

Wild Blueberry Association of North America

Canada Marketing/Public Relations update October 2014



What we do: Storytelling

- **Differentiate:** nutrition, frozen, availability year-round, new uses, growing & harvesting, research
- **Create/tailor int'l materials:** \$
- Develop media plan: **generate publicity** (earned editorial coverage): newspaper, magazine, television, radio, online, blogosphere & social
- Leverage **spokespeople:** international researchers, nutritionists & chefs to communicate messages

= 98% of articles/stories/radio/TV appearances
are us



Food trends in Québec



Comfort food



Food trucks



Quick and easy recipes



Instafood



Homemade food



Revisited classic meals



Healthy food



Gastronomic events



Local products



Organic products





For Immediate Release
August 15, 2014

Study finds wild blueberries reduce risk of Parkinson's and boosts brain function
-- *Superberries pack powerful one-two punch against neurodegeneration with high concentrations of phytochemicals* --

Toronto, ON. A recently published study has shown that consumption of wild blueberries, long considered a "super food," may protect human brain performance and reduce the risk of contracting Parkinson's disease. In Canada, it is estimated that nearly one hundred thousand people suffer from Parkinson's. Due to the aging baby boomer population, this number is expected to rise dramatically. The population aged 65 years and over is predicted to rise over 30 years from 11.6 per cent to 23.6 per cent (http://www.parkinson.ca/atf/cf/%7B9ebd08a9-7886-4b2d-a1c4-a131e7096bf8%7D/PARKINSONSDISEASE_EN.PDF).

A team of scientists from Purdue University, North Carolina State University and Rutgers University in the US have investigated whether extracts from blueberries, grape seed, hibiscus, blackcurrant and Chinese mulberry – all rich in health-promoting phytochemicals – would suppress cell death caused by Parkinson's. Parkinson's is a degenerative disorder of the central nervous system that involves the malfunction and death of vital nerve cells in the brain, leaving a person unable to control movement normally. Early symptoms include shaking, stiffness, slowed movement and difficulty walking. The Parkinson's study was published in February 2014 in the scientific journal *Brain Research* and the findings indicate that two specific classes of phytochemicals -- anthocyanins and proanthocyanidins, naturally occurring plant compounds prevalent in some fruits and vegetables -- are protective against neurodegeneration, or loss of nerve cell function in the brain brought on by Parkinson's.

Dr. Mary Ann Lila, blueberry researcher and director of North Carolina State University's Plants for Human Health Institute (PHHI), located at the N.C. Research Campus in Kannapolis, is part of the team of scientists led by Dr. Chris Rochet of Purdue University that conducted the research.

In addition to Dr. Lila, Drs. Mary Grace and Gad Yousef, both with the Plants for Human Health Institute, co-authored the paper with researchers from Purdue University and Rutgers University. The study, titled "Neuroprotective effects of anthocyanin- and proanthocyanidin-rich extracts in cellular models of Parkinson's disease," was published in the March 25, 2014 issue of the scientific journal, *Brain Research*. Online article: <http://plantsforhumanhealth.ncsu.edu/?p=10165>



Institute director, is part of a team that has linked blueberry consumption to reduced risk for Parkinson's disease.

"Blueberries have both of these natural chemicals (anthocyanins and proanthocyanidins) in high concentrations, so they pack a more powerful, one-two punch," said Dr. Lila. "They can have synergistic benefits that surpass many other fruits when it comes to protection against brain cell death, which in turn may reduce the risk of contracting Parkinson's."

Blueberry extracts rich in anthocyanins and proanthocyanidins were shown to alleviate neurodegeneration by stimulating cells' mitochondria, which act like a digestive system within the cell, taking in nutrients, breaking them down and creating energy that helps cells survive.

Dr. Lila is encouraged by the findings and hopes to continue connecting the dots between berries and neurological disorders like Parkinson's disease.

"The study suggests blueberries can contribute to prevention of the onset of neurodegeneration, a hallmark of Parkinson's, which is an extremely encouraging outcome," added Dr. Lila. But more work is needed to investigate exactly how berry compounds protect brain cell function and to expound upon berries' role as a deterrent against the disease. "This research has set the stage for some high level in-vivo trials (animal or human trials) to determine exactly how the blueberry compounds interact with and protect human brain cells."

Benefits beyond the brain

Additional lines of research evidence have shown that blueberries possess a plethora of phytochemicals including abundant anthocyanins that are believed to work to combat age-related conditions like various cancers, cardiovascular disease, neurodegenerative



For Immediate Release
July 23, 2014

Celebrate Wild Blueberry Goodness All Year

(Toronto, ON) Start the year right by incorporating wild blueberries (www.wildblueberries.com) into your daily diet morning, noon and night. They're a delicious way to optimize health and meet 2015 New Year's goals quickly and easily.

