



For immediate release  
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### **FRESH CROP OF BC BLUEBERRIES HITS MARKETS, GROCERY STORES AND DINING TABLES!**

(Vancouver, B.C.) – More than 700 British Columbian farmers are now out in the fields picking the first of 2011's BC blueberry crop. This means that consumers can now find the antioxidant-rich sweet berries in their local supermarket's fresh produce department, at farmers' markets and farm gates.

Known as "nature's candy," BC blueberries are expected to be available through until mid-October this year. After a wet spring, the season got off to a slower start than usual, but the pay-off will be a longer harvest period.

"The BC blueberry season is keenly awaited by consumers throughout Western Canada," said Debbie Etsell, executive director of the British Columbia Blueberry Council. "There's absolutely no reason to be eating blueberries from anywhere else – they're sweet, incredibly nutritious and grown in our own backyard. Grab a handful!"

Along with being available at supermarkets, produce stores and farmers' markets, BC blueberries can also be hand-picked by consumers at the many "u-pick" farms throughout British Columbia. A [list of blueberry farms](#) is included on the council's [website](#) and includes "u-pick" options. "Given that 98% of Canada's highbush blueberries are grown in BC, spending an afternoon picking blueberries is a quintessentially British Columbian activity," noted Etsell.

Once consumers have managed to get their hands on some BC blueberries, they'll want to visit [www.bcblueberry.com](http://www.bcblueberry.com) for a range of recipes using the little blue powerhouse. Tasty dishes for home cooks to try include blueberry pavlova (recipe below), blueberry chocolate mousse cups, blueberry-onion sauced pork tenderloin and power pack granola bars. And why not pair your meal with an equally delicious beverage such as pink blueberry lemonade?

#### **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.

#### **BLUEBERRY PAVLOVA**

##### **Ingredients**

###### Meringue

6 egg whites, at room temperature  
½ tsp cream of tartar

pinch of salt  
1-¼ cup of granulated sugar  
2 tbsp cornstarch  
½ tsp vanilla extract

#### Blueberry Sauce

2 pint of blueberries  
3-4 tbsp sugar  
zest of one lemon

#### Whipped Cream

1 cup heavy cream (35% fat), cold  
3-4 tbsp icing sugar, to taste  
1 tbsp vanilla extract

#### **Directions**

##### Meringue

1. Lay parchment paper on a baking sheet, and using a round bowl turned upside down, draw circles to use as a template for your meringue.
2. Add the cream of tartar and salt to your egg whites, and in a separate bowl, mix together the sugar and cornstarch.
3. Beat the egg whites, using a handheld mixer or a stand mixer, for a few minutes until frothy (2-3 minutes) on medium-low speed. Add sugar a spoonful at a time while still beating the egg whites, until incorporated and beat mixture on medium speed for 1-2 minutes.
4. Add the vanilla extract and continue beating on medium-high until stiff peaks are formed (4-5 minutes).
5. Using a rubber spatula (or a spoon), spread the egg whites onto your circular templates. The meringue layer should not be too thin since you want some body to the meringue.
6. Bake for between 60 - 75 minutes at 125°C (250°F) depending on the size of your meringues. If you have time, allow the meringues to sit with the oven turned off for 2 hours to dry out the meringue.

*Meringues can be made in advance the day before and stored in an airtight container.*

##### Blueberry Sauce

1. In a small pot, add blueberries and sugar and heat up to medium-low.
2. Crush the berries with the back of a spatula or a potato masher, and let it simmer for 10 minutes until blueberries are cooked.
3. Add lemon zest, taste and add sugar/zest as required and turn off the heat.

*This can also be made in advance and refrigerated.*

##### Whipped Cream

1. Whip the cream until soft peaks form.
2. Add icing sugar and vanilla and continue whipping until stiffer peaks form.

*Store in the refrigerator until you need it.*

##### To Assemble the Pavlova

1. Place your meringue on a plate and spoon the blueberry sauce on top.
2. Layer the whipped cream with an icing spreader.
3. Add fresh blueberries on top.



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