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US Cranberry Marketing Committee

Details: August 2009 Activity Report Author: H&K Cranberries Team

The following report outlines the activities undertaken by Hill & Knowlton (H&K) Australia on behalf of the US Cranberry Marketing Committee during the month of August, 2009.

Please see below a top line overview of activities undertaken:

- Consumer media outreach using cranberry recipes specially developed for the Australian market to tap into key seasonal opportunities
This included:
 - Father's Day BBQ (short-lead consumer, suburban and regional print media)
 - From the bog to kitchen factsheet on the cultivation of cranberries
 - Development of Superfoods media release
- Continued liaison with Kidney Health Australia and Girls Night In (NSW Cancer Council) regarding health related sponsorships/partnerships for 2009
- Continued liaison with Judy Davie, to develop three videos for new cranberry site
- Continued liaison with web developer regarding creation of the new www.cranberries.com.au website
- Monitored medical/health studies and announcements around cranberries coming out of the United States and the rest of the world to develop Australianised pitches to key health media
- Continued to create and pitch story angles from the Cranberry Media Bureau, creating an easy source for media to contact us to find out anything and everything about cranberries with an easy email and phone number

The details that follow outline activities undertaken including results to date.

Consumer Media Bureau - Coverage

Please Note:

**All coverage in the following report has been generated/initiated by the Cranberry Media Bureau (CMB). General Cranberry Coverage without CMB involvement has not been included in this report.*

Category 1 Coverage

Gold Coast Bulletin (circulation: 41,121) 05/08/2009 Regional daily newspaper covering local news, sport and entertainment



DRINK ME

Cranberry, cinnamon and ginger spritz

Ingredients:

600ml cranberry juice

200ml apple juice

1 cinnamon quill

6 tbsp raspberry puree

50ml creme de cassis

1 large lemon

Chilled ginger ale



- Pour the cranberry juice into a shallow tray and place in the freezer until ice crystals form around the edge.
- Use a fork to mix the crystals back into the middle.
- Place back in the freezer and repeat.
- Bring the apple juice and cinnamon quill to a boil. Take off heat and cool.
- Reserve the cinnamon quill.
- Transfer the apple juice, creme de cassis, raspberry puree and cranberry ice to a processor and process until a slushy texture is achieved.
- Spoon into martini glass with a cinnamon quill as a swivel.
- Use a vegetable peeler to pare a strip of lemon rind and use as a scoop.
- Garnish with a sprig of mint.

■ **Recipe: Cranberry Media Bureau**

Mildura Midweek (circulation: 18,411) 25/08/09 Weekly regional newspaper

Cranberries add zest to your menu

CRANBERRY WAFFLES

Ingredients for 16 waffles

250g sugar
250g flour
250g fromage frais, strained cottage cheese or marscapone
6 eggs
250g butter at room temperature
100g dried cranberries

Method

MIX up sugar and flour. Add fromage / cottage cheese, eggs and butter and mix all ingredients with a hand mixer into a smooth dough. Add cranberries and fold them in with a spoon.

Preheat a waffle iron. Scoop dough into the waffle iron, close the cap and bake for a couple of minutes.

Serve the waffles with whipped cream and sprinkled with icing sugar.

VEAL ROULADES WITH CRANBERRY-WALNUT-FILLING

INGREDIENTS

For six servings:

1/2 bundle basil or parsley
3 tablespoons dried cranberries
50 g walnut kernels
40 g soft butter
Salt, pepper
8 small veal escalopes (about 70 g)
1 tablespoon butter
1 tablespoon oil
100 ml port or red wine
200 ml veal broth (glass)
1 tablespoon cold butter cubes

Also: Small wooden skewers or roulade needles for the veal bird.

METHOD

WASH and dry basil, take off leaves and chop up. Mince basil leaves, cranberries and walnut seeds in a food processor.

Take out the basil-cranberry mixture, spice with salt and pepper and knead in a small bowl after adding soft butter.

Dry escalopes with kitchen roll and



lay them side by side. Lightly season with salt and pepper and spread with cranberry butter. Roll the escalopes together and fix them with wooden needles. Spice from the outside as well.

Heat large, coated pan with butter and oil, add roulades and fry under medium temperature from all sides until gold-

en brown.

Drizzle with dripping from time to time. The cooking period takes about 10 to 15 minutes.

Turn stove to highest temperature two to three minutes before roulades are done.

Pour port wine into pan, letting boil gently. Take roulades out of pan and let sit on plate for a few minutes. In the meantime let port wine boil down entirely, infuse with veal broth and reduce half.

Taste sauce, whisk cold butter and serve with roulades.

'If you have zest and enthusiasm you attract zest and enthusiasm. Life does give back in kind'

– Norman Vincent Peale

MEATBALL AND CRANBERRY TAGINE

INGREDIENTS:

500g lean beef mince
 1 egg
 1 clove garlic, crushed
 1 onion, finely chopped
 2 tablespoons olive oil
 1 teaspoon cumin seeds
 1 teaspoon ground coriander
 ½ teaspoon paprika
 1 teaspoon turmeric
 2 tablespoons lemon juice
 ½ cup (80g) frozen cranberries,
 coarsely chopped
 2 cups (500mL) chicken stock
 300g Kumara, cut into 2.5cm cubes
 ¼ cup (15g) coriander, roughly
 chopped
 ¼ cup (15g) mint, roughly chopped
 Salt and pepper to taste

COMBINE the mince, egg, garlic, salt and pepper and half the onion. Roll tablespoons of the mixture into balls.

