

# CURRENT RESPONSIBILITIES

CHRISTOPHER J. PATTON MA, MBA

## ◆ Founder/President of Midwest Elderberry Cooperative

- 26 members / 100 growers
- Bulk frozen, thermally dried, freeze dried berries
- Thermally & freeze dried flowers
- Raw frozen and reconstituted juice



## ◆ President, River Hills Harvest Marketers, LLC

- Wholesales River Hills Harvest brand nationally: food coops, Hy-Vee, Fresh Thyme
- Face-to-face with ~100,000 consumers
- 2018 Business Leadership Award by the Specialty Food Association



# ELDERBERRY AS FUNCTIONAL FOOD

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- ✦ **History as a healing herb: leaves, flowers, berries**
  - Indigenous peoples in North America & around the world
  - Traditional Uses: from Hippocrates to various EU cultures
  - Cultural cues from Arsenic & Old Lace to Monty Python / Elton John
- ✦ **Particularly dense & varied package of nutrients/antioxidants**
  - ✦ Polyphenols, flavonols: rutin, quercetin and isoquercetin, chlorogenic acid
  - ✦ Vitamins A, C, B6 / K, P, Fe, amino acids - low in sugars but not as bitter as cranberry
- ✦ **Native Midwestern elderberry (*Sambucus canadensis*) tastes better than dominant European (*Sambucus nigra*)**
- ✦ **Technical challenges to harvesting & crop handling**
  - Over 30,000 acres cultivated in Europe (95% US ingredients from EU)
  - About 1,000 acres in USA - issues of scale impact supply contracts, processing, etc.



# ACADEMIC PERSPECTIVE

CHRISTOPHER J. PATTON MA, MBA

## ✦ MA: Near Eastern Archaeology & Old World Prehistory

- The Hebrew University, Jerusalem, Israel 1974
- Broad scope of human history, economy, social structure
- Paleo-environments, impact of human civilization vs. natural cycles
- Cultural food preferences, impact of agriculture, famine & disease

## ✦ MBA & 14 of last 20 yr. teaching adults at night, undergrad & masters

- University of St. Thomas 2000
- History of Western Civilization, business history
- Cultural anthropology and diversity: economic & belief systems
- Marketing & management theory and case studies, seminars, capstone



# RELEVANT WORK EXPERIENCE

CHRISTOPHER J. PATTON MA, MBA

## ◆ Info Tech Pillsbury International R&D

- Haagen-Dazs International product development support
- Multiple product line research & ingredient data management
- Export ingredient management support-multiple product lines

## ◆ Info Tech/ Notes Development: Pillsbury Engineering

- Project engineering & contract management support
- Grands! biscuit product development support

## ◆ Exec. VP Crowley & Company Advertising/Marketing

## ◆ Six years small business financial and investment management/tax services



# WHAT IS A FUNCTIONAL FOOD?

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- ✦ **Specific buyer desired function identifiable & wanted -> action**
  - Consume for well-being, prevention
  - Consumed to alleviate or improve a diagnosed medical condition
- ✦ **A consumable beverage, snack or meal or food product component instead of a supplement/medication purchased and consumed apart from a meal context**
- ✦ **Quality control: crop, ingredient processing & final product**
- ✦ **Requires documented research that can be used in educating the consumer - directly or indirectly, budget to do so**
- ✦ **Challenges of production & distribution**
- ✦ **Most US grown elderberry used in foods, then supplements: syrups, infusions, pills, gummies...**

