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Bilberry fruit (*Vaccinium myrtillus* L.) is an important and popular dietary supplement which is among the best-selling in the market. Interest in bilberry fruit is focused on the high content of colored anthocyanins which impart its functional bioactivity. Due to the commercial interest in this plant, it is among the most commonly adulterated product in the food market. Chemical analysis is often insufficient for the identification of foreign materials and adulterants. In this issue, investigators from Rutgers University and BMCC-CUNY demonstrate a rapid, inexpensive technique for the identification of contaminants and adulterants in powdered bilberry products using microscopic analysis. Pictured above, a microscopic photograph of the exocarp of powdered *Vaccinium myrtillus* L. is shown (scale-bar is 100 μ m).