Heat half the oil in a large non-stick frying pan. Add half the meatballs, fry until brown, remove. Repeat with the remaining meatballs, remove and set aside.

Heat the remaining oil in a large saucepan over low heat, add the remaining onion, stir-fry for 1 minute. Add the cumin, coriander, paprika and turmeric, stir-fry for 1 minute. Add the lemon juice, cranberries, stock, meatballs and kumara, bring to the boil, cover with a lid and cook for 15 minutes or until the kumara is tender and sauce thickened, stirring occasionally. Serve sprinkled with the coriander and mint.

Tip: Serve with couscous and steamed green vegetables.



Category 2 Coverage

Sunday Telegraph (circulation: 651,872) 09/08/09 Sydney metropolitan newspaper, published weekly featuring news, arts, entertainment, business, sport and weather.

Sunday Mail Brisbane (circulation: 559,114) 09/08/2009 Brisbane weekly metropolitan newspaper which features the latest news, sport, fashion, lifestyle, music, entertainment and travel.

Sunday Mail Adelaide (circulation: 307,376) 09/08/09 Metropolitan weekly newspaper covering areas of news, sport, lifestyle, current affairs, finance, food, entertainment and fashion.

Sunday Times (circulation: 321,200) 09/08/09 Metropolitan weekly newspaper covering areas of news, sport, lifestyle, current affairs, finance, food, entertainment and fashion.

The GP & the naturopath



TOPIC OF THE WEEK

A WEE PROBLEM

PAIN WHILE PASSING URINE, needing to go urgently and frequently but passing only small amounts, and blood in the urine are all symptoms of a urinary tract infection (UTI). UTI is common, especially in women, largely due to the fact that the female urethra (the tube that takes the urine from the bladder to the loo) is quite short, making it relatively easy for bacteria to be transmitted to the urinary tract from the vagina and anus, especially following sexual activity. Risk factors include diabetes or having an abnormality of the urinary tract that obstructs urinary flow. If you suffer from recurrent UTIs, your doctor may recommend tests to exclude any underlying abnormality. For the most part UTIs are simple to treat. Get onto the problem quickly rather than crossing your legs and hoping it will go away. Your doctor will ask you for a specimen of urine called a mid-stream urine because you sample the second part of the stream, so any bacteria and skin cells on the surface will be washed away in the first part and will not contaminate the specimen. The results will identify the bacteria involved and what antibiotics you need. Ways of preventing or decreasing the frequency of UTIs include passing urine before and after sex, wiping from front to back after toileting, drinking cranberry juice or taking cranberry tablets, avoiding douches or feminine hygiene sprays and drinking plenty of water.



THE DOCTOR

Dr Cindy Pan



Dr Cindy Pan has had over 10 years of clinical practice. Her books include *Pandora's Box: Lifting The Lid On Life's Little Nasties* (HarperCollins) and *Playing Hard To Get* (HarperCollins). She appears on television, lectures and speaks about all aspects of health, relationships and wellbeing.



THE NATUROPATH

Leah Hechtman

THE MOST COMMON CAUSE of UTIs is the bacteria E. coli, which is found in the digestive system. It causes UTIs if women forget to wipe front to back or have poor hygiene habits. It can also occur after sex. It is important to urinate after any sexual activity to help flush out the waterworks. If you have a UTI, even though there is pain and it's the last thing you want to do, make sure you drink lots of water. The more you flush out the infection, the quicker you'll recover. Coffee and tea will only irritate and aggravate – this includes decaf varieties. Some people find that soft drinks, citrus, tomato, vinegar and artificial sweeteners can also aggravate symptoms. Barley water is a traditional remedy. Boil one litre of water with a handful of barley, simmer and reduce by half and drink when cooled.

Cranberry has been shown to prevent adherence of the bacteria to the bladder wall, especially when taken as a preventive, but make sure your cranberry juice is sugar free. Probiotics, especially the acidophilus species, help to normalise bacteria in the urinary area. Eating sugar-free natural yoghurt or taking a probiotic supplement daily is effective. Topical application of cool, plain yoghurt to the area can relieve symptoms.



Leah Hechtman is a naturopath and fertility specialist. She is a lecturer, author, researcher and industry consultant and has her own clinical practice in Sydney, NSW. She specialises in fertility, reproductive and psychological health. For more information visit www.naturalhealthfertility.com

the body+soul team

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Daily Telegraph (circulation: 360,563) 17/08/09 Daily metropolitan newspaper covering news, weather, sports entertainment, travel, horoscopes, business and finance.

Natural cures make a healthy comeback

Mother Nature offers many cheap and simple ways to treat common ailments, writes **Erica Watson**

Cranberries

NO LONGER just an accompaniment to Christmas turkey, cranberries can assist in the prevention of urinary tract infections (UTIs) although Dr Hunter says results of some clinical trials have been conflicting.

According to Howard, the key properties of cranberries – quinolic acid and vitamin C – have been shown to help treat and prevent UTIs in those prone to the infection.

“What they do is they alkalise the area so they prevent bacteria from anchoring on to the bladder walls,” she says. It is also best to invest in sugar-free varieties.

“That can be an issue for weight control given that they contain calories and added sugars. Make sure you cut out other snacks,” McMillan Price says.

Cosmopolitan (circulation: 165,590) September 2009, monthly magazine for young women covering areas of fashion, lifestyle and beauty

Surprising **SEX FACTS**

Safe sex isn't just about contraception...

