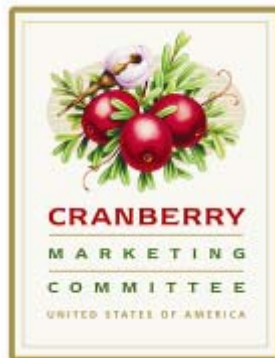




GRUPO PM

MONTHLY ACTIVITY REPORT



AUGUST 2009



MEXICO

Prepared by Grupo PM, S.A. de C.V.



TRADE RELATIONS

Technical Visits

During the month of August, CMC's technical engineer visited various companies to promote consumption of US cranberries in different food applications; this month we focused mainly on the wholesale companies:

New Contacts:

- **Comercializadora de Nueces Hidrocálida:** This company located at the Mexico City wholesale market currently handles nuts, seeds and also dehydrated cranberries from Canada. Their current cranberry consumption is around 20 monthly boxes. The technical engineer visited them and gave them printed information regarding the US origin.
- **Comercializadora la Hojuela:** Being a nuts, seeds and dehydrated fruits wholesale company, La Hojuela is currently selling Canadian cranberries. A technical visit was programmed in order to talk about cranberries, the US origin, as well as CMC activities and support. We will visit them eventually in order to provide them with more information.
- **El Hidalguense:** Although the contact person wasn't exactly sure which origin they are currently handling, this company sells nuts, seeds and dehydrated fruits such as cranberries. The technical engineer will provide them with US cranberry samples for them to compare with the cranberries they're currently buying. We also gave them printed informative materials.
- **Comercializadora Emmanuel:** Also located at the wholesale market, Comercializadora Emmanuel is interested in receiving US cranberry samples to try them and potentially add them to their current products list, along with other nuts, seeds, and dehydrated fruits. They received printed information and a brief explanation regarding US cranberries and CMC support.
- **La Fuente de las Nueces Finas:** After being visited by CMC's technical engineer and receiving printed information, this distributor of dried nuts and fruits showed interest in receiving US cranberry samples. We will program a second visit to give them more detailed information as well as samples.



- **Casa Larris:** This nuts and seeds wholesale company was also visited within the wholesale market, as they are selling dehydrated cranberries. The person in charge couldn't tell us the origin of their cranberries or the amount purchased. We gave them printed information, and we will also plan another visit to provide them with cranberry samples.
- **Comercializadora Guzman:** Currently handling cranberries, but again, the contact person didn't have information regarding the origin; therefore, we will visit this company again to provide them with US cranberries for them to compare. They also received US cranberries printed information.
- **Dulceria Oti:** The person contacted within this wholesale market store wasn't sure about the origin of the cranberries they are currently handling. However, we have agreed to visit them soon to provide them with US cranberry samples. We gave them printed information.
- **El Ruiseñor de Mexico:** The technical engineer visited this company, which is currently buying cranberries, but unfortunately the person in charge didn't have information regarding their origin. However, he was able to tell us their current consumption, which is around 400-500 boxes every six months. We gave them US cranberries printed information and will visit them soon to provide them with cranberry samples for them to compare with the ones they currently sell.

PUBLIC RELATIONS

In August 2009, we registered three pick-ups from the Mexican printed and electronic media. The accumulated Equivalent Space Value so far for 2009 is \$ 188,936.03 with a Media Cost Equivalent of \$ 661,276.11. The detailed information about media publications during this month is:

- **Runners' World Magazine (Circulation: 65,000):** The August edition of this specialized magazine for runners included within the "Nutrition" section the "Athlete's Dish" article, which talked about cranberries' history, health benefits, and also about CMC activities. The "Cranberries Green Salad" recipe was included.