"Wild blueberries are a convenient and nutritious berry available all year long," says Wilhelmina Kalt, Ph.D. Food Chemist, Agriculture & Agri-Food Canada. "Eating ½ a cup a day of this deep blue berry may help reduce the risk of disease, promote healthy aging and help the brain as we age. There are many ways to incorporate wild blueberries into a daily routine in their convenient frozen form."

Add blue to breakfast

Eating breakfast provides fuel for your body, provides energy and leads to long-term weight loss. Get more out of breakfast with wild blueberries, known for their high amount of anthocyanins. Researchers are studying the intense blue pigments, a powerful antioxidant that may protect against Alzheimer's and promote vision health.



Treat your family by serving **Brown Butter Crêpe Ribbons, Honeyed Ricotta and Wild Blueberries** by Michael Caballo, Edulis Restaurant, Toronto, ON. (recipe attached).

Get ready for a *wild* workout

Researchers in North Carolina have discovered that combining this powerful superfruit -- known as a 'happy food' because of its low glycemic index -- with exercise offers two potential health benefits: the ability for the body to burn fat longer after exercise, and improved absorption of polyphenols, which helps the body reduce inflammation.

http://www.wildblueberries.com/pdfs/wbb_wildblueberries_exercise_final.pdf

Wild and wonderful – the benefits of wild blueberries

Wild blueberries are associated with numerous health benefits including a reduced risk of type 2 diabetes, certain cancers, heart disease and urinary tract infection. Wild blueberries are also associated with improvements in vision, cardiovascular and brain health.

Fresh from the freezer

Wild blueberries can be used frozen year-round while retaining their nutritional value. Look for 'wild' on the label to ensure their unique nutritional goodness. Quick frozen at harvest, wild blueberries also retain their nutritional value longer than fresh because they are harvested at the height of their ripeness and nutritive value.



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For additional recipes, visuals and information or to arrange an interview with a Wild Blueberry Association of North America (www.wildblueberries.com) spokesperson, please contact Susan Willemssen, Laurie Hall or Chantelle Kilpatrick at The Siren Group Inc. Tel: (416) 461-5270. E-mail: chantelle@thesirengroup.com, visit www.thesirengroup.com or follow us on Twitter [@thesirengroup](https://twitter.com/thesirengroup).

INTERVIEW/PHOTO OPPORTUNITY



Evergreen Brick Works 5th Annual Wild Blueberry Festival
Sponsored by the Wild Blueberry Association of North America (WBANA)

What: In celebration of August as *wild* blueberry month and featuring our favourite bright blue berry, Evergreen Brick Works is hosting its 5th Annual Wild Blueberry Festival. From tasting to storytelling, children's baking workshops to making *wild* blueberry salsa, enjoy a full day of family activities around this super berry, native to North America.

Taste and purchase *wild* blueberry products at the Sunday Seasonal Farmers' Market. Enjoy the WILD inspired BRUNCH and sip Ontario [Blueberry Mead](#), [Blueberry wine](#) and other berry-related drinks.

Purchase a ballot to participate in the **Wild Blueberry Pie Bake-off!** Sample the chefs' *wild* creations to help determine two lucky winners of the People's Choice Award. New this year: try a gluten-free *wild* blueberry pie.

Win a *wild* blueberry gift! Walk, bike or take the free shuttle to the Wild Blueberry Festival and be entered to win one of many *wild* blueberry gifts.

Activities include:

Wednesday, August 20

- Wild blueberry Pizza night with Libretto

Thursday, August 21

- Evergreen Children's Camp will be making a *wild* blueberry popsicle

Friday, August 22

- Evergreen Children's Camp will be making a *wild* blueberry crumble

Sunday, August 24

- Craft Beer and Cider Garden: sip and savour Ontario's berry creations
- Taste Education Table: taste and learn about wild and cultivated blueberries
- Adult Wild Canning Workshop: join James Partanen, cannery coordinator at the West End Food Co-op, to learn how to make Wild Blueberry Lemon Salsa
- Children's *wild* blueberry activities: Chef Donna Dooher, celebrated cookbook author and restaurateur, leads a fun and interactive workshop baking with the *wild* super fruit
- All day tasty *wild* blueberry dishes from chef Brad Long at Café Belong
- WILD Blueberry Pie Bake off
- Children's *wild* blueberry court include storytelling, face painting, and pie in a jar family fun

When: Sunday August 24, 2014 10:00 AM – 3:00 PM

Where: Evergreen Brick Works, 550 Bayview Avenue, Toronto ([map](#))
<http://ebw.evergreen.ca/cal/event/blueberry-festival>

