



GO WILD

WILD BLUEBERRY FUNDRAISING GUIDE

The Wild Blueberry Producers Association of Nova Scotia (WBPANS) is interested in expanding and promoting the WILD BLUEBERRY FUNDRAISER PROGRAM in the school system, organized sports, etc. WBPANS can supply groups with wild blueberry promotional material including posters, recipe brochures, health benefits information on a 3 minute DVD, and wild blueberry tattoos. WBPANS is also in the process of updating our "Wild Blueberry School Kit" which is available on our webpage.

The Wild Blueberry

Nova Scotia's Provincial Berry is the wild blueberry. Wild blueberries grow naturally in fields and forests throughout Nova Scotia. The wild blueberry crop produces small blue fruit with a rich variety of flavors. In late summer, wild blueberry fruit is harvested, and then fields are mowed in November. During the next summer, plants re-grow and produce many flower buds. Then in the following year, flowers are pollinated in June and blueberry fruit is produced and harvested. This two year cycle greatly increases the productivity and health of wild blueberry plants.

Blueberries are being actively studied by scientists, since they contain compounds that promote human health. These compounds have antioxidant properties and are most concentrated in the peel of the berry. Fresh and frozen wild blueberries are very similar in antioxidant content. Frozen wild blueberries will keep up to two years in the freezer.

FUNDRAISING GUIDE:

- Step 1: Fundraisers (egs. school students, sports teams, fundraising groups) are provided with take home order forms to record wild blueberry orders.
- Step 2: Order forms are returned to the classroom teacher or fundraising coordinator to compile and determine the quantity of frozen wild blueberries to purchase from the processor.

Step 3: Fundraisers contact the processor for information on supply of frozen wild blueberries, cost, handling and transportation.

Processors: Laurie Brown, Oxford Frozen Foods, Oxford, NS
Tel: 902-447-2320 Extension # 2111
Barb Hagell, Rainbow Farms, Centre Rawdon, NS
Tel: 902-632-2548

Step 4: Fundraisers are normally responsible for transportation arrangements of the frozen wild blueberries.

Step 5: Frozen wild blueberries are usually picked up by the customer on a set day, time and location as determined by the processor contact.

AVAILABLE RESOURCE INFORMATION:

1. Wild Blueberry Producers Association of Nova Scotia (WBPANS) Recipe Brochures, Health Information, Posters, Tattoos, DVD's
www.nswildblueberries.com
2. Wild Blueberry Association of North America (WBANA-Canada) Recipe Brochures, Health Information. www.wildblueberries.com
3. Wild Blueberry Harvest Festival www.wildblueberryfest.com
4. Recently published childrens book: *Wild Ones: The Tough Little Delicious Lowbush Blueberry* by Paddy Muir, (Northwest Arm Press, Halifax, Nova Scotia)

Some "wild" ideas for having fun with your wild blueberry fundraiser:

- ❖ The class with the most sales wins a "wild blueberry smoothie" party for their class.
- ❖ Have daily wild blueberry trivia on the morning announcements
- ❖ Play a song with "blue" in it as part of daily announcements (eg. Blue Suede Shoes, Blue Moon)
- ❖ Hold a contest to guess the number of wild blueberries in a jar.
- ❖ Have an assembly with everyone encouraged to wear blue.
- ❖ Have draws with wild blueberry promotional items
- ❖ Add wild blueberry scones to your school menu.
- ❖ Add wild blueberry smoothies / parfaits to your school menu.
- ❖ For more "wild ideas" please see the "Wild Blueberry School Kit" available on our website: www.nswildblueberries.com
- ❖ **GO WILD WITH YOUR WILD BLUEBERRY FUNDRAISER!!!**

