

THE BLUESPAPER

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

November 2011

USHBC LAUNCHES "BLUEBERRY KITCHEN" ON CULINARY INSTITUTE OF AMERICA PRO-CHEF WEBSITE

The U.S. Highbush Blueberry Council (USHBC) announces *Blueberry Kitchen: Contemporary Recipes from the Culinary Institute of America*, a new easy-access online curriculum developed in partnership with the Culinary Institute of America (CIA). The program includes entertaining and informative video instruction by CIA Chef Scott Samuel who demonstrates preparation of 14 innovative blueberry dishes, spanning breakfast, salads, entrees, cocktails and desserts.

Designed for chefs, foodservice professionals and culinary educators, *Blueberry Kitchen* is on the CIA ProChef website at www.ciaprochef.com/blueberries. In addition to recipe know-how, the ProChef site delivers suggestions for incorporating blueberries into world cuisines and offers ideas for adding various forms of blueberries, including fresh, frozen, dried and juice to add blueberry flavor, color and nutrition to year-round menus.

"Blueberries are a fascinating fruit," says Chef Samuel. "As I worked with them in the kitchen—cooking, blending, baking, adding spices and other ingredients—I learned how they behave and incorporated what I learned into the program content."

Blueberry Kitchen also links to the USHBC site, www.littlebluedynamos.com where further blueberry information is available for foodservice and consumers, and foodservice pros can sign up to receive *Blue Plate Special*, the quarterly e-newsletter from the USHBC.



BLUEBERRY CONSUMPTION REDUCES GROWTH AND SPREAD OF BREAST CANCER TUMORS IN MICE

In several studies recently conducted at the Beckman Research Institute at the City of Hope, Duarte, California researchers found that feeding blueberry powder to mice significantly reduced the growth and spread of triple negative breast cancer cells, a very aggressive form of cancer. Triple negative breast cancer accounts for 10 to 15% of all breast cancer cases and is highly resistant to traditional chemotherapy treatments. The results of this research led by Dr. Lynn Adams, in the laboratory of Dr. Shiu-an Chen, are published in the October 2011 issue of *The Journal of Nutrition*.

In their research, the team fed groups of mice specially formulated diets containing 5% freeze-dried blueberry powder, 10% blueberry powder or a control diet containing no blueberry powder. All three diets had a similar nutrient composition and the animals ate and drank about the same amount regardless of group. The human equivalent of the 5% diet is about 2 cups of fresh highbush blueberries per day.

Researchers compared the size of the breast tumors that developed and discovered that on average, tumor size was 75% smaller in the 5% blueberry experimental group and 60% smaller in the 10% group as compared to the control group. The difference between the two blueberry groups was not significant. Further confirmation of the results was obtained when the researchers conducted molecular studies on tumor tissue and found significant differences between the

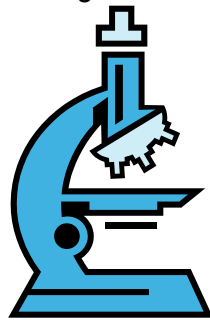


blueberry-fed and control groups in gene patterns known to be related to inflammatory diseases and the proliferation and spread of cancer cells.

In a second study that explored the effect of consuming blueberries on the spread of breast cancer (metastasis), the research team found that mice fed a diet containing 5% blueberry powder developed 70% fewer liver cancer tumors and 25% fewer lymph node tumors when compared to the control mice.

“Although these results were obtained with laboratory animals and cannot be applied directly to humans, we believe we have moved one step closer to ultimately finding a safe and effective diet strategy for controlling triple negative breast cancer, for which there are few therapy choices. Blueberries may well be part of that diet strategy,” remarked Dr. Adams.

The research was funded by the U.S. Highbush Blueberry Council and the National Institutes of Health.



NUTRITION TREND REPORT SHOWS AN INCREASE IN BERRY CONSUMPTION

A recent public opinion survey conducted by the American Dietetic Association (ADA) titled “Nutrition and You: Trends 2011” shows that in general consumers are interested in and trying to consume a healthier diet. As part of the survey respondents were asked whether in the past five years they had increased or decreased consumption of a number of foods and nutrients that have received substantial public and scientific attention such as berries, low-fat foods, gluten free foods, probiotics, alternative sweeteners, foods containing trans fat or foods with Omega-3 fatty acids.

The report shows that 48% of respondents noted that they were most likely to have increased consumption of berries over the past five years followed by low fat foods at 43%, Omega-3 fatty acids at 39%, low sugar foods at 34% and low sodium foods at 31%.

Registered dietitian and American Dietetic Association spokesperson Jeannie Gazzaniga-Moloo noted in the ADA press release

announcing the survey results that, “We are seeing single foods, such as berries and fish, growing in consumption. For many people, they are an easy fix for better health--- consumers feel better if they are doing *something* without really having to engage in major behavior changes or delving into emotional reasons for eating.”

A total of 754 adults age 18 or over took part in the ADA survey. Telephone interviews were conducted in May of 2011.

ATTENTION BLUEBERRY INDUSTRY MEMBERS- SIGN UP NOW FOR THE BLUEBERRY ALERT SYSTEM

To take part in the blueberry alert system send your e-mail address to JoDee Gowan at the USHBC office: (jgowan@blueberry.org); or sign up directly on the alert system website at the following address: <http://blueberrycouncil.org/members/amerilert-tools/?type=signup>.

Please call the USHBC office at (916) 983-0111 with any questions on the blueberry alert system or signup steps.

USHBC MEETING SCHEDULE

**2012 USHBC Spring Meeting
San Francisco, California**

Wednesday, February 29 to Friday, March 2, 2012
Sheraton Fisherman’s Wharf
Phone (888) 627-7024

**2012 USHBC Fall Meeting
St. Louis, Missouri**

Wednesday, October 3 to Friday, October 5, 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 or www.littlebluedynamos.com.

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, audiotape, 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).

