

A close-up photograph of a blackcurrant branch. The branch is brown and woody, with several large, vibrant green leaves attached. The leaves have serrated edges and prominent veins. Several dark, round blackcurrant berries are visible, some hanging from the branch and others partially obscured by the leaves. The background is a soft, out-of-focus green, suggesting a garden or field setting.

The
Blackcurrant
Foundation

Keeping blackcurrants current

BACKGROUND

The Foundation was set up in 2004 to raise public awareness of Blackcurrants both for drinking and eating. We have identified and communicated specific health, medical and nutritional benefits of British blackcurrants. We wanted to encourage the consumption of Blackcurrants as juice, products and fruit by expounding the health and nutritional benefits in all relevant areas. It has been paid for by the British growers.

Our programme has been successfully implemented using science from the James Hutton Institute, the website as the main tool and PR as the main marketing channel.

BETWEEN 2007 AND TODAY WE HAVE INVESTED AROUND £350k IN OUR PUBLIC RELATIONS CAMPAIGN

Spoken to over **500** consumer, trade, broadcast, national and regional journalists

Secured **373** pieces of coverage including 30 nationals

Generated **364m** opportunities to read pro-blackcurrant messages

Negotiated **2** hours of prime-time TV featuring British blackcurrants

Achieved a total editorial value of £**15m**

Return on investment of **45:1**

100% positive coverage

Agenda

2007 - 2011 PR Activity

- Objective/overview
- *2007 - 2011 activity overview including:*
 - Superfruit wheel
 - Booster juice recipes
 - Surveyed the nation
 - Website revamp
 - Eat a rainbow
 - Creating a personality
 - Are you eating your purple?
 - Superfruit wheel - digital

2012 PR Activity

- Consumer media
- Trade media
- Social media

Summary

2007 – 2011 PR Activity

Objective & strategies 2007-11

Drive consumers to think
blackcurrants in all formats

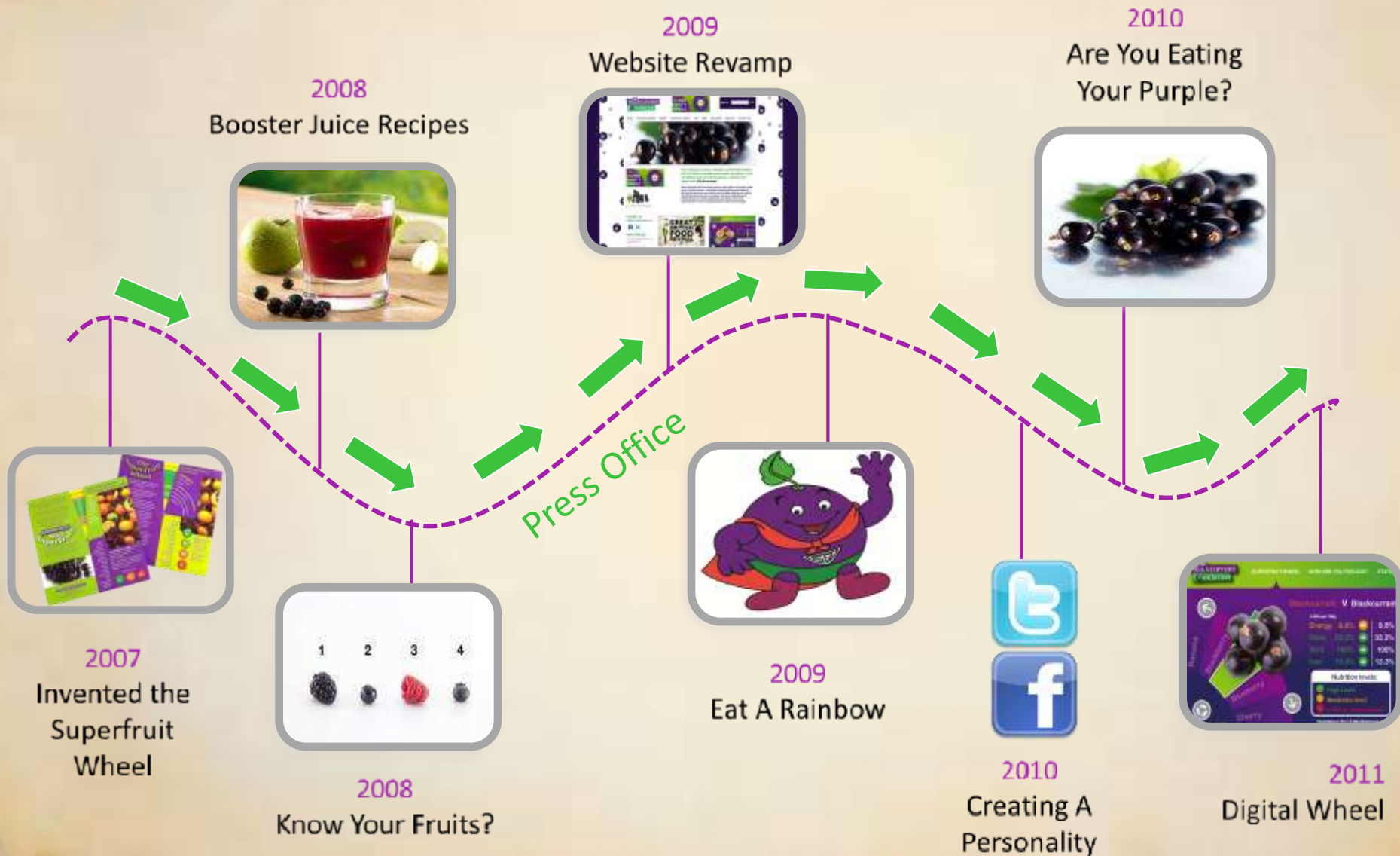
Maintain relationships
with the media

Build on all scientific
research conducted

Generate widespread awareness
around the health benefits

Get British
blackcurrants on the
news agenda

Summary of Activity



2007 – Invented the Wheel



SCRI research identified the blackcurrant as the No.1 superfruit

Findings were collated and syndicated to national and consumer press

Research was also used to create a simple educational tool/wheel for consumers

Total circulation – 21,636,423

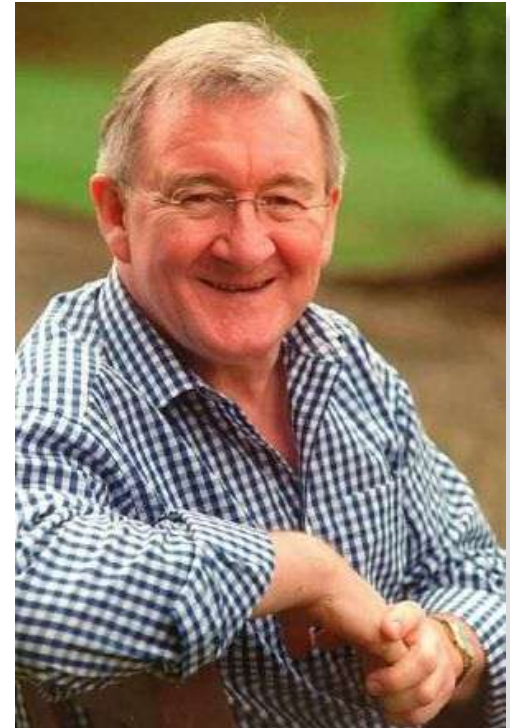
80 pieces of coverage

AVE: £1,475,015

PEV: £4,425,045

ROI: 144:1

2008 – Know Your Fruits?



Conducted a survey amongst 1,000 Brits which uncovered that 30% of Brits couldn't identify the British blackcurrant in a fruit line up?

Astonishing results were syndicated to the consumer and national press to further raise awareness of the 'forgotten fruit'

2008 - Health Booster Juices

Developed a series of juice recipes, tailored to treat a number of health ailments.

Dedicated press event providing shots of health first thing in the morning.

Total circulation – 28,374,215

76 pieces of coverage

AVE: £165,737

PEV: £497,211

ROI: 15:1



2009 - Website Revamp

The screenshot shows the homepage of the Blackcurrant Foundation website. At the top left is the logo for 'The Blackcurrant Foundation'. To its right is a 'NEW SUPER FRUIT WHEEL' graphic with a circular arrow icon. Further right is a search bar with a 'GO>' button. Below these elements is a horizontal navigation menu with links for HOME, THE BLACKCURRANT, RECIPES, NUTRITION & HEALTH, FAQs, PRESS, EDUCATION, ABOUT US, and CONTACT US. The main content area features a large image of blackcurrants. Below this image is a digital counter showing '00 073 08 54 56' for YEARS, DAYS, HOURS, MINUTES, and SECONDS. To the right of the counter is a text block: 'For a delicious taste of British summertime that's full of healthy benefits and purple goodness, look no further than our home-grown, number one superfruit, blackcurrants!' Below the counter is a small image of a slice of cake with blackcurrants, with the text 'SUBMIT YOUR YUMMY RECIPES!' underneath. To the right of the cake image is another text block: 'Bred especially for their deep purple colour which indicates a high level of anthocyanins - important disease-fighting antioxidants - British blackcurrants are a deliciously healthy addition to recipes. The British Blackcurrant Foundation has been established by British growers to raise widespread awareness of the mini superfruit hero and encourage people to take full advantage.' At the bottom of the page, there is a 'CONTACT US' section with a social media icon and a 'GREAT BRITISH FOOD REVIVAL' banner. The entire page is framed by a decorative border of blackcurrants.