- **El Conocedor Magazine (Circulation: 15,000):** This month, this magazine included the article “*Cranberries: Flavor and Anti-oxidants*” within the section “*Zapping Flavors.*” The health benefits mentioned are cranberries’ anti-oxidant content, especially flavonoids and phenolic acids. Cranberry product versatility is also mentioned.
- **Menu Diario Magazine (Circulation: 75,000):** The August special issue titled “*The 365 Best Recipes*” included within the “*Desserts*” section the recipe “*Rice Cereal and Cranberries’ Balls*”

Actual pictures from the magazines are shown next:

**RUNNERS WORLD MAGAZINE
AUGUST 2009 FRONT COVER**



**EL CONOCEDOR MAGAZINE
AUGUST 2009 FRONT COVER**

**RUNNERS WORLD MAGAZINE
AUGUST 2009 ARTICLE**



**EL CONOCEDOR MAGAZINE
AUGUST 2009 ARTICLE**



MENU DIARIO MAGAZINE
AUGUST 2009 FRONT COVER



MENU DIARIO MAGAZINE
AUGUST 2009 ARTICLE



PR PUBLICATIONS

**MEDIA EXPOSURE
MÉXICO 2008**

| COUNTRY | PLACEMENTS | TOTAL CIRCULATION | READERS PER COPY | EQUIVALENT SPACE VALUE | MEDIA COST EQUIVALENT (US\$) |
|---------|------------|-------------------|------------------|------------------------|------------------------------|
| México | 41 | 2,495,150 | 5,489,330 | \$ 188,936.03 | \$ 661,276.11 |



PR PUBLICATIONS

| No | Publication | Media Type | Issue/ Date | Distribution | Circulation/ Monthly Hits | Advertising Cost (US\$) |
|-----|---|------------|-----------------------------------|-------------------------------------|------------------------------|----------------------------|
| 1. | Menú Diario | Magazine | January 2009 | Nationwide | 75,000 | \$ 2,997.90 |
| 2. | Cocina Mariposa "Postre + Café" | Magazine | January 2009 | Nationwide | 70,000 | \$ 5,368.00 |
| 3. | Diario de Morelos Sección Magazine "Salud" | Newspaper | January 2 nd 2009 | Cuernavaca and Metropolitan Area | 30,487 | \$ 744.00 |
| 4. | Life & Style Shockvisual | Web Page | January 2 nd 2009 | Nationwide | 12,500 | \$ 360.00 |
| 5. | Life & Style Shockvisual | Web Page | January 16 th 2009 | Nationwide | 12,500 | \$ 360.00 |
| 6. | Life & Style Shockvisual | Web Page | January 23 rd 2009 | Nationwide | 12,500 | \$ 360.00 |
| 7. | Life & Style Shockvisual | Web Page | January 30 th 2009 | Nationwide | 12,500 | \$ 360.00 |
| 8. | Irresistibles Gelatinas | Magazine | January 2009 | Nationwide | 50,000 | \$ 1,728.00 |
| 9. | Life & Style Shockvisual | Web Page | February 3 rd 2009 | Nationwide | 12,500 | \$ 360.00 |
| 10. | Life & Style Shockvisual | Web Page | February 6 th 2009 | Nationwide | 12,500 | \$ 360.00 |
| 11. | Life & Style Shockvisual | Web Page | February 13 th 2009 | Nationwide | 12,500 | \$ 360.00 |
| 12. | Cocina Estrella | Magazine | February 2009 | Nationwide | 75,000 | \$ 6,048.00 |
| 13. | Revista del Consumidor | Magazine | February 2009 | Nationwide | 70,000 | \$ 342.85 |
| 14. | Jugos Curativos | Magazine | February 2009 | Nationwide | 35,000 | \$ 2,000.00 |
| 15. | Kena Especial Guía de la Salud | Magazine | February 2009 | Nationwide | 70,000 | \$ 2,944.00 |
| 16. | Alkimia | Magazine | February 2009 | Nationwide | 10,000 | \$ 4,320.00 |
| 17. | Club Spira | Magazine | February 2009 | Nationwide | 150,000 | \$ 11,068.80 |
| 18. | Restaurantes de México | Web Page | February 26 th 2009 | Nationwide | 25,000 | \$ 720.00 |
| 19. | Jugos Espec. La gran enciclopedia de los jugos | Magazine | March 2009 | Nationwide | 35,000 | \$ 3,200.00 |
| 20. | Cocina Vital | Magazine | March 2009 | Nationwide | 115,128 | \$ 9,296.00 |
| 21. | Life & Style Shockvisual | Web Page | March 02 nd 2009 | Nationwide | 12,500 | \$ 360.00 |
| 22. | Platillos Dietéticas | Magazine | March 2009 | Nationwide | 30,000 | \$ 2,776.00 |
| 23. | Siempre en Familia | Magazine | March 2009 | Nationwide | 100,000 | \$ 4,872.00 |
| 24. | Siempre en Familia | Magazine | March 2009 | Nationwide | 100,000 | \$ 4,872.00 |



