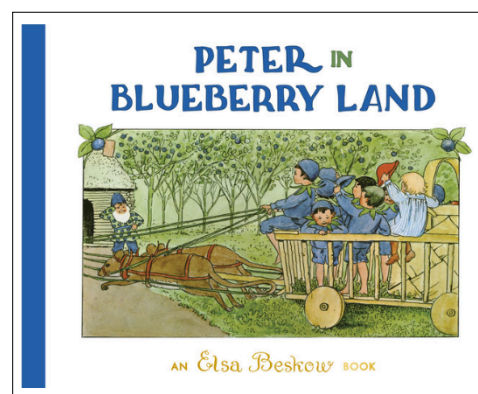
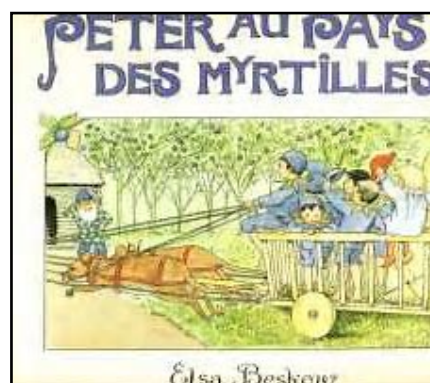


**WILD BLUEBERRIES,  
Health from the boreal forest  
August 1 - International Wild Blueberry Day**



Wild blueberries adventures in the world of publishing

Wild blueberries are the leading Summer fruit in Swedish boreal forests. The season is short, usually three weeks at most from July 20 to August 10. The International Day of Wild Blueberries is August 1, in the middle of the wild blueberries season.

Wild blueberries have a long history in Sweden. Many families have the number 1 historical best seller of Swedish children books, Peter in the Blueberry Land, by Elsa Beskow. Since it was first published 120 years ago in 1901, it has always been in print. Leading Sweden publisher Bonnier published a French translation, with Hachette of France publishing later Peter au pays des myrtilles in 1994. It is the French translation that was used in China for the new book published in 2021 in Chinese by Jiangsu Phoenix Science and Technology Publishing House, with ISBN 9787571315047.

The full story is narrated in English with the images of the book, in a YouTube video of 17:25 minutes with beautiful piano music by Ron Di Salvio (2020). Peter meets the King of Blueberry Land, and his seven boys, and the Queen of Cranberries, with her 5 daughters. He gets 2 baskets of fruits, for his mother's birthday.



ALFRED NOBELS BJÖRKBÖRN

Peter in the Blueberry Land is exhibited in Swedish and English at Alfred Nobel House, Karlskoga, Sweden. The three months exhibition of Sustainable Gastronomy books focus is on the United Nations Year of Fruits and Vegetables, with plant based, vegetarian and vegan books from many countries. On August 1, a special video about Wild Blueberries and Health will be launched at the exhibition show room. The speaker is Dr. Mai-Lis Hellenius. Professor at Karolinska Institute, and Ambassador for the Heart & Lung Foundation of Sweden. She is also the author of award-winning cookbooks focusing on health, with "Please have another cake" published in July 2021 by Holm Books.

**Healthy and sustainable eating is plant based, Mai-Lis Hellenius, 27 pages PDF , with Blueberry Pie recipe : [LINK](#)**

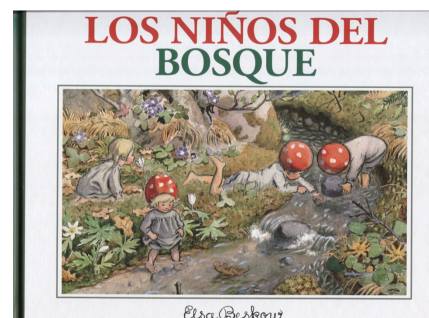
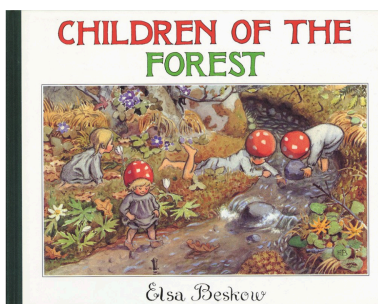
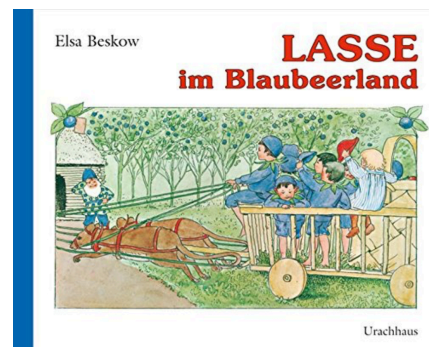
### **Wild Blueberry around the world**

Ireland - Last Sunday of July, Fraughan Sunday - Garland Sunday with "bilberries"

Ireland - August 1, Lughnasadh Feast, start of blueberries harvest every year

Sweden - August 1 - International Day of Wild Blueberries, Alfred Nobel House & Museum, Karlskoga, Örebro County.

USA - First-ever State of Maine Wild blueberry week-end, August 7-8, 2021, in wild blueberry farms





ALFRED NOBELS BJÖRKBÖRN

# Sustainable Food Culture Exhibition

## Special Celebrations Program

United Nations 2021 Year of Fruits and Vegetables  
Focus for 4 months

### JULY



14 France National Day

20 Colombia National Day

21 Belgium National Day

26-28 United Nations - Food Systems FAO Pre-Summit

### AUGUST



1 International Wild Blueberry Day

9 United Nations - World Indigenous Peoples Day

21 Malaysia National Day

### SEPTEMBER



16 Mexico National Day

21 United Nations World Peace Day

27 United Nations World Tourism Day

### OCTOBER



1 China National Day

12 Spain National Day

16 United Nations World Food Day

21 Alfred Nobel Birthday

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