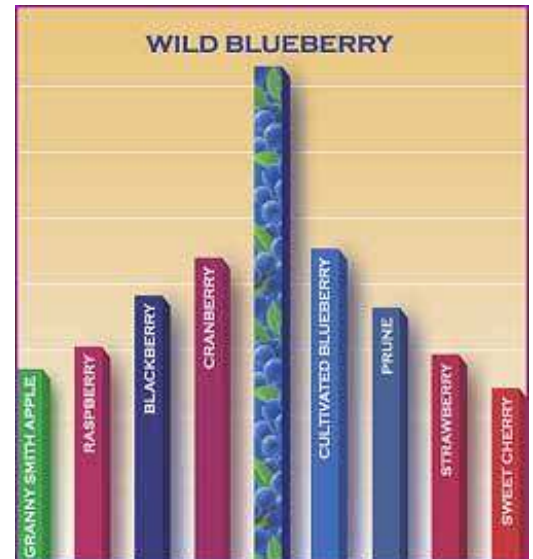




Dave Sangster with a rake of wild blueberries STEVE HARDER PHOTO



TOTAL ANTIOXIDANT CAPACITY

PER USDA SERVING SIZE

Source: www.wildblueberries.com

Wild, blue, healthy, and uniquely Eastern

You won't find wild blueberries in western or southern North America, Europe, South America or Asia.

The distinctive blue fruit is only grown commercially in "a small corner of eastern North America," says Dave Sangster, executive director of the Wild Blueberry Producers Association of Nova Scotia. The harvesting range of the wild blueberry – Nova Scotia's provincial berry – is limited to Atlantic Canada, Quebec and Maine.

Health benefits, however, are abundant. As shown in the chart above, wild blueberries are the top source of antioxidants among fresh fruits. Wild blueberries are also a source of dietary fibre and vitamin C. They are cholesterol-free and very low in fats and saturates. All this and only about 80 calories per cup.

Nova Scotia annually produces over 35 million pounds of wild blueberries, helping to make the wild blueberry the top Canadian fruit crop in export sales. The fruit is quick-frozen and shipped to Japan, Germany, the U.S., U.K. and other countries.

WILD BLUEBERRY PRODUCERS ASSOCIATION OF NOVA SCOTIA Dave Sangster, *Executive Director*

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The processed value of the wild blueberry crop provincially is in excess of \$70 million. "In today's agricultural world, it is one of the bright spots in Nova Scotia," said Sangster.

Nova Scotia is also one of the world leaders in wild blueberry research and technology. For example, the mechanical harvester was developed here.

All this began from small blue berries – in the wild.