



For immediate release
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BC BLUEBERRIES MAKE FAMILY MEALS AND LUNCH BOXES SING THE BLUES
And that's a good thing!

(Vancouver, B.C.) – Just like that, summer is winding down and it's 'back to school' for another year. Help the family transition back to their routine by holding on to a taste of summer for a while longer. BC blueberries are more than up for the job at every meal and snack opportunity.

It doesn't get any easier than packing a portable container with fresh BC blueberries for the family on the go. They aren't nicknamed "Nature's Candy" for nothing. While kids are gobbling them up, moms and dads can rejoice in the fact that every half-cup serving represents one of the seven to ten recommended daily servings of fruit and vegetables by the Canada Food Guide.

Always on the run? Power pack granola bars (recipe below) are an ideal 'grab and go' breakfast or snack. Healthy and delicious, these hearty little bites will put some spring in your step. Don't let the dinner time blues wear you down. A blueberry shrimp salad is a snap to prepare and is bursting with flavourful, filling and colourful ingredients.

The BC Blueberry [website](#) is chock-full of tasty recipes featuring BC blueberries in dozens of fresh, delicious ways. When it's time to take it easy on the weekend try some of the decadent sounding breakfast dishes, like blueberry stuffed French toast. The blueberry and lemon parfait is just the thing for an easy to prepare sweet tooth fix. And why not toast the unofficial start to the new year with a 'bluetini' after the kids are tucked into bed?

If versatile, delicious and easy weren't enough, BC blueberries also pack one of the biggest health punches going. Considered one of the leading "superfruits" by North American researchers, the known health benefits of these little beauties continue to grow. Absolutely loaded with antioxidants and bursting with tannins, eating blueberries is extremely beneficial, helping to stave off cancer, aging, heart disease, urinary tract infections and more.

Western Canadians can feel good about BC blueberries for so many reasons. Buying local means supporting over 700 Lower Mainland farmers who proudly represent one of the world's largest blueberry growing regions as the rest of the planet continues to discover the "taste good, feel good" effects of BC blueberries.

About the British Columbia Blueberry Council

The British Columbia Blueberry Council represents 700 blueberry growers, located in some of Canada's most rich and fertile farmland. Plantings of premium quality high bush blueberries top 8,100 hectares in British Columbia and produce upwards of 40 million kilograms of blueberries annually. With more than \$1 billion in sales in the past five years, Canada is the third largest producer of sweet and juicy highbush blueberries in the world. Available fresh in BC from July through October, delicious BC blueberries are also frozen, dried, juiced, pureed and powdered, available for year round-distribution throughout Canada and around the world.



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