Sex toys may harbour harmful bacteria. Bacteria that thrives in body fluids can breed on the surface of a toy after it's been used (bacteria and viruses can survive on inanimate surfaces for one to two days), possibly causing an infection next time you use it. Post-use, wash it with soap to kill microbes.



...It's also about hygiene.

Lots of intercourse in a short time can trigger a urinary tract infection (UTI). Your partner's penis rubbing against your urethra can propel bacteria into it. Reduce your odds by:

- ✓ Drinking plenty of water to help "flush out" your bladder.
- ✓ Peeing before and after sex and

taking a break if you feel discomfort.

- ✓ Taking up to four Ural sachets per day at the first symptoms of a UTI (burning when peeing, frequent peeing, lower pelvic pain). These make your urine more alkaline which helps kill any bacteria and also stops it burning when you pee.
- ✓ Drinking cranberry juice (or taking tablets if you are watching your weight) between attacks decreases their incidence. Cranberry makes the bladder walls "slippery" to bacteria and helps stop them attaching and causing infection.

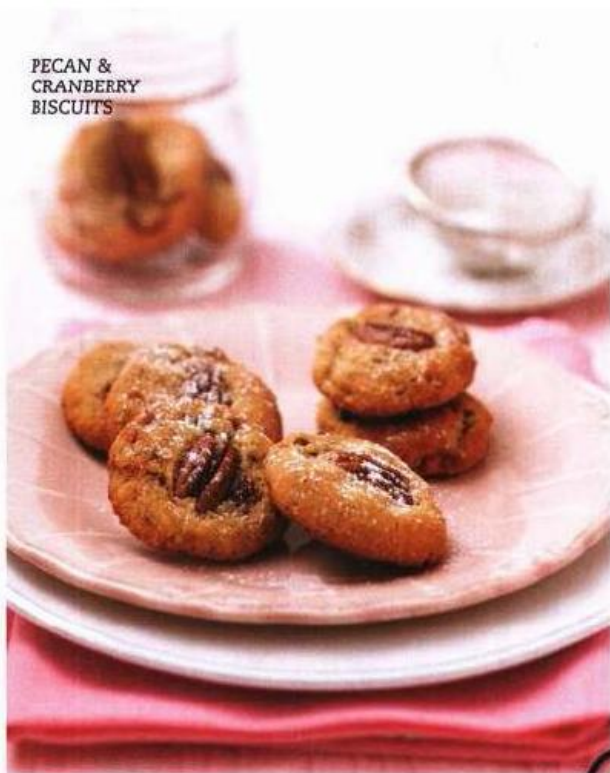
The perfect fit for U...

For 24/7 protection during your period, try U by Kotex® regular slim tampons (16-pack), \$4.49 by day and U by Kotex® Flexinights Overnight Ultra-thins (10-pack), \$5.09 for bed.



Category 3 Coverage

Woman’s Day (circulation: 406,005) 10/08/09 National weekly lifestyle magazine for women covering topical stories, personality stories, fiction, health, fashion, beauty, cooking, craft and astrology.



PECAN & CRANBERRY BISCUITS

Pecan & cranberry biscuits

MAKES 24
PREPARATION 10 MINUTES
COOKING 12 MINUTES

- ½ cup honey
- 50g butter, melted
- 1 egg, beaten
- 2 cups ground almonds (almond meal)
- ½ cup dried cranberries
- ½ cup chopped pecans, plus 24 whole pecans
- ½ teaspoon bicarbonate of soda
- icing sugar, for dusting

1. Preheat oven to moderate, 180°C. Line three oven trays with baking paper.
2. In a jug, combine honey, butter and egg.
3. In a large bowl, mix together

ground almonds, cranberries, chopped pecans and soda.

4. Make a well in the centre of the dry ingredients. Add honey mixture, stirring until well combined.

5. Roll tablespoonfuls of the mixture into balls and arrange on trays, allowing room for spreading. Press a whole pecan onto each biscuit, flattening the mounds slightly.

6. Bake for 10-12 minutes, until golden. Cool on trays then transfer to a wire rack to cool completely. Serve dusted with icing sugar.

TOP TIP

● Store these biscuits in an airtight container.

Take 5 (circulation: 255,261) 05/08/09 National weekly lifestyle magazine covering real life stories from readers, recipes, lifestyle and entertainment.

ROAST PORK WITH CRANBERRY GLAZE

TAKE: ½ cup cranberry sauce
ADD: 2 cloves garlic, crushed
1½ tsp chopped dried
rosemary leaves
2 tbsp olive oil
6 pork cutlets
¼ cup red wine

1 Using clean hands, rub combined garlic, rosemary and olive oil evenly over pork cutlets. Heat a large baking dish in a 200C preheated oven for 10 minutes. Add pork chops to heated baking dish and bake at 200C for 15 minutes. Remove dish from oven, turn cutlets, then return to the oven for a further 15 minutes until pork is tender and cooked through.

2 Meanwhile, combine cranberry sauce and wine in a small saucepan. Simmer gently for 5 minutes or until mixture has reduced and thickened slightly, stirring occasionally. Serve pork cutlets with cranberry glaze and accompany with vegetables of your choice.

Serves 4
This recipe is best prepared as required.



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Take 5



Life Weekly Gold Coast (circulation: 96, 170) 12/08/09 Twice-weekly lifestyle magazines covering local news, sport, fashion, beauty, events, profiles, features and products.