| No | Publication | Media Type | Issue/ Date | Distribution | Circulation/ Monthly Hits | Advertising Cost (US\$) |
|-----|---|------------|--------------------------------|--------------------------------------|------------------------------|----------------------------|
| 25. | El Informador Sección Calor de Hogar | Newspaper | March 27 th 2009 | Guadalajara and Metropolitan Area | 45,600 | \$ 1,280.00 |
| 26. | Cocina Estrella | Magazine | April 2009 | Nationwide | 75,000 | \$ 6,048.00 |
| 27. | Cocina Fácil | Magazine | April 2009 | Nationwide | 300,000 | \$ 4,761.92 |
| 28. | Irresistibles Jugos | Magazine | May 2009 | Nationwide | 45,000 | \$ 1,280.00 |
| 29. | Comida Vegetariana | Magazine | May 2009 | Nationwide | 35,000 | \$ 2,776.00 |
| 30. | Irresistibles Gelatinas | Magazine | May 2009 | Nationwide | 50,000 | \$ 1,728.00 |
| 31. | Siempre en Familia | Magazine | June 2009 | Nationwide | 100,000 | \$ 8,412.08 |
| 32. | Kena Cocina | Magazine | June 2009 | Nationwide | 75,000 | \$ 61,824.00 |
| 33. | Life & Style Shockvisual | Web Page | June 12 th 2009 | Nationwide | 12,500 | \$ 360.00 |
| 34. | Clara | Magazine | June 2009 | Nationwide | 100,435 | \$16,428.80 |
| 35. | El Universal Sección Estilos | Newspaper | July 27 th 2009 | Nationwide | 216,000 | \$1,185.60 |
| 36. | Irresistibles Gelatinas | Magazine | July 2009 | Nationwide | 50,000 | \$1,728.00 |
| 37. | Runner's World | Magazine | July 2009 | Nationwide | 20,000 | \$3,523.12 |
| 38. | Kena Cocina | Magazine | July 2009 | Nationwide | 75,000 | \$5,560.00 |
| 39. | Runner's World | Magazine | August 2009 | Nationwide | 65,000 | \$4,932.96 |
| 40. | El Conocedor | Magazine | August 2009 | Nationwide | 15,000 | \$840.00 |
| 41. | Menú Diario Recetario 2da. Edición "Las Mejores Recetas" | Magazine | August 2009 | Nationwide | 75,000 | \$3,082.00 |

Press Release

During this month, our nutritionist wrote the article "*Did You Know You Can Prevent Peptic Ulceration by Drinking Cranberry Juice?*," which was sent to media contacts. The article explains peptic ulceration causes and prevention, mentioning cranberry juice, which due to its anti-adhesive properties prevents *H Pylori* bacteria adhesion in the stomach. The recipe "*Fresh Cranberries and Citric Beverage*" is also included.



¿Sabías que Puedes Ayudar a Prevenir la Úlcera Péptica Tomando Jugo de Arándanos?

