

RASPBERRY / BLACKBERRY CONFERENCE

2/26/2015

Berry Health Message

What is it for Blackberries/Raspberries?

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How do we get Consumers, Chefs, Food Writers and Foodies to choose our berries?

1. Facilitate health related research on blackberries and raspberries





Blackberry /
Raspberry
Health
Research

Categories for Blackberry and Black Raspberry Manuscript Database

General

Clinical Trials in human subjects

Specific Topics

Absorption/Metabolism of Polyphenolics

Anti-bacterial/Fungal

Antioxidant

BrainHealth/Cognition

Cancer

Cardiovascular/Hypertension/Stroke

Diabetes/Prediabetes/Insulin Sensitivity

Gut Health

Immune Function

Inflammation

Metabolic Syndrome (Diabetes, Inflammation, Hypertension, etc)

Miscellaneous. -no specific classification

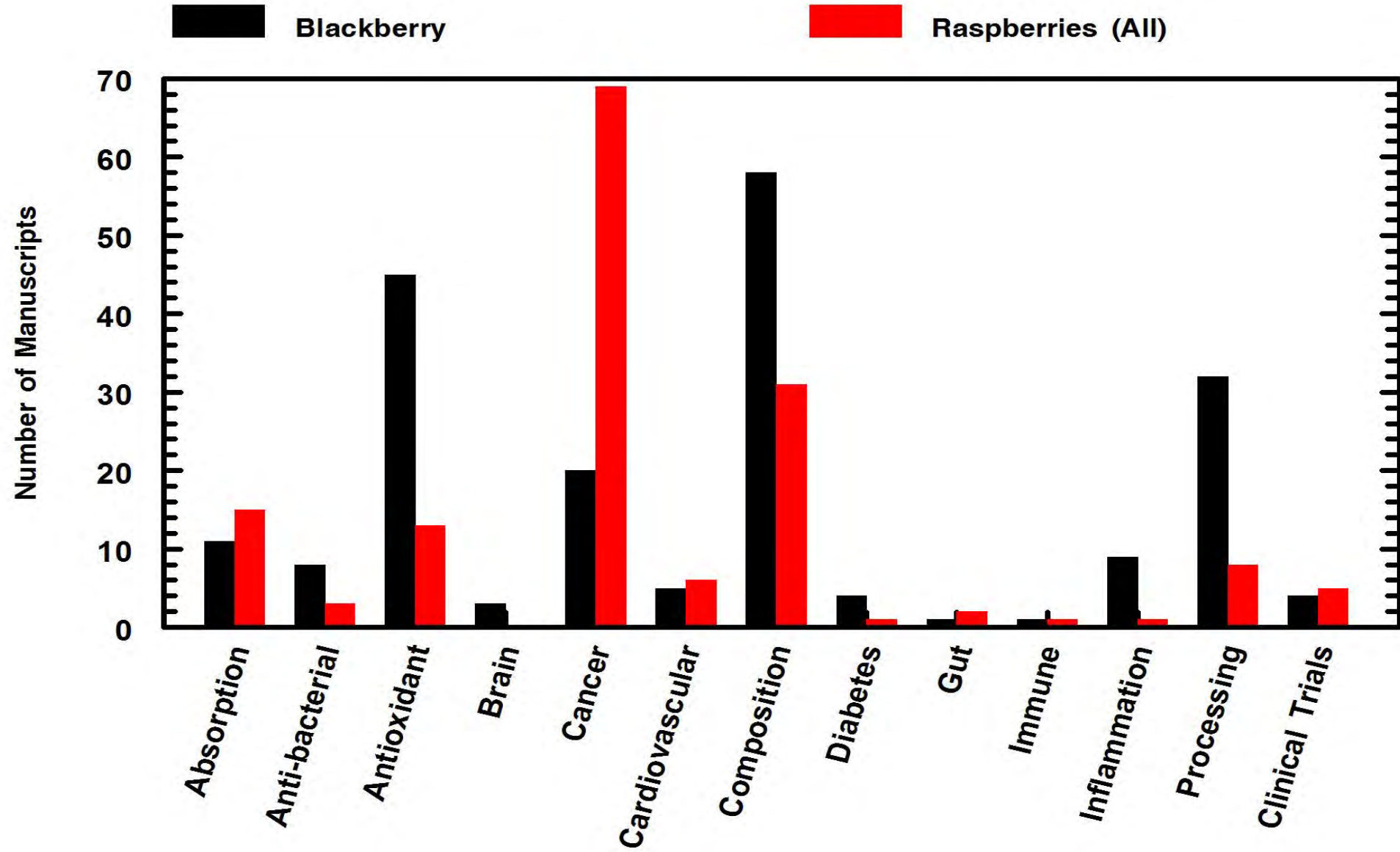
Phytochemical Composition -(Anthocyanins, Polyphenolics, Proanthocyanidins, Flavonoids, Ellagitannins, phenolic acids, etc)

