



Press Release

New research shows risk of diabetes may be reduced by eating blueberries

A breakthrough research study has found that including regular servings of blueberries in one's diet can have a positive impact on people at risk for Type 2 diabetes. The study, led by Dr. April Stull and Dr. William T. Cefalu of the Pennington Biomedical Research Center at Louisiana State University, adds new information to the body of research supporting the benefits of making blueberries a regular part of a healthy diet.

Published in the October issue of *The Journal of Nutrition*, Dr. Cefalu's study found that daily consumption of whole blueberries helped people with a high risk for Type 2 diabetes reduce that risk. The bioactives in blueberries increased the participants' insulin sensitivity, a key factor in preventing Type 2 diabetes. The reduced risk for diabetes was observed in both men and women, according to the study.

"To our knowledge, this is the first reported human study that evaluated the effect of daily dietary supplementation with bioactives in blueberries on whole-body insulin sensitivity in obese, non-diabetic, and insulin-resistant men and women with such precise metabolic techniques," wrote Dr. Cefalu.

"Our data suggested that the inclusion of blueberries in the diet of our treatment group as compared to a control group had favourable effects on factors related to the development of diabetes," noted Cefalu, internationally regarded as a leading diabetes expert. "Diabetes is increasingly a concern in our population, and people should take steps to limit their risk. The evidence continues to grow regarding how effective diet can be in addressing conditions that we observe to be present in prediabetic states."

Previous research and press accounts about blueberries and in particular Wild Blueberries also have shined a spotlight on how eating antioxidant-rich Wild Blueberries offers numerous potential health benefits, including lowering the risk of cardiovascular disease, preventing memory loss, lowering blood pressure, fighting wrinkles, boosting immune systems, and fighting the effects of aging.

Earlier this year, *Health* magazine named Wild Blueberries high on its list of "America's Healthiest Superfoods for Women," citing the many health benefits gained by eating a diet that includes regular servings of Wild Blueberries. When Cornell University scientists recently tested a number of foods for their antioxidant activity, Wild Blueberries scored the highest marks.



Additionally, press ranging from The New York Times Magazine and AARP: The Magazine to Yahoo! Health and CBS News have reported on the natural fruit's benefits and appeal.

Nutrition Advisor Susan Davis, MS, RD remarked on the results of the Cefalu study: "Dr. Cefalu's study breaks new ground in terms of how whole foods like blueberries may help prevent serious health conditions like Type 2 diabetes," she noted.

For more information about Wild Blueberries from Canada & Maine and their availability, please visit www.wildblueberries.co.uk or contact Mike Nicholas by email at mike@nicholasandknight.co.uk or by phone on 00 44 (0)1763 272118.