ANTI-AGEING POWER FOODS

Whether your goal is to get rid of wrinkles or achieve a more youthful appearance, adding these key foods to your diet may help stop the clock

BERRIES

Berries such as strawberries, cranberries, blueberries and raspberries are rich in anti-oxidants and contain high levels of vitamin C, which help build collagen in the skin and work to keep it plump and firm.



SOY

Foods such as tofu, soy beans, soy and linseed bread, and soy drinks are high in amino acids, which help work on degenerated skin tissue fibres. Soy acts in a similar way to the hormone oestrogen and, as such, is beneficial in keeping skin supple, elastic and hydrated.

DARK GREEN LEAFY VEGETABLES

Vegetables such as spinach and cabbage contain beta carotene to destroy free radicals and vitamin C to support the skin's collagen network.

SALMON AND TUNA

The Omega 3 fats in salmon and tuna help fight free radicals that can damage collagen, leading to sagging and wrinkles.

WHOLEGRAIN CEREALS

Rich in complex carbohydrates, whole grains boost the body's elimination processes. A sluggish system is reflected in your skin, which can look tired. Wholegrains increase the skin's ability to detoxify and encourages a fresh and radiant complexion.

NUTS AND RAW SEEDS

Almonds, walnuts, hazelnuts and as well as sesame and pumpkin seeds are all rich in vitamin E, which helps fight wrinkles and sagging.



BEANS AND LENTILS

Beans and lentils have the potent anti-inflammatory anti-oxidants – flavonoids and flavonals. In particular, the reddish flavonal pigments in the coats of beans and lentils exert an anti-oxidant activity 50 times greater than vitamin E, to protect against oxidative damage to cell membrane lipids, and promote healthy collagen and cartilage.

Australian Good Food (circulation: 71, 250) August 2009 National, monthly food, wine and lifestyle magazine.



A Stir the egg and oil mixture into carrot mixture to make a batter.



B Use a round-bladed knife to spread frosting over tops of cakes.

Mini carrot & cranberry cakes

MAKES 12 PREP 20mins plus cooling
COOK 20mins

SUPER EASY + MAKE AHEAD

- 1 3/4 cups (260g) plain flour
- 1 cup (220g) brown sugar
- 1 tsp bicarbonate of soda
- 1 tsp mixed spice
- 1/2 tsp ground cinnamon
- 4 (about 500g) carrots, coarsely grated to make 2 cups
- 1/2 cup (75g) dried cranberries, plus extra to decorate
- 3 eggs, lightly beaten
- 1/4 cup (185ml) vegetable oil
- cream cheese frosting**
- 250g light cream cheese, softened
- 1/2 cup (55g) pure icing sugar
- 2 tbsp lemon juice

- 1 Preheat oven to 180C or 160C fan. Grease a 12-hole friand pan.
 - 2 Sift flour, sugar, bicarbonate of soda and spices into a large bowl. Stir in carrot and cranberries. Whisk together egg and oil and pour into carrot mixture. Stir until well combined (A). Spoon batter into prepared pan and bake for 20-25mins, until a skewer inserted comes out clean. Cool cakes in pan for 5 mins. Turn onto a wire rack to cool completely.
 - 3 Meanwhile, to make frosting, use an electric mixer to beat cream cheese, icing sugar and lemon juice together until smooth.
 - 4 Using a round-bladed knife, spread frosting over cakes (B). Decorate with extra cranberries.
- In each cake 1544 kilojoules, 6g protein, 19g total fat (4g sat fat), 45g carbohydrate (29g sugar), 2g fibre, 152mg sodium.**



FREEZER FRIENDLY

Category 5 Coverage

Weekend Australian (circulation: 316,194) 01/08/09 National weekly newspaper.



Eating in / David Herbert

Oats are a great source of slow-release energy, so they're ideal for eating in the morning – a good thing, really, because who would want to eat porridge or muesli for dinner? THE PERFECT GRANOLA SHOULD BE CHEWY, CRISP AND CRUMBLY, WITH A MIX OF SWEET AND TART FLAVOURS. Try this basic recipe here, substituting different nuts, seeds or fruit as the mood takes you. Add a little ground cinnamon or cardamom to spice up the mixture if you like.

Most traditionalists would be appalled at the heresy of adding fruit to porridge, but some of us like to mess with tradition – and the result does taste rather good, too. In the case of bircher muesli, invented in Switzerland in 1890, the oats are soaked in juice for up to 12 hours and then served with yoghurt and fresh fruit. Sometimes a little cream is added, too; don't tell the Swiss.



GRANOLA

- 3 cups porridge oats (use jumbo-sized oats if you can find them)
- 1 cup natural, unblanched almonds
- ½ cup roughly chopped pecans
- ½ cup shredded coconut
- 2 tablespoons sesame seeds
- 2 tablespoons pumpkin seeds

- 1 teaspoon chopped lemon zest
- 80ml (⅓ cup) vegetable oil
- 125ml (½ cup) runny honey
- 2 cups dried fruit (try chopped dried apricots, dried cherries, blueberries, cranberries, sultanas)

Preheat oven to 170°C. Place oats, almonds, pecans, coconut, sesame seeds, pumpkin seeds and lemon zest in a large mixing bowl. In a small saucepan over low heat, warm vegetable oil and honey. Pour honey mixture over oat mixture and mix thoroughly. Tip mixture into a roasting tin and bake, stirring every 5 minutes, for 20 minutes, or until golden and starting to crisp. Allow mixture to cool completely. Stir through mixed dried fruit. Granola can be stored in an airtight container for up to 3 months. Makes 8 cups

PHOTOGRAPHY: GEORGE SEPER
STYLING: MICHELE GRANSTON

Good Taste (circulation: 154,185) August 2009 National monthly lifestyle magazine featuring recipe ideas



Wednesday
Go
potatoes!