The Blackcurrant Foundation

NEW SUPER FRUIT WHEEL

Search GO>

HOME THE BLACKCURRANT RECIPES NUTRITION & HEALTH FAQs PRESS EDUCATION ABOUT US CONTACT US

00 073 08 54 56
YEARS DAYS HOURS MINUTES SECONDS

For a delicious taste of British summertime that's full of healthy benefits and purple goodness, look no further than our home-grown, number one superfruit, blackcurrants!

Bred especially for their deep purple colour which indicates a high level of anthocyanins - important disease-fighting antioxidants - British blackcurrants are a deliciously healthy addition to recipes. The British Blackcurrant Foundation has been established by British growers to raise widespread awareness of the mini superfruit hero and encourage people to take full advantage.

SUBMIT YOUR YUMMY RECIPES!

CONTACT US
info@blackcurrantfoundation.org.uk

GREAT BRITISH FOOD REVIVAL

With the rise of digital content, the Blackcurrant Foundation website was given an overhaul to make it more visually engaging



2009 - Eat A Rainbow

Worked with the National Schools Partnership to gain access into primary schools.

Developed educational resources around the nation's No. 1 superfruit to eat a rainbow.

Through a competition 'Purple Power Man' was created to engage with pupils and bring blackcurrants to life.

Materials sampled amongst 955 schools and 55,000 school children

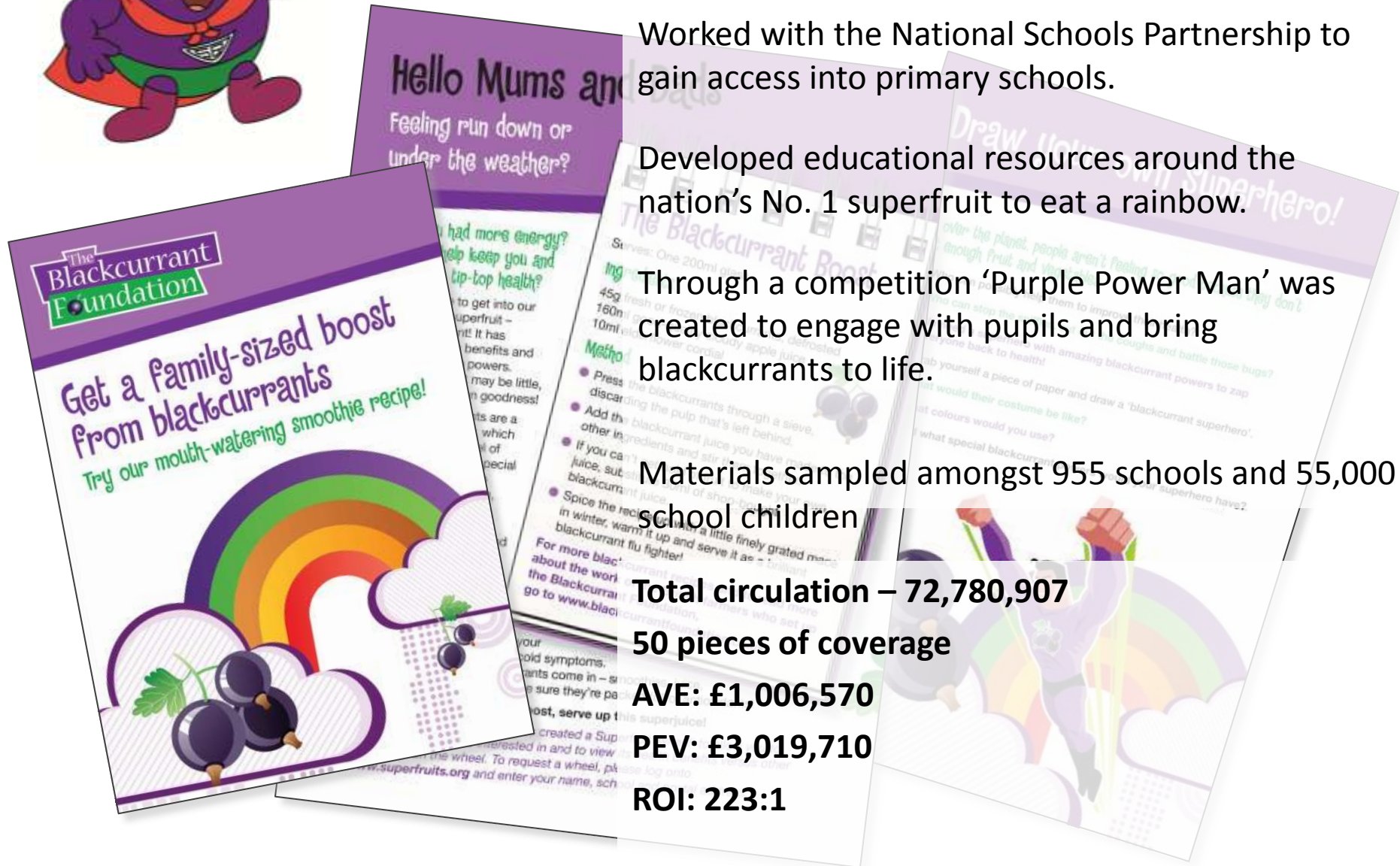
Total circulation – 72,780,907

50 pieces of coverage

AVE: £1,006,570

PEV: £3,019,710

ROI: 223:1



2010 – Are You Eating Your Purples?



Researched among 1,000 consumers to understand the colour of their diet.

Research also showed that purple had dropped off the radar of the nation, so we aligned with nutritionist Juliette Kellow to launch the findings.



Total circulation – 121m

117 pieces of coverage

AVE: £165,737

PEV: £3,849,348

ROI: 56:1

2011 – Digital Wheel

To satisfy consumer digital demand, we were keen to ‘reinvent the wheel’

Uploaded all scientific findings into a digital, interactive format

Provided fresh, interactive content for the website and our social media following



The Blackcurrant Foundation

SUPERFRUIT WHEEL HOW ARE YOU FEELING? STATS

Impact on key health areas...

← BACK

GENERAL RUN DOWN

British blackcurrants are renowned and bred for their deep purple colour which indicates a high level of anthocyanins – important disease fighting antioxidants. These not only have beneficial effects for each of the key health areas identified within this section, but are generally the best berry to maintain overall health! Why not try incorporating them into you daily diet to maximise their goodness and give your body a berry boost? For further inspiration why not visit our recipes section where you will find an array of sweet and savoury treats that can be easily created at home?

2011 – Creating An Online Personality

To enhance online presence and encourage interactivity, we created a facebook and twitter profile

Generated ongoing communication around recipes, healthy facts and stats to engage with our followers

Both have led to good levels of interactivity with blackcurrant lovers

Throughout the season we have run a series of competitions to incentivise new followers



The new Facebook Pages was made live for all Pages on March 31. Learn more about the new design or take a tour of your Page's new features. ✕

Admin Panel

How

March

2012

2011

2010

Joined Facebook

**Blackcurrants**

494 likes · 11 talking about this

Liked

Message

Food/Beverages

Latest research has discovered that one fruit outshines the rest when it comes to health boosting benefits. BLACKCURRANTS are the No.1 Superfruit with high levels

About



Photos

494

Likes



Competitions



Notes

Highlights

Status Photo / Video Event, Milestone +

Write something...

Blackcurrants shared a link.
22 hours ago · UK

We are loving this purple blackcurrant sprinkle cake. What recipes did you make over Easter?

<http://pinterest.com/pin/172192385722920896/>



foods, sweets, drinks
pinterest.com

To do: Purple Ombre Sprinkle Cake with Blackcurrant Jam

Like · Comment · Share

Blackcurrants shared a link.
April 5 · UK

Eating berries can cut men's risk of Parkinson's disease by 40 per

36 Friends

Like Blackcurrants



Recent Posts by Others on Blackcurrants

See All



Jack Anderson

I got 2000 Fo Credit from the page below.. It really work..
Monday at 9:15pm



Rica Berglund

So I live in Minnesota and my blackcurrant bushes are budd..
April 4 at 5:12pm

More Posts

Likes

See All



Good Food Channel

1 friend also likes this.

