

# SEGÚN IMPORTANTE MEDIO ARÁNDANOS CHILENOS LLEGARÍAN PRONTO A INDIA

Una importante revista agrícola de India ICE publicó un artículo sobre los arándanos chilenos, escrito por Agregado agrícola, en el cual destacó las ventajas de esa fruta y anunció su pronta llegada a India.



Soon in India!



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## BLUEBERRIES FROM CHILE: THE PERFECT BALANCE IN TASTE AND HEALTH, TO NOURISH INDIA'S PRESENT AND FUTURE GENERATIONS

Good things happen when pleasure and health converge and shake hands, just imagine the doctor's prescription as a recipe on enticing desserts. That is why it gives us immense satisfaction to announce a soon coming arrival to India of fresh blueberries from Chile.



Figure 1. Yummy Blueberries from Chile.

Created by savvy nature, scientists call them Vaccinium and for sure it is necessary to balance nature's offering with modern technology, only then it is possible to reach our desks with fresh and appealing fruits. In the words of H.E. Andrés Barba, Ambassador of Chile to India, "Soon we expect the arrival of Chilean blueberries to India, here the best of nature, science and technology converge. As such, the privileged agro-climatic, sanitary and soil conditions in Chile best themselves with the use of modern technology, to preserve quality and freshness, even after a long distance transportation. This optimises shelf life and keeps the fruit properties intact, which at the same time combines a delicious taste with an excellent source of healthy nutrients".

As a matter of fact, the healthy features are very important: here we all want to live faster, but also we want to live well. Some of the well renowned benefits of blueberries are:

- Low in calories, but high in nutrients, good source of vitamins, fiber, minerals.
- King among anti-oxidants: no need to get burdened with complicated names like anthocyanins, flavonoids, polyphenols; blueberries have them all and they fight the feared free radicals, which are the ones to blame when it comes to aging cells, damaged DNA and subsequent diseases.
- Yes, blueberries also control cholesterol! LDL, aka "bad cholesterol", prompts many diseases, from heart ailments

to serious brain strokes. Blueberries are reportedly linked to reduced levels of LDL.

- Regulate blood pressure: just a few grams of blueberries a day are known to reduce blood pressure, especially in certain risky conditions, like obesity.
- Maximize brain function: increase memory and reduce aging in neurons. A true smart choice; anti-oxidants present in blueberries appear to interact directly with aging neurons, leading to improvement in cell signaling.

Some remarks on this fruit versatility are also worth to mention, they are tasty, juicy and refreshing when consumed fresh but also make a perfect companion in number of desserts and cakes, to add flavor and to decorate. There are countless ways to prepare yummy and healthy treats: jelly, sauce, juice and ice cream, just to mention a few ones. Certainly, also spiked with your favorite spirit will make a lively and refreshing cocktail and, need not mention, by mixing them with other berries, ice and pop-the renowned Chilean spirit: you and it up with a "very berry blueberry delicious cocktail".

At present, Chilean and Indian authorities are close to an agreement to authorize the import of blueberries without fumigation. One of the important elements taken into account is the absence of many of the pests associated with this fruit in Chile, resulting in healthier fruit, because less pesticides means less pesticide use. In the interim and keeping in mind this good new choice for consumers, you can safely turn it up by saying "Chilean blueberries: Travel Far, Eat Well, Live Long".

## THE BLUEBERRY INDUSTRY IN CHILE AT A GLANCE:

With more than 15,500 hectares planted in Chile, and just like many other berries, blueberries can be grown in most of the central and southern Chile, nevertheless the production concentrates in the south, mainly because of climatic and soil conditions. Figure 2 shows the main growing areas in Chile.

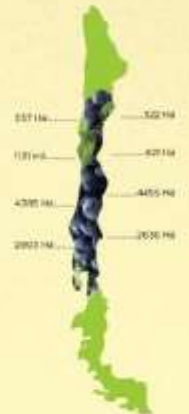


Figure 2. Blueberry growing areas in Chile.

Being a seasonally produced fruit, one good thing about having blueberries available from the southern hemisphere is that they can be available to the public all around the year in fresh condition. In the case of Chile, blueberries are available from October to April each year, when there is no production available in the main markets in the world, situated in the northern hemisphere.

Chile is today the second largest growing country of cultivated blueberries in the world and its production is the most relevant in the southern hemisphere.

When it comes to international trade, figures show an increasing trend in exports and consumption. The main markets for Chilean blueberries concentrate in North America, Europe and Asia. Figures 3 and 4 show the export trend and the main markets for this fruit.



Figure 3. Main destinations for Chilean blueberries.