Stuffed jacket potatoes



Serves: 6 **Prep:** 30 mins
Cooking: 20 mins

- 6 (250g each) Coliban potatoes, skin on***
- ¼ Woolworths Country Roast Chicken, skin and bones removed, shredded**
- 1 carrot, peeled, coarsely grated**
- 40g (¼ cup) raisins (dried cranberries)**
- 85g (½ cup) whole-egg mayonnaise**
- 230g (1½ cup) frozen peas**
- 35g (½ cup) coarsely grated cheddar**
- ½ celery stick, thinly sliced**
- 1 x 185g can tuna, drained, flaked**
- 6 grape tomatoes, halved**

*If unavailable, use Lady Christal potatoes.

1 Prick each potato with a fork 10 times. Place evenly around edge of microwave turntable. Cook on High/800watts/100%, turning once, for 12-15 minutes or until tender. Transfer to a bowl. Cover with plastic wrap. Set aside to cool slightly.

2 Meanwhile, combine chicken, carrot, raisins and mayonnaise in a bowl.

3 Place the peas in a microwave-safe bowl. Cover with plastic wrap. Cook on High/800watts/100%, for 3-4 minutes or until bright green and tender. Add the cheddar. Use a fork to coarsely mash until cheddar has almost melted.

4 Cut a cross in the top of each potato. Use a clean tea towel to hold the potato at the base and gently squeeze to open up the top. Divide the pea mixture among half of the potatoes. Top with the celery and tuna. Divide the chicken mixture among the remaining potatoes and top with tomato. Serve.

Per serve: 17g protein, 71g fat (4g saturated fat), 49g carb, 9.5g dietary fibre, 1756kJ (420 Cal).



HOW TO MICROWAVE POTATOES
Prick the potatoes with a fork to let steam escape as they cook – otherwise they can burst in your microwave.

Good Health and Medicine (circulation: N/A) August 2009 National monthly lifestyle magazine.

YOUR kitchen to the rescue

PROBLEM: **Urinary tract infections**

SOLUTION: **Cranberry juice**

Cranberry juice contains chemicals that prevent the bacteria attaching to the bladder wall so they can be 'flushed' out by the body. Taken regularly, cranberry juice can help prevent women from suffering recurrent urinary tract infections, such as cystitis, according to Deed.

A US study showed that drinking cranberry juice reduced the frequency of urinary tract infections in women over a 12-month period.

Choose unsweetened cranberry juice and drink 250ml three times a day.

Media Bureau – Consumer Activities

Father's Day BBQ – short-lead consumer media release

H&K distributed the media release titled 'Fire up the BBQ this Father's Day and toss in some healthy cranberries!' to consumer short-lead media and on the AAP newswire. The release can be viewed in the appendix.

Feedback for the Father's Day BBQ release can be viewed in the below chart:

Publication	Name	Last Name	Position	Feedback
Food-Recipe Contacts				
Consumer Media: Short-Lead				
Woman's Day	Jennene	Plummer	Food Editor	Thanks for the recipes, we will be doing a Father's Day special so will keep cranberries in mind
New Idea	Barbara	Northwood	Food Editor	Great recipes, thanks for sending through
That's Life	Darlene	Allston	Food Editor	Love the BBQ theme, we will see if we can fit it in anywhere
Take 5	Jane	Ash	Food Editor	Received release, thanks
Who	Michelle	Reedy	Food Writer	Probably not a feature our publication would run, but thanks anyway
Mindfood	Claire	Sweeney	Online Editor	We develop our own recipes but will keep cranberries in mind!
NSW Newspapers				
The Daily Telegraph - T.Food	Cecily	Ryan	Editor	The steak recipe looks great, will see if we can use in any upcoming issues
The Daily Telegraph monthly Simply Food liftout	Jenni	Gilbert	Editor	Thanks, will discuss with the rest of the team
Sun Herald - Sunday Life	Georgina	Jordan	Editorial Coordinator	We will probably do a Father's Day feature so will consider some of your recipes
VIC Newspapers				
The Age	Leanne	Tolra	Food Editor	Inspiring recipes thanks – perfect for an Aussie BBQ
The Herald Sun	Susan	Bugg	Food Editor	Have received and will keep the recipes on file thanks
SA Newspapers				
Adelaide Advertiser	Tony	Love	Food Editor	Will chat to the rest of the team about the release
QLD Newspapers				
Courier Mail	Fiona	Donnelly	Food Editor	Thanks, it was received
ACT Newspapers				
Canberra Times	Krirsten	Lawson	Food Editor	Have filed the recipes for later use
WA Newspapers				
West Australian	Cy	Clayton	Food Editor	Yummy looking recipes as always, thanks

Sunday Times	Gail	Williams	Food Editor	Will keep for future use
TAS Newspapers				
The Mercury	Elaine	Reeves	Food Writer	Thanks, have filed
The Examiner	Jenny	Woodward	Food Editor	Will see if the release is suitable closer to Father's Day
Online / Newsletters				
She said.com.au	Anna	Warwick	Editor	Thanks
Femail.com.au	Michelle	Warmusz	Editor	Thanks, this theme is not really in line with our audience though

Superfoods long lead release

H&K repackaged the survey results issued for the Wee Week launch to develop a media release for consumer lifestyle magazines, titled '**Aussie women urged to put superfood knowledge into practice**'. This release included statistics on Australian women's superfood intake and eating habits. The release can be viewed in the appendix.

