MESSAGE FROM OUR PRESIDENT

Members,

As we embark on a new year, we also embark on the decision on whether or not to renew our Midwest Aronia Association annual dues. Where else in the country will you be able to get access to like-minded growers, and industry leading professionals in aronia goods and services? They say there is strength in numbers. We have accomplished a lot since the inception of the organization in 2009 and we cannot give up now. There is still a lot of work to be done. That being said, make sure to begin a new membership or renew your old membership for 2019. This year is sure to present challenges in the aronia industry. I would assume the biggest question on every growers mind is, Where to market this fantastic fruit? There are a lot of individuals who are growing aronia that have the same question. The MAA Annual Conference will be taking place on March 15th and 16th at the Hilton Garden Inn in West Des Moines, IA. This Conference will be a great opportunity to network with other growers from across the country to propose solutions to this problem. Along with the comradery, you will also have the opportunity to listen to speakers on aronia berry research, hear from an aronia berry processors panel and much more. Please join us in West Des Moines for Conference. The information will be included on our website and in this newsletter.

Craig Winquist, President
Midwest Aronia Association
The Board of the Midwest Aronia Association is wishing you a prosperous New Year and an opportunity to join with us as we continue our work to support growers, processors, and make the aronia berry known throughout the world for its many health and nutritional benefits. That opportunity is available when you join the Midwest Aronia Association (MAA). We provide for our membership an opportunity to gain insights into the aronia industry by hosting an Annual Conference featuring presenters who address a variety of topics relevant to growing and marketing a quality berry. We also host a website (www.midwestaronia.org) where information is accessible to members and advertising is available to those providing products and/or services. In addition, we produce a quarterly newsletter that includes articles related to growing aronia, cooking with aronia, insuring your berries, current research, pest control, health benefits, and recently added a testimonial section. I want to also suggest that we feel very strongly about providing the opportunity for MAA members to come together and network with others who share an interest and passion for this fruit.

Because there have been some policy changes, the Board felt it necessary to send an additional reminder that memberships are due by the end of January for the 2019 calendar year. The policy statement is below:

Membership is based on the calendar year. An annual membership will run from January 1st through December 31st of each year. Dues must be paid prior to January 31 of the calendar year to remain as members in good standing. Membership privileges will be revoked after a 30-day grace period. Dues are not prorated and are non-refundable. Dues received after October 1st shall apply to the following calendar year. After the 30 day grace period, a member’s status will change from active to expired.

Click here for Membership signup

A benefit to joining early is a substantial savings in conference fees.

Kent Klinkefus
Membership Co-Chairman
Midwest Aronia Association
REGISTRATION IS OPEN! Registration is now open for the 2019 Annual Midwest Aronia Association Conference scheduled for March 15 and 16 at the Hilton Garden Inn, 205 South 64th, West Des Moines, IA 50266. The theme of the 2019 Conference is “Aronia – for the HEALTH of it.”

Your Board of Directors has been working diligently to provide you with a quality experience. This year you will enjoy new speakers, new research information, a Processing Panel and new information on the industry. In addition, daily meals that include …. what else … Aronia based foods. Please clear your calendar to join us on March 15 - 16, 2019, in West Des Moines, IA.

Conveniently register online at: https://midwestaronia.org/annual-conference/conference-registrations-2019/

Room reservations can be made by contacting the Hilton Garden Inn at (515) 223-0871. Mention Midwest Aronia Association for special room rates.

We look forward to seeing you at Conference

SILENT AUCTION….CALLING ALL MEMBERS: When you join us in March for our Annual Conference, we would love for you to bring an item along to donate to our Silent Auction. The item can be, but does not have to be, aronia related. Some examples may include: framed pictures, household goods, aronia products, harvesting products, tools, automotive, gift certificates, etc. Think outside the box! When you arrive at Conference, hand your item (s) to the folks at the registration table and they will get it organized for bidding during the Conference. All money raised will stay with MAA. We are raising money for the Association in order to help continue to improve the benefits that our members receive. Let’s have a little fun with this.

Contact Craig Winquist at craigwinquist05@gmail.com.
**ATTENTION ALL MEMBERS**

Calling all Members! Regretfully we will be losing two (2) Board Members this year, Mr. Craig Winquist and Ms. Amy Mykisen. They have each completed a three year tour of duty to the Association and the Board could not have functioned as well without them. They will be greatly missed.

