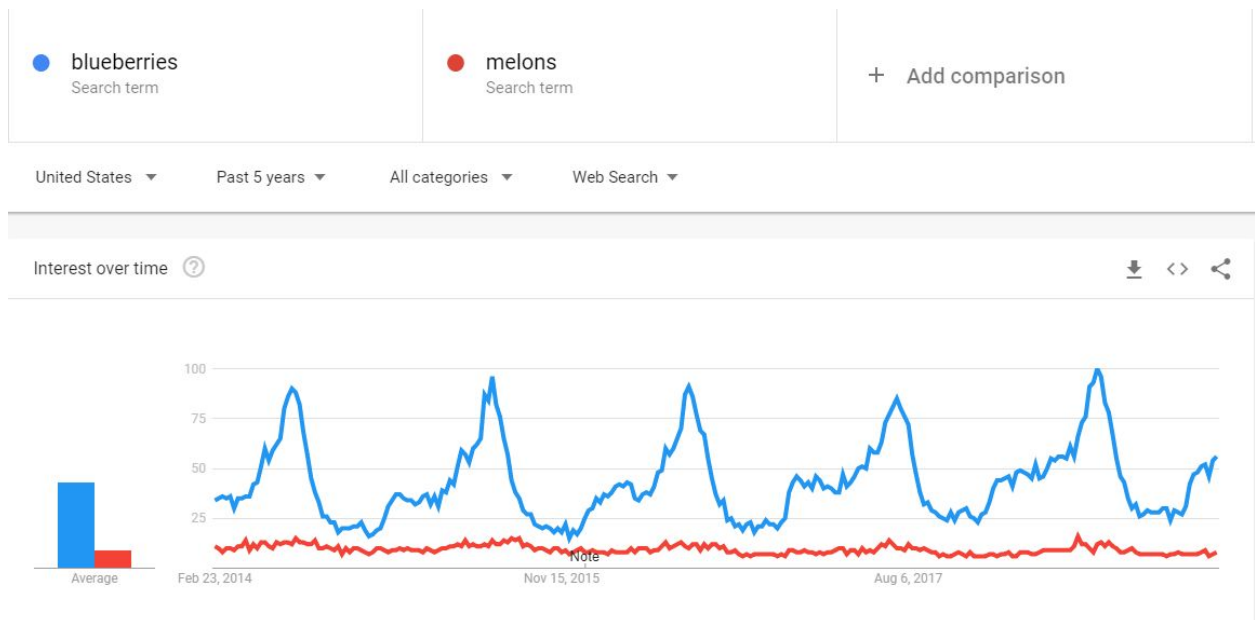
We have chosen MELON as the **reference emoji** for BLUEBERRY. Both are tasty and delicious fruits, and would fall under the same general category (FOOD). BLUEBERRIES are a popular snack around the world, and we anticipate that everyone from farmers to vegetarians/vegans to chefs will use the round little emoji to capture their juicy flavor.

### **Google Trends Analysis:**

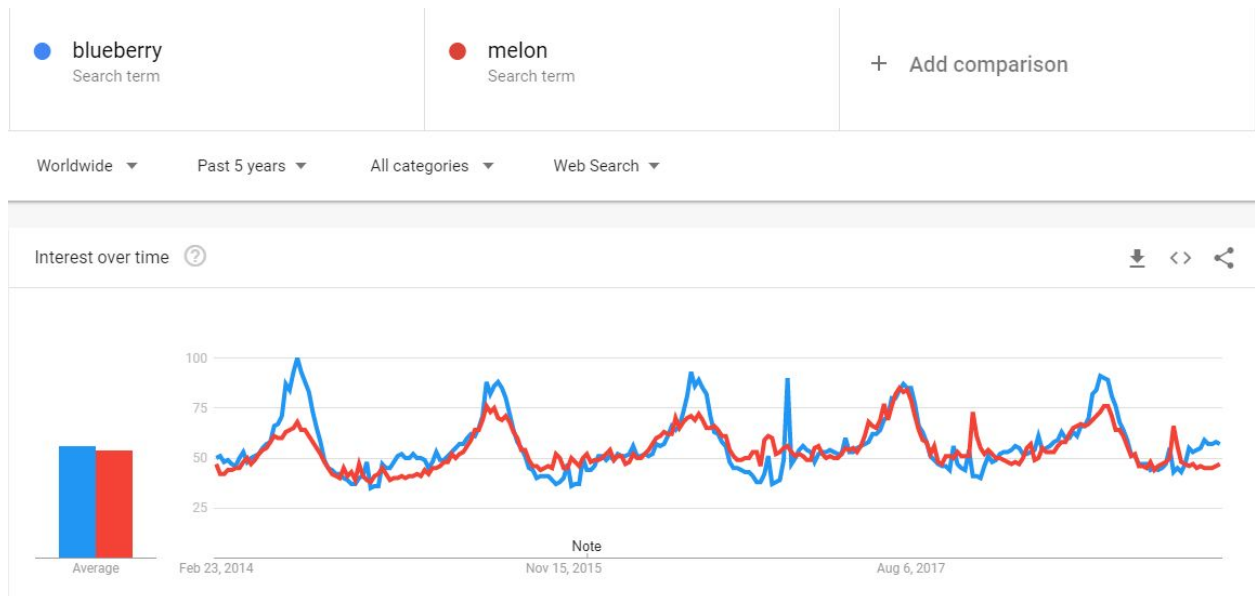
A Google Trends comparison over the past five years reveals that "blueberries" has a significantly higher number of searches than "melons." Indeed, "blueberries" has consistently remained the more popular search term globally.

