



**Creating A Profitable Future**



It is essential to eat five portions of fruit and vegetables each day as part of a balanced diet.

Some fruit contain more health promoting properties than others.

Latest research has discovered that one fruit outshines the rest when it comes to health boosting benefits.

**BLACKCURRANTS ARE THE No. 1 Superfruit!**

"The combined beneficial composition and impact in health related studies mean that blackcurrants can claim to be the No.1 Superfruit!"

RESEARCHED BY THE FRUIT & VEGETABLE RESEARCH FOUNDATION

FOR MORE INFORMATION PLEASE VISIT  
[www.superfruits.org](http://www.superfruits.org)  
[www.scrf.co.uk](http://www.scrf.co.uk)  
[www.blackcurrantfoundation.co.uk](http://www.blackcurrantfoundation.co.uk)

**BLACKCURRANT**

BLACKCURRANT	Superfruit Health Components % recommended daily allowance/100g
2.8	ENERGY
12.0	FIBRE
165	VITAMINE C
5.4	VITAMINE B1
95.0	VITAMINE B2
100	VITAMINE B3
13.2	VITAMINE B6
15.1	VITAMINE A
11.7	CALCIUM
9.7	IRON
1.7	PHOSPHORUS
1.1	POTASSIUM
4.8	SELENIUM
	ZINC

Apple  
 Apricot  
 Banana  
 Blackberry  
 Blackcurrant  
 Blueberry  
 Cherry  
 Cranberry  
 Grapefruit  
 Grape  
 Lemon  
 Mango  
 Melon  
 Orange  
 Passion Fruit  
 Peach  
 Pear  
 Pomegranate  
 Raspberry  
 Strawberry

**THIS SUPERFRUIT WHEEL** contains selected nutrient compositions of some of our commonly consumed fruit.

Turn the wheel to see the beneficial effect and nutritional values of the selected fruit, plus the RDA/100g element of each fruit.

TURN THE WHEEL TO SEE THE BENEFICIAL EFFECT AND NUTRITIONAL VALUES OF THE SELECTED FRUIT, PLUS THE RDA/100g ELEMENT OF EACH FRUIT.

NUTRITION LEVELS

- HIGH LEVEL
- MODERATE LEVEL
- LITTLE OR NONE PRESENT

For the growers, processors and customers of the most amazing fruit on earth!

# The International Blackcurrant Association started with an idea that became a vision that turned into a reality

## The pathway to today

- Christchurch, New Zealand, 2008
- Copenhagen, Denmark, 2009
- Beaune, France 2010
- Goes, Netherlands, 2011
- Dundee Scotland, 2012

## The result

- *“The IBA is somewhat **UNIQUE** in the world of fruit juice & production and processing.. and of strategic importance to create a sound platform....that will lead to the success of the involved players”*

Franz Ennser, Agrana Juice Holding.

# A truly international and unique association - the global blackcurrant family

## **Member countries**

- Denmark
- France
- Germany
- Japan
- Netherlands
- Norway
- New Zealand
- United Kingdom

## **Potential member countries**

- Australia
- Canada
- China
- Estonia
- Hungary
- Lithuania
- Poland
- Russia
- Sweden
- Ukraine
- USA



A grower-based organisation from the roots up  
but recognising the need for partnership with  
researchers and the market to achieve mutual,  
sustainable prosperity.



Official website of the  
**International Blackcurrant Association**  
*The Blackcurrant - the Best Berry for Life!*  
 The 3rd International Blackcurrant Conference, Dundee Scotland [Click Here](#)

**iba 2012 Dundee Scotland**  
 Register Now

**April Feature Stories:**

IBA Board member Dirk Herdickerhoff reports on two European Food Fairs: overall he found a disappointingly small blackcurrant presence but some champions are emerging and a superb cassis mustard brightens his day (and his palate). [For full story, click here.](#)

More than 2000 members of Four Leaf Japan are thanked for their company's vision and support of the International Blackcurrant Association. [For full story, click here.](#)

IBA sponsor SFM Technology gets a Royal Warrant for their berry harvesting machinery: SFM is a major supplier of equipment and technology to the global blackcurrant industry. [For full story, click here.](#)

**April Feature Story: "Fruit Logistics and the Internationale Grüne Woche Both Disappoint and Excite!"**

IBA Board member Dirk Herdickerhoff attended both major food shows earlier this year and gives this report to ISA members and supporters:  
 "Overall, the lack of blackcurrant product at both

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**Right Sidebar:**  
 The work of the International Blackcurrant Association is Proudly Sponsored by:  
 Principal Sponsor: FOUR LEAF  
 GRANA  
 Jarrow FORMULAS  
 JF&C  
 Currant

**Bottom Left Note:**  
 This website features research relating to human health conditions. The International Blackcurrant Association does not advocate using such research to promote general retail blackcurrant products. Only products developed and proven to meet the values.

**System Tray:**  
 10:07 a.m. 8/05/2012

We are starting to flex our global marketing muscle -

# The IBA's Six Strategies for a more profitable future for the industry as a whole

- Working with Country Associations to create a stimulating and vibrant Annual Conference
- Be the researcher-marketer “fix-point”: stimulating innovation.
- Be the global “go-to” for all news and information about blackcurrants
- Increasing the blackcurrant profile at trade and marketplace strategically important events.
- Creating a global blackcurrant family-network centre.
- Making the best use of limited resources by being adaptive and innovative and passionate about how we do it.