Like



Queen of Easy Green

Company

Like



The Blackcurrant Foundation



BritishBlackcurrants

@UKBlackcurrants FOLLOWS YOU

We are the official voice of the Blackcurrant Foundation in the UK.
Find us on facebook and check out our website
Britain, of course! <http://www.blackcurrantfoundation.co.uk>

Following



493 TWEETS

1,295 FOLLOWING

834 FOLLOWERS

Meet to BritishBlackcurrants

@UKBlackcurrants

Tweets

Following

Followers

Favorites

Lists

Similar to BritishBlackcurrants



Van Gogh BLUE Vodka @VanGogh...
Follow



HelloRecipe! @HelloRecipe
Follow



Tastydays @tastydays
Follow

twitter

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets



BritishBlackcurrants @UKBlackcurrants 22h
@girlwillis We are loving this Sprinkle Cake with Blackcurrant jam
bit.ly/lDUoYC



BritishBlackcurrants @UKBlackcurrants 6 Apr
WIN £50 - If you have a unique Blackcurrant Recipe that's looking for a big break, click on the link below to upload bit.ly/HVA1iq



BritishBlackcurrants @UKBlackcurrants 5 Apr
Love these! Some gorgeous recipes online at @RedMagDaily... Blackcurrant macaroons - Red Online redonline.co.uk/food/recipes/b... via @hyperarts



BritishBlackcurrants @UKBlackcurrants 5 Apr
Eating berries can cut men's risk of Parkinson's disease by 40 per cent bit.ly/HhEEE6 via @MailOnline



BritishBlackcurrants @UKBlackcurrants 5 Apr
@KarenBurnsBooth thank you...we love them too, looking forward to the season!
← In reply to @Lavender and Lovage



BritishBlackcurrants @UKBlackcurrants 5 Apr
"Share your recipes and optimize your blog at the same time!..." on UK Food Bloggers Association: ning.it/HTxk4w



BritishBlackcurrants @UKBlackcurrants 4 Apr
Check out "Share your recipes and optimize your blog at the same time!..." on UK Food Bloggers Association: ning.it/HTxk4w



Evaluation Summary – 2007-11

2007

Total circulation – 21,636,423

80 pieces of coverage

AVE: £1,475,015

PEV: £4,425,045

ROI: 144:1

2009

Total circulation – 72,780,907

50 pieces of coverage

AVE: £1,006,570

PEV: £3,019,710

ROI: 223:1

2008

Total circulation – 28,374,215

76 pieces of coverage

AVE: £165,737

PEV: £497,211

ROI: 15:1

2010

Total circulation – 121m

117 pieces of coverage

AVE: £165,737

PEV: £3,849,348

ROI: 56:1

2011

Total circulation – 120m

50 pieces of coverage

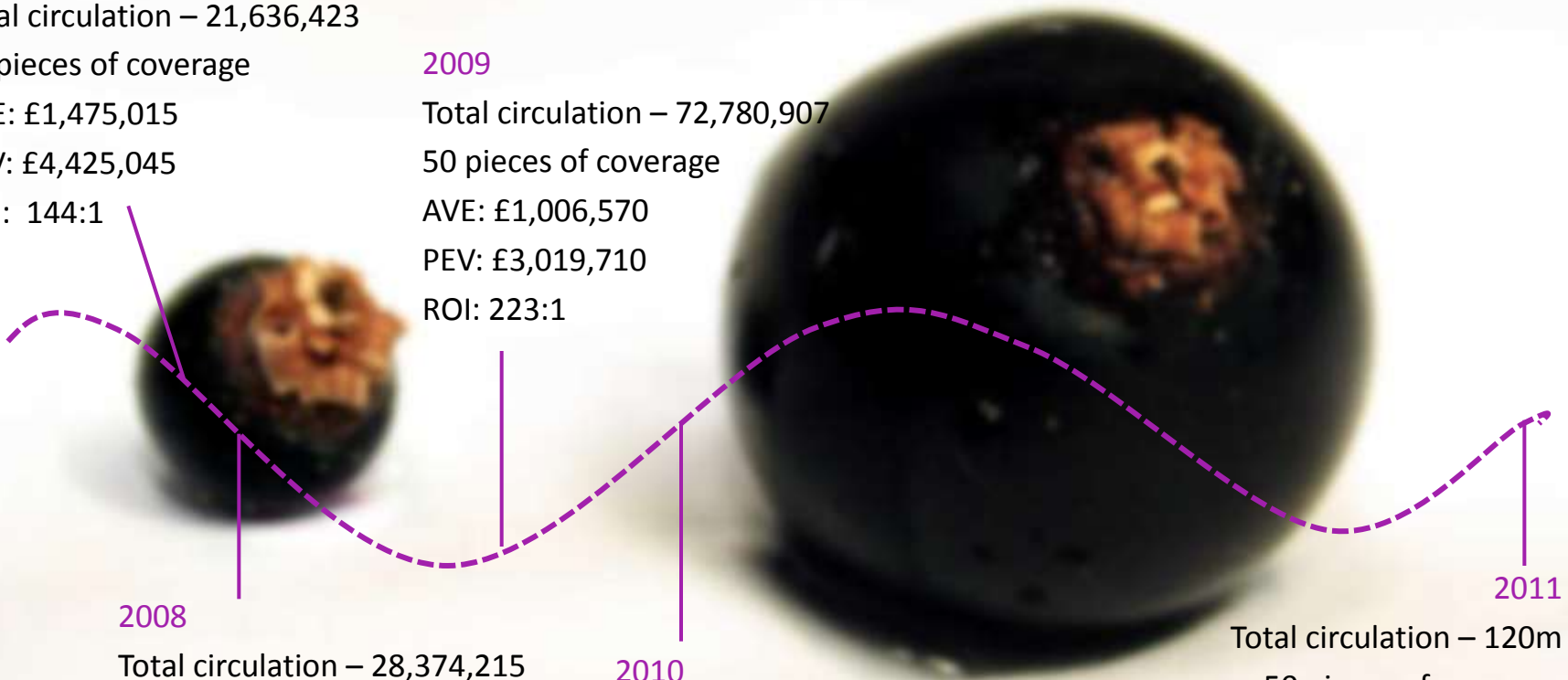
AVE: £971,128.67

PEV: £2,913,386

ROI of 55:1

427 followers on Facebook

573 followers





Coverage overview 2007-11



Blackcurrant and apple pork

Pork works really well with the juicy flavours of blackcurrant and apple

PREPARATION TIME 20 MINUTES

COOKING TIME 40 MINUTES

SERVES 4

Directions

- On a medium heat, melt 1/2 tablespoon of butter in a pan with a little olive oil and add the apple wedges to the pan, then sprinkle with 1 teaspoon of brown sugar. Cook for a few minutes on each side until golden, adding the sage for the final minute. Transfer everything to a warmed plate and set aside in a warm place.
- Slice the pork into pieces about 1cm thick. Turn the heat up a little, and add a little more oil if necessary. Cook the pork for 2-3 minutes on each side until lightly golden before adding the apple slices and sage.
- De-grease the pan with the port and cassis and bring to the boil. Lower to a medium heat and simmer uncovered for about 5-10 minutes until reduced to a few tablespoons, then pour in the chicken stock and remaining 2 teaspoons of sugar.
- Continue to cook steadily for another 5-10 minutes until thickened to a sauce-like consistency and reduced further by half, then add the blackcurrants and continue to cook for a few more minutes.
- Pass the sauce through a sieve into a small pan, then place over a low heat and gradually whisk in the remaining butter and some seasoning.
- When ready to serve, drizzle the blackcurrant sauce over the pork and apple, garnished with the crispy sage.

You will need

- ✓ 1 1/2 tbsp butter ✓ olive oil ✓ 1 small red apple, cored and cut into medium-sized wedges ✓ 3 tsp brown sugar ✓ handful of fresh sage leaves ✓ 400g pork tenderloin ✓ 1.25ml port ✓ 1 tbsp cassis ✓ 300ml fresh chicken stock ✓ 50g blackcurrants ✓ sea salt and freshly ground pepper

Visit www.blackcurrantfoundation.co.uk

Best of the bunch...

With summer at its peak, something special to look forward to is the arrival of **British blackcurrants, which are at their best in July**. Not only do they look and taste delicious, they're packed full of health benefits too. Containing three times more vitamin C than an orange, they can help to maintain a healthy heart and ward off any infections - who knew so much goodness could be crammed into a small berry!

Add a handful to your morning cereal, grab a few to snack on or turn them into a delicious jam with this tasty recipe, below. Either way, there's no excuse not to pop a punnet into your trolley next time you're in the supermarket.

APPLE AND BLACKCURRANT JAM

Put 500g of fresh (or frozen and defrosted) blackcurrants and 500g peeled and chopped bramley apples into a preserving pan or very large saucepan with 2 tbsp cassis blackcurrant liqueur and 2 tbsp water. Simmer on a low heat for 10-15 minutes, until soft and pulpy - add a little more water if it starts to stick. Add 1kg preserving sugar and bring to the boil. Boil for about 5-7 minutes, stirring often, until the jam reaches setting point. Pour into 4 hot sterilised jars and seal each with a lid. It's ready to eat as soon as it's cool.



