



Marketing to the Berry Health Message

Oregon Raspberry & Blackberry Commission

Where we started

- Late 1990's first health benefit information
- 2001- ORBC has 5 berries tested for nutrients, antioxidants, polyphenols
- Tests show high levels of antioxidants, ellagic acid, rutin, gallic acid
- 2004 seed oils of 5 berries tested



Nature's Medicine Cabinet

- ORBC outreach to researchers begins in 2000
- Working together ORBC and research community plan 1st Berry Symposium in 2005



Black Raspberries

- Black Raspberries rise to front of mind for consumers after research shows important results in colon and esophageal cancers
- ORAC of 77 umole Teg
- Oregon grows 95% of black raspberries in US



ORBC Website



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Oregon Berries, one of life's few un-guilty pleasures.

Let's talk antioxidants. C'mon. You know you want to. We don't want to toot our own health horn here, but when it comes to antioxidants (the Big Guns in the battle against cancer and free radicals), blackberries top the list and raspberries follow close behind. So if you want to increase your heart health, boost your immunity and just generally feel good about your food choices, sit down with a basket of blackberries or raspberries and enjoy a delicious little anti-indulgence.

[GET HEALTHY NOW >>](#)

Get Recipes & Health Info

email address



Farmer Focus: Stum's Berry Farm

This third generation berry farmer grows many varieties of caneberries on his farm near Corbett.



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2011 Berry Health Benefits Symposium

June 27-29, West Lake Village, CA. The 4th biennial meeting of this important event will feature cutting edge research on berries and human health from around the world.

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Oregon Berry Festival

Come to the Ecotrust Building in Portland, July 22 & 23 to taste and buy some of the season's best Oregon berries.

[BERRY GOOD NEWS >>](#)



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Marketing tools



- Work with researchers to speak at seminars for media
- Work with our packers to provide materials on berry health message
- Drive all outreach to website
- Stay up to date on all research

Marketing Tools

- ORBC works to take health message to writers, bloggers, TV and all media through direct connections
- Oregon Berry Camp brings media to state to give up close & personal knowledge of berries and their health effect