Why: Celebrate this nutritional powerhouse superberry

- Sample fresh and frozen *wild* blueberries and *wild* blueberry treats
- Gain valuable insights into the health and nutritional benefits of wild blueberries
- Complimentary recipes for delicious ways to incorporate wild blueberries into your diet

Join the wild blueberry conversation and stay up to date on all wild blueberry festival-related activities on Twitter: [@Wildbberies4U](#) [@EvergreenCanada](#) #EBW #wbbfest

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Media: To RSVP to the festival, or for information on WBANA and wild blueberries, please contact Chantelle Kilpatrick or Susan Willemssen at The Siren Group Inc. Tel: (416) 461-5270. Email: chantelle@thesirengroup.com, www.thesirengroup.com or Twitter: [@thesirengroup](https://twitter.com/thesirengroup).

For more information about Evergreen Brick Works please contact Marina Queirolo, program director, or Anthony Westenberg, public relations, at Evergreen Brick Works. Tel: (416) 596-1495. Email: mqueirolo@evergreen.ca or awestenberg@evergreen.ca.



E-News Blasts

Themed stories distributed throughout year by **mail/email**

Health Research: April- May

Savour Stratford Culinary Festival: June - July

GE Café Series sponsorship: August

Wild Blueberry Experiential campaign: August

Cooking & preserving w frozen wbb: September

Thanksgiving: September

Holiday entertaining: October - November

Happy blue year! health tips: January





For Immediate Release

July 23, 2014

Blueberry Chicken Chili
Ingredients for 4 servings:

- 3 tbsp (45 ml) vegetable oil
- 5 cups (600 g) dark chicken meat (thighs), cut into 1 inch pieces
- 3 onions, julienned
- 2 garlic cloves, finely chopped
- 1 chili, seeds removed and finely diced
- 1 tsp (5 ml) coriander, grounded
- 2 tsp (10 ml) cumin, grounded
- 1 tbsp (15 ml) chili powder
- 1 (796 ml) can diced tomatoes
- 2 tsp (10 ml) balsamic vinegar
- 3 tbsp (45 ml) dark chocolate, roughly chopped
- 1 (398 ml) can of kidney beans, drained
- 2 cups (300 g) frozen wild blueberries, defrosted
- Salt and pepper to taste
- 1 bunch of fresh coriander, washed and leaves picked for garnish



Preparation:

1. Heat oil in a pot over medium-high heat. Add chicken, season with salt and pepper and cook until golden. Remove from pot and set aside.
2. In the same pot, add onions, garlic and spices. Cook over medium heat until onions are translucent.
3. Add the cooked chicken, tomatoes, balsamic vinegar and chopped chocolate to the pot. Simmer over low heat until tomatoes have softened.
4. Add kidney beans and blueberries (with juice), stir to combine.
5. Serve in bowls and garnish with fresh coriander.

Preparation time: 20 minutes. **Cooking time:** 30 minutes. **Rest time:** at least 3 hours

Nutritional value per serving:

Energy: 494 Calories	Fat: 18 g
Carbohydrates: 47.8 g	Fiber: 14 g
Protein: 38.4 g	Sodium: 810 mg

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Make this Thanksgiving holiday *wild*

--Wild turkey... wild blueberries... wild entertaining--

Bring out the *wild* side of traditional appetizers, mains, desserts, chutneys and drinks for the holiday season and impress guests with wild blueberry recipes from the Wild Blueberry Association of North America (www.wildblueberries.com).

Wild blueberries are frozen fresh at harvest, preserving great taste, superior quality and nutritional value for up to two years. Consuming ½ cup of *wild* blueberries daily provides your body with the anthocyanins, proanthocyanidins and antioxidants it needs to increase your metabolic rate and potentially prevent neurodegeneration diseases such as Parkinsons. Incorporate this superfruit into holiday dishes and take advantage of its numerous health benefits.



Attached are *wild* recipes that will enhance holiday entertaining and provide alternatives to conventional Thanksgiving meals. Sip on a Wild Blueberry Daiquiri while savouring a Wild Blueberry Pumpkin Basket to tease the palate for the main course: Turkey Haunch or Roasted Chicken with Wild Blueberry Onion Sauce, and Wild Blueberry Cornbread Stuffing. Treat guests to Dufflet's Wild Blueberry Buttermilk Tart or Wild Blueberry Pear Crumble Pie, a delicious finish to any meal. *Wild* blueberries provide a delicious and nutritious way to add colour to your Thanksgiving holidays.