# 1: Working with Country Associations to create a stimulating and vibrant Annual Conference

- The past four conferences have created networks and knowledge.
- The bi-annual IBA Full Conference (3-day) will alternate with a (2-day) bi-annual Horticultural conference.
- The IBA will assist with seed-funding and programme inputs.
- The work of the country organisers of the 4 Conferences to date has been truly wonderful!
- **In the future-**
- Conferences will become events that champion Grower and Marketer Awards.
- The science research presentations will be given an increased public profile.



## 2: The researcher-marketer “fix-point”: stimulating innovation.

- The major problem for the blackcurrant industry is good research not finding a champion to take it to market.
- The IBA Executive is now working with researchers to look at potential market partners and strategic options.
- By maintaining an overview of blackcurrant “happenings” the IBA Executive can suggest research pathways and possibly assist in finding or supporting research grants for institutions.
- Importantly-
- As the IBA we don't compete with those already being innovative within the industry – we find gaps and areas where no one is, and fill them.

# 3: Be the global “go-to” for all news and information about blackcurrants

- Country Association profiles: the first will be on-line end of June.
- Marketplace updates: Dirk’s report on the German Food Fairs last month a good example.
- Agronomy and Plant breeding news updates
- Including regular chat columns on problems and solutions.



*A champion of the Blackcurrant presenting his product at the Grune Woche Trade Show; profiled on the IBA website*

## 4: Increasing the blackcurrant profile at strategically important trade and marketplace events.



- Example of New Zealand tasting and information booth for NZ Dietetics Association and NZ Foodwriters Guild Conferences. **New products resulted!**

Costs shared by brands that have products used on display and in tastings: a cost-effective proven tactic that is perfect for the international blackcurrant industry and gets us into the BIG events!

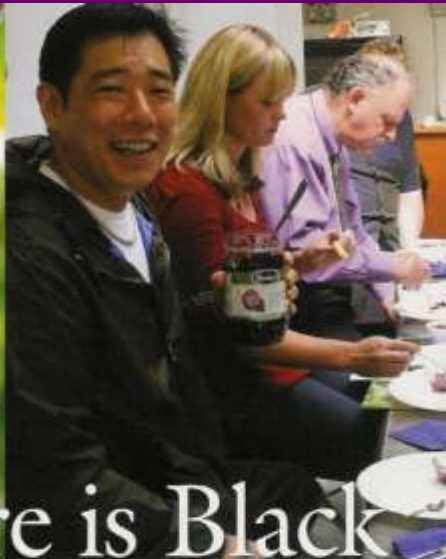
# 5: Creating a global blackcurrant family-network centre.

- As Franz Ennser said: *“this association is unique in the world of berry-fruits.”*
- Although the blackcurrant is one of the oldest of berries and an established industry in many countries it has a renewed vigour and attitude that has come from the mixing together of the peoples of the blackcurrant growing nations (a kind of positive human-hybrid vigour as perhaps the plant breeders would say).
- The website is in its formative stages.
- It will be our major communication media but be supplemented with multi-language newsletters.
- These will be sent to a growing database of Country Associations, individual growers, agronomists, research institutes (plant and wellness), chefs and food writers, marketers and food technologists, retailers, consumers.
- **Potential Cassisarians all!**



## 6: Making the best use of limited resources by being adaptive and innovative, and passionate about how we do it.

- This year we are developing tactics that will fund themselves through positive sponsorship:
  - IBA Grower of the Year Awards
  - The International Blackcurrant-Cassis Awards Competition
- The development of these two tactics started here in Dundee and we expect to have their inaugural events in place for Conference 2013.
- And in the future, we are limited only by our imagination. For example:
  - The International Blackcurrant Association Agronomist-Plant Breeder of the Year
  - The International Blackcurrant Association Most Innovative New Product of the Year-
    - Health Supplement Category
    - New Food category
    - New Beverage Category.
  - **All creating networks, publicity and opportunities for enterprise.**



# The Future is Black

Muffins to mains – the culinary adventures of the New Zealand blackcurrant.



**T**o New Zealanders, the blackcurrant represents a rich, wholesome fruit drink, and the local blackcurrant industry has become a world leader in producing intensely coloured berries that are perfect for drink concentrates. But does the blackcurrant have a future outside the juice jug?

Chef chefs and bakers have been able to buy frozen blackcurrants for over a decade but have only used them very sporadically and for specialised products. Are they missing out on an ingredient with huge culinary potential?

The grower-owned Blackcurrant Cooperative exports frozen fruit and concentrate to Japan, Australia, Europe and North America. Although Japan is the key market, some exciting

opportunities are developing, particularly in the USA. However, the Co-op recognises that the key to export development is getting our act together at home.

There are some wonderful parallels between New Zealand's blackcurrant and New Zealand's iconic 'white brand' wine – sauvignon blanc. An arisage grape in its homeland France, the grape came to Marlborough and underwent an organic/epic 'Cinderella' as the intense sunlight and other factors of terroir produced flavours that have changed the way the world sees both New Zealand and the grape. The blackcurrant story is similar. Some very average varieties from Scotland came to New Zealand and over the last few decades, a combination of skilled varietal breeding programmes, innovative berry/fruit farming practices and

**An example tactic that could be repeated in any country:**

Three New Zealand companies funded the world's first Blackcurrant Culinary Masterclass.

The results- publicity in leading magazines, wonderful feedback from key influencers about the potential of blackcurrants, networks created with buyers and trade.



Despite all the sexy science and amazing research for health, the blackcurrant is also one of the most refreshing, delightful experiences as food or beverage - from the extremely casual to extreme sophistication.

**Enjoy!**