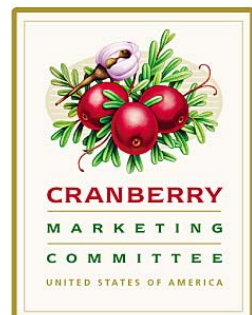


Activity Report

Media and Trade Relations in France
The Cranberry Marketing Committee

January 2009



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Media Activities

ARTICLES FEATURING CRANBERRIES

This month we monitored 34 press clippings reaching 3.4 million people and achieving a total advertising equivalence of EUR 48,100 (approximately USD 60,600).



Actualités pharmaceutiques (circulation: 12.000) published a first highlight this month. This monthly magazine is a pharmacists' news publication which gives detailed information and tools to excel in professional practice.

The three page article carried the headline "The cranberry from America". Readers learned first about basics like history, mentioning the Indians that used cranberries as natural remedies, botany, describing characteristics and cultivation by giving the Latin name, and the form in which cranberries are available.

The two following cranberry's health benefits and gave technical information for pharmacists. After sharing chemical and pharmacological details, the article described medicine interactions, gave information on the health claim in France and on the usage of cranberries. Readers learned also about the right dose rate, the duration of application and additional literature sources.

A second highlight could be found in **Idéal Pâtisserie** (circulation: 30.000), a quarterly magazine focusing on recipes and reports about confectionary products.

Two of the CMC recipes were published (advertising equivalent: 10.000 EUR) and gave credit to the CMC. Both recipes, "Mousse au chocolat noir with cranberry gelée"



and “Crème brûlée with cranberry vodka sorbet” were spread over one page each and illustrated with a CMC photo.

A third clipping highlight was published in **Pharma** (circulation: 20.000), a monthly magazine which is distributed globally across the pharmaceutical, biopharmaceutical and life science industries.

Within a five page feature about urinary tract infections, a box of a half page was



dedicated to the cranberry. Professor Henry Botto, the director of the urology department of the French hospital Foch de Suresnes in Paris explained the differences between the berries that grow in Europe and those that are cultivated in North America. He clearly stated that cranberries from North America, *Vaccinium macrocarpon* are the only berries scientifically proven to prevent urinary tract infections.

Trade Activities

TRADE SHOW PARTICIPATION: SIRHA 2009

SIRHA is one of the most important trade shows for the HRI and all food related industries in France which is held biannually in Lyon. From the 24th until the 28th of January 2009, 2,098 exhibitors from over 24 countries presented their products and services to 141,380 visitors. In 2009 more than 600 new products were shown at SIRHA.



As in former years, the Cranberry Marketing Committee had a booth within the USA Pavilion. The CMC's aim was to extend the general knowledge about *Vaccinium macrocarpon*, to enhance the difference between the European “airelle” and the US cranberry, to establish new and strengthen existing contacts, and to highlight once more the berry's health benefits.

The booth was very well frequented, CMC information material was highly requested and a satisfying number of new contacts was achieved. As a result of several meetings and dialogs held by Ms Masson, it can be stated that the health benefits of the cranberry are well known among consumers and trade representatives. This can be attributed to the media campaign conducted by the CMC and also by campaigns conducted by companies selling products with cranberries in the past few months.





Cranberry juice is now available in all cash and carries in France and is very popular due to the ongoing cocktail trend. For the HRI and food processing industries, dried cranberries are an ingredient in great demand. The demand for frozen cranberries is growing whereas fresh cranberries are a product mostly to be offered in stores and not to be used for processing.

Performance Measures

PREFERRED ARTICLES THROUGH JANUARY 2009