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For additional recipes, visuals and information or to arrange an interview with a spokesperson for the Wild Blueberry Association of North America, please contact Susan Willemsen or Chantelle Kilpatrick at The Siren Group Inc. Tel: (416) 461-5270. Email: chantelle@thesirengroup.com, www.thesirengroup.com, Twitter [@thesirengroup](https://twitter.com/thesirengroup)

Media Relations

- Pitch stories, coordinate interviews, generate feature coverage, build relationships

- Social media



- Credible spokespeople & influencers

W. Kalt + team, regional chefs, nutritionists

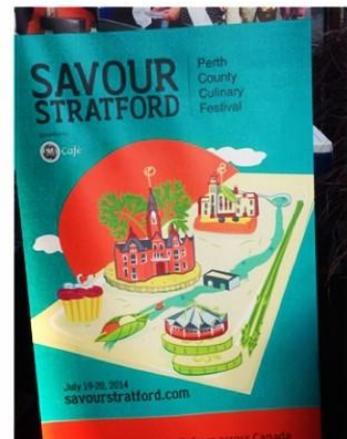
- Presence @ F&B events

Evergreen Rodeo Fundraiser
Savour Stratford Culinary Festival
GE Café Chefs' Series
Drake Hotel's 86d events
2014 Terroir Symposium
Second Harvest Taste of Toronto
IMG Toronto Taste
Slow Food Conference May 2014
Community Harvest Festivals





SHARING ONTARIO'S CULINARY TALENT
Join celebrated chefs in the kitchen for an exclusive hands-on cooking experience in Stratford. Enhance your skills with some of Ontario's renowned chefs.



Mar 23 | Chef Robert Rose
Canadian Grub to Go,
Stratford
Southbrook Vineyards



May 4 | Chef Joshna Maharaj
Ryerson University, Toronto
Lailey Vineyard Winery



Apr 6 | Chef Yva Santini
Pazzo Taverna, Stratford
Cave Spring Vineyard



May 18 | Chef Dennis Tay
Richmond Station, Toronto
Tawse Winery



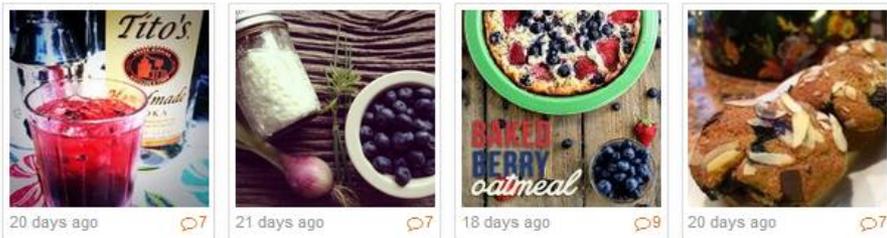
Apr 27 | Chef Lora Kirk
Ruby Watcho, Toronto
Muskoka Lakes Winery



May 25 | Chef Jordan Lassaline
Local Community Food Centre,
Stratford
Rosehall Run Vineyards



**WBANA
Monthly Twitter Report
August 1 – 31, 2014**



Impressions: 1,330,315

@WildBBerries

Tweets	Followers
 <p>#Foodiechats @foodiechats</p> <p>Get ready to start your #Foodiechats Engines! Our 171st Episode is sponsored by @WildBBerries starting at 8pm ET!</p>	25,200
 <p>#Foodiechats @foodiechats</p> <p>Attention all #Chefs it's #WildBlueberries Harvest Season! Join #Foodiechats tonight with our sponsor@WildBBerries 8pm ET</p>	25,200
 <p>#Foodiechats @foodiechats</p> <p>Read all about our #Foodiechats Sponsor @WildBBerries and their upcoming #Facebook Contest!#WildTasteofSummer conta.cc/1sOgREI</p>	25,200
 <p>Sandy Wasserman CS @sandywasserman</p> <p>RT @Foodiechats: August is Harvest Season for #WildBlueberries - Learn more from our #Foodiechats Sponsor @WildBBerrieshttp://t.co/aYU3EgD...</p>	2,802
 <p>Leslie M. @leslieveg</p> <p>Herbed Wild Blueberries & Goat Cheese</p>	27,000

