



An Industry Perspective on Elderberry

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Artemis International, Inc. with a headquarters in Fort Wayne, Indiana, has been a leader in the elderberry market for over 17 years. Artemis supplies elderberry and other phytonutrient-rich dark berry ingredients to food, beverage, and dietary supplement companies while maintaining Field to Function™ expertise in the berry industry...

What began as primarily a natural colorant market has evolved into one with an increasing focus on tangible health benefits backed by scientific substantiation. Continued health benefit and mechanism-based research is essential to the future of commercial elderberry products as consumers seek claims of efficacy and points of differentiation across elderberry products...*Sambucus canadensis* has been the variety of choice for many U.S. research institutions in recent years.

This paper supports the conclusion of MEC's feasibility study that longer term, increased elderberry cultivation must be supported by the development of elderberry food coloring, dyes and ingredient components as currently exists in Europe. The dark coloring of elderberry may be used as a substitute for blue, purple and red dyes used in food and beverages that are being phased out of use due to consumer health concerns or regulation.

The potential market category for elderberry ingredients is huge, embracing several domestic and export alternatives, but not currently quantifiable due to small size and lack of documentation. Ingredient alternatives include fresh fruit, de-stemmed and washed, sanitized, frozen fruit packed in containers and freeze-dried powders.