



Jo Hilditch

Chairwoman

**BLACKCURRANT FOUNDATION UK**

8<sup>th</sup> June 2009

Nyborg, Denmark

# THE BLACKCURRANT FOUNDATION



## HISTORY

The Blackcurrant Foundation was set up in 2005 to develop, broaden, enhance and build the blackcurrant market share in both blackcurrant juice and blackcurrant fruit sectors with the following objectives in mind:

- To promote health benefits of the blackcurrant
- To create an independent forum to discuss the blackcurrant crop
- To use existing and emerging research to substantiate blackcurrant nutritional benefit
- To develop website and other materials as a communication tool to be used as a focal point for marketing and promotion
- To change public perception and raise awareness, particularly of British blackcurrant
- To maintain independence from GSK or other major blackcurrant products and keep a truly generic campaign





# BLACKCURRANT FOUNDATION STRUCTURE

## **Core Committee - Growers, Scientists, Marketeers**

- Our growers form the backbone of the committee to ensure that funds are sensibly dispersed on behalf of all other growers
- Our scientists substantiate and structure research as back up to any claims. They provide credible expert opinions, acting as spokesmen for the industry
- Our marketeers are our public relations consultants who guide us through yearly programmes and develop marketing material to gain maximum blackcurrant exposure
- With very limited funding committed by the 50 UK growers we recognised that our maximum exposure would be through a concerted press campaign



## 2005

- Established a website, corporate identity and branding  
[www.blackcurrantfoundation.com](http://www.blackcurrantfoundation.com)
- PR Campaign established blackcurrants as the "Forgotten Fruit". Emphasis on drinking eating and targeting trade, drinks, farming and consumer press
- Scientific claims using Derek Stewart to raise awareness of blackcurrants and begin superfruit claims
- Developed literature and leaflets







## 2006

- In 2006 the campaign Website developed, marketing material continued and further PR using the research developed by Derek Stewart at SCRI
- Regular press releases including MRSA, CYSTITIS and ALZHEIMERS press releases. Education pages added to website and 50,000 leaflets were sent out with a Ribena bush cutting campaign
- Generated total coverage of 30 million





# 2007

## 'BLACKCURRANTS FIGHT ALZHEIMER'S'.. WE LOOK AT THE OTHER HEALTHY EATING CLAIMS

**FIRST**, it was blueberries, then spinach, then white tea. Now blackcurrants are being hailed as the next superfruit.

One research claim is supposed to be the first step toward the key to slowing the progression of Alzheimer's disease. It's the latest in a string of "wonder foods" experts have advised us to eat. But how can you tell which ones will really benefit you? Here's our guide to the latest "wonder foods" that don't have to spend your bank account cash on the latest fad and trends, just spend it on a good selection of fresh fruit and veg.

By SCRI, the food facts from the Superfruit..

### Wine

**CLAIM:** Live longer. In a recent study, researchers looked at 1,000 middle-aged men over 40 years and found those who drank half a glass of wine a day tended to live about two-and-a-half years longer than those who didn't drink alcohol.

**REALITY:** It's difficult to know one wine factors such as where the grapes were grown, alcohol content, and a few glasses of wine a week, then every on, that you don't need to take up alcohol.

### Brazil Nuts

**CLAIM:** Reduce heart disease. Studies suggest that eating a small handful of nuts four times a week can help reduce heart disease.

**REALITY:** Brazil nuts are a good source of selenium, a mineral that helps in many of our cells.

### White tea

**CLAIM:** This tea might have powerful antioxidant properties of the wild tea that grows in the mountains of China.

**REALITY:** You can't find this tea in most supermarkets. It's not a tea, it's a shrub. It's not a tea, it's a shrub. It's not a tea, it's a shrub.

### Chicken

**CLAIM:** Research in the Journal of Epidemiology shows eating chicken three times a week halves the danger of age-related memory impairment, a leading cause of Alzheimer's.