Tweets	Followers
 <p>Marina Queirolo @queirolomarina</p> <p>Are u a WILD Blueberry fan? Sunday 24 get ready 4 FamilyFUN @EvergreenCanada bit.ly/1oWZoZm @OntarioCulinary pic.twitter.com/ibiV9CgLoi</p>	550
<p>T.O. Events @toeventsapp</p> <p>This #weekend Wild Blueberry Festival at the Evergreen bit.ly/VqVNqA #Toronto @evergreencanada via @MeetBubbles</p>	1,805
 <p>Marina Queirolo @queirolomarina</p> <p>Ready for a tea? Try #Forage #WILD #blueberry Tibo's Teas bit.ly/1uOLax8 #WILDblueberryFest August 24 @EvergreenCanada @cbcfreshair</p>	550
 <p>T.O. Events @toeventsapp</p> <p>Sat Aug 30 Evergreen Brick Works Farmers Market at the Evergreen bit.ly/VuHHoh #Toronto @evergreencanada via @MeetBubbles</p>	1,805
 <p>Marina Queirolo @queirolomarina</p> <p>Do u LOVE #Wbb? Sunday 24 10 to 3pm @BrickWorksMkt @EvergreenCanada is going #WILD w/ #Blueberries @WildBBerries pic.twitter.com/dnElccYSD5</p>	550
 <p>Marina Queirolo @queirolomarina</p> <p>Sunday Meet Farmer Forager Manager ON #blueberries @EvergreenCanada #WBBFest @forbes @bizjakfarms @SarahAElton pic.twitter.com/A7taLJDiOv</p>	550
 <p>Spexon Toronto @spexontoronto</p> <p>@EvergreenCanada hosts the Wild #Blueberry Festival, beginning this FRI & continuing till SUN. evergreen.ca/whats-on/event... pic.twitter.com/ovuFe5I44c</p>	9,784
 <p>Downtown Jasper @downtownjasper</p> <p>RT @spexontoronto: @EvergreenCanada hosts the Wild #Blueberry Festival, beginning this FRI & continuing till SUN. evergreen.ca/whats-on/event... ht...</p>	325
 <p>Sodastream Canada @sodastream_ca</p> <p>#Toronto! Meet us @EvergreenCanada Brickworks, Saturday from 9am-1pm for samples, demos and #SodaStreamSummer fun! pic.twitter.com/p6py0nNWbt</p>	2,969
 <p>Ambassador Coffee @ambcoffee</p> <p>RT @SodaStream_CA: #Toronto! Meet us @EvergreenCanada Brickworks, Saturday from 9am-1pm for samples, demos and #SodaStreamSummer fun! http:...</p>	235

Spring Fever & Home for the Holidays

50 Canadian journalists + 25 bloggers
Combined reach/circulation: 5 million

- Canadian House and Home magazine
- Canadian Living magazine
- Chatelaine magazine
- CityLine (City TV)
- DotheDaniel.com
- Elevate magazine
- Eluxe online retailer
- ELLE Canada
- EverythingBeautiful.com
- Fajo Magazine
- FashionNights.com
- FashionTranslated.com
- Glow magazine
- HipUrbanGirl.com
- Lou Lou magazine
- Metro newspaper (daily)
- Ming Pao newspaper (daily)
- Now magazine (weekly)
- Style at Home magazine
- Sympatico.ca
- AmongMen.com
- TheLoop.ca
- The souls of my shoes blog
- This beautiful day blog
- Toronto Sun
- Urban Native magazine
- Where Toronto magazine
- Zoomer magazine

Home For The Holidays & Spring Fever

ANNUAL MEDIA PREVIEWS



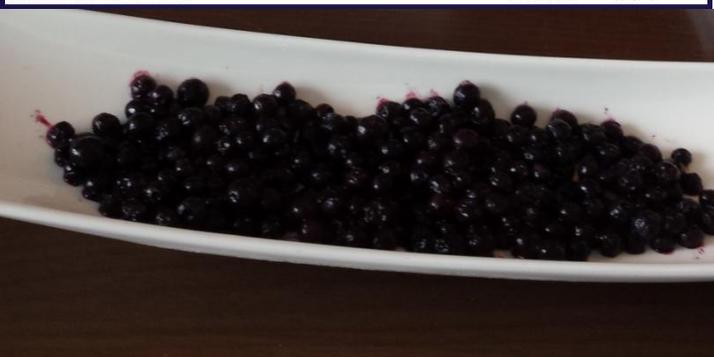
Please join us for an exciting annual preview of must-haves for the upcoming holiday season -
from fashion and beauty to food and beverage
with a special focus on baby and mommy brands

Wednesday, July 23rd 9am- 4pm
Thursday, July 24th - 9am-3pm
Special Blogtail Preview 5-7pm on Wednesday, July 23rd

Thompson Hotel Toronto - 550 Wellington St. Toronto ON M5V 2V4

www.h4thspringfever.wordpress.com | www.facebook.com/SpringFeverH4TH

By Appointment Only. To book your one-on-one preview please contact rsvp@lucidcommunications.ca



SOUTH BROOK VINTAGERS

bioflavia™
organic red wine grape skin powder

The Bioflavia Sunrise Smoothie
Here is a quick and easy to prepare smoothie that will start off your day with a big boost of health promoting antioxidants.

Bioflavia Sunrise Smoothie Recipe

Mix the following ingredients in a blender and blend to desired consistency.

