

### Berry Scotland Club Launched

In an effort to encourage more Scots to head for their local fruit farms and farmshops, Berry Scotland have launched a club for Scottish businesses growing, producing and retailing Scottish fruit and derivative products. Members enjoy access to a variety of promotional materials, including leaflets, stickers and postcards. The scheme means that growers and retailers can offer information about their berries and recipe ideas at the point of sale as well as stickers and colouring sheets to keep children occupied!

As always we offer a free website listing for any berry grower or related business, however Berry Scotland Members now receive an enhanced listing, highlighting to customers the leaflets available at from these businesses.

If you are interested in becoming a member of Berry Scotland, please call 01382 496447 or e-mail [info@berryscotland.com](mailto:info@berryscotland.com) and we will post out a sample pack of materials and an application form.



### Last paper edition as we move over to E-News

As more and more requests are being received for an electronic newsletter, Berry Scotland has decided to replace our newsletter with an electronic version. The new version will also decrease paper use and avoid the high costs of printing and posting the newsletter.

As this will be the last postal

version, it is important that you send us your e-mail address so you can continue to receive this document. Please e-mail your details to: [info@berryscotland.com](mailto:info@berryscotland.com)

If you do not have an e-mail address, we are happy to continue to send a postal version but please get in touch on **01382 496447** to arrange this.

### Raspberry Bike Ride

The health benefits of berries are well-known but the British Heart Foundation are taking things a step further with a Raspberry Ride through Perthshire berry country on Saturday 13th August. The cycle is suitable for the whole family and costs £7 per person or £14 for a family of 4.

Cyclists can also raise money for the British Heart Foundation by getting friends and family to sponsor them. Forms and further information available from Evie Johnston, **(t) 0131 555 5891**  
**(e) [johnstone@bhf.org.uk](mailto:johnstone@bhf.org.uk)**

### Does your business grow or use berries?

If so then you may be interested in an event which is taking place later on in the year. The event will provide an opportunity for berry growers to learn about accessing local markets for their fruit and will also be of interest to restaurants, shops, schools and other businesses with an interest in sourcing local produce. For further information, get in touch with Berry Scotland, 01382 496447 who will pass your details on to the organisers.

### SCRI Event - 14th July 2005

The Scottish Society for Crop Research and the Scottish Crop Research Institute are hosting an event to industry-showcase not only the fruit in the field but seminars on current and future concerns for the soft fruit industry. **Fruit for the Future** will be held at the Scottish Crop Research Institute on Thursday 14th July 2005 from 1.30pm - 6.00pm with both organised tours of the fruit trials and an opportunity to talk, at length, to the research staff involved.

Speakers have been invited to talk on topical issues in fruit husbandry around the theme of **'Maintaining the supply chain'**. You will be guided by experts through the field trials and have the opportunity to taste the fruit.

For further details regarding this exciting event contact Sarah Stephens, [S.Stephens@scri.sari.ac.uk](mailto:S.Stephens@scri.sari.ac.uk) Phone: 01382 560000.

## Berries on the menu

This years "Berries on the menu" week is bigger than ever, with almost 8000 punnets of strawberries being served up to primary and secondary pupils in Angus, Dundee, Perth, Fife, Stirling and Falkirk. Berries have all been sourced locally, sometimes within just a mile of the school and the fruit will be served during the w/c 20th June.

There has been wide interest in this year's event, with Shiona Baird MSP even putting forward a motion praising the initiative. The popularity of the much-loved "Berry Days" is growing, a great example of how healthy food can be enjoyed by children. This year's fruit has come from Abbey Fruit, Thomas Thomson (Blairgowrie)Ltd, Stewarts of Tayside, and Allanhill Farm.

## Berry Festivals aplenty

This July is packed with Berry and Fruit festivals, offering Scottish growers and retailers a fantastic opportunity to promote their local produce to the public. The Cupar Fruit Festival is running from the 4th to the 9th of July, with a wide range of promotions being offered by local businesses as well as the main "Strawberries in the Park" event and a fruit pie competition on Saturday 9th July. Find out more at [www.cuparfruitfestival.org.uk](http://www.cuparfruitfestival.org.uk)

Over in Perthshire, berries will also be celebrated in style at a series of berry markets across the region during July. Starting as part of Perth Farmers' Market on the 2nd, the festival will then go on the road, visiting Aberfeldy (9th July), Kinross (16th July), Blairgowrie (23rd July) and Crieff (30th July). Fruit from locals growers will be on offer, alongside juices, wines and other products made from the fruit. Kids from the area will get an extra special treat in the form of a voucher to redeem against a portion of berries! Any companies wishing to attend should contact the organisers on 01738 563260.

Find out more at:

[www.perthfarmersmarket.co.uk/berryfestival.htm](http://www.perthfarmersmarket.co.uk/berryfestival.htm)



Saltire Fruits Ltd

## Research Update

Many foods have been traditionally linked with good health and whether these are officially acknowledged as superfoods or discounted as old wives tales often comes down to a commitment to research and the availability of appropriate funding. Here we are looking at two examples of so called superfoods – one of which, the cranberry, has now been subject to strong research to prove its benefits, whereas research relating to the blueberry is still in its infancy.



**Cranberries** have been associated with urinary tract health for more than a century now, although up until a few years ago there had been few studies to provide evidence of a clear scientific link. Since then, several well-designed clinical trials have taken place in Canada and Finland which have confirmed that cranberries can be beneficial in preventing Urinary Tract Infections.

It is believed than cranberries are so efficient at preventing UTIs due to chemicals called proanthocyanidins which are found in the fruit. These prevent the bacteria that cause UTIs from sticking to the

bladder and so the bacteria are "flushed out" rather than sticking, multiplying and causes an infection. The key to success is ongoing consumption – there is little evidence that cranberries can treat

an infection, but they can certainly go some way to prevent one.

**Blueberries** on the other hand have some way to go before their health benefits are officially recognised. Some US studies have shown potential for blueberries in the prevention of Alzheimer's, but these were rat-based studies and few human trials have taken place to substantiate these claims. As always, the possibility of taking these trials to the next level is mainly dictated by the funding available but hopefully in the next few years some concrete evidence of their health benefits will emerge.

So where does this leave the our native fruit? Packed with antioxidants, vitamins and fibre, we know that all berries can benefit health. And the best way to benefit is to mix and match - strawberries for vitamin C, rasps for fibre and ellagic acid and blackcurrants for other phytochemicals.

### THE BOARD

The Berry Scotland board comprises berry-related experts from a variety of backgrounds: **Professor Annie Anderson**, Centre for Public Health Nutrition Research, University of Dundee; **Professor Mike Lean**, Human Nutrition Department, University of Glasgow; **Andrew Logan**, Grower; **Ronnie McNicol**, Breeder (Redeva); **Ewan Pate**, Grower (Saltire Fruits); **Anne Thomson**, Marketing Consultant (Gallagher Associates) and Processor (Ella Drinks Ltd).



**Contact us** at: Berry Scotland Programme, Centre for Public Health Nutrition Research, Department of Medicine, University of Dundee, Ninewells Hospital, Dundee DD1 9SY. **Tel:** 01382 496447. **Fax:** 01382 496452. **Email:** [c.patterson@dundee.ac.uk](mailto:c.patterson@dundee.ac.uk)

[www.berryscotland.com](http://www.berryscotland.com)