

BC is naturally big on the world blueberry scene.

With over 80 years of blueberry growing experience, British Columbia, Canada is now one of the largest highbush blueberry suppliers in the world.

Over 11,000 hectares (27,000 acres) of highbush blueberries are under cultivation. Generations of farmers and businesspeople continue to grow BC's blueberry industry to meet global demand and evolving international markets.

Powered by nature – BC blueberry growers share a true partnership with the land.

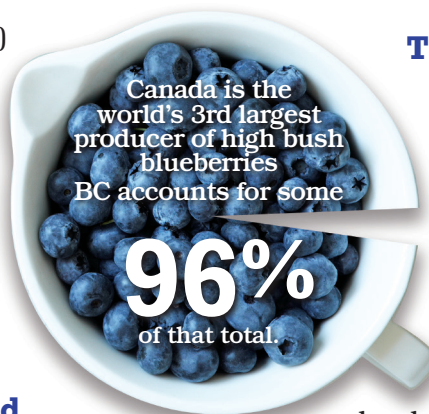
In BC's fertile valleys, climate, soil, environment and passion all come together. Our long growing season means blueberries grow more naturally here than in other geographical regions. Hot summer days and cool nights power BC



BC blueberries

Product of Canada

BC blueberries come from some of the most productive growing regions in the world – like the Fraser Valley, Richmond and Delta – clean growing areas perfectly located to ship internationally.



BC blueberries are known internationally as one of the world's most outstanding fruit experiences

The BC culture is one of respect for nature and the environment.

Living and working in this amazing part of the world influences our best-of-class farming practices and on-farm food safety programs. BC Growers use soil and leaf analysis to ensure that optimum levels of fertilizers are applied. With integrated pest management (IPM) programs, they monitor, carefully diagnose and implement the best and safest control techniques to protect both their crops and the environment.

Throughout the blueberry season, from July through September, BC blueberries are both hand-picked and machine-harvested for availability in a variety of grades and wholesale formats. From our fields to you, B.C. blueberries are handled with exceptional care to ensure optimum product quality and high food safety standards.

Food safety and industry standards worthy of our naturally high quality.



Our growers work with various global standards, including Canada GAP, Global GAP and SQFI.

Our valleys are set among pristine mountains that supply an abundance of fresh, clean water, and our moderate climate creates perfect growing conditions for blueberries. But BC blueberry growers don't rest on those laurels.

With due diligence required to meet or surpass global requirements, our packers and processors support our growers as a team, to ensure safe practices are followed every step of the way.

Format options as versatile as BC blueberries themselves.

Along with being available fresh, BC blueberries are also packed for year-round distribution. Hand-picked and machine harvested BC Blueberries are available in a variety of grades and formats.

Size grading is possible from small to large blueberries.

As demand for the tasty and highly-nutritious fruits grow, markets for frozen, dried, juiced, powdered, puffed and puréed blueberry products also continue to rise globally.

Whether you're looking for fresh, in-season blueberries for use in your commercial kitchen, berries in retail quantities, or fresh BC blueberries ready for export, our growers and packers can fulfill your needs. Certified Organic, as well as Certified Kosher and Certified Halal are also available in all described formats.



BC blueberries

Product of Canada

BC blueberry packers and processors are dedicated to supplying the best of BC to the world.



A good blueberry field will have proper drainage, raised planting beds, irrigation and sawdust mulch for weed and moisture control.

Your guide to BC blueberry formats.

- 1. Fresh blueberries** are used in uncooked applications, such as salads, toppings for breakfasts, beverages and eating out of hand, or in cooked applications.
- 2. “Individually Quick Frozen”** for use where you need fruit identity in an application, or free-flowing frozen berries. Uses include yoghurt, smoothies, desserts.
- 3. Frozen case blueberries** for use as base ingredient in jams, syrups, fillings, etc.
- 4. Dehydrated blueberries** are infused with syrup or juice, then dehydrated and further processed. Used in baking, snack packs, cereals and salads. Also available unsweetened.
- 5. Freeze Dried or Vacuum Microwave Dried** Unsweetened and crunchy, they are perfect for snacks on their own, and also in applications where you don't want extra moisture, e.g. baking, and snack packs.
- 6. Ground, powdered pure blueberries** for use where you want flavour, shelf-stability, health benefits and colour, without the bulk, e.g. ice cream, smoothies, teas, and nutraceuticals.
- 7. Pure, pureed unfiltered, crushed blueberries**, available as both single strength and concentrate. Used where you need the body of whole fruit, e.g. ice cream, sauces, fillings, fruit bar snacks, liqueurs and smoothies. Also used for nutraceuticals.
- 8. Blueberry juice** is from fruit that has been crushed, pressed and filtered. Available as ready-to-drink single strength for beverages or concentrate for adding to beverage blends and sauces. Can be used for adding colour to yoghurt, etc.
- 9. Blueberry essence** is a clear liquid with purest form of blueberry flavour. Can be used as beverage flavour without adding colour, or to boost flavour with other blueberry products.



BC blueberries

Product of Canada

Powered by nature: The Amazing BC blueberry

British Columbia has always been ahead of the curve for health and natural living. Now the world is discovering BC blueberries as part of a health-conscious lifestyle.

Thanks to their high antioxidant levels, blueberries are considered one of the leading "superfruits" by researchers in Canada and U.S. who keep finding more and more health benefits from this tasty little berry.

Low in calories. A 125ml (1/2 cup) serving of blueberries is all it takes to make up one of the 7-10 daily servings of fruits and vegetables recommended by the Canadian Food Guide – with just 40 calories, and virtually no fat.

Packed with Vitamin C

One serving delivers almost 25% of one's daily vitamin C requirement¹, helping gums, capillaries and the immune system.

A good source of fiber.

A handful of blueberries helps satisfy recommended daily fiber intake, to help keep the body regular, the heart healthy and cholesterol in check.²

An excellent source of manganese

Manganese plays an important role in bone development and in converting proteins, carbs and fats into energy.³

Brain Health

A recent study indicates some types of age-related memory loss might not just be prevented but actually reversed by consuming blueberries. Blueberries have also been linked to possibly treating Parkinson's disease.

Heart Health

Blueberries have been linked to lowering blood pressure, as well as protecting the cardiac muscle during a heart attack and repairing damaged heart muscle.

Fresh or frozen, you can be powered by nature all year long.

Unlike some foods that lose nutrients or quality from freezing, BC blueberries retain virtually all of their natural superfood goodness. Put frozen blueberries in a smoothie or breakfast shake. Add them to cold breakfast cereals or put them in yogurt. Add blueberries to peach crisp, granola, quinoa cereal, or fresh peaches and other fruit.

The best way to eat them though; raw and by themselves!

Visit bcblueberry.com for more fun ways to get your daily BC blueberries!



BC blueberries

Product of Canada

¹ National Nutrient Database for Standard Reference Release 28. United States Department of Agriculture. ARS-2016.

² Medline Plus Database: Dietary Fiber

³ MedLine Plus Database: Manganese