

Not Getting Enough Fruits and Vegetables? Think Frozen.

Frozen Antioxidant-rich Wild Blueberries are Convenient and Just As Nutritious As Fresh.

PORTLAND, Maine (October 15, 2009) — Recent studies indicate that Americans of all ages are failing to get their daily recommended servings of fruits and veggies—despite the fact that a diet rich in fruits and vegetables can help maintain a healthy weight and reduce the risk of chronic diseases like diabetes, heart disease and some cancers. (State Indicator Report on Fruits and Vegetables, 2009) Frozen produce, including antioxidant-rich Wild Blueberries are a nutritious solution for families looking to make healthy eating more convenient and affordable.

“Wild Blueberries are one of the original Superfoods, and are a staple in my diet,” said Dr. Steven Pratt, M.D., senior staff ophthalmologist at Scripps Memorial Hospital in La Jolla, California, world-renowned nutrition authority, and author of the best-selling SuperFoods books. “Eating a diet rich in colorful fruits and vegetables will help you fight oxidation and inflammation, two conditions related to many diseases of aging. Frozen produce, like Wild Blueberries, is a great option for people looking to fill their pantry with healthy foods. I use frozen Wild Blueberries almost every day making sure to get these super-berries into my diet for a boost of berry nutrition.” Dr. Pratt will visit the Wild Blueberry Association booth at the American Dietetic Association’s Annual Food and Nutrition Conference signing copies of his latest book SuperHealth: 6 Simple Steps, 6 Easy Weeks, 1 Longer, Healthier Life.

In the spectrum of healthy fruits, Wild Blueberries stand out—for their delicious taste, small size and big health benefits. With more antioxidant capacity per serving than most other fruits, frozen Wild Blueberries have more of what it takes to combat disease and promote healthy aging (Journal of Agricultural and Food Chemistry, 2004; 52:4026-4037). Just a ½ cup of frozen Wild Blueberries satisfies one fruit serving and is a good source of dietary fiber.

Frozen fruits and vegetables are convenient and available year-round. What’s more, frozen makes it easy to get the colorful variety needed to ensure the widest range of vitamins, minerals and phytochemicals. Plus, the FDA has concluded that frozen produce is just as nutritious as fresh and may even retain its nutritional value longer—all of which makes frozen an excellent value for consumers wanting to increase their intake while making the most of their food dollar.

“We’re going to step up our efforts to direct grocery shoppers to the frozen fruit case as one of the healthiest, and most colorful destinations in the supermarket,” said Wild Blueberry Association of North America President J. Kim Higgins. “The frozen fruit case is just as colorful as the fresh produce aisle when you think of all the wonderful berries and exotic fruits now available. We want to see retailers move berries into their own case, and see frozen fruit merchandised like frozen vegetables. Retailers and fruit and vegetable marketers have an obligation to make healthy eating a priority and frozen fruit is one area where we can make a difference.”

SOURCE: Wild Blueberry Association of North America

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