

Marketing Berries for Health

- Current research increasingly supports berries as a **SUPERFOOD!**
- These studies specifically support their effects on high visibility health issues such as:
 - > diabetes
 - > cancer
 - > Alzheimer's & other old age maladies
- These studies can be linked to increases in berry consumption & sales



Changing Marketplace



- ◉ There is wide spread interest in berries impact on health but seems particularly high for two segments:
 - > Baby boomers' rekindled interest
 - > Current generation of young mothers

Restaurants

- Specialty restaurants increasingly see locally grown fruit (berries), and vegetables as a way to get customers in the door of their establishments
- Advent of social media networks offer a new way to spread the berry story and market

A blueberry with two green leaves is positioned in the center of the slide. The blueberry is a vibrant blue color with a small white highlight on its surface. The two leaves are bright green with visible veins. The background is a dark gray gradient.

Health Benefits of Berries

- **Antioxidants impact well documented**
- **Current research indicates phytochemicals are as important, if not more. Berries are especially high in key phytochemicals such as anthocyanin – much higher than other fruits and vegetables.**
- **Beneficial impact of high fiber berries is often overlooked – brambles shine!**

Health Benefits of Berries Cont.

ORAC Values for Common Foods

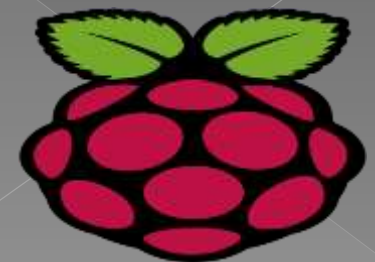
Elderberries	14,400	Spinach	11,300
Blackberries	5900	Raspberries	5070
Blueberries	4700	Strawberries	4300
Cherries	3750	Asparagus	2250
Grapefruit	1650	Broccoli	1500
Grapes	1000	Pineapple	920
Nectarine	900	Cauliflower	870
Peppers	820	Green Beans	800
Bananas	800	Corn	730
Cabbage	530	Carrots	430
Tomatoes	387	Cantaloupe	300

Anthocyanin Concentration of Foods

● Black Raspberry	845
● Blackberries	353
● Onion	138
● Red Cabbage	113
● Red Beans	25.1

Ways to Leverage Berry Health Benefits to Market

- ◎ Posters in farmers markets
- ◎ Offer for sale, book(s) on the health benefits
- ◎ Focus on berry impact on high visibility diseases such as diabetes, cancer & Alzheimer's
- ◎ Offer promotional materials through restaurants
- ◎ Leverage social media



Berries & Weight Control

- ◎ Berries offer a significant tool in weight control
 - > Phytochemical diversity linked to proper weight management
 - > Blood glucose control
 - > Raspberry ketones (absent the FAD issue), do have a reasonable scientifically documented role
 - > Fiber is the stealth impact of berry consumption

Contact Information

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