**REALITY:** Plenty of other foods are also good for your brain. It's not just chicken that's good for you.

### Chillies

**CLAIM:** The hot pepper pain-killing chemical capsaicin, used to give the capsaicin painkilling cream for osteoarthritis.

**REALITY:** The heat just makes food taste better, it doesn't do anything for your health.

### Blackcurrants

**CLAIM:** Fights Alzheimer's. A study from the University of Edinburgh found that blackcurrants, which they believe can reduce the damage to the brain cells that causes Alzheimer's.

**REALITY:** Blackcurrants are already known to be an excellent source of antioxidants that prevent cell damage, in this study, researchers found that regular consumption helps the depletion of vital nutrients, such as vitamins, from the arteries - helping prevent heart disease.

### Onions

**CLAIM:** Fights osteoporosis. A study found that regular consumption helps the depletion of vital nutrients, such as vitamins, from the arteries - helping prevent heart disease.

**REALITY:** Onions have a lot of health benefits, but they're not a magic bullet. They're just a vegetable.

# Superfood or Superfad?

By **CARINA NORRIS** Nutritionist

### Dark Chocolate

**CLAIM:** Lowers blood pressure. An Italian study found eating 100g of dark chocolate each day for 12 days lowered blood pressure. They said it was because of flavonoids called flavanols, which can help prevent arterial atherosclerosis.

**REALITY:** It's not a magic bullet. It's just a treat. It's not a magic bullet. It's just a treat.

### Broccoli

**CLAIM:** Lowers blood pressure. An Italian study found eating 100g of dark chocolate each day for 12 days lowered blood pressure. They said it was because of flavonoids called flavanols, which can help prevent arterial atherosclerosis.

**REALITY:** It's not a magic bullet. It's just a vegetable. It's not a magic bullet. It's just a vegetable.

### Salmon

**CLAIM:** Omega 3 fatty acids in it help fight depression, according to a report in Biological Psychiatry.

**REALITY:** Yes, it's a healthy food, but it's not a magic bullet. It's just a fish. It's not a magic bullet. It's just a fish.

### Kiwi fruit

**CLAIM:** Prevents strokes. Studies at the University of New South Wales found that eating a kiwi fruit a day may have the same effect as taking aspirin in reducing the risk of stroke.

**REALITY:** This is a bit of a stretch. It's not a magic bullet. It's just a fruit. It's not a magic bullet. It's just a fruit.

### Mushrooms

**CLAIM:** Reduces risk of heart disease. Chinese researchers discovered a compound in a type of mushroom that may help prevent heart disease.

**REALITY:** There's no magic bullet. It's just a mushroom. It's not a magic bullet. It's just a mushroom.

- SCRI undertook and analysed peer reviewed research on around 20 most common fruits; they comparatively assessed the health benefits and developed a "league table of superfruits"
- The Foundation developed a Superfruit Wheel which was used as a tool to illustrate the blackcurrant's supremacy
- An intensive sell in campaign generated an huge amount of coverage across the whole media spectrum including a major webcast
- Recipes were created and photography commissioned
- A superfruit website was also created [www.superfruits.org](http://www.superfruits.org)



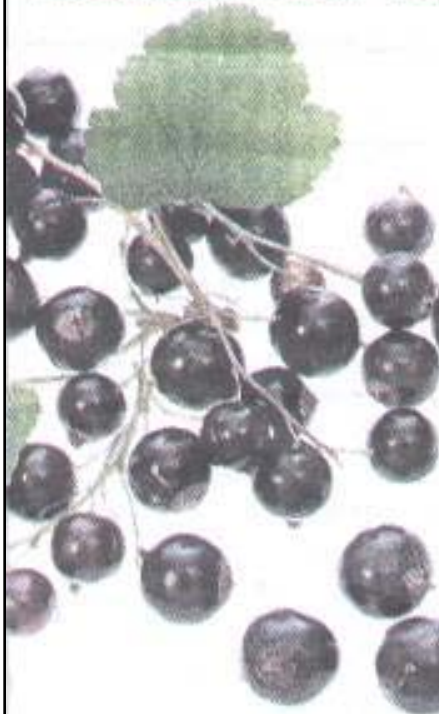
# The Superfruit Wheel





# THE TIMES

## Blackcurrant 'is top superfruit'



**DUNDEE** Blackcurrants have been hailed as the ultimate "superfruit" that can help to fight cancer, heart disease and Alzheimer's, according to a review of published research.