Feedback for the Superfoods release can be viewed in the below chart:

Publication	Contact	Title	Feedback for Superfoods release
Food & Health Media Contacts			
Consumer Media: Short-Lead			
9to5	Abi Weeks	Editor	Some great information will pass on to the rest of the team
Alive Sydney (New version of Sydney Live)	Paul Hayes	Editor	Some good thoughts, thanks for passing on
Mindfood	Nicola	Online editor	Thanks for the release, may use in next online edition
Consumer Media: Mid-Lead			
New Idea	Erin Kisby	Health Writer	Some useful information. Will try to include in next issue
New Idea	Barbara Northwood	Food Editor	Thanks for the release, some good advice for our readers
New Weekly & OK	Sabrina Rogers	Web Editor	We appreciate the suggestions, thanks for sending through the release
Who Weekly	Michelle Reedy	Food Writer	Love the advice will keep cranberries in mind
That's Life	Darlene Allston	Food Editor	Some important messages, will keep in mind for future issues
Take 5	Ruth McCarthy	News Editor	Will pass onto the rest of the team
Woman's Day	Jennene Plummer	Food Editor	We are hoping to cover in health pages in our next few issues, will keep on file
Australian Women's Weekly	Joanna Martin	Features Editor	Received release, thanks for sending through.

Consumer Media: Long-Lead			
Cosmopolitan	Leigh Campbell	Beauty & Lifestyle	Thanks for the suggestions, we will see if we can fit cranberries and health next issue
Madison	Alexandra Carlton	Snr Features Writer	We have received the release and loved it.
Notebook	Kelly Baker	Health Editor	Can maybe cover in health pages in next issue
Harper's Bazaar	Janice Hogg	Health writer	Health benefits very informative, will keep on file
Cleo	Jo Barry	Lifestyle Editor	Thanks for thinking of us, will keep in mind for next issue
Marie Claire	Anna Saunders	Deputy Features	Some good advice for our audience, hope to follow up in health issue over the next few months
Fitness First	Analee Matthews	Editor	Thanks for sending through this information, will discuss at next editorial meeting
Health Smart (branch of Reader's Digest)	Sue Carney	Editor	Some useful messages. Will try to include in next few issue
emPOWER	Jo Hegarty	Sub-editor	Useful information. Will keep on file and take out when of use.
Women's Health	Tara Ali	Features Editor	We are planning to feature on health benefits of berries, will keep noted for this issue
Women's Health & Fitness	Leisha Barnett	Editor	Important information that may be of interest to our readers
Good Medicine	Kate Lovelace	Health stories	Some great material, will keep in mind
Reader's Digest	Sue Carney	Editor	Will pass throughout team for consideration
Fit & Well	Sandy McPhee	Editor	Thanks for the release
Nature and Health	Pamela Allardice	Health Editor	Thanks for the information, we will file cranberries health for future issues
Out & About with Kids	Tracey Spicer	Editor	This is something of interest for us online - if we publish will send through the link
Healthy & Heartwise	Michael Sant	Editor	Interesting to know, will file information
Australian Senior	Cheryl Field	Editor	We will consider it, appreciate the information
ABC Wellbeing Magazine	Rose Palimar	Editor	We are interested as we may be doing something on health and berries in the next couple of issues
Real Living Magazine	Bianca Tzatzagos	Acting Editor	Thanks for passing on this release
Conscious Living Magazine	Patricia Hamilton	Editor	Will keep cranberries in mind
Slimming & Health	Miranda Herron	Food Editor	Received the release, appreciate the information
Delicious	Valli Little	Food Director	Will pass onto the rest of the team

Newspaper Lift-outs			
Contributes to Essential	Paula Goodyear	Health & Wellbeing writer	Will keep the information filed for future publications
Sunday Telegraph: Body & Soul	Cushla Chauhan	Editor	Great source of information will consider including in next issue
The West Australian: Mind & Body	Monica Videnieks	Editor	Thanks for the release, however it won't fit in our next publication

Recipe Videos

In August H&K liaised with the Food Coach – Judy Davie, a well known media dietitian, to film three 'Make-it-tonight' videos. The videos show how to make three quick and easy cranberry recipes and are featured both on the new Australian cranberry website and on the food coach website www.foodcoach.com.au which receives 1,000,000 visitors per month.

H&K will continue to develop their relationship with Judy Davie and plan to utilise her to present the new recipes to food journalists in October.

Media Bureau – Health Activities

H&K received approval for the gastro benefits media release and this was issued to regional and suburban publications via AAP and issued to key health writers along with superfoods media release mentioned above.

In August H&K also developed two advertorials highlighting the health benefits of cranberries. The first advertorial which focuses on the anti-adhesion benefits of cranberries was developed for Readers Digest. Readers Digest has Australia's largest subscription base and a readership of over 950,000. The advertorial is currently being laid out and will appear in the November issue of Reader's Digest.

A second advertorial was also developed focusing on cranberry as "Nature's hero" and was developed for the Dietitians Association of Australia newsletter. This publication is received by all registered dietitians in Australia.

