

# Health and nutrition information for the berry industry (MT21000)

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The Nutrition Research Australia (NRAUS) team are currently halfway through the 2-year strategic levy investment project, Health and Nutrition Information for the Berry Industry (MT21000), which is an investment under the Hort Innovation the Blueberry, Raspberry and Blackberry Funds.

In the past six months they have been busy with the development of collateral and kicking off the communication and educational phase of the project, which included development of infographics and an exclusive online event for healthcare influencers.

In an increasingly digital world, many nutrition key opinion leaders (KOLs) are increasingly communicating their views via the social media platforms. These healthcare influencers were considered a key strategic communication group to target and educate for this project.

Whilst many consumers are followers of these healthcare influencers, using them to gain direct credible nutrition education, they are also followed by fellow healthcare professionals who utilise them to keep up to date with credible information.

Educating this group not only helps get the message out, but also provides the important credibility that a healthcare professional provides.

The **#Berrywelltribe** online KOL event was undertaken in December 2022. The event featured celebrity cook and award-winning author Alice Zaslavsky and global health and wellbeing expert Dr Flav co-presenting from Alice's kitchen in Melbourne, Victoria. While the one-hour event was pre-scripted to deliver specific messages, it was delivered in a free-flowing, interactive and 'unscripted' way with attendees able to openly engage with the presenters via the zoom meeting platform.

Attendees were educated on the unique nutritional delivery of each of the four berries (blackberry, blueberry, raspberry, strawberry), their unifying standout content of a particular bioactive, called polyphenols and their health benefits. They also learnt fun facts and practical culinary nutrition tips and tricks to preparing and eating, to provide inspiration for client recommendation. The event was an overwhelming success with 100% of attendees rating the event as 'excellent' or 'very good'.

A new dawn.  
A new standard.



To support the event, infographics were developed and bundled together with linked social tiles as part of the KOL digital influencer kit for the attendees to share with their followers post the event.

Three infographic brochures were developed, reflecting the content shared with attendees at the event including, “Berry nutritious” showcasing the unique nutritional attributes of each berry type (blackberry, blueberry, raspberry and strawberry), preparation tips and growing practices, “Berry polyphenol” educating on emerging research supporting significant health benefits of polyphenols, a key bioactive compound in plant foods, with berries being one of the highest dietary sources and, “Berry healthy” providing a snapshot of berry health effects. These resources will be also shared throughout the rest of project at upcoming educational events.

The team are currently working on developing factsheets that provide more detailed information on the current research along with client-friendly versions to support their practice that will be disseminated at the upcoming annual 3-day Dietitians Australia Conference being held in Melbourne in July.



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