

Blueberries on the Menu Everyday

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on Behalf of the US Highbush Blueberry Council



2012 Oldways Supermarket Dietitian Symposium





Highbush Blueberries



- First cultivated in early 20th Century
- Produced in 38 states, Canada, South America and around the world

US Highbush Blueberry Council (USHBC):

- Association of blueberry growers and packers in North and South America who market their product in the United States
- Work together to promote the growth and wellbeing of the entire industry



Nutrition Refresher



Blueberries and Nutrition

With just 80 calories per cup and virtually no fat, blueberries offer many noteworthy nutritional benefits!

- Blueberries are packed with vitamin C
- Blueberries are dynamos of dietary fiber
- Blueberries are an excellent source of manganese
- Blueberries are leaders in antioxidant activity



■ *Nutrient Content of Blueberries, amount in 1 cup (148 gram) serving*

Calories	84 kcal
Protein	1.1 g
Fat	0.5 g
Carbohydrate	21.5 g
Fiber	3.6 g
Vitamin C	14.4 mg
Manganese	0.5 mg

Source: USDA National Nutrient Database for Standard Reference, Release 23, 2010



Blueberry Research

Four Areas of focus

1. Cardiovascular disease
2. Diabetes
3. Cancer
4. Decline of brain function and other age-related conditions

60% increase in per capita consumption since 2001



Eat your blueberries! They may cut risk of diabetes and high blood pressure

Uncategorized — posted by Linda Kline on September 23, 2010 3:24 PM

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Blueberries may be one of nature's wonder drugs — and new research suggests that eating servings of blueberries regularly can help control insulin levels in people at risk for Type 2 diabetes.

A newly published research study has found that including regular servings of blueberries in your diet can have a positive impact on people at risk for Type 2 diabetes, the most common form of diabetes.

The study, led by Dr. April Stull and Dr. William T. Cefalu of the Pennington Biomedical Research Center at Louisiana State University, adds new information to the body of research supporting the benefits of eating blueberries.

Published in the October issue of *The Journal of Nutrition*, Cefalu's study found that daily consumption of blueberries helped people with a high risk for Type 2 diabetes reduce that risk. After drinking two blueberry smoothies a day for six weeks, participants' insulin sensitivity increased — a key factor in preventing Type 2 diabetes. The reduced risk for diabetes was observed in both men and women, according to the study.



Berry, berry good Numerous studies indicate that berries can reduce the odds of cancer, diabetes and mental decline



Turning Blueberries into Little Blue Dynamos®

- New branding initiative
- Created a single, own-able thought in the minds of consumers to differentiate blueberries from other fruits
- We're little. We're blue. And we're dynamos





Promoting Little Blue Dynamos®

Versatility

- Savory Applications
- Salad Bar Item
- Beverages



Year-Round Availability

- Frozen
- Winter Fresh
- Summer Peak





Promoting Little Blue Dynamos®

Blueberries Paired Up

- Showcase blueberries with items from other departments
- Highlight versatility with savory items
- Think healthy!





Promoting Little Blue Dynamos®

Grab-n-Go Snacks





Promoting Little Blue Dynamos®

Blueberries Paired Up: Whole Foods “5 After 5” Program





Promoting Little Blue Dynamos®



Blueberries Paired Up: Cross Brand Promotions



- Walmart conducted in-store samplings of a “breakfast meal solution” with Kashi Cereal paired with fresh blueberries
- Highlighted health benefits of both blueberries and Kashi Cereal





Promoting Little Blue Dynamos®

Blogger Recipe Contest

- 130 entries yielded a combined 400,000 unique monthly visitors; ads placed to promote contest received a total of 7 million impressions
- TV host and cookbook writer Sara Moulton, mommy blogger Kelsey Banfield and food writer/chef Adeena Sussman tasted and chose winners



1st place (savory category)
Blueberry Citrus Quinoa Salad

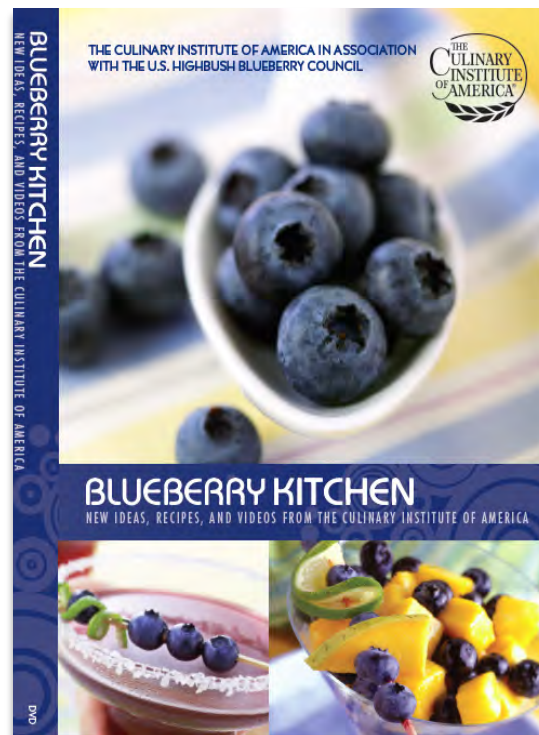


1st place (sweet category)
Blueberry Balsamic Blondies



Promoting Little Blue Dynamos®

CIA Blueberry Kitchen



www.CIAProChef.com/blueberries



Resources

www.littlebluedynamos.com

- Videos
- Photography
- Nutrition and research news
- Logos
- Foodservice section
- Press releases
- Press kits
- Fun Facts about Blueberries





Resources



For store's website/social media outlets

- USHBC recipes/photos
- USHBC videos
- Fun Facts
- Nutrition news
- Press releases/kits
- Announce USHBC contests



For printed material

- Call to order leaflets (or we will print for you)
- Design your own with USHBC graphics and info





Thank you!



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