María Olga Gloria Cortés



Muchos personas piensan que las úlceras se desarrollan por el consumo de comida muy condimentada o por estrés, de hecho es la causa principal de dolor o que se producen infecciones causada por una bacteria llamada *Helicobacter pylori* o por el abuso de ciertos medicamentos. La úlcera péptica puede producirse tanto en el estómago o en el intestino (duodeno).

Los síntomas varían, en general se produce dolor abdominal, generalmente de 2 a 3 horas después de comer, la úlcera duodenal al dolor con el antídoto ácido. También puede haber indigestión, náusea, vómito, pérdida de apetito y sensación de peso, si tienes síntomas más graves, como dolor más fuertes o si sientas náusea o hay presencia de sangre en las heces, es señal de emergencia y debes consultar a tu médico.



CAUSAS
La principal causa de úlcera péptica es una infección producida por la bacteria llamada *Helicobacter pylori* (*H. pylori*). Esta microorganismos debilita la capa protectora del estómago y duodeno, lo cual genera que los jugos digestivos lesionen el estómago superior e intestino delgado.

Otras causas pueden deberse a otros factores, entre ellos el abuso del alcohol, tabaquismo, ciertos medicamentos como ácido acético salicílico (aspirina) y aspirina, entre otros.

Factores genéticos, edad avanzada, dieta alta en ácidos grasos saturados, dieta alta de azúcar como el café y otros azúcares pueden agravar una úlcera péptica en personas susceptibles.



Para un tratamiento adecuado consulta siempre a tu médico, los doctor que te prescriban de tratamiento el jugo de úlcera de arándanos. Los síntomas, son los mismos que te debes para prevenir.

Siempre es mejor prevenir que curar...
Cada vez que comemos que tienen un contenido alto de azúcar, siempre comemos a los niños. Mantén una alimentación alta en fibra, alta en frutas y verduras para reducir el riesgo de desarrollar úlceras.

Toma diariamente jugo de arándanos por su contenido en flavonoides, ya que reduce el crecimiento de la bacteria *H. pylori*.
No fumar.

Evita el consumo de bebidas azucaradas, café en exceso, ya sea con cafeína o descafeinado, no abuses de los medicamentos de venta libre que pueden irritar el estómago, como el caso de tomar una dosis. Realiza ejercicio de forma constante.

Practica yoga, meditación, actividades que te ayuden a relajarte. Consume bebidas lácteas que contengan un número de probióticos que te ayuden a reducir el efecto secundario como el dolor en caso de tomar medicamentos para tratar la bacteria *H. pylori*.

Consumir arándanos y jugo de arándanos puede ayudar a prevenir úlceras pépticas causadas por la bacteria *H. pylori*.

Frutas Ricas en Arándanos y Citricos
Ingredientes
3 litros JUGO DE ARÁNDANO DE ESTADOS UNIDOS
1 Litro de jugo
1/2 taza Jugo de limón
1/2 taza Jugo de naranja
Hielo tropezado
Frutas de temporada (opcional)

Preparación
Lava todos los ingredientes, agregando el hielo, vierte en copas o vasos. Adorna a tu gusto.
Rinde 4 porciones
Tiempo de preparación: 8 minutos



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PR MASSIVE MEDIA AIRINGS

In August, the Cranberry Marketing Committee appeared in 3 more issues of massive media shows, where the interviewees talk about cranberries' health benefits and versatility, and/or cook a special recipe for all the audience. The next chart shows detailed information regarding massive media airings.

| COUNTRY | AIRINGS | EQUIVALENT SPACE VALUE | TOTAL AUDIENCE |
|---------|---------|------------------------|----------------|
| Mexico | 10 | \$ 46,474.50 | 22,930,737 |