Processing - (Effects of processing on polyphenolic composition that might effect health outcomes)



Number of Manuscripts Published by Research Area

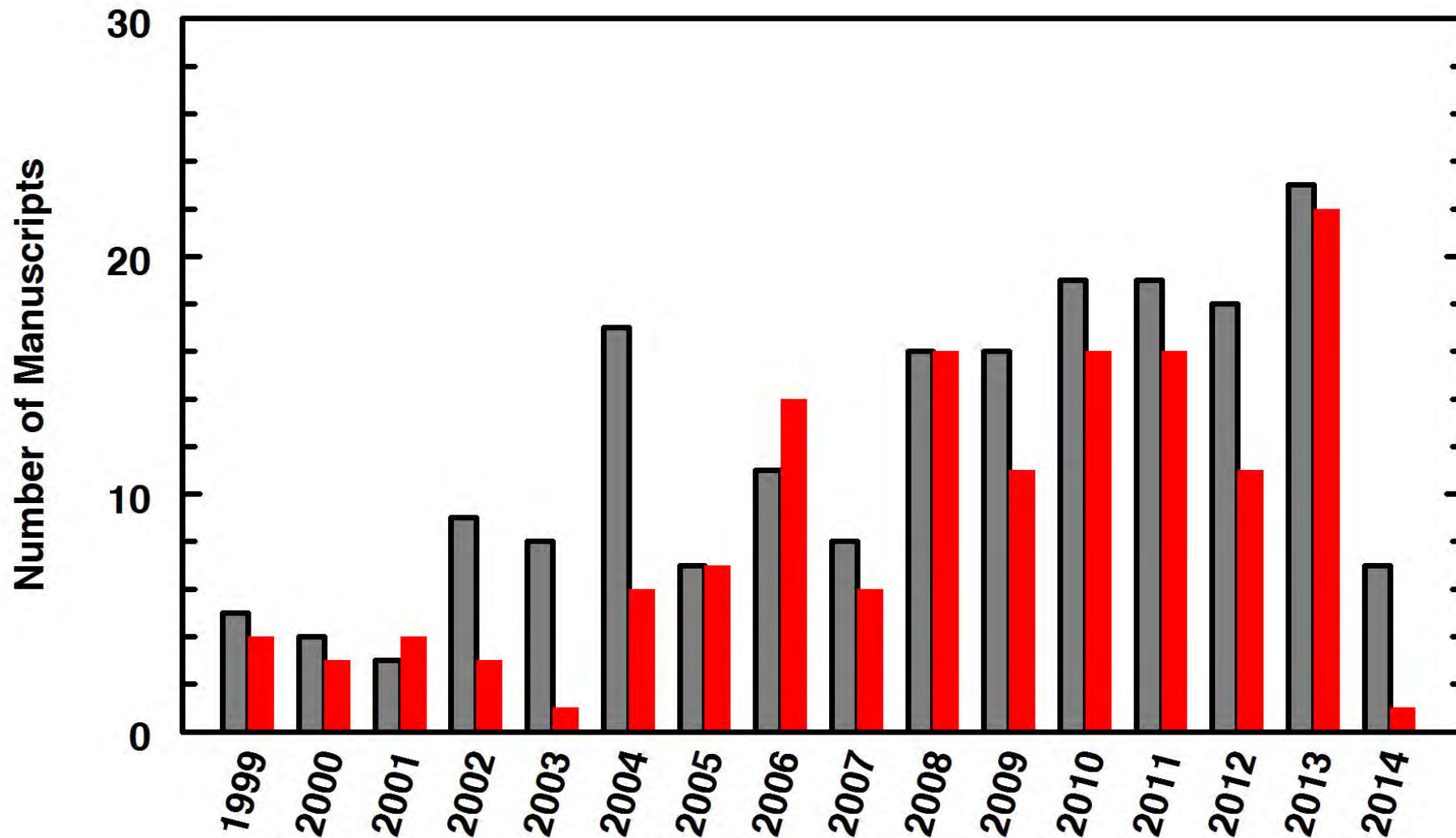
Period: 1999 - 2014



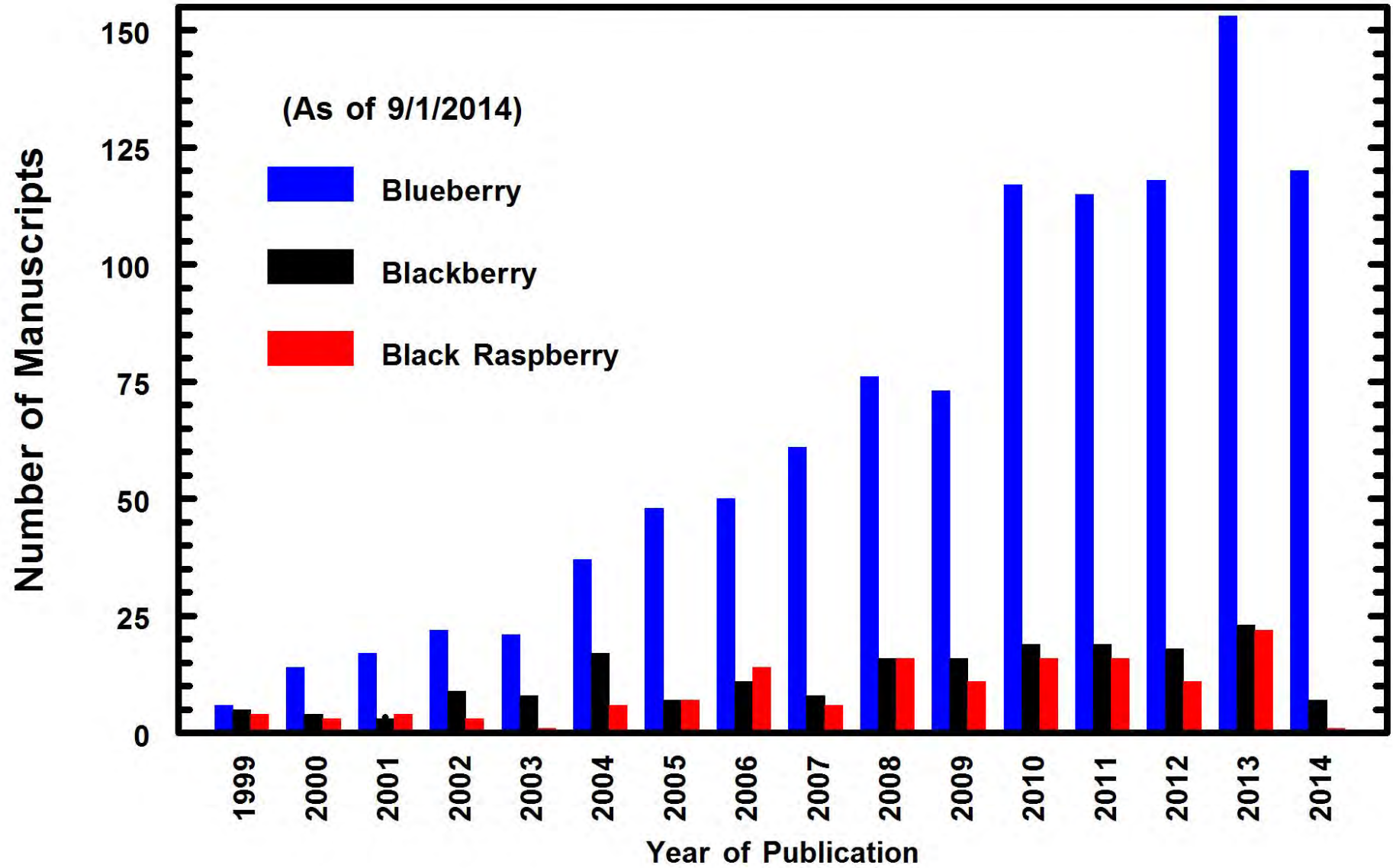


Health Related Manuscripts Published

Blackberry Raspberry (All)



