

WASHINGTON Red.
Raspberries



Raspberries: A World of Growing Opportunity

Opportunities

- **Promote Health Benefits through strategic investments in health research**
- **Promote consumption via health and wellness messaging to influencers and decision-makers**
- **Develop synergistic partnerships with other berries – NBCI**
- **Create national program for frozen raspberries**

WASHINGTON **Red** 
Raspberries



Top 5 Reasons to Eat Raspberries

- Naturally high in vitamin C and fiber.
- Provide folate, vitamins B2 and B3, magnesium and other essential nutrients.
- Contain ellagitannins, important cancer fighting compounds.



Top 5 Reasons to Eat Raspberries, cont'd.

- Place in the top 15 of the *American Journal of Clinical Nutrition's* best antioxidant sources.”
- While raspberries have a strong nutritional story to tell...**taste** still sells consumers!





Health Studies

Funded by Washington Raspberry Commission

Project	Lead Scientist	Institution	Completed
<i>Suppression of Carcinogenesis by Consumption of Raspberries and Blackberries Through Activation of the Immune Response</i>	<i>Lyndon L. Larcom</i>	<i>Clemson University</i>	<i>2007</i>
<i>Prevention of Diet-Induced Atherosclerosis, Obesity and Oxidative Stress in Hamsters</i>	<i>Jean-Max Rouanet Alan Crozier</i>	<i>University of Montpellier, France University of Glasgow, UK</i>	<i>2009</i>
<i>Red Raspberries and Human Health</i>	<i>A.Venket Rao</i>	<i>University of Toronto</i>	<i>2010</i>
<i>The Effects of raspberries on Cognition and Neuronal Communication in Aging: Mechanistic Considerations</i>	<i>James A. Joseph</i>	<i>Tufts University - USDA Human Nutrition Research Center on Aging</i>	<i>2011</i>
<i>Bioavailability, metabolism, and impact of anthocyanins and ellagitannins on colonic health after consumption of raspberries</i>	<i>Alan Crozier</i>	<i>University of Glasgow, UK</i>	<i>2011</i>
<i>Anti-Inflammatory Effects of Red Raspberry in Rat</i>	<i>Dr. Navindra Seeram</i>	<i>University of Rhode Island</i>	<i>2011</i>

*The Taste You Love, the
Nutrition You Want!!*

WASHINGTON **Red** 
Raspberries