Publication	Contact	Title	Feedback for Superfoods release
Food & Health Media Contacts			
Consumer Media: Short-Lead			
9to5	Abi Weeks	Editor	Thanks for sending this through, will see if we can fit it in any health pages
Consumer Media: Mid-Lead			
New Idea	Barbara Northwood	Food Editor	Thanks for the release - the information will be passed on to either the health/food writer who will get in touch if required
New Weekly & OK	Sabrina Rogers	Web Editor	We appreciate the suggestions, thanks for sending through the release
Who Weekly	Michelle Reedy	Food Writer	Appreciate the information, will be in touch if further information is required

Take 5	Ruth McCarthy	News Editor	Will pass onto the rest of the team
Woman's Day	Jennene Plummer	Food Editor	Thanks for sending through the information – will keep on file for future reference

Health Partnerships in 2009

Kidney Health Australia (KHA)

In August, H&K prepared an evaluation report for Wee Week 2009. Main activities included:

- Monitoring for all coverage
- Sourcing circulation and advertising value for coverage achieved
- Provided recommendations on activity with Kidney Health Australia moving forward
- Liaised with Kidney Health Australia to gain website figures and materials with cranberry mentions

Girls Night In (NSW Cancer Council)

H&K continued communication with Cancer Council in August to progress activity for the GNI sponsorship.

Key activities for August included:

- OK! magazine chef competition – H&K liaised with OK! magazine to develop the full page advertisement for the promotion, including copy and artwork
- Liaised with client for sign off of advertisement
- H&K also liaised with Ben O Donoghue to send him cranberries for recipe development
- Sent cranberry samples to a VIP GNI host event in Central Coast
- Brainstormed ideas around launch GNI event
- Sourced quotes from suppliers to get initial costs for launch party
- Developed GNI launch party proposal for review

In September, H&K will continue to work on GNI activity and other campaign elements in the lead up to Girls Night In in October.

Upcoming Activities – September 2009

The following activities will be undertaken by Hill & Knowlton Australia during the month of September 2009.

Short-Lead Consumer Media Pitch: Spring time picnics with cranberries. This release will include a range of cranberry inspired recipes perfect for the picnic basket.

*This release will be distributed on the AAP newswire

Cranberry Media Bureau Health: H&K will finalise the advertorials for Reader's Digest and the Dieticians Association Newsletter.

Cranberry Media Bureau: H&K will work with Cancer Council to continue activity for Girl's Night In.

Appendix A - Father's Day BBQ

Fire up the BBQ this Father's Day and toss in some healthy cranberries!

Everyone knows that dad loves a BBQ to celebrate Father's Day! But rather than dish up the same old sausages and steak with tomato sauce, why not be a little more adventurous and try one of the following cranberry condiments. These BBQ salsas and sauces are sure to be a winner over lunch or dinner and are perfect to serve up with any barbecued meat, fish or chicken. You might even like to go one step further in spoiling dad and end the meal with some delicious Italian cranberry biscotti.

Cranberries are not only known for benefits to urinary tract health, but studies have also shown the benefits of this tasty fruit for your heart. Cranberries contain compounds called flavanoids and these have been shown to function as potent antioxidants which may reduce the risk of developing heart disease.

So this September, fire up the barbie and include some cranberry infused flavours - Dad will love you for it.

Check out www.cranberries.com.au for more recipes and information on the amazing health benefits of cranberries.

Cranberry Condiments

Cranberry Pesto

1 clove	Garlic
1 cup	Dried Cranberries
1 cup	Basil, fresh, firmly packed
1/4 cup	Walnuts, toasted
1/2 cup	Parmesan cheese, grated
1/4 cup	Parsley, minced
1/4 cup	Olive oil

Preparation:

1. Pulse garlic in food processor until finely diced.
2. Add cranberries, basil and walnuts and pulse until blended but still coarse.
3. Place mixture in medium bowl.
4. Add parmesan, parsley and oil; stir well.

Cranberry Honey Mustard

1/2 cup	Mustard (Australian or mild English)
1/4 cup	Dried cranberries, chopped

2 tablespoons	Cranberry sauce
1 1/2 tablespoons	Honey

Preparation: Place all ingredients in small bowl and stir vigorously until blended.

Hot & Spicy Cranberry Chutney

1 cup	Orange juice
1 cup	Sugar
1 bag (12 oz)	Cranberries, fresh or frozen
1/2 cup	Currants
1/2 cup	Onion, diced
1/4 cup	Red wine vinegar
1 tablespoon (1/2)	Chilli, seeded and diced
1 teaspoon (1 clove)	Garlic, fresh, minced
3/4 teaspoon	Cumin, ground
1/2 teaspoon	Cinnamon, ground
1 teaspoon	Orange peel, grated, if desired

Preparation:

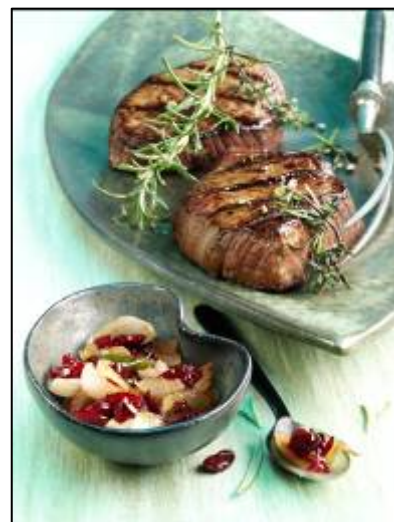
1. Place all ingredients except orange peel in medium saucepan; stir until blended.
2. Cover and bring to boil.
3. Decrease heat, cover and simmer for 15 minutes, stirring occasionally, until thickened. Remove from heat and stir in orange peel, if desired; refrigerate. (For better blending of flavours, refrigerate chutney overnight.)
4. Serve at room temperature. Makes 5 cups.