| No. | Show | Media Type | Issue/Date | Time | Audience | Interviewee | Coverage | Theme | Advertising Cost (US\$) |
|-----|---------------------|---|---------------------|-------|----------|-----------------------|---|--|-------------------------|
| 1 | Bionatura | 136 de Sky (local channel 34) TV Mexiquense | Tue March 3rd, 2009 | 5'00" | 450,000 | Chef Geraldine | Mexico City & Metropolitan Area, per Cable Nationwide | Recipe elaboration "Rejuvenating Juice" with cranberry juice as one of the main ingredients. | \$ 2,559.86 |
| 2 | Bionatura | 137 de Sky (local channel 34) TV Mexiquense | Thur May14th. 2009 | 8'59" | 450,000 | Chef Geraldine Romero | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry Cheeseballs recipe elaboration. Cranberries mentioned as delicious and nutritive, helpful in diseases prevention. | \$ 5,197.13 |
| 3 | Imagen en la cocina | 90.5 fm | Sun May 31th,2009 | 4'32" | 390,000 | Alejandra Alvarado | Mexico City & Metropolitan | The cranberry plant and the importance of cranberry consumption in any different presentation. | \$ 5,143.89 |
| 4 | Bionatura | 137 de Sky (local channel 34) TV Mexiquense | Tues June 02, 2009 | 8'52" | 450,000 | Chef Mariana Coria | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry gelatin elaboration.. Cranberries are healthy and have anti-adhesive properties, helping to prevent diseases, also beneficial for the urinary tract. | \$ 5,187.50 |



| No. | Show | Media Type | Issue/Date | Time | Audience | Interviewee | Coverage | Theme | Advertising Cost (US\$) |
|-----|--------------------|---|-----------------------|--------|-----------|-----------------------|---|--|-------------------------|
| 5 | Bionatura | 138 de Sky (local channel 34) TV Mexiquense | Tues June 09, 2009 | 10'33" | 450,000 | Chef Mariana Coria | Mexico City & Metropolitan Area, per Cable Nationwide | Oat and cranberry snack bars elaboration. SDC's used as an ingredient for the recipe. | \$ 6,103.99 |
| 6 | Bionatura | 139 de Sky (local channel 34) TV Mexiquense | Tues June 23, 2009 | 10'25" | 450,000 | Chef Mariana Coria | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry and Chicken Salad elaboration. Cranberries are nutritious, contain vitamins, healthy and have anti-adhesive properties. | \$ 6,026.95 |
| 7 | Bionatura | 140 de Sky (local channel 34) TV Mexiquense | Thru July 02nd, 2009 | 7'48" | 450,000 | Chef Geraldine Romero | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry cookies elaboration. Suggested to eat cranberry products on a daily basis to obtain health benefits. | \$ 4,328.08 |
| 8 | Las mañanas del 11 | Canal 11 XCIPN | Mon August 3rd, 2009 | 7'23" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | "Cranberry Gelatin" recipe elaboration, using cranberry juice and SDC's. Cranberries' anti-oxidants content was mentioned. | \$4,383.98 |
| 9 | Las mañanas del 11 | Canal 11 XCIPN | Mon August 3rd, 2009 | 9'41" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | "Mashed Potatoes with Cranberries" recipe elaboration. Cranberries benefits mentioned: anti-oxidants, which protect cells; and anti-adhesive properties, helpful in protecting the digestive and urinary tracts from bacteria. | \$5,705.85 |
| 10 | Las mañanas del 11 | Canal 11 XCIPN | Wed August 12th, 2009 | 3'03" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | "Cranberry Smoothie" recipe elaboration. | \$1,837.27 |



OTHER ACTIVITIES

CMC WEBSITE

In August 2009, CMC's Spanish website received 156 unique visitors, basically remaining at the same level in comparison with the previous month.

IN-STORE PROMOTIONS

During August, we have started Retail Cooperative Promotions in Mexico City, covering 33 Soriana stores in Mexico City. The specific dates were August 22nd, 23rd, 29th and 30th, with a total of 132 sampling days. This time we sampled cranberry juice and dehydrated cranberries. It is also important to mention three new products that were introduced during the promotion: Ocean Spray's Cranberry/Mango and Cranberry Light Juice in tetra-brick package, as well as Veggi & Frutti's dehydrated cranberries.





