



BC blueberries
Powered by nature.

Health Benefits of Blueberries

Everyone knows that fruits and vegetables are good for you, but not everyone is able to say why.

Full of essential vitamins and minerals, including vitamin C, A and E, as well as potassium, calcium and magnesium, blueberries are an exceptionally sweet and delicious way for Canadians to achieve various recommendations to eat seven to 10 servings of fruit or vegetables every day. A 250 ml (1 cup) serving of blueberries – about the size of a tennis ball, contains 3.6 grams of dietary fibre, virtually no fat, and just 80 calories.

Over the years, a great deal of research has sought to uncover the properties that make fruits and vegetables nature's best weapon against disease. A few decades ago, all eyes turned towards antioxidants. Antioxidants help neutralize harmful by-products in the body called 'free-radicals' that may lead to cancer and other age-related and degenerative illnesses.

Researchers who ranked the antioxidant potential of 40 fresh fruits and vegetables found blueberries at the top of the list, thus earning the nickname, '#1 superfood.' This is due to the ~high content of polyphenols found in blueberries, the same types of compounds that provide the health benefits found in red wine and dark chocolate. In blueberries, the polyphenol that has most excited scientists is the same one that gives the blueberry its distinctive and wholly unique blue colour, a pigment called anthocyanin.

Ongoing research continues to support the fact that the anti-inflammatory benefits of the polyphenols appear to greatly increase the disease-fighting power of the blueberry. Both antioxidant and the anti-inflammatory actions of polyphenols have been linked to a wide range of health benefits and improved treatment outcomes in a large number of age-related illnesses, including brain diseases such as Alzheimer's and Parkinson's disease. As well as cardiovascular illnesses such as ischemic stroke, metabolic syndrome, a frequent precursor to heart disease, stroke and diabetes, and improved urinary tract health.

- 30 -

Media contact:

Leeann Froese, PR for the BC Blueberry Council
Phone: 604-321-3295 | 604-603-9394
E-Mail: leeann@townhallbrands.com