The British berry was judged to be more nutritious than many other fruits, including blueberries and goji berries. The analysis by the Scottish Crop Research Institute (SCRI) concluded that the blackcurrant contained more vitamins, minerals and antioxidants than 20 other fruits tested. Researchers said that compounds in the berry called anthocyanins can help to prevent a myriad of ailments, including MRSA infection and diabetes.

## 2007 RESULTS

- TOTAL CIRCULATION – 22 million
- 80 pieces of coverage
- AVE £1.5 million  
(Advertising Value Equivalent)
- PEV £4.5 million  
(Perceived Editorial Value)



## 2008



- A survey was undertaken to find out if the British public could identify a blackcurrant

- Radio interviews were co-ordinated with ITVs resident GP – Dr Chris Steele to announce the shocking results and discuss the “No 1 Superfruit findings

- Large amounts of radio coverage reached wide audience

- Blackcurrant “boost juices were created by a nutritionist – wide consumer press followed including features in many women’s titles.

- Blackcurrant Foundation participated in Ribena Harvestival road show



# 2008 RESULTS

- TOTAL CIRCULATION – 28 million
- 76 pieces of coverage
- AVE £165,737
- PEV £497,211



*Squeezing ahead: Blackcurrants*

IT must compete for space on supermarket shelves with exotic 'superfruits' from across the globe. But the home-grown blackcurrant is the healthiest of them all, say scientists.

A study of 20 fruits found that blackcurrants were the most nutritious. They also contained the highest levels of antioxidants - compounds with the ability to stave off illnesses including heart disease and cancer.

Dr Derek Stewart, of the Scottish Crop Research Institute, who carried out the study, said: 'The combined beneficial composition and impact in health-related studies mean that blackcurrants can claim to be the number one superfruit.'

Besides blackcurrants, Dr Stewart analysed apples, apricots, bananas, blackberries, blueberries, cherries, cranberries, grapefruit, grapes, lemons, mangoes, ome-

**Daily Mail**

The  
**Blackcurrant  
Foundation**



# delicious.

## health.

### TEA, COFFEE AND OTHER HOT DRINKS

Tea and coffee are virtually calorie-free: it's the milk and sugar that can make the difference. Milky, sweet lattes and cappuccinos can be calorie hazards, especially if topped up with cream or syrup. Herbal, green and fruit teas are the best options; hot chocolate is often the worst as it's tempting to swirl on the whipped cream.

● **One hot chocolate with cream** (based on Caffè Nero) contains 430 calories – the same as a chicken stir-fry made from 1 tbsp sunflower oil, 1 skinless chicken breast, 5 pork stir-fry veg, 1 tbsp reduced-salt soy sauce and a block of cooked noodles.

**ALCOHOL.** In large amounts, alcohol is bad for your health, but it also contains calories, so stick to no more than 2-3 units daily for women and 3-4 units for men. Menus can also add to the calories. Best options include single measures with a diet mixer for 50 calories. A large glass of wine contains around 130 calories, and a pint of ordinary strength lager or a bottle of almprep is around 200 calories. Cocktails are usually the worst calorie choice as they combine lots of alcohol with sugary juices.

● **One pine-melade** contains 280 calories – the same as 1 wholegrain bagel with a little low-fat soft cheese and a slice of smoked salmon with salad.