At the upcoming MAA Annual Meeting held during Conference we will be seeking out two individuals to fill two (2) Board vacancies. This is your opportunity to use your individual skills and become part of a Team working to further the Aronia industry which is something near and dear of the hearts of us all. Please consider serving on the MAA Board of Directors. Being a part of the MAA Board of Directors is a worthwhile and fulfilling opportunity. This a non-paid position which requires a monthly commitment of your time and energy and a willingness to work with others who share a common goal. The Board of Directors consists of members that are elected at large from the voting membership at the Annual Meeting. During the Annual Meeting you would be asked to give a very short presentation to the Members about yourself and your Aronia background and why you would like to serve as Board Member. Board Members serve staggered three year terms. Board meetings are held by conference call each month and last for approximately two hours per session.

Can you give two hours of your time each month to be a part of furthering the Aronia Industry? Please consider it. If you have questions about serving, please feel free to contact any current Board Member and we will be glad to discuss the possibility with you at any time.

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**ARONIA ~ A NEW YEAR’S RESOLUTION**

It’s a New Year with new resolutions or as I like to think of them ... “goals”. One goal at the top of everyone’s list as the new year rolls around is how to lose those extra pounds that have attacked you through the holidays. A fun fact about Aronia. Research points to that fact that a consistent intake of Aronia berries helps in regulating weight. That right! There is a safe natural way to help prevent the body from storing fat around the abdomen, a problem which many people face. By including Aronia in your daily routine, it can also help improve cholesterol and lipid levels, by helping the body to produce good cholesterol. This health benefit was analyzed by scientists from the U.S. Department of Agriculture based in Beltsville, Maryland, who conducted a study proving the good effects of Aronia on control of weight and cholesterol levels.

Check out the facts at: [https://www.emaxhealth.com/1275/chokeberries-may-help-weight-loss-inflammation](https://www.emaxhealth.com/1275/chokeberries-may-help-weight-loss-inflammation)
American Heart Month, is a federally designated event, and an ideal time to remind those you come in contact with to focus on their hearts and encourage them to get their families, friends and communities involved. Did you know the first American Heart Month, which took place in February 1964, was proclaimed by President Lyndon B. Johnson via Proclamation 3566 on December 30, 1963? Congress, by joint resolution on that date, has requested the President issue an annual proclamation designating February as American Heart Month.

In 1963, more than half the deaths in the U.S. were caused by cardiovascular disease. American Heart Month is a federally designated month in the United States, but it’s important to realize that cardiovascular disease knows no borders. Cardiovascular disease, including heart disease and stroke, remains the leading global cause of death with more than 17.9 million deaths each year. That number is expected to rise to more than 23.6 million by 2030. Everyone reading this most likely knows of someone who has been affected by heart disease and/or stroke. Approximately, 2,300 Americans die of cardiovascular disease each day, an average of 1 death every 38 seconds.

We can make a difference by encouraging healthy changes - it starts with us. To simply change what you eat is not enough. You must also change how you think about your health. You are in control. No one can do it for you. There are so many things that can be done in addition to those things recommended by your healthcare provider. The biggest part of a healthy lifestyle comes down to simply making healthy choices. Aronia is a health choice we collectively believe in. Aronia has been known to lower blood pressure, boost levels of good cholesterol, improve blood flow (circulation), and is a key in maintaining a stable weight. The daily addition of Aronia in your diet, in addition to those things recommended by your healthcare provider, may be instrumental in improving overall health.

People in general believe that men are at the greatest risk for heart disease. That might have been a valid argument years ago, but with changes in society and careers, pressures of family, and everyday stress, heart disease does not primarily affect men. Cardiovascular diseases (which includes stroke), claim the lives of about one woman every 80 seconds. These are lives lost unnecessarily because about 80 percent of cardiovascular diseases may be preventable with education and action.
No one can change things like age and family history, but even modest changes to a person’s diet and lifestyle can improve heart health and lower the risk by as much as 80 percent. So, take that 10 minute walk, park at the end of parking lot and walk a little further, dance in the kitchen while you’re making dinner instead of just standing at the sink, and while you’re at it - - make the healthy choice to include Aronia in daily routine.

Just a few Heart facts you might find interesting.

- The heart does more physical work than any other muscle in the body!
- The average heart pumps 2,000 gallons of blood per DAY!
- In a 70 year lifetime, an average human heart beats more than 2.5 Billion times!

Friday, February 2, 2018, is National Wear Red Day® -- Wear red to raise awareness about women and heart disease.

