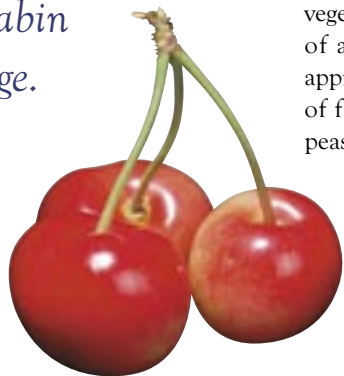


*Time for B.C. Brand summer fruits! Fresh fruit makes a carefree, nutritious, mouth-watering choice for picnics and backyard barbecues, and trips to the cabin or cottage.*



*Get ready for B.C. Brand blueberries and summer fruit.*

# B.C. Brand fruit springs into season!

**Beautiful** British Columbia is the second largest producer of blueberries in the world, providing 97% of Canada's crop.

**Bountiful** blueberry season begins in late June. Peak harvest is expected from late July through mid-August.

**Birth of the blues...** Blueberries originated in North America. Native peoples used them for foods and medicines. They must have known what research is now finding out.

**Beneficial** blueberries placed at the top of 40 other fruits and vegetables as an important source of antioxidants. One serving approximates the phytonutrient value of five servings of squash, carrots, peas, and even broccoli.

**Brilliant!** Blueberries have been shown to increase mental acuity. They're full of antioxidants that help reduce "bad" cholesterol and age-related diseases, improve heart health and vision, and help fight certain cancers.



**Buyers** of blueberries have almost doubled in the past decade. Consumers enjoy the health benefits and convenience. Simply rinse and enjoy fresh or in a favourite recipe. And they don't lose their nutritive value while frozen, either.

Sweet **cherries** start the season for B.C. Brand summer fruits! As recent plantings of cherry trees mature, they're yielding increased amounts of later-ripening cherries, renowned for their exceptional taste and quality.

This year's peach crop shows greater tonnage from maturing trees. **Peaches** are great for snacks or pies and a natural choice for purees and smoothies.

Just like peaches, **nectarines** tantalize the tastebuds. This "fuzzless peach," sports varying shades of reddish blush. The crimson colour indicates type, not ripeness.

**Apricots** have a slightly tangy flavour rich with natural sweetness. They provide dietary fibre, lots of vitamin A and other nutrients.

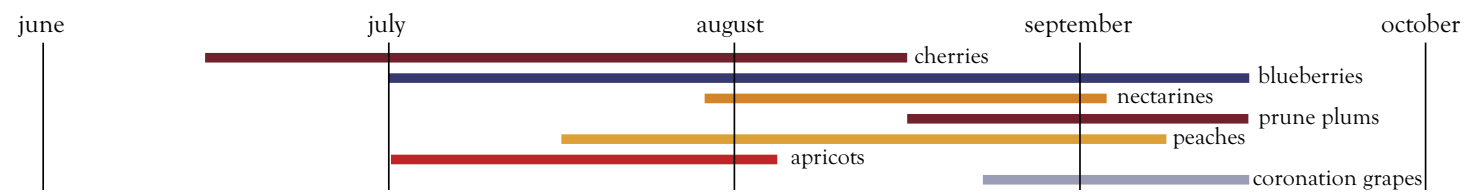
Top off your summer with deep purple **prune plums** and grapes. Both are high in resveratrol, a strong antioxidant and anti-cancer agent also shown to help heart health.

Beneath the indigo blue skins of **Coronation grapes**, their pale green flesh is seedless. You can easily substitute them in any recipe calling for blueberries.

All B.C. Brand fruits are hand-picked at the peak of goodness, quickly cooled and placed into a wide variety of packaging choices. Then they are quickly shipped by refrigerated truck or air, direct to your store. Fresh fruit makes a carefree nutritious, mouth-watering choice for picnics, backyard barbecues, and trips to the cabin or cottage.

**For more fruit info, tips, and recipes, visit [www.bctree.com](http://www.bctree.com)**

## Harvest Dates for 2005\* \*based on average harvest dates



**bctree**fruits