- ¼ cup of orange juice
- ¼ cup non-fat yogurt
- 1 Tbsp of Bioflavia Organic Red Wine Grape Skin Powder
- ½ cup of frozen wild blueberries
- ¼ of a banana
- 2 crushed ice cubes



Wild Blueberry Festival

Cook, taste and celebrate our favourite berry at the fifth annual Wild Blueberry Festival!

From storytelling and cooking workshops, to a Blueberry Brick Works Brunch and Ontario Craft Beer and Cider Garden, there is something for everyone.

Sunday, August 24 | 10am-3pm

Visit us online or give us a call for all the tasty details.

EVERGREEN BRICK WORKS
550 Bayview Avenue

evergreen.ca | 416-596-1495



EVERGREEN BRICK WORKS

Wild Blueberry Festival

Cook, taste and celebrate!

Featuring a Wild Blueberry Pie Bake-off, cooking workshops and Brick Works brunch starring our favourite fruit—the wild blueberry!

Join us!
Sunday, August 24 | 10am-3pm

Visit us online for all the tasty details.

evergreen.ca

550 Bayview Avenue | Bus, Bike, Walk.
Free shuttle bus from Broadview Station

Evergreen is a national not-for-profit that inspires action to green cities. Get involved or donate today.

Welcome to the Wild Blueberry Festival

Tweet your experience with us today

#Wildbluefest

@thesirengroup @evergreencanada

Visit www.wildblueberries.com

EVERGREEN BRICK WORKS



Media relations during Saint-Valentin and Québec's 2014 wild blueberry season

Prepare a pitch profiling three delicious recipes to share with the loved one – over 1 M impressions.



Work with dietitian Julie Desgroseillers to conduct media interviews



Distribute a press release announcing the arrival of Québec's wild blueberries in grocery stores and markets across.
(Over 26 M impressions)



La saison de cueillette des bleuets sauvages du Québec arrive à grand pas!

DOLBEAU-MISTASSINI, QC, le 22 juill. 2014 /CNW Telbec/ - Les amateurs de bleuets sauvages du Québec pourront bientôt préparer leur plat à tarte, leur robot culinaire et leur congélateur, et aller faire le plein de bleuets sauvages du Québec provenant de la nouvelle récolte qui débutera au début du mois d'août cette année.



LE DEVOIR

The Gazette



Updates regarding the Québec blueberry association's website & infoletter

- The *Syndicat des producteurs de bleuets du Québec* launched its new website recently. During the process of creating the website, tips and advice were given to ensure its efficiency and success.

spbq.ca → perlebleue.ca



- The promotional flyer *Coup de cœur pour les bleuets sauvages du Québec* was completely reviewed and a new section on frozen wild blueberries was added!



Media relations during the fall season: Think Frozen!

- Distribute a press release explaining how it is easy and simple to eat fruits and vegetables even during the fall and winter seasons. Frozen fruits and vegetables, including antioxidant-rich wild blueberries are a nutritious solution for families looking to make healthy eating more convenient and affordable.
- Quotes from Gervais Laprise (SPBQ) and Sophie Perreault (AQDFL)
- Share three delightful recipes with media, prepared by renowned Québec chefs.



**Québec Pork
with
Maple Syrup
Marinade,
Wild Blueberry
Sauce and
Orange Zest**



**Wild Blueberry
and
Coffee
Mascarpone
Waffles**



**Wild
Blueberry
and
Lavender
Macarons**

Strategic media monitoring/reporting

Search for media coverage (regional weeklies, dailies, print, television, radio and web) that mentions the *Syndicat des producteurs de bleuets du Québec* as well as Québec wild blueberries, and send all coverage to SPBQ and WBANA.



BEST BUYS
JULIAN ARMSTRONG

Blueberries

lead the bounty

Take a big bag when you visit the public markets these days, because nature's bounty is overwhelming and you will face many temptations.

Big baskets of wild blueberries are selling at various prices, coming from either Abitibi or Lac-St-Jean. Quebec's cultivated blueberry crop appears to be ample, and the quality is good. Raspberries are competitively priced, so it's time to shop for large amounts to make jam. Late-season strawberries are excellent.

The Niagara fruit crop is increasing. Apricots and nectarines are in town from Ontario, joining peaches and yellow plums. If you like to choose your own size of peach, I saw baskets at Atwater Market Monday that offered small, medium or large fruit. Redcurrants are not plentiful; some vendors are keeping them in their refrigerators and the price is not low.

Bleuets sauvages Les producteurs sont prêts

ISABELLE TREMBLAY
itremsblay@lequotidien.com

DOLBEAU-MISTASSINI – La saison de cueillette des bleuets sauvages du Québec prendra son envol au début du mois d'août.