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**Nutraceuticals World**

Artemis International to Promote Aronia Berry for Heart Health in 2019
AHA’s February Heart Health Month signals a kick off for burgeoning consumer interest in Aronia berry.


**BodyNutrition.org**

Aronia delays aging of heart and blood vessels

ergo-log.com/aronia-delays-aging-of-heart-and-blood-vessels.html
One of the Top 5 Benefits Aronia brings is keeping blood pressure at normal levels. The dark skinned berries have been known to prevent spasms in blood vessels, keeping the blood pressure far from the “danger zone”. The juice or tea from Aronia berries is highly recommended to anyone having problems with the circulatory system and blood pressure. In a 2007 double-blind, placebo-controlled parallel trial study (Naruszervicz M et al), conducted by the Department of Pharmacognosy and Molecular Basis of Phytotherapy, Medical University of Warsaw and the Center for Atherosclerosis Research, Pomeranian Medical University Szczecin, Poland, gave patients who had experienced myocardial infarcture and were being treated with statin therapy, a rich extract from the Aronia Berry. Cardiovascular risk markers were significantly reduced in participants taking the Aronia melanocarpa E. They saw a reduction in blood pressure and Ox-LDL levels and more.

http://findarticles.com/p/articles/mi_m0FDN/is_2_12/ai_n19393436/

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**Dealing with the Cold and Flu Season**

The Cold and Flu Season is here! If you include Aronia berries in your daily routine, you will have less to fear than a person who is not taking Aronia. For you, Cold and Flu Season will be a breeze. A regular regiment of Aronia in your diet helps fend off bacteria and viruses and boosts the immune system. At a time when you need it most Aronia packs a much needed boost. Also, with the severe winter cold comes the aches and pains of inflammation in joints. A regular routine of Aronia in your diet may aid in lessening those aches and pains. A Bulgarian study (Study of the natural Aronia Melanocarpa juice for antiviral activity, Borissova et al, 1994) showed that Aronia juice, due to its anthocyanine flavonoids, had an anti-inflammatory value, when inflammation was induced by histamine & serotonin.

http://www.antibiotikamonitor.at/34_03/34_03_1_04.htm
The Midwest Aronia Association is committed to sharing and educating its members and the public concerning the health benefits of Aronia. We hear numerous testimonials throughout the year giving light to the good things that people are experiencing from including Aronia in daily life. We would like to hear from you. If you have a testimonial to share, please contact us at publicrelations@midwestaronia.org.

Mrs. Heather Nebel  
Reading Interventionist  
Hamlin School District

Our Aronia story began during the summer of 2017. My daughter, Kaydence, had been diagnosed with Periodic Fever Syndrome (PFS), an autoinflammatory disease, and would later be diagnosed with an autoimmune disease as well. She frequently experienced the unexplainable symptoms that come with both, fever, stomach aches, sore throats, headaches, cold sores but worst of all body aches. She would hurt every morning and struggle to get out of bed because of the joint pain. She was often sent home from school and would be homebound for days with a fever. During her Kindergarten year she missed many days of school, birthday parties, field trips, and family events. We spent lots of time with doctors over a 2 year span. There are no cures or treatments for PFS. We were able to treat the symptoms with over the counter medicine, but we did not like to continue to give medicine so frequently. I was introduced to aronia juice from a friend who was beginning to grow the berries and becoming a distributor of the juice. She was telling of the different health benefits and I thought it couldn’t hurt to try it. My son, daughter, and I began taking an ounce of aronia juice each morning in August of 2017. Kaydence started 2nd grade that fall and did not miss one day of school the whole year. Her joint pain disappeared and she wasn’t getting any of the normal seasonal colds or flus. She was healthier than she’d ever been. Aronia juice literally changed her life, and in turn, changed our family’s lives. We still take an ounce of aronia each morning and are still experiencing all the benefits.
Here we are again . . a another New Year. We hope you are having a Very Berry New Year. In the spirit of keeping with the “Aonia - for the Health of it” theme for Conference in March we are offering a few recipes you might consider. Whether it be Gluten Free, Keto Living, allergies to Wheat or Soy, there are many unique challenges that are facing by our Members, as well as others, everyday. We are working to give you options for living healthy with Aronia. If you have a particular question or are looking for recipes for a upcoming event, please let us know. We will be glad to research it and find options for you to consider to keep you on the healthy track.