Health Related Research Publications



Timeline of Developments - ANTIOXIDANTS & HEALTH

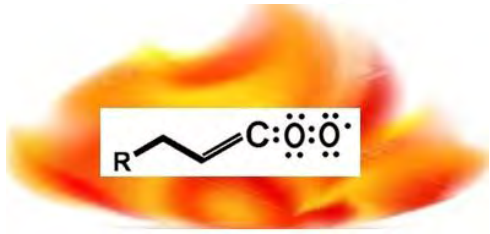
- 1993 - Term ORAC first used relative to method of antioxidant capacity assessment
- 1995 - ORAC method automated
- 1996 - First published work on antioxidant capacity of fruits and vegetables
- 1997 – First WBANA Health Research Summit, Bar Harbor, ME
- 1999 – ORAC method published for use in tissues samples
- 2000 –
- 2001 – Method revised: fluorescein used as fluorescent probe
- 2004 – Expanded ORAC data of F&V published using new ORAC_{FL} method
- 2007 - Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 1 –
USDA Nutrient Data Lab and Arkansas Children’s Nutrition Center
- **1st International Berry Health Symposium**
- 2009 - Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 2 –
USDA Nutrient Data Lab and ACNC
- 2010 – Internet hits of search for ‘ORAC method’ – 777,000
- 2012 - Blueberries and Health Research Database Developed



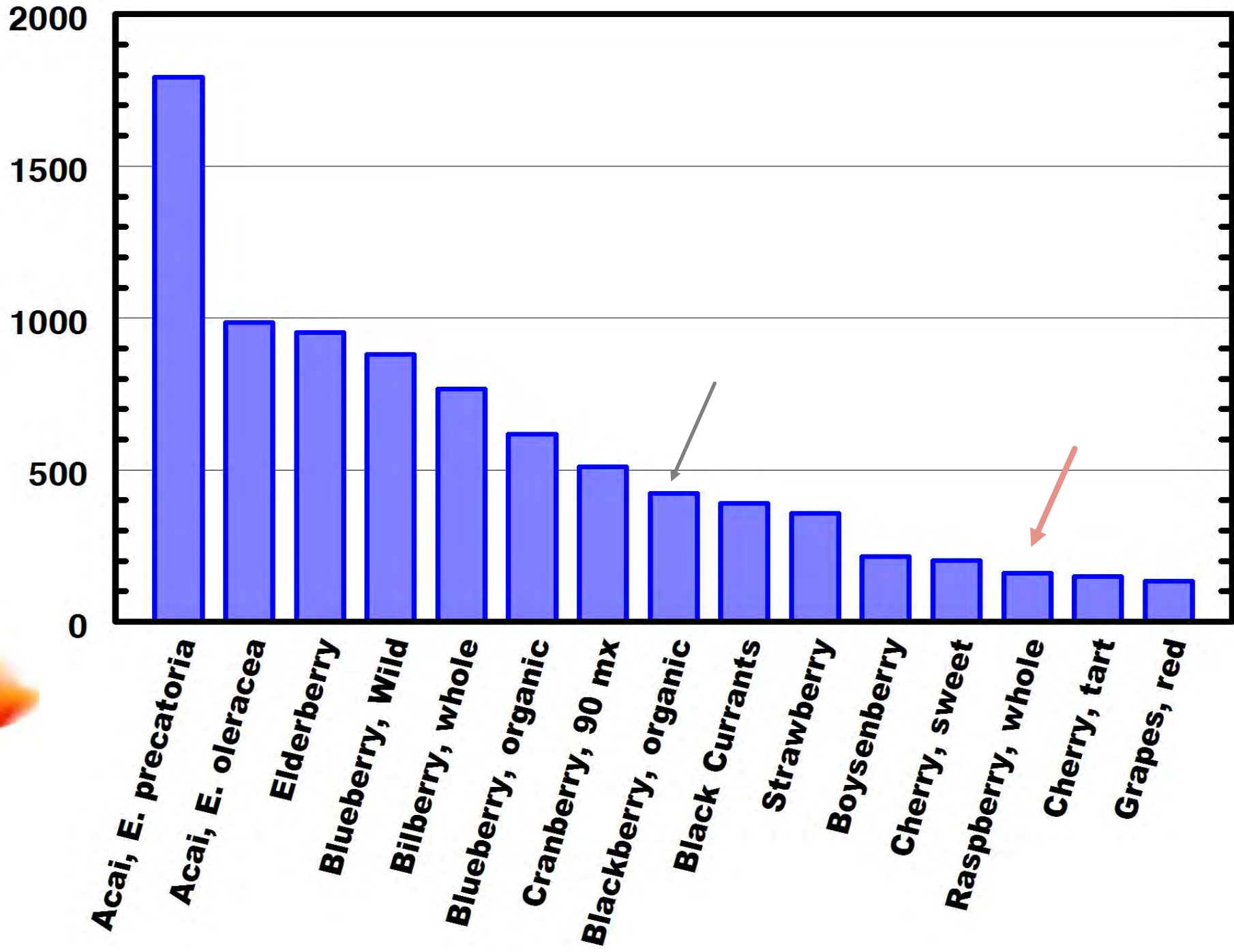
How do we get Consumers, Chefs, Food Writers and Foodies to choose our berries?

