

Wild Blueberry Health News



Summer 2008 ♦ Vol.1

NATURE'S ANTIOXIDANT SUPERFRUIT™

Welcome to the first edition of our online newsletter. Here you'll find the latest information on Wild Blueberry health research, fun and easy recipes plus an interview with noted pediatrician James Sears, M.D., author of *The Healthiest Kid in the Neighborhood*. Dr. Sears offers tips on how to get your kids to eat more healthy foods — like Wild Blueberries.

Brain berries — Dr. Sears talks about Wild Blueberries, happy food and healthy kids

Seems like Wild Blueberries are on everybody's top-10 list of superfoods — and for good reason. Packed with antioxidants, Wild Blueberries are good for the brain, help fight disease and taste great. No wonder they're high on Dr. James Sears' healthy shopping list. Dr. Sears is a practicing pediatrician known for his contribution to improving the health, nutrition and child-rearing practices of families throughout the country. Below is an excerpt from our recent [interview](#).



Dr. James Sears

The Sears family is responsible for coining the term “grow foods.” How does the idea of grow foods help our kids get excited about healthy eating?

Kids like that because most kids want to grow. I also call a lot of healthy foods “fast running foods” or “pretty hair foods.” It can get hard to argue with a preschooler when you say, “We're only going to eat healthy foods,” or “You're not going to eat junk foods.” I just say — hey, is that a grow food or not? It usually helps the child understand.

[Want to learn more about Wild Blueberries? Click here to read more.](#)

KID Favorites FOR SUMMER!



WILD BLUEBERRY CREAMSICLE

[Wild Blueberry Creamsicle Recipe >](#)
[More — New Summer Recipes >](#)

Breakfast

BERRIES



Wake Up to Wild Blueberry Mornings

Wild Blueberries are harvested in

What is it about wild blueberries that prompted you to give them a top slot on your healthy foods list?

A couple of years ago I got interested in blueberries and I went to Google and I put in “blueberries,” “brains,” and “rats.” I read the studies done on the brains of blueberry eaters and non-blueberry eaters, and they show how much quicker the blueberry-eating rats would get through the maze, and the higher level of regenerating cells in their brains. These were things that I would really, really like to have for myself. Since we ’ re getting older, having a brain that ’ s regenerating is something I definitely want.

*Read the [full interview](#) with Dr. Jim Sears. You ’ ll also find Dr. Sears’ healthy shopping list, his Wild Blueberry Smoothie Recipe, and the latest information about his new TV show, *The Doctors*, currently in development.*

the fields and barrens of Maine and Canada in late July and August. Fortunately, you don’t have to wait for the harvest to enjoy the bounty. Because most of the crop is flash frozen to preserve freshness, you can purchase Frozen Wild Blueberries year-round in your supermarket and make them part of your every day healthy breakfast routine. Read more about [The Breakfast Berries](#) and healthy morning [recipes](#) your whole family will love.

Wild Blueberry Health Research Round-Up

Antioxidant-rich Wild Blueberries are linked to a wide variety of health benefits...and researchers are discovering more good news every day. Here’s an update of recent findings.

- **Wild Blueberries Fight Oxidative Stress** — USDA scientists recently concluded that eating Wild Blueberries and other antioxidant-rich foods at every meal helps prevent oxidative stress, which is linked to chronic diseases and aging. [More](#)
- **Blueberry Juice Tops Antioxidant Chart** — The USDA’s database of antioxidant values for various foods puts blueberry juice at the top of the list, compared with more than a dozen juices including pomegranate, apple, prune, cranberry and Concord grape. [More](#)
- **Wild Blueberries Lead in Cellular Antioxidant Activity** — New research shows that Wild Blueberries have the highest cellular antioxidant activity of selected fruits tested. Wild Blueberries performed better in cells than cranberries, apples, red and green grapes. [More](#)

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