HELLO! lifestyle

HEALTHY OPTIONS

The COLOUR purple

Good things come in small packages - and no smoothie is more so than this one. Blackcurrant, which has a powerful nutritional punch, is joined here by raspberries and blueberries.

SUPER SMOOTHIE

Serves 1 • 200ml/7fl oz glass

INGREDIENTS

- 20g/1oz blackcurrants
- 20g/1oz raspberries
- 20g/1oz blueberries
- 20g/1oz frozen banana
- 100ml/4fl oz pulp or real grape juice
- 1 tsp of olive oil, to taste

1. Rinse all the fruit then carefully pop the seeds from the blackcurrants into a fine sieve, together with the grape juice, and wash well several times. Pour into a tall glass and top with a splash of water to taste.

COOK'S TIP

Also by adding peeled blackcurrant seeds - pass the smoothie through a sieve using the back of a spoon. Around 30g/1.1oz of fruit makes 20g/1oz of berries juice.

2. Blackcurrant juice is made by picking the fruit with a handheld strainer, as delicate as the stems.

Apple & Blackcurrant Jam

MAKES: approx 4kg
PREPARE: 15 minutes
COOK: 1.5 hours

INGREDIENTS

- 1kg/2lb 4oz preserving sugar
- 1kg/2lb 4oz apples
- 1kg/2lb 4oz blackcurrants
- 20g/1oz cassis
- 20g/1oz water

Directions

1. Wash, core and chop the apples into small chunks and place the fruit in a large preserving pan or a very large saucepan.
2. Add the blackcurrants and cook along with a tablespoon of water and cook over a low heat for 10-15 minutes until the apple and blackcurrants have reached a soft pulp - add a little more water if the fruit sticks to the base of the pan.
3. To do the sugar and oil over 100g/3.5oz it is completely dissolved. Save the heat and bring to the boil. Cook the jam at a steady heat, stirring occasionally to avoid a burning on the bottom of the pan.
4. The jam should take 1.5 hours to reach setting point - to test when it is ready pour a small amount of jam onto a cold saucer.
5. Leave for 10 minutes and then, using the tip of your finger, push the saucer and if it wobbles then setting point has been reached. If it wobbles again, the jam is not ready to eat.
6. Towards the end of the cooking time, dissolve the jam in the pan to stop 'cassidy' (a thick skin) from forming on the surface. Wash and dry the jam jar. Then on a baking tray and heat in the oven for 10 minutes.
7. Pour the jam into the hot jar, add a small lid to each one and with a lid. When the jam has reached its setting temperature it is ready to eat.

Apple & Blackcurrant Jam

1 Wash, core and chop the apples into small chunks and place the fruit in a large preserving pan or a very large saucepan.

2 Add the blackcurrants and cook along with 1 tablespoon water and cook over a low heat for 10-15 minutes until the apple and blackcurrants have reached a soft pulp - add a little more water if the fruit sticks to the base of the pan.

3 To do the sugar and oil over 100g/3.5oz it is completely dissolved. Save the heat and bring to the boil. Cook the jam at a steady heat, stirring occasionally to avoid a burning on the bottom of the pan.

4 The jam should take 1.5 hours to reach setting point - to test when it is ready pour a small amount of jam onto a cold saucer.

5 Leave for 10 minutes and then, using the tip of your finger, push the saucer and if it wobbles then setting point has been reached. If it wobbles again, the jam is not ready to eat.

6 Towards the end of the cooking time, dissolve the jam in the pan to stop 'cassidy' (a thick skin) from forming on the surface. Wash and dry the jam jar. Then on a baking tray and heat in the oven for 10 minutes.

7 Pour the jam into the hot jar, add a small lid to each one and with a lid. When the jam has reached its setting temperature it is ready to eat.

Why we LOVE British Blackcurrants

These power-packed summer berries also provide a punch of flavour to bakes and desserts. Get 'em before they're gone!

Apple & Blackcurrant Jam

Makes: 4 x 400g jars
Ready to eat: approx. 1.5 hours

INGREDIENTS

1kg/2lb 4oz apples

1kg/2lb 4oz blackcurrants

20g/1oz cassis

20g/1oz water

1kg/2lb 4oz preserving sugar

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

1kg/2lb 4oz jam jars

Example Recipe Coverage

The Blackcurrant Foundation

ALSO IN SEASON THIS MONTH

British Tenderstem Broccoli, Broad beans, Carrots, Cauliflower, Globe Artichokes, Green Beans, Mange tout, New Potatoes, Peas, Spinach, Tomatoes, Blackcurrants, Cherries, Gooseberries, Raspberries, Redcurrants and Strawberries

Give it a try...

Carrot & cucumber salad with grilled mackerel

Run a potato peeler down the length of 1/2 cucumber and 2 carrots to make long thin slices. Toss with chopped fresh coriander, lime juice and fish sauce (nam pla) to taste. Serve with grilled mackerel fillets, watercress and new potatoes.

Easy blackcurrant & apple jam

In a large pan, cook 500g peeled and chopped Bramley apples, 500g blackcurrants, 2 tbsp cassis liqueur and 2 tbsp water until soft and pulpy. Stir in a 1kg bag of preserving sugar until dissolved. Boil for 5 mins or until a small spoonful forms a skin on a chilled saucer. Spoon into sterilised jars and seal.

Chinese-style Tenderstem broccoli

Lightly cook a 200g pack of Tenderstem broccoli for 3 mins until just tender. Fry some finely sliced ginger and garlic in 1 tbsp groundnut oil until softened. Add the broccoli and stir-fry with oyster sauce and soy sauce to taste.

Example In Season Coverage



Say goodbye to... cabbages, British cherries, broad beans, courgette flowers, Jersey Royals

In Season

AT SUMMER'S END

The days may be getting shorter and the waning weather warning, but August still promises some delicious seasonal highlights that will keep you going all year long. **Nicola Whiteford**



Say hello to... chillies, peppers, onions, green beans, sweetcorn, blackberries

Redcurrants
These juicy little bright red fruits grow in clusters on bushes and trees in woods, hedgerows and gardens. They're great for jams, jellies, and as a garnish for cakes and puddings.

Gooseberries
Just and tart, green gooseberries are best cooked - by them in a gooseberry fool or pie and crumble. Some varieties feature very few seeds.

Cherries
As their name from June to July, they're sweet and juicy and can be eaten or used in pies and puddings. Some varieties are particularly good for jams and jellies. They're great for pies, or as a garnish.

Blackcurrants
With a deep colour and tangy flavour, blackcurrants are a staple of British summer. They're often used in jams and jellies, and are the base for the French liqueur cassis.

For great recipe ideas for these fresh fruits, visit www.bbc.com/food



PASSIONATE ABOUT FOOD

Our food editor Jane Curran reveals the best produce of the moment, as well as the hottest foodie news

What's in season

AUGUST The summer is now in gloriously full swing, providing us with a wealth of beautiful produce that barely needs any cooking. **Watercress, chicory, peas and broad beans** all make fantastic garden salads - or try thinly slicing **fennel** and serving it drizzled with olive oil and fresh orange juice as a side dish for fish. Look for **sweetcorn** in its husk and try our recipe on page 139, or slice **courgettes** on the diagonal, then fry until golden and scatter with chopped garlic and sea salt. **Fresh herbs** are also abundant, so use them liberally - toss chopped coriander and parsley through a couscous salad, scatter basil over ripe tomatoes and perk up chargrilled lamb with a minted yogurt. From the orchards, **English cherries** are still fabulous, as are our plums - so try our recipe on page 144. British berries - the best in the world - are sweet and juicy. Enjoy **strawberries** now, as they don't freeze unless you puree them. The fish markets are teeming with **crabs, lobster, prawns and scallops**, and **mackerel** is sustainable, fresh and flavoursome. **Sardines** are



Peas and beans are fab in salads

super cheap and wonderful done on the barbie, and **turbot, pollock, sea bass, squid and river trout** are all worth seeking out. Don't be tempted to do anything fancy - produce this good can speak for itself.

THIS MONTH, YOU CAN...
 - Open-freeze (so they don't stick together) raspberries, blackberries, blueberries, redcurrants and blackcurrants, then bag them up.
 - Make plums into jam, chutney or plum gin (make like sloe gin).
 - Blanch, open-freeze, then bag up excess beans.



Great British Blackcurrants



Look out for British blackcurrants coming into season soon. They often get ignored in favour of more glamorous fruit but they have a lot going for them. Their deep purple colour indicates a high level of disease-fighting antioxidants and they're rich in Vitamin C to help boost the immune system and fight off colds. A bumper crop is expected this year as the freezing winter we've had has provided perfect conditions. As well as making tasty pies, crumbles and summer pudding you could blitz them into a smoothie, whip up a tart or use them in a jam.



