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WILD BLUEBERRY ASSOCIATION OF NORTH AMERICA LAUNCHES LEADING ONLINE DATABASE OF BERRY RESEARCH

Portland, Maine – The Wild Blueberry Association of North America has developed one of the world's most comprehensive blueberry research resources for scientists, researchers and other professionals.

The Wild Blueberry Research Library (www.wildblueberries.com/researchdatabase) is an easy-to-use, searchable online database of blueberry health research, a subject that has grown rapidly as scientists learn more about the potential health benefits of this fruit. In the past 15 years, the number of studies published annually has grown from a handful to over 100.

“Wild Blueberries are one of the world's most researched fruits, because the more researchers learn about Wild Blueberries and their potential health benefits, the more they want to know,” said Susan Davis, MS, RD, nutrition advisor to the Wild Blueberry Association of North America.

Research has established that Wild Blueberries deliver many potential benefits because of their uniquely broad mixture of phytonutrient compounds. In addition, they are an antioxidant leader, have a low glycemic index, are rich in nutrients, high in fiber, and are gluten free.

Active areas of blueberry or wild blueberry health research include brain health and cognitive function, diabetes, metabolic syndrome, cardiovascular disease, cancer and more.

“The Wild Blueberry Research Library catalogs this data in one place,” Davis noted. “It's a tremendous tool for researchers, educators, journalists, physicians and students.”

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Studies in the Wild Blueberry Research Library are grouped into searchable research categories. Major categories include clinical trials, aging, antioxidants, brain health/cognition, cardiovascular/hypertension/stroke and phytochemical composition.

The Wild Blueberry Research Library made its debut at the recent Food for Your Whole Life™ Health Symposium in New York before a gathering of leading nutritionists, researchers and health experts.

About the Wild Blueberry Association of North America (www.wildblueberries.com)

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from Maine and Canada, 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.wildblueberries.com, www.wildblueberryhealthblog.com, and follow www.facebook.com/wildblueberries and www.twitter.com/WildBBerries4U.

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