Le président du Syndicat des

« Cultiver le bleuet sauvage est bénéfique non seulement pour notre santé, mais aussi pour celle de notre économie. Les marchés et les épiceries se préparent déjà à recevoir les bleuets sauvages du Québec, réputés pour leur goût bien fait et leurs bienfaits nutritionnels. »
L'industrie du SPBQ. La nouvelle récolte sera marquée par l'arrivée officielle de la

TVA Nouvelles | **canoe.ca** | **VOYAGES**

ACTUALITÉ | RÉGIONS | INTERNATIONAL | SPORTS | CULTURE | ARGENT | VIDÉOS | MÉDIAS

RÉGION - SAGUENAY

Plus du double de l'an dernier
Récolte prometteuse pour les bleuets

Première publication 16 juillet 2014 à 17h48
Mise à jour : 16 juillet 2014 à 18h02



Crédit photo : TVA Nouvelles

La récolte de bleuets s'annonce plus abondante cette année. Il est encore un peu trop tôt pour prévoir avec certitude l'ampleur et la qualité de la récolte, mais le Syndicat des producteurs de bleuets est convaincu que la saison 2014 sera nettement meilleure que celle de 2013.

Dans cette section

- Plus du double de l'an dernier Récolte prometteuse pour les bleuets
- Saguenay En vol pour la cueillette des bleuets
- Tous les résidents évacués à temps Violent incendie à La Baie
- Hôpital de Chicoutimi Le nombre d'incidents en hausse
- Procédure accélérée Des créanciers à venir?

SALUT Bonjour

Deux fois plus de bleuets sauvages seront récoltés au Québec

MICHEL BÉLANDER

« C'est à deux fois le double de la récolte de bleuets sauvages que les Québécois auront à disposition au début de la saison de cueillette, en août. Selon les estimations, globales, le manque de précipitation sera rattrapé de 10 à 25 % des superficies. Une récolte de 100 % de la production globale. »
Malgré ces mauvais augures, la récolte devrait être abondante et de qualité. Le climat et l'absence de gelée précoce ont permis à la production de bleuets sauvages de dépasser les attentes. Le gel printanier qui a sévi dans la grande région de Saguenay-Lac-Saint-Jean au cours des deux années précédentes, alors que les plants étaient en période sensible de floraison, n'a pas freiné le printemps. À l'heure d'entre-croûtes, la récolte de bleuets sauvages sera deux fois plus abondante qu'en 2013. Les producteurs de bleuets sauvages ont commencé à récolter au Québec. La promesse de deux entreprises de transformation permet également de garantir la fraîcheur du produit. La nouvelle récolte de bleuets sauvages sera disponible au plus tôt vers le 15 août. Les consommateurs de Saguenay-Lac-Saint-Jean ont eu droit à la première récolte de bleuets sauvages au Québec. Les relations entre les producteurs et les acheteurs, par le truchement d'un



TOP 8
des fruits et légumes du Québec

C'est la pleine saison des récoltes et les fruits et légumes se retrouvent abondamment sur nos étals. Plus aucune raison de ne pas consommer le nombre de portions requis au quotidien. C'est si facile de manger des légumes quand ils sont si frais et qu'en plus on encourage le produit de chez nous! Cette semaine, cap sur huit produits maraichers vedettes.



CA COMMENCE BIEN!

Bertrand Tremblay
Le Quotidien

Après une année 2013 misérable, l'industrie québécoise du bleuet, qui demeure très concentrée au Saguenay-Lac-Saint-Jean, entreprend la présente cueillette sous l'œil bienveillant de Dame nature.

Tous les astres sont alignés vers une récolte abondante, sinon exceptionnelle. Les retombées économiques pourraient atteindre les 100 millions\$, au grand soulagement des entreprises impliquées dans cette exploitation et de la majorité de leurs cueilleurs, transformateurs et techniciens oeuvrant dans les usines de congélation. Plus de 3000 personnes et quelque 900 emplois équivalents pleintemps.



