

ABOUT HASKAP

Haskap/honeyberry (*Lonicera caerulea*) plant is native to Japan & Kamchatka. Its vegetation starts very early in March-April and oval long berries ripen at the end of May, beginning of June.

Well-known for its pro-health properties, the plant was traditionally used and recognized by Japanese Ainu aboriginals as "the elixir of life" (Thompson, 2006).

Haskap berries have a **unique flavor**, mix of blueberries and blackberries, with wine-like scent. Japanese say this is the taste you long for.

They contain vitamin C, E, provitamins: A, B1, B2, B6, B9, P and minerals: calcium, magnesium, potassium.

Their potential health benefits have been described in details in Journal of Functional Food in May 2018 by H.P.V. Rupasinghe: "Considerable evidence shows significant antioxidant, cardio-protective, anti-inflammatory, neuroprotective, anticancer, and anti-diabetic properties of C3G-rich haskap preparations and C3G alone both in vitro and in vivo"

Health properties of the berries have been recognized by the Canadian Health Ministry and they entered the list of **Natural Health Products** as a new berry crop with high antioxidant capacity, neutralizing free radicals that damage cells and lead to aging.



THOSE SUPERBERRIES ARE FULL OF ANTIOXIDANTS:

- anthocyanins (C3G),
- chlorogenic acid,
- luteolin,
- quercetin,
- catechin.

(Rupasinghe 2018)

They also contain iridoids, rarely present in fruits *(Kucharska 2016)*.



OUR STORY



Our grandparents were gardeners, they cultivated fruits, flowers, vegetables. Our childhood: Maggie with grandma on the field weeding, Martin with grandad helping in harvest logistics and their products sales.

After several years, to rest from corporate deadlines and asaps, their grandchildren come back to the roots: buy a land in **2014** and start the adventure with haskap. The orchard was set in 2015 after a field preparation and cultivars selection, also watering system and fertigation were made.

Haskap berry is a **superfruit** high in polyphenols, especially anthocyanins, compounds which are known for their health benefits. To maximize its content we closely cooperate with University Faculty of **Food Sciences** and examine their level on each stage of the product development and processing.

We grow haskap in an organic way, as we believe that such a treasure can only be grown in a natural way, without any chemical agents. This way we deliver you **healthy fruits** cultivated in a healthy environment. You may watch our orchard at nutracevit.com.

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More about our products at: www.biohaskap.com
[@biohaskap](https://twitter.com/biohaskap)



BIOHASKAP®

WE OFFER YOU:

• BIOHASKAP® IQF BERRIES

Serving suggestions: add to your muesli, or dessert or mix with milk or yoghurt to make your healthy cocktail or smoothie.

• BIOHASKAP® VITALITY NCF JUICE, COLD PRESSED

Serving suggestions: enjoy on its own or mixed with apple juice, vegetable milk, yoghurt, as you like.