1. Facilitate health related research on blackberries and raspberries
2. Develop a “Health” message



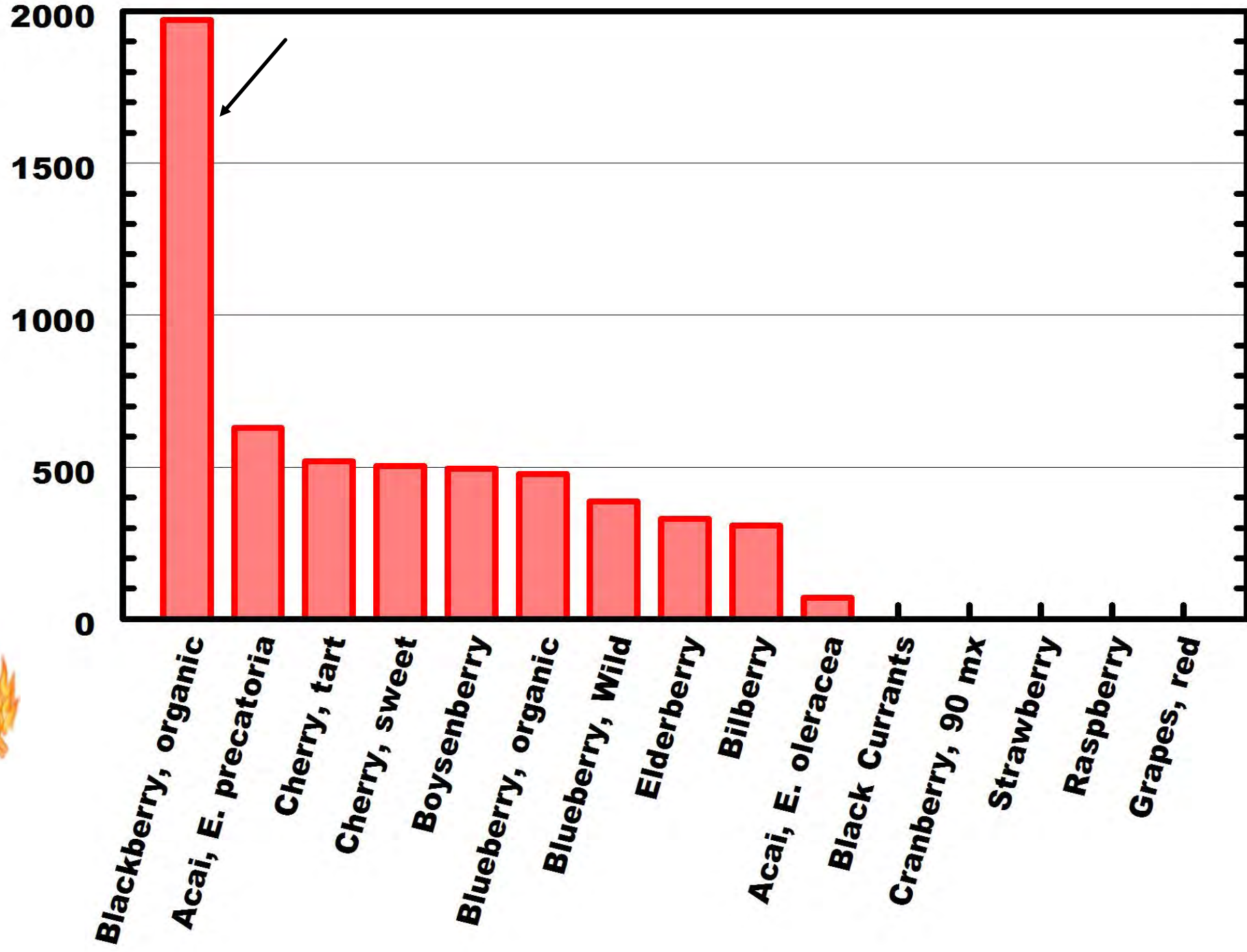


ORAC (peroxyl) ($\mu\text{moles TE/g DM}$)





ORAC (Singlet O₂) (μmoles TE/g DM)



