

BLUEDOR™

PureWild

WILD BLUEBERRY POWDER

from Nordic regions
of Canada

Fruit d'Or



The superpowers of wild blueberries



Brain-Mood Support

Wild blueberries (*vaccinium angustifolium* or lowbush blueberries) have been shown to improve cognition and mood in humans. In adults of all ages, this resulted in improved memory function and performance, improved processing speed, and positive affect. In children, wild blueberries have been shown to improve executive function, short-term memory, and mood (fewer self-reported symptoms of depression). In recent years, consumers have become increasingly focused on brain-mood health, and wild blueberries check all the boxes in terms of these benefits.



Consumers prefer wild

According to a recent study conducted in the United States, consumers perceive wild blueberries as a better tasting product compared to other blueberries, which translates into a greater likelihood to purchase, an increase in the quantity purchased, and a greater willingness to pay more. In addition, their volatile composition has been scientifically confirmed to be more "floral," "fruity," "sweet," and "blueberry" than other varieties.



High in antioxidant

In various studies, it's clear that wild blueberries consistently have more polyphenol compounds (which are antioxidants) than other types of blueberries. When you turn them into powder, you get an even higher concentration of nutrients per gram compared to fresh fruit.

**We pamper our
berries every step of
the way.**



**Discover the story behind
our vertically integrated
wild blueberry sourcing.**

BLUEDOR™

Wild blueberry ingredients in their purest form

Fruit d'Or takes pride in our comprehensive range of wild blueberry ingredient intended for the nutraceutical market, Blue d'Or. Fruit d'Or is the second largest organic wild blueberry processor in the industry.

Our wild blueberries are grown and sourced directly from our fields in the Nordic climates of Canada.

Our vertical integration allows us to pamper our berries every step of the way from field to finished product. Once you experience the differences our premium wild blueberries offer, you will never settle for less again.



Three reasons to choose **BLUEDOR™**

PureWild



Active components guaranteed

Our commitment to authenticity and effectiveness has been consistently demonstrated, establishing Fruit d'Or' products as a hallmark of reliability that customers can confidently rely on.



Pure & clean label

Our powders are crafted only from 100% organic* wild blueberries sourced from the unspoiled Nordic regions of Canada. These berries are carefully cultivated and processed to retain their natural benefits. Our commitment to purity is evident as we avoid using additives, solvents, or GMO crops. Our powders contain no added sugar, preservatives, flavors, or colors. Through a gentle drying process, we preserve the fruit's nutrients in their natural, unaltered state.

*Product also available in conventional



Our berries never leave our sight

As most of our berries are grown in our very own fields, we pamper our berries every step of the way, from nature to the final product. With an integrated approach across production lines and field-to-delivery traceability, we have complete control over the journey from seeds to crops to the finished product. All of our ingredients undergo rigorous testing to maintain the unmatched quality Fruit d'Or is known for as well as compliance with the strictest organic and food safety standards. Thanks to our in-house agronomists, we constantly improve our growing and harvesting practices so that you can rest assured that you are getting the very best ingredients your discerning customers want.

Organic or conventional

Berry provenance

Nordic regions of Canada

Flavour

Exceptionally vibrant and intense. Concentrated sweet & tart taste.

Color

Dark red to dark purple

Certifications



Elevate wellness with our effective solutions

VERSATILE APPLICATIONS



Capsules



Smoothies



Functional food





Research references

Cheatham, C. L., Canipe III, L. G., Millsap, G., Stegall, J. M., Chai, S. C., Sheppard, K. W., & Lila, M. A. (2022). Six-month intervention with wild blueberries improved speed of processing in mild cognitive decline: a double-blind, placebo-controlled, randomized clinical trial. *Nutritional Neuroscience*, 1-15.

Whyte, A. R., Rahman, S., Bell, L., Edirisinghe, I., Krikorian, R., Williams, C. M., & Burton-Freeman, B. (2021). Improved metabolic function and cognitive performance in middle-aged adults following a single dose of wild blueberry. *European Journal of Nutrition*, 60, 1521-1536.

Fisk, J., Khalid, S., Reynolds, S. A., & Williams, C. M. (2020). Effect of 4 weeks daily wild blueberry supplementation on symptoms of depression in adolescents. *British Journal of Nutrition*, 124(2), 181-188.

Barfoot, K. L., May, G., Lamport, D. J., Ricketts, J., Riddell, P. M., & Williams, C. M. (2019). The effects of acute wild blueberry supplementation on the cognition of 7-10-year-old schoolchildren. *European journal of nutrition*, 58, 2911-2920.

