

The International Blackcurrant Association



The Blackcurrant: One the World's Great
Global Health Food Icons:

The Best Berry for Life!

The International Blackcurrant Association (IBA) Vision for 'The Best Berry for Life'

- The Blackcurrant will be respected as one of the world's great natural health berries for its nutritional and therapeutic values.
- Internationally respected science will create new commercial opportunities for innovative food and beverage, health supplement, cosmetics and skin care companies.
- Economic returns to Blackcurrant growers will improve as increased consumer awareness and increased innovations create new demand at the farm-gate.

The IBA Objectives FOR GROWERS

- The IBA's objective is for an increased demand for Blackcurrants globally.
- This will create a supply-demand relationship that gives the best potential economic return to the grower: "create a sellers market!"
- **Important:** as a global association the IBA must respect international laws re price fixing. Setting or even suggesting forward prices cannot be part of the IBA's role for its members.

The IBA Objectives

FOR PROCESSORS & MARKETERS

- The IBA will offer a respected and ethical global communication platform that promotes the generic, core values of the Blackcurrant itself, and the industry at large.
- The IBA will vigorously promote potential health benefits to global research institutions, and consumers, from exciting new research.
- This promotion creates new consumer demand and new commercial opportunities for processors and marketers.

Competition between IBA Members

- The Blackcurrant industry is a free-market model and countries and companies that are members of the IBA will compete with each other.
- The IBA won't allow 'knocking' or 'anti-competitive' behaviour between county or company members to be promoted in its own promotional tactics.
- The IBA **WILL** however promote the important differences that allow different pricing strategies by countries and companies: this is essential to develop investment in the industry.
- So how do we co-operate to compete?

Cooperating to Compete

Not all Blackcurrants are Created Equal!

● In Production:

- Traceability and track ability: from the cane to the customer!
- Environmental and sustainability issues.
- Quality HACCP programmes: provable, believable spraying programmes, soil conditions.
- Ability to supply high volumes consistently.
- **Some excel at these, some don't. The informed customer decides the value!**

● In "type & terroir"

- Differences in varieties.
- Differences in sun, sky, diurnal temperature, soil. All create different anthocyanin levels; different organoleptics (taste/colour/acid/aroma)
- The reputation (and romantic values) of the country-of-origin.
- **Some excel at these, some don't. The informed customer decides the value!**

Co-operating-to-compete: the IBA creates a 'level platform'

- The IBA will promote the different specifications and variables available to buyers and sellers in its various media and messages.
- Berries required for a commodity FMCG cordial can be expected to have less value than berries used in a sophisticated form.
- Berries with incomplete or inconsistent flavour, colour or acidity can expect to be of less value than berries perfect for sophisticated culinary applications.
- Berries with special polyphenol levels such as anthocyanins will command an appropriate value.
- In this way buyers and sellers in different countries and companies can set their pricing to suit their own comparative values for their own purposes.
- And the IBA helps to create a fair competitive environment for its members.
- **NOT ALL BLACKCURRANTS ARE THE SAME!**

**Not all
Blackcurrants
are
the same!**



The Sexiness of Wonderful Science

- A type of blackcurrant makes the eyes more beautiful (takes away dark rings).
- A type of blackcurrant improves impaired night vision: safer driving at night, safer flying for pilots.
- A type of blackcurrant reduces soreness in typing and other repetitive office work.
- A type of blackcurrant could help against extreme environment chill factors: even stopping frostbite.
- A type of blackcurrant reduces post-exercise muscle inflammation and allows better training and sporting achievement.
- A type of blackcurrant may reduce the onset symptoms of dementia.
- A type of blackcurrant may alleviate gastrointestinal disorder and improve gut health.
- A type of blackcurrant may reduce the onset and severity of asthma attacks.

The Sexiness of a Wonderful Food or Beverage

- “A sweet earthy taste.
- Aromas of fresh gooseberry and passion-fruit with hints of raspberry, combined with the floral notes of carnations and roses.
 - An underlying tannic structure adds complexity and balance to the blackcurrant’s acidity and sweetness.
- The aftertaste is fresh and cleansing. Aromatics linger but not the sweetness.”
- Some Blackcurrants suit sweet dishes or beverages
- Some Blackcurrants suit savoury dishes or beverages.
- Sweetness, acidity, fruit notes, colour, tannin: wonderful differences to be exploited.