OUCHÉ | président, Syndicat des prod. de bleuets du Québec

Results & Evaluation

- Canadian Press
- tasteTO.com
- Halifax Chronicle Herald
- CTV News at 6
- Global News at 5:30
- Canadian Parent
- Cottage Life
- Best Health
- Oxford Journal
- Zoomer
- Reader's Digest
- Foodservice and Hospitality
- Ming Pao
- 24 Hours
- Freshjuice.ca
- Colchester Weekly
- Foodnetwork.ca
- Amherst News
- Canadian Grocer
- Globe and Mail
- Times & Transcript
- National Post
- Truro Daily News
- Toronto Star
- Rogers TV Daytime
- Metro Newspapers
- Active Adult
- Canadian Living
- Good Food Revolution
- SpotlightToronto.com
- Journal Pioneer
- Canadian Restaurant News
- City TV.com
- Antigonish Casket
- Halifax magazine
- CP24 TV
- Montreal Gazette
- Vacay.ca

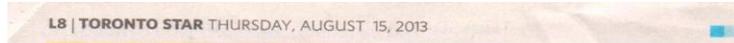


Halifax NewsNet

News in your community



HUFFPOST LIVING CANADA



Hands On Cooking Workshop: Go Wild with Wild Blueberries Sponsored by GE Cafe and the Wild Blueberry Association of North America

at Evergreen Brickworks
550 Bayview Ave., Toronto, ON
416-461-5270



EVERGREEN BRICK WORKS Wild Blueberry Festival

Grow, cook, taste and celebrate all things wild blueberry—all weekend long!

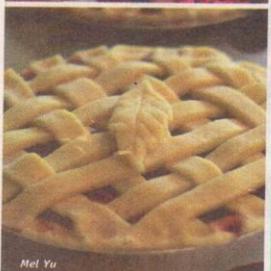
Toronto's best bakers go head-to-head at the Wild Blueberry Pie Bake-off, and you're the judge! Explore the Saturday Farmers' Market, Sunday Marche, hands-on cooking workshops and more.

August 24-25 Presenting Sponsor



Visit us online for the tasty details.
ebw.evergreen.ca

550 Bayview Avenue | Free shuttle bus from Broadview Station
Evergreen is a national charity that inspires and enables action to green cities. Get involved or donate today.



Herald Business



Cooking with blueberries



Chef Richard Julien serves up some tasty ideas for cooking with blueberries!



Friday August 23, 2013 01 +

This weekend: Wild Blueberry Festival and more...

Wild Blueberry Festival
Aug 25 (11 Am to 3 PM)
Evergreen Brick Works

Celebrate the wild blueberry season! Enjoy the delicious tastes and special guest vendors of the Sunday Marche and be a judge in our annual Wild Blueberry Pie Bake-off--this year featuring some of Toronto's top bakers.

For more information, check out the Evergreen Brick Works website.



OUR MISSION COMPLETED: BERRY DELICIOUS

Ontario berries in midsummer abundance, we asked you last week to show them to us at their best. From smoothies to shortcakes to plain old handfuls of raw fruit, here's how you enjoyed your berries this week. On these pages, [Twitter handles are in blue](#) and [Instagram in brown](#).

2013-2014

- Total print coverage: **7,106,431 readers**
- Total online coverage: **221,753,962 unique visitors**
- Total broadcast coverage: **1,801,000 audience reach**
- Total circulation/audience reach: **220, 576,706 eyeballs**
- PR credibility factor (x 3): **661,730,118 Impressions**
- Budget: **no increase**



Broadcast

- Global Morning News Toronto 2013:
 - <http://globalnews.ca/video/768874/evergreen-brick-works-wild-blueberry-festival>
- Global News Halifax 2013
 - <http://globalnews.ca/video/794346/halifax-evening-news-aug-21>
- Global Evening News Toronto 2013:
 - <http://globalnews.ca/video/800957/torontonians-participate-in-wild-blueberries-festival>
- CTV Morning News Halifax 2013
 - <http://atlantic.ctvnews.ca/video?clipId=991537>
- CHCH Morning Live 2014
 - <http://www.chch.com/going-wild-wild-blueberries/>
- CTV News Toronto 2014
 - <http://toronto.ctvnews.ca/weekend-events-in-toronto-aug-22-24-1.1971313>
- CTV Morning Live: Atlantic 2014
 - <http://atlantic.ctvnews.ca/ctv-morning-live>



Slow Food N.S. hosts spring supper



MORNING LIVE MARINA QUEIROLO WILD BLUEBERRY FESTIVAL



Fennel Salad with Wild Blueberries
 prep time 1 min total time 1 min serves 4
 1 Rating
 A bright and tasty salad combining the flavours of wild blueberries, fennel and citrus.
 Appetizer, Vegetarian, Lunch, Citrus, Salad, Side, Salad, Vegetables



2014 Interim Results

2014 Interim tracking circulation to date (**total reach**):

Print: 3,405,694

Online: 19,415,089

Broadcast: 4,960,483

Social Media: 38,281



Total circulation/audience reach: 27,819,547

2014 Interim Results

Print: 3,199,241

Online: 65,668,009

Broadcast: 1,162,300

Social Media/Twitter: 2,592,990

Total circulation/audience reach: 72,622,540

“Earned” media coverage

NOT ADVERTISING



Merci.
Des questions?