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<sup>1</sup> <https://www.jellybelly.com/fun-facts>



An analysis of the singular terms indicates that “blueberry” searches are more frequent than searches for “melon.” This suggests a high expected usage for the BLUEBERRIES emoji.



### Hashtag Popularity of Fruit on Instagram

Fruit	Hashtag Frequency	Percent Frequency of Blueberry/Blueberries
Blueberry	4,425,262	--
Blueberries	3,484,566	--

Melon	1,726,138	39%
Melons	185,029	5.3%

A grid of four circular images, each representing a social media hashtag. The top-left image shows a blueberry cheesecake with the hashtag #blueberry and 4,425,269 posts. The top-right image shows blueberries and muffins with the hashtag #blueberries and 3,484,578 posts. The bottom-left image shows a glass of water with fruit and the hashtag #melon and 1,726,139 posts. The bottom-right image shows watermelons with the hashtag #melons and 185,029 posts.

**Google Search Results:**

The individual term BLUEBERRY outperforms MELON, while MELONS outperforms BLUEBERRIES.

A screenshot of a Google search interface. The search bar contains the word "blueberry". Below the search bar are navigation tabs: "All" (selected), "Images", "Shopping", "News", "Maps", "More", "Settings", and "Tools". At the bottom, it displays "About 199,000,000 results (0.89 seconds)".



blueberries



All Images Shopping News Videos More Settings Tools

About 174,000,000 results (0.73 seconds)



melon



All Images News Videos Shopping More Settings Tools

About 183,000,000 results (0.66 seconds)



melons



All Images Videos News Shopping More Settings Tools

About 243,000,000 results (0.72 seconds)

### **Ngram Viewer:**

MELON and MELONS (represented in orange and red) outperform BLUEBERRY and BLUEBERRIES (symbolized in--what else?--blue and green). There is a noted spike in BLUEBERRY in 1910, and the search terms increase throughout the latter half of the twentieth century, as MELONS faces a sharp dip around the same period).