### EASY TO SWALLOW

It's easy for drinks to add to your daily calorie intake. Take this typical day...

**BREAKFAST:** 100ml shot of Activia Original probiotic drink = 72 calories  
**ON THE WAY TO WORK:** Starbucks Grande Skinny Latte = 163 calories  
**MID MORNING:** can of Coca-Cola = 139 calories

**LUNCH:** 250ml bottle of Tropicana Orange Juice = 108 calories  
**AT THE GYM:** 500ml Lucozade Sport = 145 calories

**DINNER:** large glass of white wine = 132 calories

**THROUGHOUT THE DAY:** 4 mugs of tea, each with 1 tsp sugar = 138 calories

**TOTAL:** 891 calories. That's almost half the recommended daily calories needed for a woman and more than a third for a man – enough to stop you losing almost 7kg in a week!



## SEASON'S EATINGS

There's so much in season just now that we couldn't resist drawing your attention to these two healthy winners...

At this time of year, globe artichokes in all their spiky glory are found in abundance at grocery stores and farmers' markets. Not only is this member of the thistle family delicious, it can't have multiple health benefits. The Roman philosopher Pliny was a big artichoke fan, hailing it as "food for the rich" because it was deemed to clean the blood and tackle the liver problems of wealthy Romans who had overdone their bacchanalian revelling.

And modern scientists now have proof that artichokes do indeed aid liver function and reduce blood cholesterol. They're high in fibre, potassium, calcium, iron, phosphorus and other trace elements – and only contain around 25 calories per globe artichoke.

The simplest and best way to prepare an artichoke is to boil it in water with salt a lesser until the leaves come away easily. Then drain and serve with a light vinaigrette.

Meanwhile, barely a week seems to pass without an exotic new "superfruit" being hailed as the latest health fad, but there's evidence to suggest that the humble harn-green Blackcurrant – which is in season now – is one of the healthiest fruits of all. The Scottish Crop Research Institute found that blackcurrants contain high levels of substances known as anthocyanins, powerful antioxidants which may have health benefits. They're fiddly to cook with, but the delicious, tart recommends Flaxy Berries Corral, a pure blackcurrant juice which is fantastically tasty and contains no additives or preservatives. It's available from Waitrose. For more info, visit [polyphenols.co.uk](http://polyphenols.co.uk).



### JOINT VENTURE

The agony of the UK's 400,000 rheumatoid arthritis sufferers could be eased by a herbal remedy made from rosehip berries, which has been used in medicine and cooking for centuries. German researchers found that patients reported a "significant improvement" in their condition – including less pain – after taking rosehip powder for six months in addition to their conventional drugs. Scientists want to do more tests to see if these vitamin C-rich berries can form the basis of a new drug.

# 2009

- Unique partnership with National School Partnership to reach a target audience of school children – 900 schools have taken up the offer. Competition element will achieve good publicity
- 4 health press releases throughout the year. Our first relating to Alzheimers has picked up 5 pieces of coverage
- New improved Blackcurrant Foundation website – refreshed and redesigned and further leaflets [www.blackcurrantfoundation.co.uk](http://www.blackcurrantfoundation.co.uk)
- TV appearances already guaranteed on "What to Eat Now" and Hairy Bikers – Celebrity Chefs
- Facebook/Twitter entries



Facebook | Blackcurrants - Windows Internet Explorer

http://www.facebook.com/#!/pages/blackcurrants/117300415803/what

Facebook | Blackcurrants

facebook Home Profile Friends Inbox Log In/Out Settings Log out Search

**Edit Page**  
Send an update to Fans  
A single page with an Admin  
+ More

Latest research has discovered that one fruit outshines the rest when it comes to health boosting benefits. **BLACKCURRANTS** is a the No. 1 Superfruit with high levels of antioxidants and flavanols. [www.blackcurrantfoundation.co.uk](http://www.blackcurrantfoundation.co.uk)

**Fans**  
Find 24 fans See all

Kate Harlow  
 Clare Wilkinson  
 Scott Kibbey  
 Neil Brennan  
 Gillian Cook  
 Louise Drenth

**Photos**  
1 photos See all

**Blackcurrants**

Wall Info Photos Discussions Events +

What's on your mind?  
  