Soaring up, Slumping Down, Staying Still: Our Choice.

- If we don't create an informed marketplace where different levels of investment achieve their own reward then the industry "dumbs down" to the lowest common denominator:
 - Investment slumps, promotion slumps, demand slumps
 - A slumping spiral down happens.
 - This rewards no-one!
- But If we create an informed marketplace:
 - investment is rewarded
 - champions excel and create success
 - that success translates into higher profile and more research and more innovation
 - and the industry starts to soar.
 - And all benefit relative to their investment.
 - Slump Down or Soar Up: Staying Still is not an option: it will segue into a Slump!

“Walk the Talk”

Slumping down happens easily,
no effort required, no investment required:
just watch and wait and suffer!

Soaring is easier said than done: it needs
resource, strategy, passion and focus.

So how we will start to soar?
How will we make it happen?
How will we “walk the talk”?

Agronomic Champions

- A vital key to achieving the IBA's vision will be world-leading innovations in agronomy and plant breeding.
- The IBA will foster a positive and synergistic culture for these sciences with the promotion of Industry Champions and their work.

- **INAUGURAL INDUSTRY CHAMPIONS** (*List to be completed at Beaune*)

- Dr Rex Brennan/SCRI
- Geoff Langford/ PFRNZ
- Dr Stan Pluta/ INSAD
- Kathy Snelling/ PFRNZ

Promoting these people gives publicity to the idea that not all blackcurrants are the same: that different blackcurrants have different values!

Science Champions

- The IBA will foster the promotion of our Medical & Health Science Champions.
 - Scientists pre-eminent in their field that are working in separate areas of research but that together, represent significant scientific synergy.
 - We need to publicly acknowledge and promote them.
- INAUGURAL SCIENCE CHAMPIONS & THEIR FIELDS (*List to be completed at Beaune.*)
 - Dr Roger Hurst/Plant & Food Research: Sports Recovery.
 - Dr Hitoshi Matsumoto/ Meiji Seika: Eye Health
 - Dr Abdul Molan/Massey University: Gut health.
 - Dr Derek Stewart/SCRI: Dementia-Alzheimers

The Best Berry for Life

- **WITH THOSE BENEFITS TO MANKIND, IF THE BLACKCURRANT COULD BE EXCLUSIVELY OWNED BY A DRUG COMPANY IT WOULD BE MORE PROFITABLE THAN VIAGRA AND HALF A DOZEN OTHER GLOBAL DRUG PHEONOMENONS.**

- **And its ours!**

The Magic of Real Market Values

- The stories of our agronomists and our scientists are wonderful stories that can outperform any marketing budget.
- The Blueberry became a global icon because of one scientist and one value: think about our potential if that's the case!
- The Goji is successful with a fraction of the science available to us, right now, for the Blackcurrant!

IBA Promotional Programme: WEBSITE

The website will be the major communications medium, providing:

FOR SCIENCE

- a constantly updating summary of scientific literature, and general information, relating to Blackcurrant values
- Interviews with scientists working on current or just published blackcurrant research.

FOR GROWERS

- A special section for Blackcurrant agronomy, plant breeders, growers: profiling specific work and achievements in every country.

FOR CHAMPIONS OF THE BLACKCURRANT

- Successful examples of Blackcurrant new product development.

FOR EVENTS & NEWS

- Profiles of events and news happenings worldwide.

IBA Promotional Programme: EVENTS

OBJECTIVES

- The IBA will work with country organisations and brands to create high profile promotion of the Blackcurrants with strategically important market influencers:
 - Foodwriters
 - Food technologists
 - Dieticians/nutritionists
 - New product development teams

TACTICS

(as income allows)

- Presentations to key international or national conferences.
- Support Country or Company attendance and promotion at selected major global Trade Shows relating to human health/new product innovations.
- Special Awards for Innovations at the Biannual IBA Conference



The Blackcurrant

the Best Berry for Life!

The International Blackcurrant Association
representing one of the world's most desired berries
and most innovative berryfruit industries!