Berry Health Message

What is it for Blackberries/Raspberries?

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How do we get Consumers, Chefs, Food Writers and Foodies to choose our berries?

1. Facilitate health related research on blackberries and raspberries
Blackberry / Raspberry Health Research
Categories for Blackberry and Black Raspberry Manuscript Database

General
Clinical Trials in human subjects

Specific Topics
Absorption/Metabolism of Polyphenolics
Anti-bacterial/Fungal
Antioxidant
Brain Health/Cognition
Cancer
Cardiovascular/Hypertension/Stroke
Diabetes/Prediabetes/Insulin Sensitivity
Gut Health
Immune Function
Inflammation
Metabolic Syndrome (Diabetes, Inflammation, Hypertension, etc)
Miscellaneous. - no specific classification
Phytochemical Composition -(Anthocyanins, Polyphenolics, Proanthocyanidins, Flavonoids, Ellagitannins, phenolic acids, etc
Processing - (Effects of processing on polyphenolic composition that might effect health outcomes)
Timeline of Developments - ANTIOXIDANTS & HEALTH

1993 - Term ORAC first used relative to method of antioxidant capacity assessment
1995 - ORAC method automated
1996 - First published work on antioxidant capacity of fruits and vegetables
1997 – First WBANA Health Research Summit, Bar Harbor, ME
1999 – ORAC method published for use in tissues samples
2000 –
2001 – Method revised: fluorescein used as fluorescent probe
2004 – Expanded ORAC data of F&V published using new ORAC$_{FL}$ method
2007 - Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 1 – USDA Nutrient Data Lab and Arkansas Children’s Nutrition Center

1st International Berry Health Symposium

2009 - Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 2 – USDA Nutrient Data Lab and ACNC
2010 – Internet hits of search for ‘ORAC method’ – 777,000
2012 - Blueberries and Health Research Database Developed
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1. Facilitate health related research on blackberries and raspberries

2. Develop a “Health” message
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2. Develop a “Health” message
3. Communicate “Health” message to consumers
RESULTS FROM EFFECTIVE COMMUNICATION

The graph shows the relationship between the number of manuscripts and the value of utilized production over time. The value of utilized production is measured in $10^6$, and the value of product is represented by red diamonds. The number of manuscripts is represented by blue dots. The value and number of manuscripts increase significantly from 1990 to 2015, with notable increases particularly after 2010. The graph indicates a strong positive correlation between the number of manuscripts and the value of utilized production.
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1. Facilitate health related research on blackberries and raspberries
2. Develop a “Health” message
3. Communicate “Health” message to consumers
4. Develop applications, recipes, etc for berries