Here's the berry thing to beat that post-gym fatigue

DRINKING blackcurrant juice can help prevent aches and strains following exercise, a study has found.

Volunteers who took an extract of the 'superfruit' in pill form before and after exercise suffered less muscle damage and inflammation.

Researchers say compounds called flavonoids in the berries protect the body from the stresses of working out.

Volunteers who took the blackcurrant pill before and after moderate exercise had fewer signs of 'oxidative stress' and muscle damage. Each pill contained the equivalent of one or two ounces of berries and was taken daily for three weeks.

But the study did not identify the compounds that help the body recover from exercise.

And Dr Roger Hurst of the New Zealand Institute for Plant & Food Research who led the research, said vitamin C was unlikely to be the miracle ingredient.

By David Derbyshire
Environment Editor

...the equivalent of one or two ounces of berries and was taken daily for three weeks.

But the study did not identify the compounds that help the body recover from exercise.

And Dr Roger Hurst of the New Zealand Institute for Plant & Food Research who led the research, said vitamin C was unlikely to be the miracle ingredient.



'We're looking more closely instead at the role of flavonoids within the fruit,' he said.

'These include anthocyanins, the compounds that gives blackcurrants their brilliant purple colour.'

Blackcurrants have long been regarded as a superfood and have been used for centuries to treat tiredness, arthritis, kidney stones, gout and lung problems.

Past studies have shown that they can reduce the risk of heart disease, improve kidney function and increase blood flow. Another food that they reduced inflammation in muscles caused by typing repetitively.

Jo Hilditch, of the Blackcurrant Foundation

In the UK, said: 'For years, blackcurrants have been positioned as a premium source of Vitamin C and antioxidants and this latest research further reinforces the blackcurrant's "superfruit" status.'

'This study is not just test tube results, it has been carried out on real human beings ensuring that the results are tangible and relevant for many people's lifestyles.'

Other food researchers said the 'exciting' study took science closer to 'maximising the potential of blackcurrants.'

Dr Hurst's study was published in the American Journal of Physiology - Regulatory, Integrative and Comparative Physiology.

'BLACKCURRANTS FIGHT ALZHEIMER'S' WE LOOK AT THE OTHER HEALTHY EATING CLAIMS

CHICKEN It was blackberries, then spinach. They were hot. Now blackcurrants are being hailed as the next superfood.

WINE GRAPES are the source of many of the health benefits of wine. But blackcurrants are being hailed as the next superfood.

Brazil Nuts BRAZIL NUTS are rich in selenium, a mineral that is essential for the body's antioxidant defenses.

Onions ONIONS are rich in quercetin, a flavonoid that has been shown to have anti-inflammatory and antioxidant properties.

Chillies CHILLIES are rich in capsaicin, a compound that has been shown to have anti-inflammatory and antioxidant properties.

Blackcurrants BLACKCURRANTS are rich in anthocyanins, a class of flavonoid that has been shown to have anti-inflammatory and antioxidant properties.

Superfood of superfood?

By CARINA NORRIS
Nutritionist

Dark Chocolate Dark chocolate is rich in flavonoids, which can help improve blood flow and lower blood pressure.

Broccoli Broccoli is a cruciferous vegetable that is rich in antioxidants and fiber.

Salmon Salmon is a fatty fish that is rich in omega-3 fatty acids, which can help reduce inflammation and improve heart health.

Mushrooms Mushrooms are a type of fungus that is rich in antioxidants and fiber.

Kiwi fruit Kiwi fruit is a fruit that is rich in antioxidants and fiber.

Surf health

Sign up now to save lives

Why blackcurrants help you fight colds

Blackcurrant Cord

Immunity Boost

Edamame

NASA

Melissa's Manna

Brain Boosters

EAT THIS FOR... CYSTITIS

Nutritionist Angela Dowden reveals the foods that help...

HIBISCUS JUICE An extract from the tropical hibiscus plant might be more effective than cranberry juice. Contains compounds called proanthocyanidins which stop bacteria sticking to the wall of the bladder. Try simply Hib, from supermarkets.

PROBIOTIC YOGURT Probiotics can help by increasing the ratio of good to bad bugs in the gut. It's worth trying a probiotic drink or yogurt if you suffer from cystitis regularly.

BLACKCURRANTS Blackcurrants are another rich source of proanthocyanidins, which flush out bacteria in the bladder that cause infections. Drinking the juice can also help.

EAT THIS FOR... CYSTITIS

Nutritionist Angela Dowden reveals the foods that help...

HIBISCUS JUICE An extract from the tropical hibiscus plant might be more effective than cranberry juice. Contains compounds called proanthocyanidins which stop bacteria sticking to the wall of the bladder. Try simply Hib, from supermarkets.

PROBIOTIC YOGURT Probiotics can help by increasing the ratio of good to bad bugs in the gut. It's worth trying a probiotic drink or yogurt if you suffer from cystitis regularly.

BLACKCURRANTS Blackcurrants are another rich source of proanthocyanidins, which flush out bacteria in the bladder that cause infections. Drinking the juice can also help.

Why blackcurrants help in battle against asthma

BLACKCURRANTS - hailed as a 'superfruit' in fighting cancer and heart disease - could also help millions of people with asthma, say researchers.

Eating them could help sufferers breathe more easily by working with the body's immune system to reduce inflammation in the lungs, claim scientists in New Zealand.

Chemicals in the berry work with natural defences to attack the causes of allergy-induced asthma, scientists found at the Plant and Food Research Laboratories. One such compound, the antioxidant, epigallocatechin, helps to suppress long-lasting inflammation and could even prevent allergic reactions.

Amazing

Dr Roger Hurst, who led the study, said: 'Epigallocatechin completely controls the infection. It brings it to an age level so that the cells are better again, which is amazing to us.'

'To find natural compounds potentially reduce lung inflammation and compromise the body's immune response is an breakthrough.'

'Should we discover more compounds that could provide more natural alternatives to asthma treatments, we are extremely excited by this groundbreaking research into conventional drug treatments for asthma and even other allergic reactions.'

Asthma affects 5.4 million people in Britain and of those, more than a million sufferers are children. It causes inflammation of the lungs leading to breathing problems which can prove fatal.

Jo Hilditch, chairman of the Blackcurrant Foundation - a group of British growers who highlight the superfruit's health-boosting properties - said: 'While we have long understood the outstanding health benefits associated with blackcurrants, we are extremely excited by this groundbreaking research into conventional drug treatments for asthma and even other allergic reactions.'

By Gerry Holt

conventional drug treatments for asthma and even other allergic reactions.

Asthma affects 5.4 million people in Britain and of those, more than a million sufferers are children. It causes inflammation of the lungs leading to breathing problems which can prove fatal.

Jo Hilditch, chairman of the Blackcurrant Foundation - a group of British growers who highlight the superfruit's health-boosting properties - said: 'While we have long understood the outstanding health benefits associated with blackcurrants, we are extremely excited by this groundbreaking research into conventional drug treatments for asthma and even other allergic reactions.'

THE BENEFITS

Blackcurrants have been grown in the British Isles for more than 500 years. Used by herbalists since the middle ages to treat bladder stones, liver disorders, coughs and lung ailments, among other illnesses.

Blackcurrants contain more Vitamin C than any other natural food source, with more than three times the Vitamin C of oranges.

Blackcurrants are also rich in antioxidants, which can help protect against heart disease, cancer, and other chronic conditions.

Blackcurrants are also rich in fiber, which can help improve digestion and lower cholesterol levels.

Blackcurrants are also rich in potassium, which can help lower blood pressure and improve heart health.

Blackcurrants are also rich in calcium, which can help strengthen bones and teeth.

Blackcurrants are also rich in iron, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in zinc, which can help boost the immune system and improve skin health.

Blackcurrants are also rich in magnesium, which can help relax muscles and improve sleep.

Blackcurrants are also rich in phosphorus, which can help improve bone density and energy levels.

Blackcurrants are also rich in selenium, which can help protect against cancer and improve heart health.

Blackcurrants are also rich in copper, which can help improve circulation and energy levels.

Blackcurrants are also rich in manganese, which can help improve bone health and energy levels.

Blackcurrants are also rich in boron, which can help improve bone density and energy levels.

Blackcurrants are also rich in vanadium, which can help improve insulin sensitivity and energy levels.

Blackcurrants are also rich in chromium, which can help improve insulin sensitivity and energy levels.

Blackcurrants are also rich in cobalt, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in nickel, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in silicon, which can help improve bone density and energy levels.

Blackcurrants are also rich in iodine, which can help improve thyroid function and energy levels.

Blackcurrants are also rich in sulfur, which can help improve skin health and energy levels.

Blackcurrants are also rich in fluorine, which can help improve tooth health and energy levels.

Blackcurrants are also rich in bromine, which can help improve skin health and energy levels.