**Share**

Blackcurrants Just fans Settings

**Blackcurrants** The Blackcurrant Foundation has created a Superfruit Index. You can select a fruit and compare its health benefits versus other fruits listed on the index.

**Superfruit**  
Search [www.superfruit.org](http://www.superfruit.org)

21 May at 12:00 · Comment · Like · Share

**Blackcurrants** 700,000 people in the UK suffer from dementia. Blackcurrants can help tackle the disease.

**Daily Express | Health: Why Blackcurrants can halt Alzheimer's**  
Search [www.express.co.uk](http://www.express.co.uk)  
Health | Why Blackcurrants can halt Alzheimer's - Diet, fitness, and life, health and food news

20 May at 12:00 · Comment · Like · Share

**Blackcurrants** High levels of anthocyanins in Blackcurrants help to combat Alzheimer's disease as well as cytotoxins other urinary tract infections.

**Superfruit or superfruit?** [www.co.uk](http://www.co.uk)  
Search [www.co.uk](http://www.co.uk)  
Diet: Lower blood pressure. An Italian study found eating 100g of dark chocolate each day for 10 days lowered blood pressure. They said an antioxidant called flavanol neutralised nasty free radicals. Dark Chocolate

20 May at 12:47 · Comment · Like · Share

**Blackcurrants** In recent research conducted by the SCRI (Scottish Crop Research Institute), Blackcurrants were heralded the Number 1 Superfruit for their outstanding health benefits.

21 May at 12:47 · Comment · Like

**Free Music From Vodafone**

June 5 is Free Music Friday. Download 8 great tracks for free and listen to them whenever and wherever you like. Find out more.

21 May at 12:00

**Untangle yourself from a phone line**

Get in style with 2014 free calls broadband for £15 a month for the first 6 months, no phone line required! Only from Virgin Media.

21 May at 12:00

**Limited time offer**

**Free Sky+ box**

£429, £399.99 gift card

Get a Free Sky+ box and a £25 Tesco gift card when you get Sky TV online. Hurry - code your free Sky+ box today!

21 May at 12:00

More Ads





From The Times

August 3, 2007

## Which berries will really benefit you?

'Super berries' are often hailed as a panacea. Amanda Unsell helps you sort out fact from fiction



No sooner have we grasped the health-protecting, skin-boosting, brain-empowering properties of one super berry than along comes another one, with seemingly superior 'superfruit' virtues.

And yet, to date, much of the research that 'reveals' their potential benefits has been carried out in laboratories and on animals, so their real benefits are just that, potential.

"It is possible to show charts and quote figures that reveal, for example, either blueberries or blackcurrants to have more superfruit virtues simply by testing a specific variety," says Stephen Taylor, a leading berry grower. "This is confusing and potentially misleading." So just exactly what can various berries really do for us? What we do know for sure is that berries share some universal nutritional properties.

They are low in calories. You can munch your way through a 200g bowl of strawberries for just 54 calories and the same size bowl of raspberries for 50. All are great too for vitamin C which we know is vital for immunity, the quality of our skin and our ability to absorb iron, needed for energy, from many foods.

Strawberries and raspberries give us more vitamin C than blackberries but less than blackcurrants. But all are very useful for this multifunctional nutrient, as well as for fibre and blood pressure-balancing potassium. So if you're served gooseberries, rubarbies, siberries or red-currants, then tuck in with gusto.

The fact that we may also derive added benefits from particular varieties should be seen as an added bonus rather than a reason to stick to one to the exclusion of others.

