

THE USHBC BLUESPAPER

News and Marketing Program Updates from the
U.S. Highbush Blueberry Council
October 2010

USHBC FUNDED DIABETES RESEARCH SHOWS POTENTIAL

A USHBC funded research project conducted by researchers from the Pennington Biomedical Research Center at Louisiana State University is showing some promising results in the area of diabetes. A story released by [Nutra Ingredients-USA](#) summarizes study findings published in a recent edition of the [Journal of Nutrition](#) and notes, "A daily smoothie containing bioactive ingredients from blueberry increased sensitivity to insulin, and may reduce the risk of developing diabetes in at-risk people"

The story, released September 13, 2010 on [Nutra Ingredients-USA.com](#), goes on to report that , "Obese, non-diabetic, and insulin-resistant participants who consumed a blueberry smoothie daily for six weeks experienced a 22 percent change in insulin sensitivity, compared to only 4.9 percent in the placebo group. *"To our knowledge, this is the first reported human study that evaluated the effect of daily dietary supplementation with bioactives in blueberries on whole-body insulin sensitivity in obese, non-diabetic, and insulin-resistant men and women,"* wrote the researchers, led by Professor William Cefalu at the Center for the Study of Botanicals and Metabolic Syndrome, Louisiana State University System."

In the report researchers' note, *"The uniqueness of this study relates to the design, which was randomized, double blinded, and placebo controlled. By design, the blueberry and placebo smoothies were identical in physical appearance and macronutrient content with the exception of adding the blueberry bioactives to the blueberry smoothie. The major finding was that daily consumption of whole blueberry bioactives for 6 weeks improved insulin sensitivity in a population at high risk for type-2 diabetes compared with ad libitum dietary intake alone"*.

Professor Cefalu and his co-workers recruited 32 obese, non-diabetic, and insulin-resistant subjects to take part in the study. Participants were randomly assigned to receive a smoothie containing 22.5 grams of blueberry bioactives or a 'placebo' smoothie of equal nutritional value.

Two smoothies were consumed every day for six weeks. At the end of the study, 67 percent of people in the blueberry group experienced *"at least a 10 percent or greater favorable change in insulin sensitivity, whereas only 41 percent of the placebo participants demonstrated this change"*, stated the researchers.

The report notes, *"The bioactives in blueberries enhanced insulin sensitivity independent of any changes in inflammatory biomarkers or adiposity,"* wrote Professor Cefalu and his co-workers. *"This study is not conclusive, but it strongly suggests a need to further explore the cellular mechanism for the effect. In addition, our study suggests the need for studies of longer duration that will evaluate blueberries and their potential role in improving insulin sensitivity in an insulin-resistant human population"*.



USHBC EXHIBITS AT ANNUAL SCHOOL NUTRITION CONFERENCE

This year the USHBC sponsored an exhibit booth at the Annual Nutrition Conference of the School Nutrition

Association attended by school foodservice directors and managers. More than 3,000 attended the conference which featured 300 exhibit booths. The goal of participating in this conference was to gain a

better understanding of school foodservice needs and to see how the USHBC can support the greater use of blueberries on school menus. Blueberry-sweet potato mini muffins were served at the USHBC exhibit booth and attracted numerous visitors who were offered leaflets and materials including the recipe for the mini muffins, blueberry posters and menu backers, and the USHBC *Get On Board with Blueberries* foodservice leaflet.

A survey of blueberry booth attendees was also conducted to determine if blueberries are currently on their school lunch menus and if they are not, would they be interested in learning ways to incorporate



blueberries in their dishes. A total of 280 blueberry booth visitors completed the survey with a majority (82%) noting that blueberries were currently on their menus.

Those noting that blueberries were not on their menu rotations said that they would be interested in adding blueberries. The majority of those who had blueberries on their menus said they would also appreciate recipes and more ideas for blueberry items.

Plans are underway for a direct mailing to school foodservice directors in 2011 of sets of newly produced school foodservice recipe cards which they can then distribute among their schools. The cards feature recipes for *Blueberry Banana Smoothies*, *Blueberry Sauce*, *Blueberry Orange Whirl*, *Blueberry Granola Bars*, *Blueberry Muffins* and *Blueberry Ketchup*.

The recipe set also includes a sheet with tips on blueberry storage, information on blueberry nutrition and blueberry handling and use suggestions.

POTENTIAL BLUEBERRY CUSTOMERS LISTED ON USHBC WEBSITE

The USHBC office is contacted by potential blueberry customers asking for sources of fresh and frozen blueberries and other blueberry products. These inquiries are posted on the trade leads section of the USHBC website at www.blueberry.org.

Customer name and contact information is posted on the site along with their product inquiry. Industry

members are encouraged to view this section of the site for continued updates and market opportunities.

SIGN UP NOW TO TAKE PART IN BLUEBERRY ALERT SYSTEM

To take part in the new blueberry alert system and receive industry updates, blueberry growers, handlers and marketers need to provide their contact information by either sending their e-mail address to JoDee Gowan at the USHBC office: (jgowan@blueberry.org; (916) 983-0111), or by visiting the alert system website at <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and following the signup instructions.

If at any point you have a question concerning how to signup for the USHBC alert system, please call the USHBC office at (916) 983-0111.

USHBC MEETING SCHEDULE

2010 USHBC Fall Meeting

Grand Rapids, Michigan

Wednesday, October 13 to Friday, October 15, 2010
Amway Grand Plaza Hotel- Grand Rapids, Michigan
Phone (616) 774-2000

2011 USHBC Spring Meeting

Dallas, Texas

Wednesday, March 2 to Friday, March 4, 2011
Westin Dallas Fort Worth Airport- Dallas, Texas
Phone (972) 929-4500

2011 USHBC Fall Meeting

Atlantic City, New Jersey

Wednesday, October 5 to Friday, October 7, 2011
Hotel: TBD

2012 USHBC Spring Meeting

San Francisco, California

Wednesday, February 29 to Friday, March 2, 2012
Hotel: TBD



The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 80 Iron Point Circle, Suite 114; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: www.blueberry.org.

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).