Whyte, A. R., Cheng, N., Fromentin, E., & Williams, C. M. (2018). A randomized, double-blinded, placebo-controlled study to compare the safety and efficacy of low dose enhanced wild blueberry powder and wild blueberry extract (ThinkBlue™) in maintenance of episodic and working memory in older adults. *Nutrients*, 10(6), 660.

Khalid, S., Barfoot, K. L., May, G., Lamport, D. J., Reynolds, S. A., & Williams, C. M. (2017). Effects of acute blueberry flavonoids on mood in children and young adults. *Nutrients*, 9(2), 158.

Whyte, A. R., Schafer, G., & Williams, C. M. (2016). Cognitive effects following acute wild blueberry supplementation in 7- to 10-year-old children. *European journal of nutrition*, 55, 2151-2162.

Krikorian, R., Shidler, M. D., Nash, T. A., Kalt, W., Vinqvist-Tymchuk, M. R., Shukitt-Hale, B., & Joseph, J. A. (2010). Blueberry supplementation improves memory in older adults. *Journal of agricultural and food chemistry*, 58(7), 3996-4000.

Mintel (2023), GLOBAL FOOD AND DRINK TRENDS, Available here: <https://www.mintel.com/food-and-drink-market-news/global-food-and-drink-trends>

Forney, C. F., Qiu, S., Jordan, M. A., McCarthy, D., & Fillmore, S. (2022). Comparison of volatile compounds contributing to flavor of wild lowbush (*Vaccinium angustifolium*) and cultivated highbush (*Vaccinium corymbosum*) blueberry fruit using gas chromatography-olfactometry. *Foods*, 11(16), 2516.

Portland Marketing Analytics. (2015). The Power of Wild. A US Quantitative Consumer Research Study. <https://www.wildblueberryassociation.ca/wp-content/uploads/2016/02/wild-blueberries-power-of-wild-research-report.pdf>

Gonçalves, A. C., Nunes, A. R., Falcão, A., Alves, G., & Silva, L. R. (2021). Dietary effects of anthocyanins in human health: A comprehensive review. *Pharmaceuticals*, 14(7), 690. Å

Kalt, W., Cassidy, A., Howard, L. R., Krikorian, R., Stull, A. J., Tremblay, F., & Zamora-Ros, R. (2020). Recent research on the health benefits of blueberries and their anthocyanins. *Advances in Nutrition*, 11(2), 224-236.

Daubaras, R., Česonienė, L., Kraujalyte, V., & Venskutonis, P. R. (2014). Health promoting properties of *Vaccinium angustifolium* and *Vaccinium corymbosum*. *Planta Medica*, 80(16), P2B79.

Rodriguez-Mateos, A., Cifuentes-Gomez, T., Tabatabaee, S., Lecras, C., & Spencer, J. P. (2012). Procyanidin, anthocyanin, and chlorogenic acid contents of highbush and lowbush blueberries. *Journal of agricultural and food chemistry*, 60(23), 5772-5778.

Wu X, Beecher GR, Holden JM, Haytowitz DB, Gebhardt SE, Prior RL. (2006). Concentrations of anthocyanins in common foods in the United States and estimation of normal consumption. *J Agric Food Chem* 2006;54:4069-75

Kalt, W., Ryan, D. A., Duy, J. C., Prior, R. L., Ehlenfeldt, M. K., & Vander Kloet, S. P. (2001). Interspecific variation in anthocyanins, phenolics, and antioxidant capacity among genotypes of highbush and lowbush blueberries (*Vaccinium* section *cyanococcus* spp.). *Journal of agricultural and food chemistry*, 49(10), 4761-4767.

Legal Notice: These products are not intended to diagnose, treat, cure or prevent any disease. Please note that the physiological activity described herein is supported by the referenced studies reported. It is the responsibility of the distributors of finished products containing these ingredients to determine whether the claims made for these products are legal and in compliance with the laws of the country in which the products will be marketed.



Purity from the ground up

Consumers are looking for pure, clean ingredients. Fruit d'Or is a proven leader and expert in cultivating and processing the finest cranberries and wild blueberries on the market. With a deeply rooted belief in sustainable and vertically integrated production, every step – from the seeds we sow to the crops we harvest to the finished ingredients we create – is meticulously monitored to ensure we only deliver the very best. Experience Fruit d'Or's proven authenticity, quality, consistency, and effectiveness – right from our fields to your natural health solutions.

nutra.fruitdor.ca
info@fruitdor.ca
819 385-1126

Certified Organic by Ecocert Canada

Fruit d'Or