Berries often feature in folklore and usually there is some science to back it up. For example, RAF pilots were given bilberry jam in the Second World War to improve night vision. We now know this is probably down to the deep blue pigments of these berries which help human beings to make "visual purple", needed to see in dim light, while also strengthening tiny blood vessels in the eyes to improve circulation.

Native Americans and Nordic peoples have a long tradition of using berries to treat diarrhoea. It seems, from laboratory experiments, that certain so-called polyphenol compounds in berries do inhibit the growth of harmful bacteria found in our

## 2009 RESULTS

- Total circulation – 37 million
- 16 pieces of coverage (target 30)
- AVE £150,000
- PEV £444,420



**HELLO!**

## TOTAL RESULTS since inception

- Reader /Viewer Circulation: Approx 210 million
- 250 + pieces of coverage across all the media from National TV and Radio; Local TV and Radio; National Newspapers; Consumer Press; Trade and Business Press; on-line/website activity
- TOTAL AVE: £2 million +
- TOTAL PEV: £6 million +



# BLACKCURRANT FOUNDATION FUNDING

A levy is raised from all UK growers who commit a proportion of their income at a prescribed yearly rate.

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>TOTAL</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Total Cost</b>	<b>81000</b>	<b>64000</b>	<b>85000</b>	<b>93000</b>	<b>85000</b>	<b>408000</b>
<u>In detail:</u>						
PR	49000	42000	56000	57000	65000	<b>269000</b>
Website	31000	10000	6000	8000	10000	<b>65000</b>
Marketing Consult			10000	10000	10000	<b>30000</b>
Publicity Material	1000	4000	13000	16000	10000	<b>44000</b>





## The berry that is so very good

THE humble British blackcurrant is the ultimate superfood which can help fight cancer, heart disease and Alzheimer's, new findings show.

The currant is far more nutritious than more exotic fruits like goji berries and blueberries, say scientists. Research has found the blackcurrant contains greater levels of vitamins, minerals and antioxidants than 20 other fruits tested. Crucially, the amount of antioxidants, among which are the compounds called anthocyanins, means that eating blackcurrants can help prevent cancer, Alzheimer's, heart disease, eye strain, MRSA and diabetes among other ailments.

The study measured the levels of antioxidants and the nutritional value.

Dr Derek Stewart, head of the quality, health and nutrition programme at the Scottish Crop Research Institute, said: "It is clear from a quick overview that those with a deep purple or red colour perform particularly well, the darker the fruit the higher the antioxidant content."

As well as blackcurrants, researchers analysed apples, apricots, bananas, blackberries, blueberries, cherries, cranberries, grapefruit, grapes, lemons, mangoes, melons, oranges, passion fruit, peaches, pears, pomegranate, raspberries and strawberries.



## FAQs

Have we sold more blackcurrants?

- We know more than 3000 tonnes of berries were used in the UK last year, supplied from inside and outside the UK. We are redeveloping our infrastructure in the UK with processors developing new plants for juicing and fruit production. Blackcurrant juice/squash sales have remained stable in a difficult market.

Has it made a difference to public perception?

- The PR campaign was assessed as the **No 1** campaign by an independent media evaluation and benchmarking agency - Metrica

W

This g...  
energ...  
black...  
smoo...  
natur...  
energ...  
nearl...  
cent...  
of vit...  
cocon...  
a litt...  
helps...  
the na...  
releas...  
syste...  
longe...  
Ty dr...  
er ha...  
go to...  
more...  
tasty...

