

## ***For Immediate Release***

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# **Test Results Show Bard Valley Medjool Dates are High in Antioxidants**

## ***Exciting New Discovery regarding Fruit with Long History***

Emeryville, CA – September 18, 2007 – Scientific Certification Systems (SCS), an independent third-party certifier of food purity and food quality claims, has officially certified Bard Valley Medjool dates for being Antioxidant Rich™. The Antioxidant Rich™ label verifies for consumers that these dates carry high amounts of health-enhancing high-potency antioxidants.

Members of the Bard Valley Medjool Date Growers Association are located in the mountains of the Colorado River Region in southeastern California and are one of the world's largest suppliers of Medjool dates. Bard Valley dates are world renowned for their flavor, texture, and size.



**Bard Valley Medjool dates average 212 milligrams of total phenolics per 100-gram serving, which is almost twice the total antioxidant levels of blueberries.** Phenolics include “high potency” antioxidants such as Anthocyanidins, Flavan-3-ols, Flavones, and Carotenes.

Antioxidants are naturally occurring substances found in fruits and vegetables that play a critical role in promoting health. Antioxidants scavenge the body's free radicals (i.e., oxidants that accumulate in the body) and help prevent cell damage that can lead to disease.

“It's well known that Bard Valley Medjool date farmers abide by stringent standards for quality and safety, resulting in a higher quality product,” said Dave Nelson, Vice President, Bard Valley Medjool Date Growers Association. “But the fact that they are loaded with antioxidants was a thrilling discovery. It's extremely important that consumers learn about this.”

Tests managed by SCS measured and certified the actual levels of selected subclasses of high-potency antioxidants. These tests demonstrated that Bard Valley Medjool dates contain well over 100 milligrams per gram of total phenolics.

The National Academy of Sciences reports that antioxidants can extend life up to 10 years. Studies have also identified benefits associated with specific subclasses of high-potency antioxidants. These benefits include reduced age-related memory loss, better circulation, strengthened immune system, reduced risk of cancer and heart disease, reduced inflammation, and lower cholesterol.

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Wil Sumner, director of testing services for Scientific Certification Systems, stated, “The Antioxidant Rich™ certification is part of SCS’s Certified Nutrition Rich™ program and means that these Medjool dates have been independently tested and certified by SCS to contain extremely high concentrations of phenolics.”

Dave Nelson added, “Not only are our dates delicious and delightful. Now consumers can enjoy the fact that the more they eat, the longer they’ll live!”

To see an accompanying fact sheet about Bard Valley Medjool dates, go to <http://www.scscertified.com/foodag/nutrient/>

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### **About Scientific Certification Systems (SCS)**

SCS is an independent certifier of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social responsibility, and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, manufacturing, and retail. For more information about SCS, visit [www.scscertified.com](http://www.scscertified.com) or call 510-452-8000.

### **About Bard Valley Medjool Dates**

Bard Valley Medjool dates are harvested in August and September. Medjool dates are originally from Morocco and for centuries were reserved exclusively for royalty and dignitaries. Medjool date plants were brought to the U.S. in the 1920s. Recognized as the jewel of California dates, Bard Valley Medjool dates bring out the gourmet in everyone.