Blackcurrants are also rich in strontium, which can help improve bone density and energy levels.

Blackcurrants are also rich in barium, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in calcium, which can help strengthen bones and teeth.

Blackcurrants are also rich in phosphorus, which can help improve bone density and energy levels.

Blackcurrants are also rich in potassium, which can help lower blood pressure and improve heart health.

Blackcurrants are also rich in sodium, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in magnesium, which can help relax muscles and improve sleep.

Blackcurrants are also rich in zinc, which can help boost the immune system and improve skin health.

Blackcurrants are also rich in iron, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in copper, which can help improve circulation and energy levels.

Blackcurrants are also rich in manganese, which can help improve bone health and energy levels.

Blackcurrants are also rich in boron, which can help improve bone density and energy levels.

Blackcurrants are also rich in vanadium, which can help improve insulin sensitivity and energy levels.

Blackcurrants are also rich in chromium, which can help improve insulin sensitivity and energy levels.

Blackcurrants are also rich in cobalt, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in nickel, which can help improve energy levels and prevent anemia.

Blackcurrants are also rich in silicon, which can help improve bone density and energy levels.

Blackcurrants are also rich in iodine, which can help improve thyroid function and energy levels.

Blackcurrants are also rich in sulfur, which can help improve skin health and energy levels.

Blackcurrants are also rich in fluorine, which can help improve tooth health and energy levels.

Blackcurrants are also rich in bromine, which can help improve skin health and energy levels.

Blackcurrants are also rich in strontium, which can help improve bone density and energy levels.

Blackcurrants are also rich in barium, which can help improve energy levels and prevent anemia.

Why blackcurrants can halt Alzheimer's

By Jo Willey
Health Correspondent

BLACKCURRANTS may hold the key to help slow the progression of Alzheimer's Disease, scientists claimed yesterday.

A British team is investigating how to identify compounds in the fruit thought to be capable of stopping the crippling brain disease in its tracks.

The three-year initiative is examining the natural compounds present in whole blackcurrant fruit as well as extracts obtained throughout the processing chain. Some 700,000 people in the UK have dementia - a figure that will rise to over one million by 2025 and 1.7 million by 2051.

The disease causes progressive loss of memory and mental faculties.

Drugs are available to alleviate the symptoms of Alzheimer's, but they do not halt the condition and can have serious side effects.

The Scottish Crop Research Institute is now working on a European Union-funded project



Compounds in blackcurrants may effectively treat devastating disease

...to identify if the fruits can help tackle the disease. There is no cure for Alzheimer's disease or any other type of dementia.

The SCRI is to use its expertise in blackcurrant research to identify the active components and help optimise their extraction. The consortium will also help

formulate the best-performing blackcurrant - components into products suitable for human use.

The precise mechanism of how Alzheimer's develops is not yet fully understood.

But major scientific evidence suggests that brains suffering from the disease are characterised by intense oxidative stress.

Recent data suggests that diets containing various natural polyphenol compounds, with their associated high antioxidant capacity, can reduce the risk of the development of Alzheimer's and other degenerative neurological conditions.

Fruit juices including blackcurrant have recently been shown to have strong neuroprotective activity in model systems.

Dr Derek Stewart of the SCRI said: 'The natural components in blackcurrants have potent effects in the human cell and we believe that this activity, potentially antioxidant or by other mechanisms, reduces the damage to the nerve cells that initiates the progression to Alzheimer's disease.'

Example National Coverage



Example Broadcast Coverage



Shoppers 'unaware' of purple properties

Shoppers are entirely unaware that purple foods are as healthy as greens, according to a new survey.

A study by the Blackcurrant Foundation found that 53% identified 'green' foods as being beneficial to health. Some 24% named 'red' foods but only 14% suggested 'purple'.

Blackcurrants contain



Only 8% of consumers seek out purple fruit and veg

high levels of vitamin C and anthocyanins that protect against conditions including joint inflammation, kidney stones and cardiovascular disease.

Only 8% of respondents actively seek out purple foods as part of their daily diet to stay healthy, compared with 50% for greens. Some 60% of shoppers said it never occurred to them to link food colour with health benefits.

"It is imperative that we eat a rainbow of colours in our daily diet to ensure that we are incorporating the most beneficial food components to keep us healthy," said nutritionist Juliette Kellow.

Blackcurrant school promo

THE BLACKCURRANT Foundation has teamed up with the National Schools Partnership (NSP) to take its Purple Power campaign into primary schools.

The campaign aims to raise awareness among teachers and parents to help them advise five- to seven-year-olds on incorporating more dark fruit – especially fresh blackcurrants – into their diet.

Kate Refson at PR agency Circle, who is running the campaign on behalf of the foundation, said: "We partnered with NSP to create a bespoke educational initiative targeting more than 75,000 Key Stage 1 pupils nationwide."

"Named the Purple Power campaign, the focus is on eating a

rainbow and the importance of consuming a colourful diet. This is supported by a selection of creative exercises to complete such as Fruity Fun Out of School, which involves identifying various fruits in the supermarket and encouraging pupils to eat a rainbow by placing a coloured fruit in their lunchbox."

The campaign also features the Design a Blackcurrant Superhero competition. The winning design will be made up by an illustrator and then used throughout the www.blackcurrantfoundation.co.uk website. ○



A prototype superhero to inspire kids

Back to blackcurrants



Jo Hilditch, chair of the Blackcurrant Foundation, talks Doris Lee Butterworth the aims of the association and emphasises why UK consumers should buy local

Developing materials that can be used in a variety of classes as well as help children learn about the fruit and its benefits, as well as the importance of using a colourful and balanced diet.

How can the foundation encourage consumers to eat more UK blackcurrants?

Research showed that blackcurrants are the UK's number one superfruit, so this has been a key message for us in getting across to consumers. Many people are still unaware of the variety of health benefits that blackcurrants have – for example, improving circulatory function and reducing the risk of Alzheimer's disease, cancer and heart disease – in the situation in which we have them from every PR to press blackcurrants we've engaged to help consumers see how they can cook with blackcurrants and easily incorporate them into their diet, as well as other drinks such as smoothies.

It is important that consumers recognise the benefits of buying locally. I think that in a time of recession, shoppers should buy locally in the country of origin, support their own growers and get money into the system. This should give you the best quality blackcurrants, but also your products.

Having seen that you can have been produced in the UK will really help our economy to be greener, offer all opportunities to probably the largest source of manufacturing left in the UK. Not only that, but UK producers are green in the highest standards and this is something of which we are rightly proud. The reality of blackcurrants means successful by wide grass strips and woodlands for a really nice blackcurrant landscape – long into the future.

How has the UK blackcurrant sector been affected by the recession?

The UK blackcurrant sector is well supported by CMAA, leader of blackcurrants in the UK, and has managed to maintain its production and sales through its long-term contracts with many British growers, including myself. This gives British growers the security of being in the future and protect all other uses of blackcurrants. The comparative stability of our industry and the cost controls that we have been beginning to introduce through better European production are an excellent prospect for a really good future. It will be a matter of a month through the usual cycle.

What does your role as chair of the Blackcurrant Foundation involve and how has this evolved?

I was asked to chair the Blackcurrant Foundation from its inception in 2003 and I have certainly been fortunate to be involved in the success of the fruit. I've been involved in the UK and London markets. We have started meetings to discuss and explore new strategies to discuss and to discuss specific projects.

What are the main aims of the Blackcurrant Foundation?

The main goal every year remains to be to build on the reputation of blackcurrants and to demonstrate how people can incorporate them into their diets. This year, we are particularly keen to involve children in our activities and make members among a variety of activities to promote healthy eating habits. To do this, we have been working closely with the National Schools Partnership (NSP), which has been

Healthy future for blackcurrants

Strong claims being made about the potential health benefits of eating blackcurrants could see the fruit's popularity increase dramatically over the next few years

MIKE RICHMOND

A recent survey undertaken by the British Blackcurrant Foundation (BBF), which set out to discover the 'nutritional' eating habits of the UK population, has revealed that over half of all British consumers (53 per cent) consider dark fruits to be the healthiest colour in their diet, whereas in fact purple fruits contain a range of naturally beneficial compounds to help the body fight off an array of illnesses.

Half of the 2,000 respondents interviewed said they ate green coloured foods on a daily basis in the belief they were good for them, but only 6 per cent consumed purple-coloured products for the same reason. Other colours of fruit and vegetable, including white, brown and orange, were also consumed 'more healthily' than purple.

"Most blackcurrants are renowned and loved for their deep purple colour, which contains a high level of disease fighting antioxidants that guard against aging, poor circulation, osteoporosis, urinary stones, cardiovascular disease, cancer and urinary tract infections," said a spokesperson for the BBF. "Having been awarded the number one superfruit due to its outstanding health credentials, the Foundation wants to be proactive in helping the UK population to reap the colour of their diet seriously and reap the many health benefits that 'purple' can bring."