+0  
+1  
+2  
+3  
+4  
+5  
+6  
+7  
+8  
+9  
+10  
+11  
+12  
+13  
+14  
+15  
+16  
+17  
+18  
+19  
+20  
+21  
+22  
+23  
+24  
+25  
+26  
+27  
+28  
+29  
+30  
+31  
+32  
+33  
+34  
+35  
+36  
+37  
+38  
+39  
+40  
+41  
+42  
+43  
+44  
+45  
+46  
+47  
+48  
+49  
+50  
+51  
+52  
+53  
+54  
+55  
+56  
+57  
+58  
+59  
+60  
+61  
+62  
+63  
+64  
+65  
+66  
+67  
+68  
+69  
+70  
+71  
+72  
+73  
+74  
+75  
+76  
+77  
+78  
+79  
+80  
+81  
+82  
+83  
+84  
+85  
+86  
+87  
+88  
+89  
+90  
+91  
+92  
+93  
+94  
+95  
+96  
+97  
+98  
+99  
+100

Superfood of the week: **Blackcurrant**  
This is the healthiest of all fruits. It has the most antioxidants and can ward off heart disease, cancer and diabetes. A small portion (80g) contains 10 times your daily vitamin C needs. Eat once a week.



## Healthy bites

It's time to sample some tasty raw treats, says Joanna Knight

NEW THIS MONTH

A peach and berry smoothie is lighter on the stomach, perfect for hot sunny days. Recipe: Peach, Raspberry & Orange. [www.bbc.co.uk/1/health/2012/07/120712\\_healthy\\_smoothies.shtml](http://www.bbc.co.uk/1/health/2012/07/120712_healthy_smoothies.shtml)



For a quick snack, try a bag of 'Fruit & Veg' crisps. They're made from real fruit and veg, so they're a healthy alternative to potato crisps. Recipe: [www.bbc.co.uk/1/health/2012/07/120712\\_healthy\\_crisps.shtml](http://www.bbc.co.uk/1/health/2012/07/120712_healthy_crisps.shtml)



With over 100 different varieties, you can choose from a wide range of flavours. Recipe: [www.bbc.co.uk/1/health/2012/07/120712\\_healthy\\_crisps.shtml](http://www.bbc.co.uk/1/health/2012/07/120712_healthy_crisps.shtml)



With over 100 different varieties, you can choose from a wide range of flavours. Recipe: [www.bbc.co.uk/1/health/2012/07/120712\\_healthy\\_crisps.shtml](http://www.bbc.co.uk/1/health/2012/07/120712_healthy_crisps.shtml)



WE LOVE

Blackcurrants: rich in antioxidants, they're a great source of vitamin C and fibre. They're also low in calories and fat.

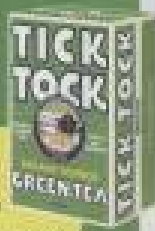
## Green tea

Full of antioxidants, it's a healthy choice for the summer months.



You'll love Green Guardian tea. It's a great choice for the summer months. It's low in calories and fat, and it's a good source of antioxidants.

Green Guardian tea is a great choice for the summer months. It's low in calories and fat, and it's a good source of antioxidants.



TICK TOCK Green Tea is a great choice for the summer months. It's low in calories and fat, and it's a good source of antioxidants.



Green Guardian tea is a great choice for the summer months. It's low in calories and fat, and it's a good source of antioxidants.



## Tasty seasonal



Blackcurrant Pavlova...  
Blackcurrant Sorbet...  
Blackcurrant Crumble...

Blackcurrant...  
Blackcurrant...  
Blackcurrant...

Blackcurrant Pavlova and Sorbet. The average cost is around £2 to £3.

Blackcurrant Foundation

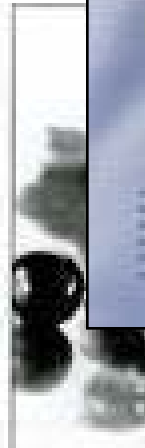
# NUTRITION

Make your salads even better

PROUD (and TONGUE)

**'S**  
**h**  
**A**

But how much is it? Let's look at what's in the berries. For the 100g (3.5oz) portion, you'll get 100 calories, 20g of carbs, 1g of protein, and 1g of fat. The berries are a good source of fiber, too, with 3g per 100g. They're also a good source of antioxidants, which can help protect your cells from damage. And they're a good source of vitamins, too. For example, they're a good source of vitamin C, which can help boost your immune system.