The next chart shows the sales performance before, during and after the promotion. For the two weekends of the promotion, sales increased 63.7%, and decreasing only 9.37% the following week, after the promotion had ended.

| 2. SALES OF PRODUCT SAMPLED DURING PROMOTION | | | | | |
|--|---------------------|-------------------|--------------|--------------|--------------|
| PRODUCT | PRODUCT DESCRIPTION | SIZE/PRESENTATION | SALES BEFORE | SALES DURING | SALES AFTER |
| CRANBERRY JUICE | CRANBERRY | 1 L | 759 | 1186 | 1150 |
| | CRANBERRY-GRAPE | 1 L | 420 | 773 | 658 |
| | CRANBERRY-APPLE | 1 L | 286 | 724 | 699 |
| | CRANBERRY-MANGO | 1 L | 210 | 323 | 285 |
| | CRANBERRY- LIGTH | 1 L | 182 | 245 | 198 |
| | CRANBERRY | 1.89 L | 285 | 319 | 300 |
| | CRANBERRY-GRAPE | 1.89 L | 140 | 198 | 150 |
| | CRANBERRY-APPLE | 1.89 L | 135 | 188 | 145 |
| | TOTAL | | 2,417 | 3,956 | 3,585 |



NEW CMC TRYPTICH DESIGN

During this month, we have been working on the design of a new CMC triptych, which will include the same information as the previous one, including cranberries' brief story, health benefits, product presentations, and a new recipe. The main idea was to have a more attractive design for the upcoming promotions and events.

SABOR Y VERSATILIDAD SIN IGUAL.

el sabor único de los arándanos hace de los alimentos una delicia!

La versatilidad de esta excepcional fruta permite emplearla en una gran diversidad de recetas incluyendo aperitivos, platos principales, salsas, panes, postres y bebidas. Los productos de arándano para el consumo en el hogar incluyen:



Arándanos deshidratados: Este producto constituye una dulce alternativa a las pasas de uva. Su particular color rojo otorga un toque exquisito a un sinnúmero de recetas de panificación, ensaladas, comidas y postres o, simplemente, por sí solos como una golosina deliciosa y saludable.



Jugo: En muchas ocasiones el jugo de arándano se combina con otros productos para formar una bebida de sabor muy agradable. El jugo de arándano se puede beber de manera similar a otras bebidas elaboradas con jugo o se puede mezclar para crear una variedad de exquisitas bebidas.



Salsas y jaleas: En sus dos formas, jalea y mermelada, la salsa de arándano se puede usar en ensaladas cuando no se consiguen arándanos frescos o congelados. La salsa de arándano ofrece un complemento dulce y frutal a una diversidad de platillos y a menudo se usa en recetas para ensaladas y postres.



Recetas

Arándanos (Cranberries) deshidratados de Estados Unidos

4 huevos
1 lata de leche condensada
1 lata de leche evaporada
50g de queso crema
cucharada de vainilla
Miel

Arándanos (Cranberries) deshidratados de Estados Unidos

1/2 taza de azúcar
1/2 taza de agua

Preparación
Remoje la mitad de los arándanos en 1/2 taza de agua caliente por una hora, reserve. Ponga a hervir a fuego bajo y movimiento continuamente el azúcar con el agua y el resto de los arándanos para hacer una miel. Unte los huesos, la vainilla, la leche evaporada, el queso crema y la leche condensada, reserve. Ponga en un molde para flan y agregue los arándanos, remojados y previamente drenados, tape. Coloque a baño maría, en la olla a presión o en otra olla con tapa, deje por 1 hora o hasta que esté cuajado. Deje enfriar y sirva con la miel que preparó.