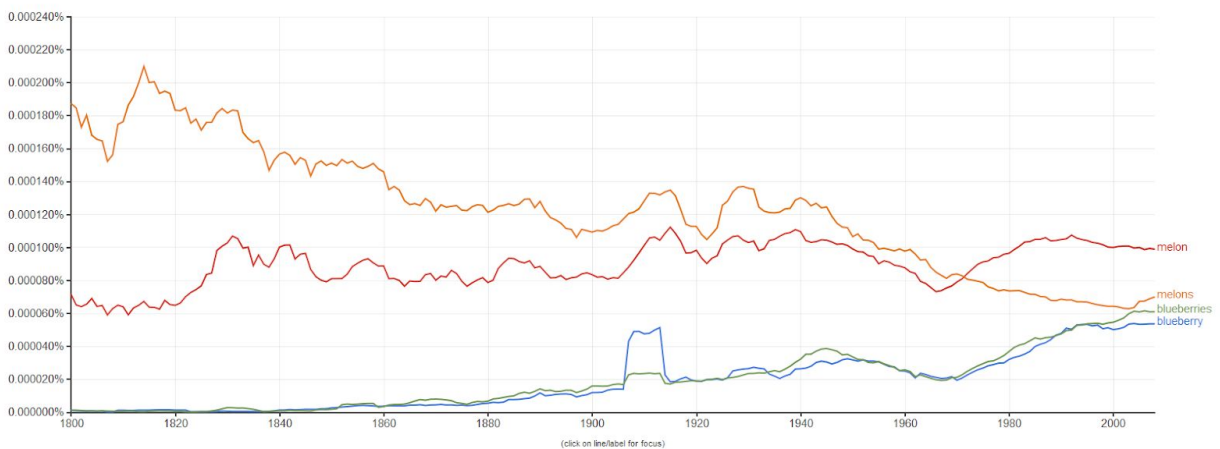
### Google Books Ngram Viewer

Graph these comma-separated phrases: blueberry, melon, blueberries, melons

case-insensitive

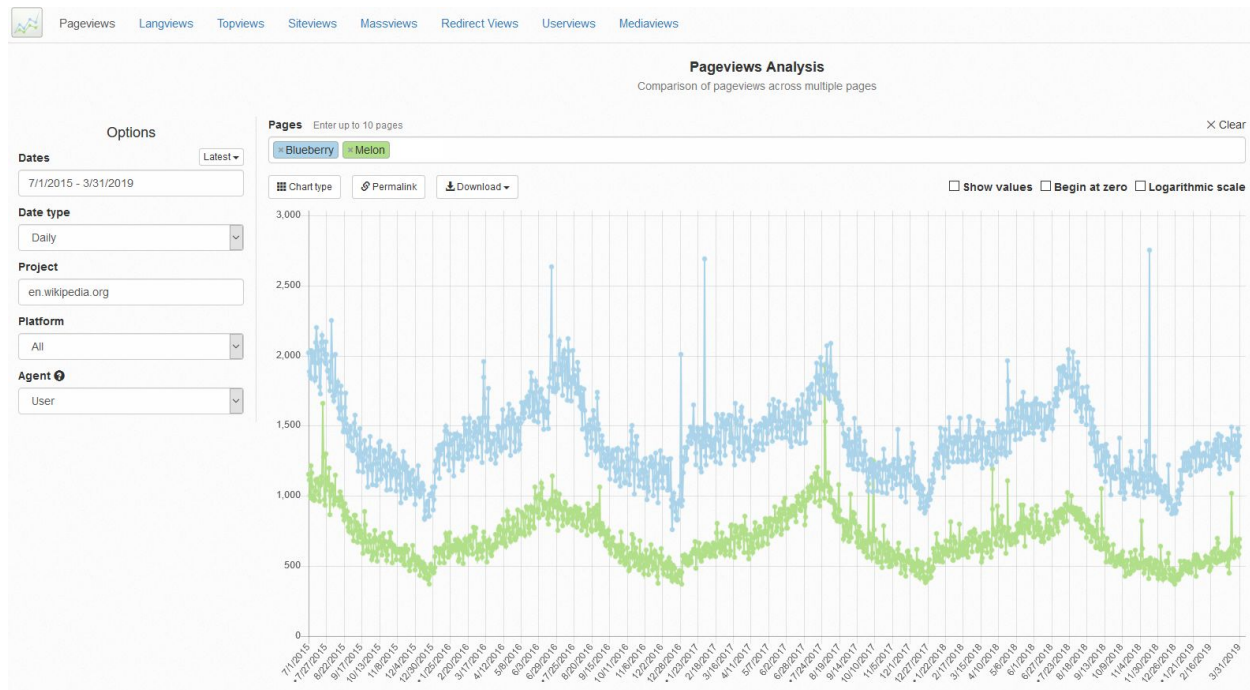
between 1800 and 2008 from the corpus English with smoothing of 3

[Search lots of books](#)



## Wikipedia Search:

The need for BLUEBERRIES and MELONS is not needed here, as Wikipedia does not possess plurals. BLUEBERRY generally outperforms MELON, with the former experiencing massive spikes in the November of each year (we suspect that it is the result of people searching for BLUEBERRY pie recipes, a common dessert at Thanksgiving!).



## B2. Multiple Usages

BLUEBERRIES would be used by snack and beverage companies, farmers, bakers, proponents of healthy eating, and blueberry pickers. It could be used in the context of the iconic Fats Domino song "Blueberry Hill," as well in reference to *Charlie and the Chocolate Factory* or the NBC show "This Is Us."

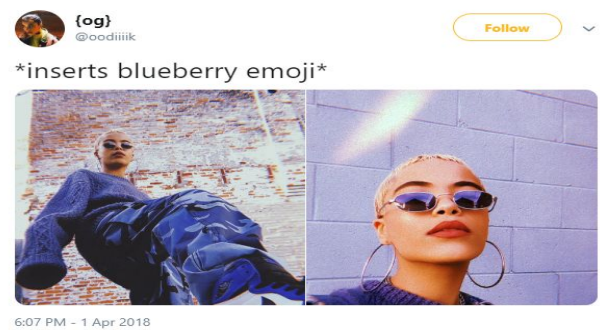
## C. Image Distinctiveness

There is no other blue fruit in the emoji lexicon. BLUEBERRIES is visually distinctive from the Large Blue Circle 🟡 since there are multiple blueberries in the emoji. BLUEBERRIES' dark blue pigment also contributes to its uniqueness.

