



WILD BLUEBERRY

A superfruit that is offering a lot!

HEALTHY
AGING

Benefits

Wild blueberry (*vaccinium angustifolium*) is one of the oldest native berry in North America, containing a variety of phytochemicals which have been demonstrated to bear strong antioxidant activities. "According to USDA studies, **wild blueberries have the highest antioxidant capacity per serving, compared with more than 20 other fruits.** Using the Oxygen Radical Absorbance Capacity (ORAC) testing procedure, researcher Ronald Prior, Ph.D., found that a one-cup serving of wild blueberries had more total antioxidant capacity (TAC) than a serving of cranberries, strawberries, plums, raspberries and even cultivated blueberries (1)."

Multiple studies have been reported which tend to demonstrate that wild blueberry might help in preventing cognitive decline in elderlies, reducing overall cardiovascular risk, promoting gastrointestinal and digestive health, increasing tolerance to insulin and improving night vision (1).

Applications

- Wild blueberry extracts, which are standardized in content of polyphenols from 2 to 20%, are soluble in water and therefore are an interesting option for fruit and powder mixes to be reconstituted in water.
- Wild blueberry extract can also be used for dietary food supplements in sachet, capsule or tablet form.
- Wild blueberry extract contains a good source of glycosylated delphinidin, malvidin, cyanidin, petunidin and peonidin.

Offers

- Extracts: 2% - 4% - 10% - 20% Total Polyphenols (Folin-Ciocalteu assay).
 - Juice powder (non-standardized)
- Organic versions available*

- Antioxidant power up to **4300 µM/g** (ORAC value)
- 100% sourced in Eastern Canada
- Soluble extracts
- Sustainable sourcing



(1) Wild Blueberry Association Research Library

It is the responsibility of each manufacturer to verify the compliance of the final product's labeling and communication indicated on the finished foods to be delivered as such to the consumer with respect to the current local legislation.