Tip: If using dried cranberries, soak cranberries, currants, and orange juice in small bowl at least 8 hours.

Marinated Steak with Hot Cranberry and Onion Salsa

For the steaks:

4	Sprigs of rosemary
1	Bunch of thyme
2 teaspoons	Coarsely crushed pepper corns
2 tablespoon	Olive oil
4	Beef steaks (200g each)
	Salt to taste



For the salsa:

One small	Onion
1 tablespoon	Oil
1	Small green chilli pepper
30 ml	Vodka
75 g	Dried cranberries
	Salt, pepper to taste

Preparation:

1. Wash the herbs and chop coarsely. Mix with pepper and olive oil in a flat dish. Rub the marinade into both sides of the meat. Cover and leave to marinate in the fridge overnight.
2. To make the dip, peel the onions and chop coarsely. Heat the oil and sauté the onions until brown. Prepare the chilli pepper, rinse and cut it into small pieces. Add to the onions and briefly sauté together. Add shot of vodka. Dice the cranberries and add to salsa. Season with a little salt and pepper.
3. Remove the steaks from the marinade and pat dry. Char-grill on both sides for around 5 minutes. Season the steaks with salt and serve with the cranberry and onion dip.

Cranberry and Pistachio Biscotti

2 cups	Plain flour
1 teaspoon	Baking powder
3/4 cup	Brown sugar
1/4 cup	Butter, softened
2	Eggs
1 teaspoon	Lemon peel, grated
1 cup	Cranberries, dried
1 cup	Pistachios, shelled
170g	White chocolate chips

**Preparation:**

1. Preheat oven to 160°C.
2. Mix flour and baking powder; set aside.
3. Beat sugar and butter on high in medium bowl until light and fluffy. Add eggs and lemon peel and beat until blended. Stir in flour mixture until blended. Stir in cranberries and pistachios until blended.
4. Shape, with floured hands, into 12x2-inch log, rounding the top. Place on greased baking paper.
5. Bake at 160°C for 40 to 45 minutes until golden and slightly cracked on top. Cool 10 minutes. Slice widthwise into 1/2-inch slices using serrated bread knife. Place cut side down on baking sheet. Bake 10 minutes. Cool on wire rack.
6. Microwave chocolate on high in small microwave safe bowl for 2 minutes, stirring every 30 seconds, until just melted. Dip biscotti base in chocolate and place on baking paper to set. Makes 15 biscotti.

***Note to the editors:** All cranberry products listed above can be found in major supermarkets around Australia.

For further information, images or requests please contact:

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Health Benefits of Cranberries

Cranberries contain bacteria-blocking compounds that are believed to be helpful in preventing urinary tract infections, and recent research suggests this same function may be useful in blocking the bacteria responsible for stomach ulcers and certain oral bacteria that can lead to gum disease.

*The Australia Cranberry Media Bureau is sponsored by the U.S. Cranberry Industry – growers of 80% of the world's best loved fruit.

Appendix B – Superfoods long lead release

For immediate release

Aussie women urged to put superfood knowledge into practice

When it comes to superfood intake, it seems Australian women don't necessarily practise what they preach. Despite 2 in 3 women saying they know what superfoods are, only 1 in 3 eat superfoods regularly, according to new research commissioned by the Cranberry Institute¹.

The survey found that 1 in 3 Australian women only eat superfoods on a weekly basis.

According to Kate Di Prima, an Accredited Practising Dietitian, "It's time Australian women start putting their knowledge of superfoods into practice so they can reap the health benefits."

For certain superfoods, the gap between knowledge and practice was clear. Out of the 58% of women who identified cranberries as a superfood, just 18% said they eat cranberries regularly.

Cranberries are considered a superfood because they are high in antioxidants and contain phytochemicals called proanthocyanidins (PACs), which prevent bacteria from adhering to cell walls. It is this unique anti-adhesion effect that can help prevent recurring urinary tract infections and stomach ulcers.

Other findings of the survey include the fact that only 20% of women eat soy beans, despite 53% knowing they too are a superfood.

Women were also surveyed on what factors prevent them from eating superfoods more often. 44% of Australian women cited cost as the biggest barrier to buying and eating superfoods because they're perceived to be too expensive.

Other major factors that affect superfood intake for women was not having time to cook and prepare healthy foods (29%), and not knowing what superfoods are (26%).

Despite this, Di Prima is adamant that women can and need to overcome these factors in order to lead a healthier lifestyle.

"This research shows that Australian women can reduce their risk of potential illnesses by eating a healthy/ balanced diet that includes superfoods regularly," Di Prima adds.

-Ends-

For further information, fact sheets or to arrange an interview please contact:

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Issued on behalf of the Cranberry Institute by Hill & Knowlton.

About The Cranberry Institute: The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of cranberries.

Visit www.cranberries.com.au.

¹ **About the Research:** This research was conducted online by Pure Profile on behalf of The Cranberry Institute in June, 2009 on a representative sample of 1,006 Australians from across Australia. Australian women were surveyed in relation to their knowledge and inclusion of superfoods in their diet, including salmon/oily fish, nuts, spinach, cranberries, oats, tomatoes and soy beans.