"These antioxidants are absent from the inflammation-reducing activity of another group of compounds, anthocyanins, which are also rich in blackcurrants," added Dr Hilditch. "Anthocyanins are also known for their antioxidant properties and have previously been shown by Dr Hilditch's research group to influence inflammatory mechanisms and contribute to the body's own natural immune response."

However, the new research confirmed that some compounds in fruit thought to promote health by means of their antioxidant activity enhanced the body's capacity to fight inflammation by other means. "The antioxidants that are responsible for this are polyphenols, which are found in many fruits and vegetables, including blackcurrants and blueberries," said Dr Hilditch. "These polyphenols are also known to be effective in reducing inflammation and promoting the body's own natural immune response."

A recent survey undertaken by the British Blackcurrant Foundation (BBF), which set out to discover the 'nutritional' eating habits of the UK population, has revealed that over half of all British consumers (53 per cent) consider dark fruits to be the healthiest colour in their diet, whereas in fact purple fruits contain a range of naturally beneficial compounds to help the body fight off an array of illnesses.

Half of the 2,000 respondents interviewed said they ate green coloured foods on a daily basis in the belief they were good for them, but only 6 per cent consumed purple-coloured products for the same reason. Other colours of fruit and vegetable, including white, brown and orange, were also consumed 'more healthily' than purple.

"Most blackcurrants are renowned and loved for their deep purple colour, which contains a high level of disease fighting antioxidants that guard against aging, poor circulation, osteoporosis, urinary stones, cardiovascular disease, cancer and urinary tract infections," said a spokesperson for the BBF. "Having been awarded the number one superfruit due to its outstanding health credentials, the Foundation wants to be proactive in helping the UK population to reap the colour of their diet seriously and reap the many health benefits that 'purple' can bring."

"These antioxidants are absent from the inflammation-reducing activity of another group of compounds, anthocyanins, which are also rich in blackcurrants," added Dr Hilditch. "Anthocyanins are also known for their antioxidant properties and have previously been shown by Dr Hilditch's research group to influence inflammatory mechanisms and contribute to the body's own natural immune response."

However, the new research confirmed that some compounds in fruit thought to promote health by means of their antioxidant activity enhanced the body's capacity to fight inflammation by other means. "The antioxidants that are responsible for this are polyphenols, which are found in many fruits and vegetables, including blackcurrants and blueberries," said Dr Hilditch. "These polyphenols are also known to be effective in reducing inflammation and promoting the body's own natural immune response."



Blackcurrants are high in antioxidants

Superhero flying



and worked up by a professional illustrator.

The winner, from St Michael's On The Mount CE VC Primary School in Bristol, was awarded a Kenwood smoothie maker and a smoothie recipe book, which also went to 10 runners-up. The superhero, pictured, will be used on the blackcurrant website.

UK blackcurrant production rose this year to 14,000 tonnes.

Jo Hilditch, grower and chairman of the British Blackcurrant

Foundation, told FPJ: "Generally, it has been a good growing season as the rain has provided plenty of moisture. There was a good start to the season and the crop is looking good. The weather has been very good and the fruit is looking well. We are pleased with the quality of the fruit and the response from growers. We are looking forward to a good harvest and a successful year for the industry."

THE PURPLE Power schools campaign for British blackcurrants is set to release its fruity superhero, designed by a pupil who entered its schools competition this year. To date, more than 1,000 schools have registered interest in the initiative and 450 schools have submitted competition entries for a blackcurrant superhero. One pupil's character was selected

There was a good start to the season and the crop is looking good. The weather has been very good and the fruit is looking well. We are pleased with the quality of the fruit and the response from growers. We are looking forward to a good harvest and a successful year for the industry."

Return to list Story published: Sun 7 Jun 09 09:01

Blackcurrants in Purple Power push

The Blackcurrant Foundation has teamed up with the National Schools Partnership (NSP) to take its Purple Power campaign into primary schools.

The campaign aims to raise awareness among teachers and parents to help them advise five- to seven-year-olds on incorporating more dark fruit – especially fresh blackcurrants – into their diet.

Kate Refson at PR agency Circle, who is running the campaign on behalf of the foundation, said: "We partnered with NSP to create a bespoke educational initiative targeting more than 75,000 Key Stage 1 pupils nationwide."



Blackcurrant Foundation: Eat a Rainbow

"Named the Purple Power campaign, the focus is on eating a rainbow and the importance of consuming a colourful diet. This is supported by a selection of creative exercises to complete such as Fruity Fun Out of School, which involves identifying various fruits in the supermarket and encouraging pupils to eat a rainbow by placing a coloured fruit in their lunchbox."

Return to list

Example Trade Coverage

2012 PR Activity

Traditionally British PR Campaign 2012

1. Consumer Media
Press Office

2. Social Media
Maintaining A Juicy
Following

3. Trade Media
Taking A British
Journey

Traditionally British PR Campaign 2012

1. Consumer Media
Press Office

2. Social Media
Maintaining A Juicy
Following

3. Trade Media
Taking A British
Journey

Recipe/Seasonal Focus



Feeding News Agenda



Traditionally British PR Campaign 2012

1. Consumer Media
Press Office

2. Social Media
Maintaining A Juicy
Following

3. Trade Media
Taking A British
Journey

Recipe development has always been key, in enabling us to secure quality editorial coverage and engage with our consumers

They effectively showcase the versatility of a blackcurrant by demonstrating the creative ways in which they can be eaten

Through our social media sites, we regularly receive new recipes and suggestions; all of which are extremely valuable to us

In order to capture this level of input, and show appreciation for our followers, we have now added a new 'reader's recipes' section to the recipes page

Submit your yummy recipes - we'd love to share them!

Please complete the form below to submit your recipes. Once reviewed we'll place them live on the site to be shared and tested!

Name

Email

Twitter name

Recipe title

Recipe image

Preparation time

Cooking time

Serves

Ingredients

Method



We have been actively promoting the new reader's recipe page via facebook and Twitter, encouraging our followers to win prizes in return for their recipes

As part of our social media activity, we are also continuing to syndicate relevant and topical updates to create talkability amongst fans ahead of the season starting

YOUR RECIPES

BREAKFAST

LUNCH

DINNER

DESSERT

CLASSICS

ENTERTAINING



Lemon Tart with Blackcurrant Compote

[See the full recipe!](#)



Vanilla Panna Cotta


[See the full recipe!](#)



Summer Pudding



Blackcurrant Meringues



Going forward we will further increase followers and engage them in conversation by continuing to manage and maintain profiles on a daily basis

Monitor all digital activity and build loyal relationships with fans by responding rapidly to comments posted and @tagging fans in updates syndicated

Create campaign content for daily syndication to engage and increase the volume of fans and followers...

The Blackcurrant Foundation

Search GO

HOME THE BLACKCURRANT RECIPES NUTRITION & HEALTH FAQs PRESS EDUCATION ABOUT US CONTACT US

» Breakfast » Lunch » Dessert » Classics » Dinner » Entertaining

Four recipes uncovered

Submit your recipes now and be featured below as an approved Foundation member!

RECIPES


BREAKFAST

DINNER

DESSERT


CLASSICS

ENTERTAINING




Lemon Tart with Blackcurrant Compote

See the full recipe!



Vanilla Panna Cotta

See the full recipe!



Blackcurrants

5 hours ago

Continue driving traffic to new recipe tab

Syndicate compelling and topical updates daily

Upload consumer coverage

Does anyone have any frozen blackcurrants left over? If so, maybe you are experimenting with various recipes in the kitchen? You can now share your recipes with fellow Blackcurrant fans on our website.

http://www.blackcurrantfoundation.co.uk/recipes_submit.html

Good food

THE SEASON

Great taste!

Juicy and delicious blackcurrants, an indispensable book for cooks, glorious meat, the best smoothies and more...

A PERFECT PINK TIPPLE

A big thumbs up

FOR AN EASY WAY to get up and down, try wearing...

Good Housekeeping Institute

Tag Photo Options Share Like

Blackcurrants

June 7, 2010

Press Coverage - Good Housekeeping June 2010

Tag Photo Add Location Edit

Like Comment Share Edit

2 people like this.

Write a comment...

