



Juices from cooked blueberries sometimes produce unusual colours: green = reaction with baking soda; red = reaction with acids such as lemon juice. These natural reactions are safe and do not affect the awesome taste of the berries.

Fresh, plump, and delicious... B.C. blueberries are now in season. Check out your "Blueberry IQ" with the following statements about the ever-popular, beautiful blues.

blueberry harvest begins!

Blueberries are native to North America.

True False

True. Today's blueberries were cultivated naturally from wild varieties native to North America. They were sometimes called "star berries" because of the star shape at the blossom end.

Laboratory research strongly indicates that blueberries can help against the effects of aging.

True False

True. Although only tested in animals so far, the outlook seems promising for humans. Test results show improvement in age-related factors, including short-term memory, balance, and coordination.

Blueberries contain lots of phytonutrients; compounds which are believed to help fight cancer and heart disease.

True False

True. In fact, blueberries ranked #1 in a group of 40 other familiar fruits and vegetables. A regular serving of blueberries (½ cup) can deliver up to five times as much antioxidant power of other fruits and vegetables... including broccoli!

You can buy fresh B.C. blueberries all year.

True False

False. But... you can enjoy our blueberries from April through September, thanks to our worldwide connections. Especially good news: blueberries are easy to freeze and their nutritional benefits remain high, even after freezing.

Peak season for local B.C. blueberries starts around the third week of July and lasts about one month.

True False

True. This makes a great time for retailers to feature these blue marvels in their displays and promotions.

Worldwide, British Columbia is one of the top blueberry producers.

Fresh B.C. blueberries are hand-picked.

True False

True. Workers hand-pick the bushes several times during each harvest season because the berries ripen at different times. The berries are quickly cooled, sorted, and packed; ready to ship to your store within hours of harvesting.

Blueberries keep best at which temperature?

a) 32°F (0°C) b) 34°F (1°C) c) 30°F (-1°C)

b. 34°F (1°C) and 90-95% humidity at retail. It's important to store them away from apples. Consumers can keep berries for up to 10 days in the fridge. Simply place unwashed berries in a shallow pan lined with a paper towel; cover lightly.

You can purchase blueberries in multiple sizes of containers.

True False

True. You can buy B.C. blueberries in a wide range of sizes: 125 g packages, pint- and quart-sized plastic clamshells, and various weights in bulk and cardboard boxes.

The number of calories in 100 grams (approx. ½ cup) of blueberries:

a) 62 b) 45 c) 80

a. 62 calories (260 kj). Blueberries are not only low in calories, but they're fat-free and bursting with vitamins, minerals, and a good amount of fibre (2.7 per 100 g).

Blueberries require lots of preparation time.

True False

False. They're one of the easiest fruits to enjoy. Simply rinse before serving. You can toss them on your cereal, yogurt, or pancakes; mix in a salad; add to meat sauce... or feast on them by the handful!

Wild bears in the Pacific Northwest and Alaska eat salmon until the blueberries ripen. Then they'll ignore the fish and gobble up the berries instead... hm-m-m, maybe we should call the fruit a blue-bear-y!

Well, how did you do?

Catch all of them?

Congratulations... you're a true-blue expert!

Get most of them correct?

You obviously have the blueprint for success!

Miss lots of them?

Don't sing the blues... eat them! Tests indicate that blueberries can help boost brainpower.



bc tree fruits