The humble black currant

## The family jewels

When journalists searched for fruit gems, they looked in Britain's fields

By Jane Burt Foster and Peter Dinkley

Illustration by David Roberts



Blackcurrants are a good source of antioxidants, which can help protect your cells from damage.

### FOODFACTS

## 'Super fruits' don't have to be exotic

As the summer season approaches, superfruit will be marketed in grocery stores and health food stores. But how do you tell what's a superfruit and what's not? Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

The research has been conducted by Dr David Hooper, director of the British Crop Research Institute (BCRI). The research shows that many of the so-called superfruits are not as healthy as they seem. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

The research group has spent the past few months looking at the nutritional value of a number of superfruits. The research shows that many of the so-called superfruits are not as healthy as they seem. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

### Diet tips to combat depression

FEELING down? Here are some tips to help you feel better. Diet is a big factor in how you feel. Eating a healthy diet can help improve your mood. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

Dr Andrew McCulloch, Chief Executive of the Mental Health Foundation, says: "The healthy eating and lifestyle advice is a good and easy guide to anyone willing to read it before their mental well-being through their diet."

For more information visit [www.mentalhealth.org.uk](http://www.mentalhealth.org.uk) or call 0800 888 5633



The humble blackcurrant - research shows it is a 'super fruit' with more to offer than many a more exotic fruit.

"This is a really exciting time for research into superfruits. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

### Anti-oxidants

The humble blackcurrant has high levels of antioxidants, which can help protect your cells from damage. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

Research from the last few years has found that these antioxidants, along with other compounds, can help to prevent Alzheimer's, heart disease and other major health problems. Labels often claim that the superfruit is the way to health benefits, but the reality is that many of the so-called superfruits are not as healthy as they seem.

For more information or to report a superfruit scam, visit [www.mentalhealth.org.uk](http://www.mentalhealth.org.uk)

## Watching

*A Prairie Home Companion*

£15.00. Will a new parking lot force the closure of a much-loved theatre? DVD stars Woody

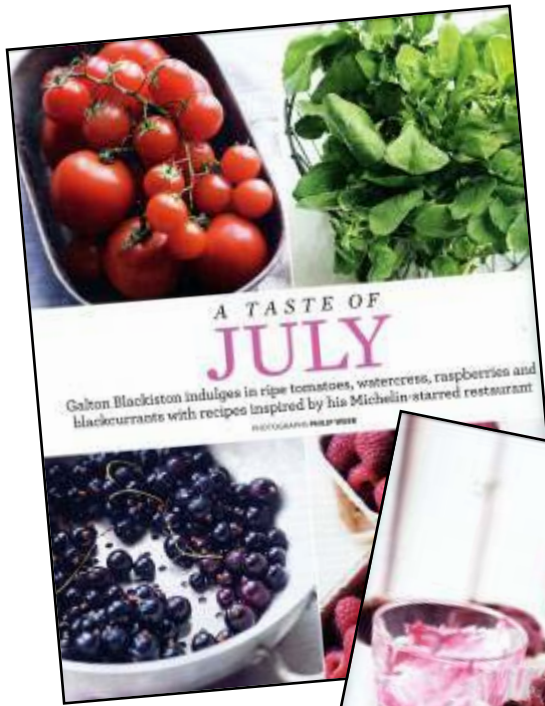
Harrison, Meryl Streep and



# News bulletin.

of blue  
berries - the  
fruit for fighting  
disease and  
the blackcurrant  
Crop Institute  
has more  
vitamins and  
20 other fruits  
ing the previous  
blueberry.





## A TASTE OF JULY

Colton Blackiston indulges in ripe tomatoes, watercress, raspberries and blackcurrants with recipes inspired by his Michelin-starred restaurant

PHOTOGRAPHS BY NICKY WISE



# ANY QUESTIONS?