If you have something that you have tried that you would like to share, simply go to https://midwestaronia.org and click on the Recipe tab at the top of the page. From the dropdown menu follow the prompts. Include your Recipe and click submit. It’s quick and easy!

Let us know what you think!

Keto Aronia Mug Cake

Ingredients:

| 2 Tbls. | Almond Flour (Heaping) |
| 1 Tbls. | Coconut Flour (Heaping) |
| ¼ Tsp. | Baking Soda |
| ½ Tsp. | Erythritol |
| 1 | Egg |
| ½ Tsp. | Sugar Free Vanilla Extract |
| 1 Tbls. | Butter |
| 5 Drops | Liquid Stevia |
| To Taste | Aronia Berries (Frozen or Fresh) (Add as many Aronia Berries as You Like) |
| 2 Tbls. | Heavy Whipping Cream |

Instructions:

Place all the dry ingredients in a mug and combine well.
Crack in the egg, add coconut oil, vanilla extract, stevia and mix well.
Top with Aronia Berries!
Microwave on high for 60-90 seconds. Optionally, serve with cream or even coconut milk.

Enjoy!
Keto Lemon Blueberry Muffins

Ingredients:
- 2 c Almond Flour
- 1 c Heavy Whipping Cream
- 2 Lg. Eggs
- 1/4 c Melted Butter
- 5 drops Stevia (to taste)
- 1 tsp. Baking Powder
- 1/2 c Aronia Berries (fresh or frozen)
- 1/2 tsp. Pure Lemon Extract

Instructions:
Preheat oven to 350 degrees. Zest lemon and melt butter. Crack eggs into a large mixing bowl and whisk until well mixed. Add all other ingredients into the mixing bowl with eggs and mix until ingredients are well mixed.

Pour mixture into muffins tins. Filling about half full. It will make about 12. Bake for 25-30 minutes until golden brown and a toothpick comes out clean.

Blueberry Aronia Smoothie

Ingredients:
- 1 Small Banana
- 1 ½ c Blueberries
- 1 Peeled Orange
- 1/2 c Crushed Ice
- 1 ½ c Water (or if you want to be a little daring use 1 ½ c Tohi - Dragon Fruit Flavor)
- 1/2 c Aronia Berries (fresh or frozen)

Instructions:
Mix well in blender. You’ll love it!
Attention all MAA Members!

In an attempt to fill an ever growing need of its members, the MAA Board has developed a section in the Quarterly Newsletter entitled “MAA Trading Post”. This is in an effort to link MMA Members looking to sell equipment, products or service centered around the Aronia industry. If you would like your items to be included, simply email your post for consideration to info@midwestaronia.org. Once approved your post will be added to the next Quarterly Newsletter in the “MAA Trading Post” section.

The Midwest Aronia Association reserves the right to rescind or reject any and all submissions to the MAA Trading Post. The MAA expects its Members to act in a ethical and reputable manner when dealing with anyone responding to a post listed in the MAA Trading Post. The MAA makes no representations about the products or services offered in the MAA Trading Post section of the Newsletter but is merely offering this section to link Members and fulfill a need within the Association.

Aronia Growers LLC is looking for quality aronia growers interested in working together. We sell Sweetened Dried Aronia Berries, 65 brix aronia concentrate and aronia pomace. We also will process aronia juice to the customer specs and have partners making aronia powder. We processed 560,000 pounds of aronia fruit this past year, and our customer base is growing.

If you are interested in learning more about Aronia Growers LLC, please email Vicki Nemitz.
vicki.nemitz@aroniagrowersllc.com Phone # 608-387-9810. Please include you number of acres/plants, where you are located and whether you are a conventional or an organic grower.

FOR SALE: Joanna 3 pull behind half row Aronia Harvester $35,000.00

The harvester is in great shape, equipped with side hill leveling, hydraulic drawbar, electric over hydraulic controls, working lights, low bush attachment. Can harvest into 40 lb lugs, or large totes. Machine comes with tons of extras….10 large totes (modified to dump into small lugs if needed), Pneumatic tilt table for large totes, Tool box from manufacture with standard wearable replacement parts, PLUS Extra parts - Main gear box (new), ¾ inch chain (new), Set of gear wheels for wide and long conveyors (New), Several shaker fingers (New), Long transporter chain (New). Contact Pete (402) 305-2280

PLANT PLUGS FOR SALE: About 5,000 Viking plant plugs are available for spring planting. They are in 4 inch deep 38 cell trays. Contact Dean Tranel at 515-795-2139. Dean is located in Central Iowa.