Rinde 4 porciones

Para mayor información sobre los Arándanos de Estados Unidos le invitamos a comunicarse a:

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Cranberry Marketing Committee
www.cranberryusa.com www.cranberry.com



CRANBERRIES
ARÁNDANOS
DE ESTADOS UNIDOS
EL TOQUE SALUDABLE




CRANBERRIES
ARÁNDANOS DE
ESTADOS UNIDOS
EL TOQUE SALUDABLE

El arándano (cranberry) ya era usado en estado silvestre por las indígenas de Norteamérica, quienes descubrieron la versatilidad de las bayas rojas como alimento, tintes para tejidos y agües curativos.

El nombre en inglés, "cranberry", proviene del nombre que le dieron los peregrinos a esta versátil fruta "cranberry" debido a que las pequeñas florcitas rosadas que aparecen en las matas de arándanos en la primavera se asemejan a la cabeza y al pico de una grulla ("cran" en inglés).

El Cranberry Marketing Committee (CMC) es la asociación que representa y agrupa a los agricultores y procesadores de arándanos de Estados Unidos. Actualmente el CMC lleva a cabo actividades promocionales en Estados Unidos, Japón, Alemania y México.



EL ARÁNDANO Y LA SALUD

El arándano de Estados Unidos y los productos elaborados con esa fruta ofrecen diversos beneficios importantes para la salud de toda la familia. Investigaciones actuales están obteniendo evidencia de que los arándanos no sólo son una fruta saludable y baja en calorías, sino que también ayudan a prevenir diversas afecciones.

Los estudios realizados han demostrado que los arándanos son una fuente rica en flavonoides y ácidos fenólicos, que poseen propiedades antioxidantes beneficiosas para la salud.

corazón sano con arándanos

Investigaciones en desarrollo indican que los arándanos pueden ofrecer una defensa natural contra la aterosclerosis que, en términos simples, es la acumulación de protuberancias de baja densidad (LDL) o "colesterol malo", en las arterias, resultando en un mal flujo sanguíneo. Un mal flujo sanguíneo puede degenerar en afecciones tales como trombosis, infarto al miocardio (ataque al corazón) y angina de pecho.

jugo de arándano—vías urinarias saludables

Las infecciones del tracto urinario (UTIs), por sus siglas en inglés son comunes, dolorosas y perjudiciales y ocurren con mayor frecuencia en las mujeres que en los hombres. Estudios realizados indican que consumir aproximadamente 300 mililitros de jugo de arándano al día resulta efectivo para ayudar a mantener saludables las vías urinarias al evitar la adhesión de bacterias, incluyendo la *Escherichia coli* responsable del 85% de las UTIs. Al prevenir las UTIs, el arándano puede reducir la necesidad de usar antibióticos, lo que disminuye la tendencia de las bacterias a desarrollar resistencia a los mismos.

en la lucha contra el cáncer

Dietas que contienen frutas y vegetales ricos en flavonoides están asociadas con la disminución en el riesgo de contraer cáncer y, por consiguiente, con la disminución de muertes por esta causa. Comparados con otras frutas comunes, los arándanos contienen una de las más altas concentraciones de flavonoides y ácidos fenólicos relacionados. Mientras los descubrimientos que relacionan a los componentes del arándano con una disminución en el riesgo de contraer cáncer son preliminares, estudios *in vitro* sugieren que esta fruta contiene componentes capaces de inhibir la carcinogénesis.




propiedades antiulcerosas

Investigaciones realizadas sugieren que los arándanos pueden ayudar en la inhibición de la adhesión de bacterias en el estómago, incluyendo la bacteria *Helicobacter pylori*, la cual es responsable de diversas enfermedades gastrointestinales, incluyendo la gastritis, la última dudada así como el cáncer de estómago.

son ricas más felices

En diciembre de 1998, un equipo de investigadores determinó que las mismas propiedades "anti-bacterias" que evitan la proliferación de bacterias en las vías urinarias previenen la formación de bacterias en la boca. Al tener un efecto "inhibidor de bacterias", los arándanos minimizan la formación de placa dental, la principal causa de gingivitis.

EL PUNTO ROJO QUE LOS ARÁNDANOS NO SE VAYAN PERDIENDO SON "EL TOQUE SALUDABLE"

