

“The King of Berries!”

The more you learn about the human wellness values contained within the the blackcurrant berry the more you could believe that the blackcurrant is truly the King of Berries, as it is titled in Europe.

For the last decade I have worked with blackcurrant growers and scientists from more than 20 countries to understand the science behind the complex phytochemicals that occur naturally in this wonderful deep purple-black coloured berry. As General Manager of the International Blackcurrant Association (and one of its founding Executive) I was in a unique position to understand and motivate much of the research direction, especially as relates to the unique values of the blackcurrant for sportspeople.

My first knowledge of blackcurrant’s wonderful health values came from presentations I attended by leading Japanese researchers. They inspired me and I believe their work was inspirational in creating the present renaissance of the blackcurrant as a research “topic” by leading researchers around the world.

Within these pages of the Japan Blackcurrant Association website you will find both peer-reviewed published research for clinical trials using blackcurrants and also serious conjecture about possible human values still being, or to be, researched. From the potential to treat serious medical conditions, to assisting us all cope with the many physical and mental demands created by our occupations, sports and recreations; the research to date suggests the blackcurrant has a wonderful future as part of our diet and lifestyle. For example:

- Could the blackcurrant assist sportspeople train better and perform faster and longer?
- Could the blackcurrant improve mental acuity and help in business decision-making under stress?
- Could the blackcurrant be one of the important nutritional factors in maintaining good health as we age: even playing a major role in ameliorating metabolic syndrome?
- Could it even assist in the very personal “physicalities” we call “beauty”?

As you will see from the science content on this website: some of the answers could indeed be ‘yes’: and perhaps the blackcurrant really does deserve the title “the King of Berries”.



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