



### Wild Blueberry Fact Sheet

- Wild blueberries are one of North America's oldest food crops. These native berries have thrived under the harsh growing conditions of Eastern Canada and Quebec for more than 10,000 years.
- Wild blueberries are one of a dwindling number of commercial foods that are **truly wild**.
- Wild blueberries are **Individually Quick Frozen** (IQF) within 24 hours of harvest, when their flavour and healthful goodness are at their peak. Wild blueberries maintain their shape, colour, flavour and nutritional value while frozen for up to two years, with no added sugar or preservatives.
- Wild blueberries are less than half the size of cultivated blueberries and their skin is thicker and darker blue. The compact size of the wild blueberry also delivers more berries per pound; **more skin per ounce means more health-promoting goodness**.
- Wild blueberries are one of the richest sources of **anthocyanins** in foods. It is the anthocyanin pigments in wild blueberries that give them their rich dark colour and provide numerous health benefits.
- Daily consumption of moderate amounts of wild blueberry anthocyanins **reduces the risk of heart attack and cardiovascular disease, along with associated risk factors like high blood pressure, high cholesterol, and fragility of blood vessels. Anthocyanins also protect against type 2 diabetes, systemic inflammation, weight gain, erectile dysfunction and cognitive decline during aging.**
- Wild blueberries contain **fibre** which supports the benefits of anthocyanins in heart health and protection against type 2 diabetes.

#### **About the Wild Blueberry Association of North America**

The Wild Blueberry Association of North America (WBANA) is an international trade association of growers and processors of wild blueberries from Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Maine, dedicated to bringing the wild blueberry health story and unique wild advantages to consumers and the trade worldwide. For news, recipes, and related health information about wild blueberries visit [www.wildblueberryassociation.ca](http://www.wildblueberryassociation.ca) or [www.wildblueberries.com](http://www.wildblueberries.com). For the latest updates, read our [blog](#). Visit us on [Facebook](#), [Twitter](#), or [Instagram](#).

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For more information, recipes, visuals or to schedule an interview or in-studio cooking segment with a spokesperson from the Wild Blueberry Association of North America, please contact Sally Matteo or Susan Willemsen at The Siren Group Inc. Tel: (416) 461-5270.

Email: [sally@thesirengroup.com](mailto:sally@thesirengroup.com) or [susan@thesirengroup.com](mailto:susan@thesirengroup.com). Visit [www.thesirengroup.com](http://www.thesirengroup.com) or on [Twitter](#) and Instagram [@thesirengroup](#).