## D. Completeness

BLUEBERRIES would greatly supplement the fruit emojis that are currently available. Snapchat users utilize fruit emojis as an informal way of indicating their relationship status. In the ten fruit emojis used in this system, only blueberries and raspberries are not available—the large blue and red circle emojis are used in place of these fruits.

## E. Frequently Requested





Connie  
@SnoopConnieCon

Follow

We need a blueberry emoji to go with the lemon now. 🍋 @NBCThisUs #ThisIsUs

10:38 PM - 15 Jan 2019



Nutty Life

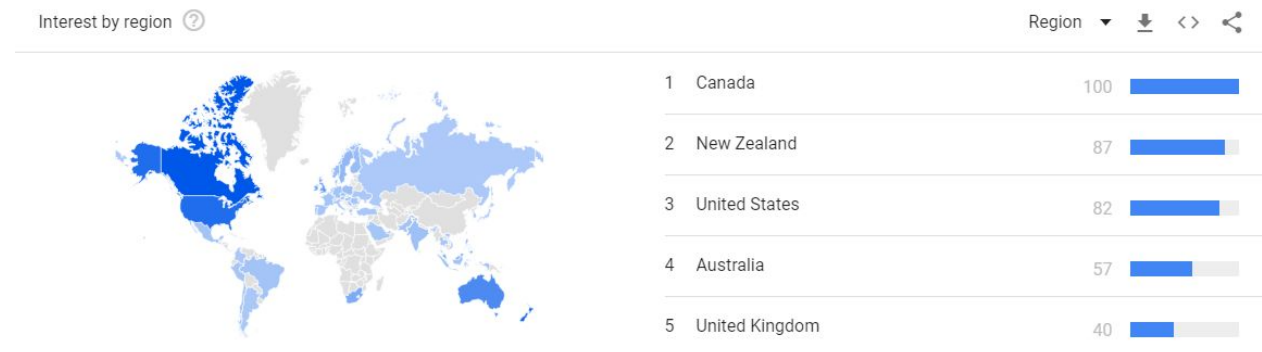
Like This Page - June 14, 2018 · 🌐

🍷 'tis the season (\*blueberry emoji, where are you?!?!\*) 🍓 we love local berry season so much! it makes our #nuttylife smoothies & breakfast bowls so much tastier 😊

## Selection Factors Exclusion

### F. Overly Specific

While blueberries are one of many types of berry, their unique coloring, distinct flavor, and popularity around the world indicate that many individuals would use the BLUEBERRY emoji. Blueberries are a staple in salads, baking, and snacks, and fit global preferences for healthy eating. They are also culturally significant and visually distinctive. Also, Google Trends indicates that there is a marked interest in blueberries outside of North America.



Although only 0.6 million metric tons of blueberries are produced annually, the increasing demand for dried blueberry in the breakfast cereal and frozen dessert industries has sparked rapid growth in the market. In the past, blueberry consumption was largely centered in North America, but more recently, the European Union's demand for fresh blueberries has increased; in



2010-2014, the compound annual growth rate increased 20.4%. The blueberry's global compound annual growth rate is expected to be 11.8% between 2018 and 2023.

## G. Open Ended

The BLUEBERRY emoji would only represent one type of berry; no one would confuse the distinct shapes, colors, and flavors of the BLUEBERRY, STRAWBERRY, or RASPBERRY.

## H. Already Representable

The current emoji set does not allow for the representation of blueberries. Since blueberries are distinct from other varieties of fruit, they cannot be represented specifically. In addition, the only berry in the current Emoji Library is the STRAWBERRY; there are no other fruits of the same color, texture, and flavor as the BLUEBERRY.

## I. Logos, brands, UI icons, signage, specific people, deities

Blueberries are not tied to any specific business, brand, or religion.

## J. Transient

As described earlier, blueberries have been a popular fruit for more than half a century. The recent increase in global demand for blueberries suggests that the fruit's popularity extends beyond North America.

## K. Faulty Comparison

As noted above, BLUEBERRIES have a distinct color and shape (they are frequently cited as one of the only truly "blue" foods that occur in nature); as such, no other emoji can properly represent or substitute for them.

## Author Bios

**Ankita Devasia** ([ankita.devasia@gmail.com](mailto:ankita.devasia@gmail.com)) is an incoming college freshman who consumes frightening amounts of blueberries during summer and would like to convey this to the world using emojis.

**Christian Krenek** ([Christian.Krennek@gmail.com](mailto:Christian.Krennek@gmail.com)) does not consume as many blueberries as Ankita, but does make a mean blueberry pie. As a teen in New Jersey, berries of all sorts—and especially blueberries—were an important staple of his diet. He also has an admitted weakness for chromatic organizing systems, and blueberries are just too good to pass up in a "Rainbow of Flavor."