

Poster

Sea Buckthorn: Improvement of quality and availability

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Sea Buckthorn is native to Europe and Asia and has been known and used by humans for centuries. Sea Buckthorn berries are amongst the most nutritious and vitamin-rich fruits found in the flora. Several studies confirm numerous beneficial characteristics and more than 190 bio-active compounds in Sea Buckthorn. The berries appear to be an unsurpassed natural source of pro-vitamin A (carotene), tocopherols (e.g. Vitamin E) and flavonoids (e.g. vitamin P-active bio flavonoids). They are third only after Rose Hips (*Rosa canina*) and Acerola (*Mapighia punicifolia*) in Vitamin C content. Furthermore they are also rich in several other vitamins, including B1, B2, B3, B9, F and K as well as fruit acids and minerals. At last they contain numerous micro elements and have a remarkably high content of essential fatty acids (e.g. unsaturated fatty acids like Omega 3), phytosterols and vegetable oils which makes Sea Buckthorn more and more interesting for the food, pharmaceutical and cosmetic industry.

In Europe the availability of raw material is restricted and can not satisfy the existing and future market for high quality foods, cosmetics and pharmaceutical products. On the other side, commercial cultivation and exploitation is not well-developed in Eastern Europe and Asia, where immense resources of this wonder plant exist, mainly due to a lack of know-how in harvesting and processing technologies and market-oriented product development.

The project "EAN-SEABUCK" addresses these divergences by the establishment of a network to promote the sustainable utilisation of Sea Buckthorn. A win-win situation for Europe and Asia will be achieved by:

- giving the European industry access to larger resources of natural, high quality raw material,
- increasing the incorporation of Sea Buckthorn bio-active compounds in food, cosmetics and pharmaceutical products of the European industry – pre-empting the competition from in particular the US,
- developing a market for the European equipment industry (harvesting and processing)
- transferring knowledge from Europe to Asia in order to achieve a better product quality and safety to make the obtained products available for the European market and to support the establishment of quality management measures.
- providing economic alternatives for people living in less-developed rural areas by increasing the value of their product by a higher product quality,
- supporting the development of a Sea Buckthorn industry in Asia to provide the world largest consumer market with high quality, healthy and safe food products as well as to support the developing market in Russia and the New Independent States.