

## FOR IMMEDIATE RELEASE

Media Contact  
Nancy McBrady, Executive Director  
Wild Blueberry Commission of Maine  
221-3302 office  
272-0237 cell  
[nancy.mcbrady@maine.edu](mailto:nancy.mcbrady@maine.edu)

### **Test: Can You Name Three Purple Foods?**

*As Maine's Wild Blueberry harvest unfolds, industry experts say national awareness of the iconic purple berry is lacking*

Portland, Maine – August 18, 2017 – As the Wild Blueberry harvest reaches its peak in Maine, growers and state experts are searching for new ways to increase awareness of the great taste and superior health benefits of the iconic Wild Blueberry. And they are not alone. A [recent study](#) released by developers at Welch's (the makers of Concord Grape Juice among other things) reveal that Americans seeking healthy benefits from their food are turning to purple foods; but according to their research, *only 18 percent* of Americans can name more than three types of purple produce.

“Welch’s is working to position the Concord grape as a functional ingredient in a market that’s lacking in purple food options,” says said Nancy McBrady, Executive Director of the Wild Blueberry Commission of Maine. “Wild Blueberries share similar polyphenolic advantages with Concord grapes, so we are interested in these research findings and we believe we have an equally compelling health story to tell. We want Wild Blueberries to be synonymous with purple foods.” Wild Blueberries are rich in anthocyanins, the purple pigment with high antioxidant capacity and powerful health benefits, including assisting in the potential reduced risk of many chronic diseases.

As the Wild Blueberry harvest season peaks in Maine, and tens of millions of pounds are raked and mechanically harvested from the state’s rocky barrens, the Wild

Blueberry industry relies on a sizeable marketing effort designed to educate consumers on the differences between Wild and cultivated blueberries and the fact that 99 percent of the Wild crop is frozen at harvest. However, at one singular time of year (July through early September) the fresh Wild Blueberries harvest takes the spotlight.

“The summer harvest season is the perfect moment to bring attention to Maine’s truly special berry,” says McBrady. “Fresh Wild Blueberries – with their sweet/tart taste and health benefits – should be a strong presence on kitchen tables all along the Northeastern seaboard, not only because they are purple and healthy, but because they are delicious.” For those who are unable to find fresh Wild Blueberries outside of New England, fortunately they can access frozen Wild Blueberries year-round in the freezer section of their grocery stores.

McBrady noted that the strong farm-to-table movement, flourishing farmers’ markets & CSA’s, and higher consciousness around local foods, has given the fresh Wild Blueberry strong market opportunities.

“My goal is for American consumers to understand the benefits of eating Wild Blueberries as a healthy purple food and a versatile, unique, and delicious fruit,” she said.

### **About the Wild Blueberry Association of North America**

The Wild Blueberry Association of North America (WBANA) is a trade association of growers and processors of Wild Blueberries from Maine and Canada, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide. WBANA is dedicated to furthering research that explores the health potential of Wild Blueberries. Every year since 1997, WBANA has hosted the Health Research Summit in Bar Harbor, a worldwide gathering of scientists and researchers whose work is leading the way in learning more and more about the health benefits of Wild Blueberries. For news, recipes, and related health

information about Wild Blueberries, visit [www.wildblueberries.com](http://www.wildblueberries.com). For the latest updates, read our [blog](#). Visit us on [Facebook](#) or on [Twitter](#).

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