Sponsored

A tempting offer for you

sky.com

Invite your friend to join Sky TV and to say thanks, you'll both get a £75 M&S voucher.



facebook

Innocent drinks • Shake the Tree

Product/Service



hungry?
try our new book

With over 100 tasty, simple and healthy recipes plus loads of things to make and do (and pictures of a rather elegant moose), there's no better book shaped way to fill your family with good stuff.



click to play & win prizes

over 30,000 people have played this game from innocent this year

Click the tree to win an iPod touch, a christmas breakfast hampers from innocent and thousands of innocent juice



Wall
Info
Friend Activity
Home
Photos
Events
Videos
Links
Questions
vitaminwater hydration inv...
¿¿... pero con vitaminas
¿¿¿¿¿¿¿¿¿¿
García Gaba
guess Jessie's pressie

Maximise awareness around clinical research

facebook

vitaminwater • guess Jessie's pressie

Food/Beverages

guess Jessie's pressie

day 7 / all videos so far

the competition has now finished but you can still browse all the video clues and answers to see what Jessie J unwrapped

Wall
Info
Friend Activity
Home
Photos
Events
Videos
Links
Questions
vitaminwater hydration inv...
¿¿... pero con vitaminas
¿¿¿¿¿¿¿¿¿¿
García Gaba
guess Jessie's pressie

Secure partnerships with relevant brands to achieve contra deal competitions


THE BLACKCURRANT FOUNDATION - THE JUICY FACTS

RESEARCH:

The SCRI conducted in-depth research comparatively assessing various health claims/benefits and nutritional compositions of a number of "superfruits". The results highlighted that fruits with a deep colour perform particularly well – the darker the fruit the higher the anthocyanin content (powerful antioxidant).

As British Blackcurrants are grown and bred especially for their deep colour, thus high anthocyanin content, they came out top in the majority of the categories, when compared against other fruits such as blueberries, bananas and raspberries, for their outweighing health benefits and disease fighting components. Latest findings show that the number one superfruit leading the way with its abundant health benefits is none other than the quintessential British Blackcurrant.

According to research conducted by Dr Derek Stewart and his group at the Scottish Crop Research Institute (SCRI), the British blackcurrant can lay greater claim to the term "superfruit" than any other. The supportive evidence for these beneficial effects can be found in the comprehensive collection of referred (or peer-reviewed) scientific papers at www.superfruits.org



DID YOU KNOW?

British Blackcurrants contain more vitamin C than an orange on a weight for weight basis? Who knew that so much goodness could be crammed into such a small fruit?

SO WHY ARE BRITISH BLACKCURRANTS SO GOOD FOR YOU?

Research has shed light on the fact that these anthocyanins, along with other components which can be found in the indigenous British Blackcurrant, can help to prevent or delay progression of many ailments.

Eating blackcurrants or drinking blackcurrant juice is a natural, easy way to improve your antioxidant intake, whilst simultaneously helping to maintain a healthy heart and ward off infections.

BRITISH BLACKCURRANTS FIGHT THESE AILMENTS:

- Alzheimer's
- Heart Disease
- Eye Strain
- MRSA
- Ageing
- Joint Inflammation
- Kidney Stones
- Urinary Tract Infections (UTIs)

Traditionally British PR Campaign 2012

1. Consumer Media
Press Office

2. Social Media
Maintaining A Juicy
Following

3. Trade Media
Taking A British
Journey

Trade Objectives for 2012

Promote seasonality and use of British blackcurrants

Drive distribution of
British Blackcurrants

Put British
blackcurrants on the
trade news agenda

Position the Foundation as
a well run and credible
organisation

To provide key fresh produce journalists with an insight into British blackcurrants, we invited them to a blackcurrant farm during harvest to get their 'fill' of the best of British

Journalists from The Grocer, Horticulture Week, FPJ, Eurofruit, Produce News, SLR and Just Food have already confirmed attendance

The event will work hard to reinforce the health benefits of blackcurrants





Join the blackcurrant pickers during harvest



Pick your own blackcurrants



Cooking with blackcurrants



*Bottle your own
Cassis!*



A round table style dinner will enable us to discuss the benefits of blackcurrants, whilst enjoying an innovative meal prepared using blackcurrants

Cirkle will facilitate the dinner which will include Derek Stewart as our key speaker, to provide the journalists with their much needed news hook

To further incentivise attendance, journalists have been invited to stay in the Colloquy



French think pink

Insured by means of one of the most well-established brands in the fresh produce industry, the development of the Pink Lady apple has been held up as a model for others to follow. And it's now time to consider France to see how the 'Pink' model fits with the 'Pink' produce.



Good Natured grows with Splendid Spuds

NFU warns farmers over green goals



Stobart introduces low-CO2 rail route



advertising break

Pink Lady



The Grocer

Eurofruit

The magazine for fresh produce buyers in Europe

IN FOCUS NICHE LINES



Provide interviews for key features

Beyond Ripe

As a number of niche berry farms record record sales, markets are opening up for growers.

There's a growing demand for a wider range of smaller niche berry farms. Additionally, growers have been able to diversify into other products, such as jams and preserves, which has helped to increase their sales. Some growers are also looking to expand into new markets, such as the UK and Europe.

Blackberries have been a popular crop for many growers, and this is expected to continue in the coming years. The demand for high-quality blackberries is growing, and growers are looking for ways to meet this demand. This includes investing in new varieties and improving their growing techniques.

There is a real feeling that the berry sector is heading for a bright future. Growers are encouraged to continue to invest in their farms and to look for new opportunities to grow their businesses.

Company	2011	2012	2013
Blueberry	12.5%	13.5%	14.5%
Raspberries	11.5%	12.5%	13.5%
Strawberries	10.5%	11.5%	12.5%
Blackberries	9.5%	10.5%	11.5%



Secure industry profile slots for Foundation spokespeople

Me and my brand COPELLA

Adrian Bay, marketing manager at Copella, gets to the core of...

Industry Profile: The spice of sales

Industry Profile: The spice of sales with perspectives of both our products. Chris Balls reports



Let's celebrate the traditional English apple

Aesthetically pleasing foreign varieties are usurping the English apple – it's time to fight back



PROFESSOR DAVID BELLAMY

Throughout my life I have made it my business to promote conservation and sustainability. The sad truth is that every year countless varieties become extinct. Here in Britain, one variety needs all our support – the English apple.

Traditional English apple varieties are a vital part of our agricultural heritage and a national institution, but they have become endangered. Recent news coverage around the decline of the Cox's Orange Pippin is just the tip of the iceberg. A more serious decline and possible extinction faces more than 50 less well-known, but equally valuable, English apple varieties.

In 1922 there were 35,000 acres of eating apple orchards in Britain but by now this had fallen to just 4,000. Their decline has been mainly caused by a lack of demand. Britain

simply prefer to buy more aesthetically pleasing, foreign varieties because they look better than their British counterparts.

A recent consumer survey of 150 people buying apples has found that 60% of consumers are buying imported apples. This is a worrying trend because it means that the amount of money going to British apple growers is falling.

Three-quarters of the people surveyed think the quality of British apples is better than that of foreign apples. However, they are not buying them because they are not available in supermarkets.

The only reason that people are buying British apples is because they are available in specialist shops. This is a pity because it means that the majority of consumers are not aware of the quality of British apples.

It is time to take action to protect our traditional English apple varieties. We need to encourage consumers to buy British apples and we need to support growers who are producing them.

Create a topical and opinionated commentary piece on behalf of British blackcurrants to secure the Grocer Saturday Essay slot

David Bellamy

retail EXPRESS

National treasure and beloved David Bellamy in 'Learning to live with apple juice'

David Bellamy, author of 'The National Trust for the rescue of our native plants'

What do you think of the way Britain is celebrating its national treasure?

It's a bit of a shame that the apple is not being celebrated as much as it should be. The apple is a national treasure and it's time to celebrate it properly.

What do you think of the way Britain is celebrating its national treasure?

It's a bit of a shame that the apple is not being celebrated as much as it should be. The apple is a national treasure and it's time to celebrate it properly.

Work hard to create proactive news and feature opportunities

A large, rounded magenta box containing the word "Summary" in white, bold, sans-serif font. The background of the slide is a close-up photograph of hands holding a cluster of blackcurrants over a large pile of harvested fruit.

Summary

BETWEEN 2007 AND TODAY WE HAVE INVESTED AROUND £350k IN OUR PUBLIC RELATIONS CAMPAIGN

Spoken to over **500** consumer, trade, broadcast, national and regional journalists

Secured **373** pieces of coverage including 30 nationals

Generated **364m** opportunities to read pro-blackcurrant messages

Negotiated **2** hours of prime-time TV featuring British blackcurrants

Achieved a total editorial value of **£15m**

Return on investment of **45:1**

100% positive coverage

BLACKCURRANTS HAVE CERTAINLY MOVED UP THE AGENDA

PUBLIC AWARENESS HAS IMPROVED

CONTINUOUSLY GENERATING PRESS COVERAGE AND JOURNO INTEREST

MORE BRITISH PRODUCTS ARE AVAILABLE AND SOUGHT AFTER

We love British Blackcurrants, but we also love all Blackcurrants!



A close-up photograph of a blackcurrant branch. The branch is brown and woody, with several large, vibrant green leaves attached. The leaves have serrated edges and prominent veins. Several dark, round blackcurrant berries are visible, some hanging from the branch and others partially obscured by the leaves. The background is a soft, out-of-focus green, suggesting a garden or field setting.

The
Blackcurrant
Foundation

Keeping blackcurrants current