

# Conception to Consumption

## New Zealand Nutraceutical Story



### IBA- International Blackcurrant Conference

15<sup>th</sup> June 2016

### Session 3-Health Benefits

Presented by: Jim Grierson, Director- Grierson Dodd Products Ltd

# Ben Ard



- Bred by SCRI-James Hutton Institute in late 1980s
- Anger von Oeffelt x Ojebyn
- NZ selection
  - Female - Oeffelt x Ojebyn X Ben Nevis
  - Male Ben Rua
- Cultivar- Ben Ard Released in New Zealand in 1989

# Ben Ard

- Consistently good yielding variety
- Average harvest date 18th January
- Holds on well when mature
- Berry size 67-72 g - Low acid, Medium vitamin C,
- Strong colour
- High resistance to Leaf Spot
- Susceptible to Botryosphaeria and Gall Mite
- Requires high chilling hours (1100-1500)
- High in Anthocyanin 200 mg- 600 mg /100 ml  
- Avg (390mg/100ml)

# Nutraceuticals

- ▶ Just the Berries - NZ Manufacturer
- ▶ 20% - 30% - 35% - 40% anthocyanin
- ▶ Global research: *In Vitro* and Clinical
- ▶ Dr. Roger Hurst Team – Plant & Food Research – **Brain, Gut, Muscle Recovery**
- ▶ Dr. Abdul Molan – Massey University – **Gut Health**
- ▶ Prof. Mark Willems – University of Chichester – **Muscle Recovery**
- ▶ Dr. Takamori Tsuda – Chubu University, Japan – **Metabolic Syndrome**
- ▶ Dr. Hitoshi Matsumoto – Meiji Seika Inc. – **Vision**
- ▶ Prof. Heikki Kallio – University of Turku, Finland - **Allergies**

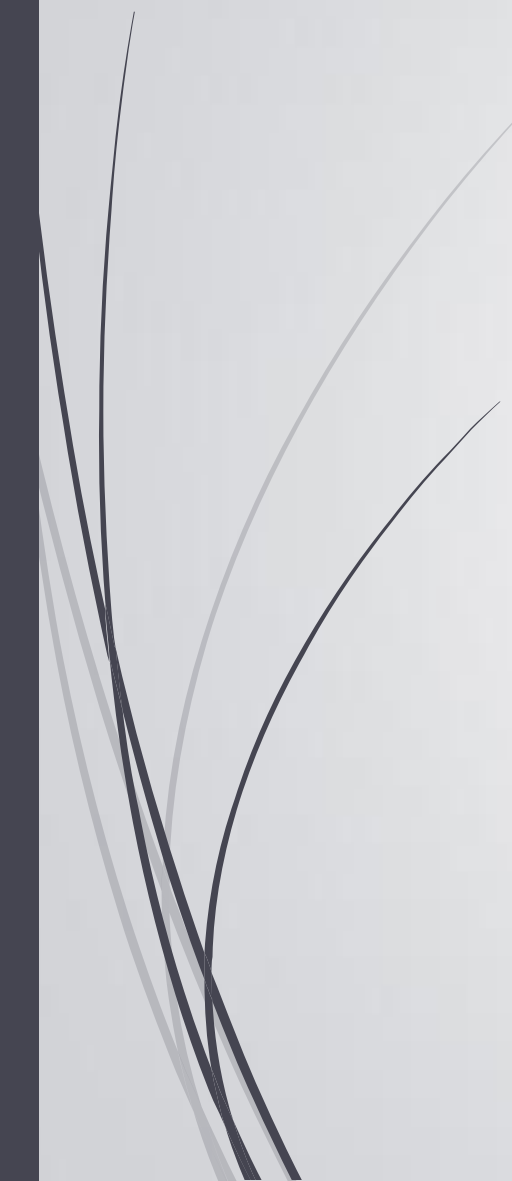


# Vitality Health Foods





# Challenges

- ▶ Human trials-proven health benefits
  - ▶ Ongoing work and financial resources
  - ▶ Label recommendations
  - ▶ Marketing material
  - ▶ Global trademarking
  - ▶ Registration by product
  - ▶ Returns to the grower
  - ▶ Volume of blackcurrant raw fruit
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# Positives

- ▶ Encapsulation
- ▶ Good shelf life
- ▶ Easy transportation
- ▶ Nutrient profiling scoring criteria – Nutritional Claims
- ▶ General level health claims
- ▶ High level health claims
- ▶ International collaboration

# **BLACKCURRANT – *BEST BERRY FOR LIFE!***

**THANK YOU!**

**QUESTIONS?**



**IBA**

International  
Blackcurrant  
Association