



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter

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Parity Corporation is the Leader in Information Systems & Services for the Small to Mid-Sized Food Manufacturing Enterprise
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Featured Inventory:

Cultivated Blueberry Essence

Red Raspberry Essence

Concord Grape Essence

32° Apricot Puree Concentrate

65° Clarified Guava Juice Concentrate

S/S Hawaiian Pink Guava Puree

Please call us for a quote.

Fruit Focus: Blueberries



Blueberries belong to the plant family Ericaceae (Heath) and to the genus Vaccinium. They are closely related to cranberries, bilberries, and huckleberries.

The edible, round, blueberry fruit with a flared "crown" at the fruit's end is botanically considered a false berry, as it is an accessory fruit developed on a plant with an inferior ovary.

Although blueberries are cultivated in many regions of the world, large quantities of the shrubs grow wild. The lowbush, or swamp, blueberry (*V. angustifolium*) and the highbush blueberry (*V. corymbosum*) are native to North America from Minnesota eastward. Cultivation of blueberries began in the US in the early 1900's. Now a number of varieties can be found in the North American East and West. Lowbush and highbush continue to be the two most common species raised in the United States.

In height, the lowbush blueberry averages less than 3 feet; whereas, the highbush blueberry ranges from 6 to 20 feet.

Blueberry Crop News

Cultivated Blueberries:

The 2005 blueberry crop appears to have been a bit short out of Michigan and the Northwest; however, the crop has been a successful one for the fresh blueberry market. Conversely, this has left the blueberry juice and ingredient markets short and high-priced this year. IQF blueberries have moved from \$1.05/lb to \$1.45/lb in the last 3 weeks. There will not be a sufficient supply of IQF blueberries to meet market demands. Blueberry juice stock pricing is expected to be higher than last year,

In addition to their fine taste, blueberries have been known traditionally to possess medicinal properties. Historically, they were used to treat dysentery and diarrhea. Within the last decade, blueberries have increased in popularity due to their newly discovered nutraceutical properties.

Not only are blueberries a good source of vitamin C and fiber, but also it has been shown that their notably high antioxidant content is credited for their ability to do the following:

- Enhance memory
- Reverse age-related physical and mental declines
- Ward off urinary tract infections
- Reduce the build up of LDL (bad) cholesterol
- Strengthen blood vessels
- Act as an anti-inflammatory
- Improve vision

In an ORAC test at Tufts University, blueberries ranked third in antioxidant richness, but ranked first in chemical effectiveness as an antioxidant, out of 50 high antioxidant fruits and vegetables tested.

Blueberries were once called "star berries" due to the star-shaped calyx on the top of the berry.

within the 70¢ - 85¢/lb range, depending upon delivery and freight considerations. We are expecting to see the juice concentrate market in the mid to upper-\$70's to the low-\$80's/gallon.

Wild Blueberries:

The 2005 wild blueberry crop was normal, but will probably be sold out quickly, due to shortages in the cultivated crop. 65° juice concentrate prices are expected to be in the mid-\$60's to the low-\$70's/gallon.

Product Solutions: Blueberry Ingredients

Fruit ingredient shortages can inspire the need for creative alternatives in meeting supply demands.

With this year's short supply, high demand, and high prices for blueberry ingredients, FruitSmart can assist you with natural ingredient solutions to help you meet your blueberry needs:

- **Blueberry Essence:** to complete an aromatic or flavor profile.

- **Blueberry Extracts:** for natural color and antioxidant content.
- **Blueberry Fibers and Powders:** to add natural fibers and nutritional components.
- **Blueberry Seeds:** to add fruit identity, texture, and fiber.
- **Blueberry Seed Oil:** a natural source of omega oils and other nutrients. Perfect for nutraceutical and cosmeceutical applications.

"Don't let what you cannot do interfere with what you can do.

~ John Wooden