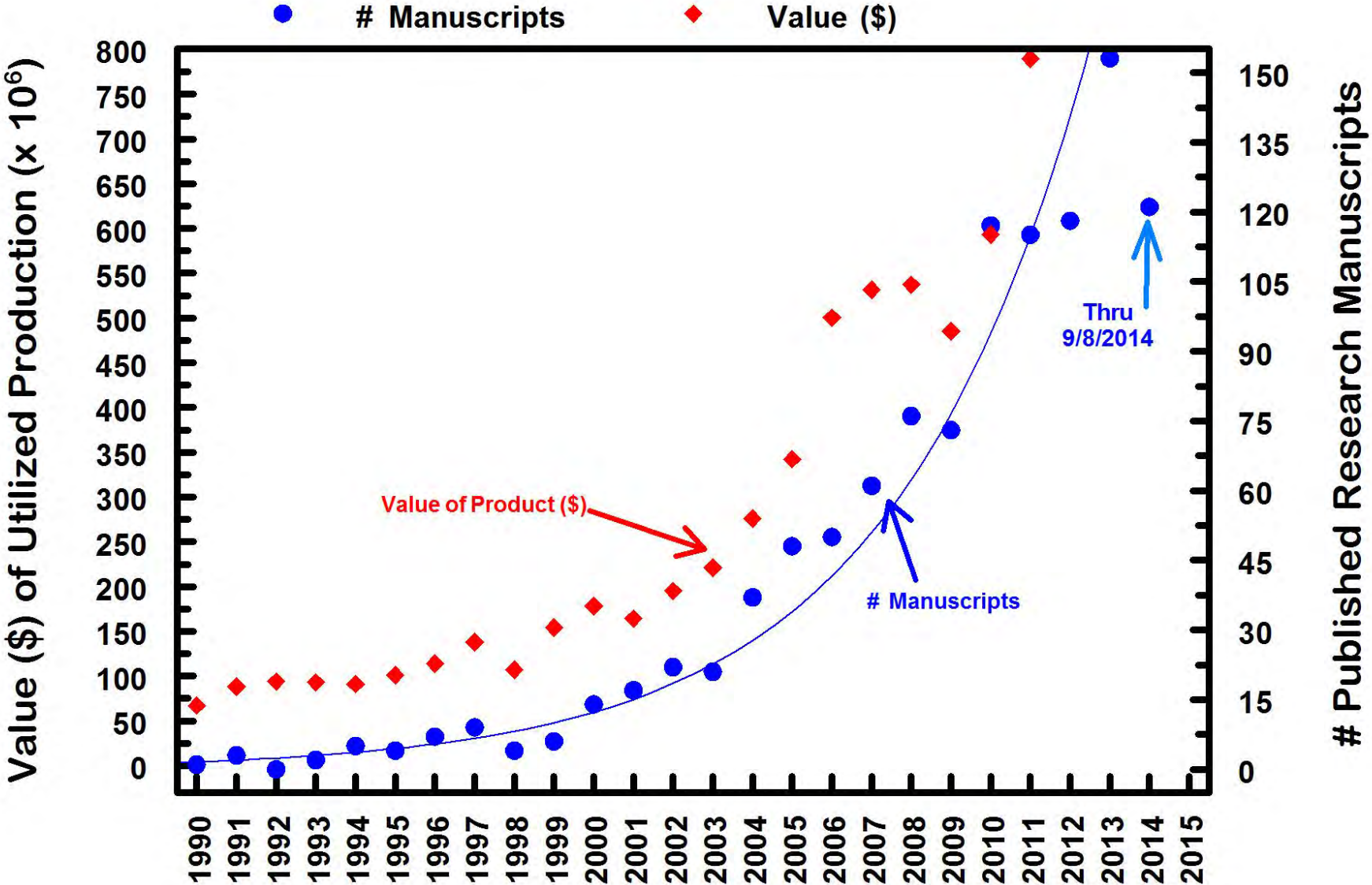


How do we get Consumers, Chefs, Food Writers and Foodies to choose our berries?

1. Facilitate health related research on blackberries and raspberries
2. Develop a “Health” message
3. **Communicate “Health” message to consumers**



RESULTS FROM EFFECTIVE COMMUNICATION





How do we get Consumers, Chefs, Food Writers and Foodies to choose our berries?

1. Facilitate health related research on blackberries and raspberries
2. Develop a “Health” message
3. Communicate “Health” message to consumers
4. **Develop applications, recipes, etc for berries**





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