

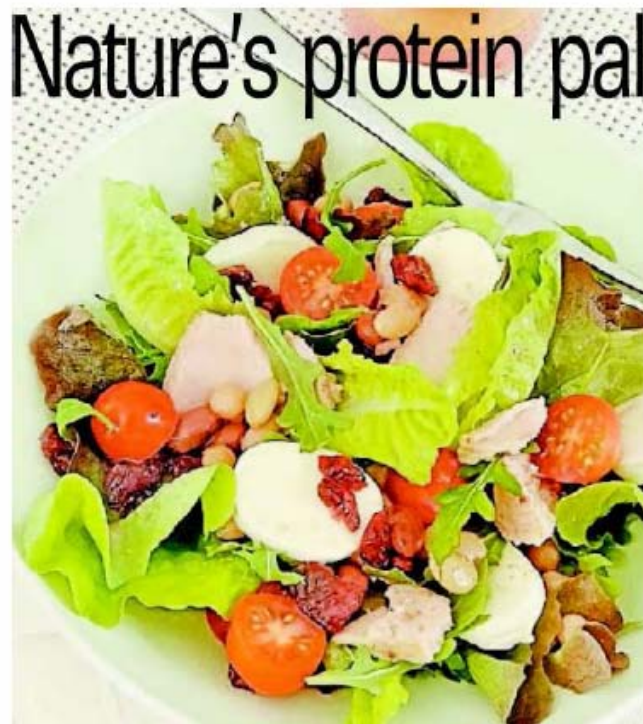


US Cranberry Marketing Committee
Details: November 2009 Activity Report
Author: H&K Cranberries Team

Media Coverage Highlights

In November, H&K monitored 25 pieces of coverage, reaching approximately 5,283,026 Australians, with an advertising equivalence of \$194,622.40 AUD (\$177,789.16 USD).

Below is an article in which a USA Cranberries Down Under recipe was included as a result of a media release that H&K developed and distributed. The article appeared in a major Queensland suburban newspaper, the Daily Mercury, with a circulation of 20,126.



Mixed tuna salad with cranberry dressing

Ingredients

- 50g Mesclun (mixed salad leaves)
- 80g cherry tomatoes, halved
- 120g can four bean mix, drained & rinsed
- ¼ cup (30g) dried cranberries
- 110g can tuna in spring-water, drained
- 40g Bocconcini, sliced

Dressing

- 1 tablespoon raspberry and cranberry juice
- 1 teaspoon olive oil

- 2 teaspoons red wine vinegar
- 1 teaspoon seeded mustard
- 1/2 clove garlic, crushed

Method

Combine the mesclun, tomatoes, four bean mix and dried cranberries.

To make the dressing, combine the raspberry cranberry juice, oil, vinegar, mustard and garlic in a jar, shake well.

Add the dressing to the salad mix and toss to combine. Serve topped with tuna and bocconcini.

Coverage Chart

| Publication | Date | Cat | Type | Circulation | Ad value in AUD |
|---------------------------|---------------|-----|--------------------|------------------|---------------------|
| Daily Mercury | 21/11/09 | 1 | Regional Newspaper | 20,120 | \$986.17 |
| Practical Parenting | October 2009 | 1 | Lifestyle Magazine | 24,500 | \$653.75 |
| Readers Digest | November 2009 | 1 | Lifestyle Magazine | 344,580 | \$27,200 |
| Riverine Herald | 9/11/09 | 1 | Regional Newspaper | 5,766 | \$130.95 |
| Sydney Morning Herald | 10/11/09 | 1 | Capital City Daily | 212,700 | \$2,136.20 |
| Pakenham Gazette | 25/11/09 | 3 | Suburban Newspaper | 8,124 | \$118.86 |
| Fraser Coast Chronicle | 26/11/09 | 4 | Regional Newspaper | 9,402 | \$3,559 |
| Gympie Times | 26/11/09 | 4 | Regional Newspaper | 5,544 | \$210.42 |
| Herald Sun | 4/11/09 | 4 | Capital City Daily | 518,000 | \$10,425 |
| Marie Claire | December 2009 | 4 | Lifestyle Magazine | 116,500 | \$4,450 |
| Milton Ulladulla Times | 4/11/09 | 4 | Regional Newspaper | 6000 | \$87.45 |
| Daily Telegraph | 4/11/09 | 4 | Capital City Daily | 360,583 | \$19,174.50 |
| Woman's Day | 16/11/09 | 4 | Lifestyle Magazine | 406,005 | \$28,075 |
| Australian Women's Weekly | November 2009 | 5 | Lifestyle Magazine | 491,476 | \$8,748.75 |
| Herald Sun | 31/10/09 | 5 | Capital City Daily | 515,000 | \$9,225.49 |
| Herald Sun | 28/11/09 | 5 | Capital City Daily | 505,000 | \$9,225.49 |
| Medical Observer | 20/11/09 | 5 | Lifestyle Magazine | 21,917 | \$7,900 |
| Milton Ulladulla Times | 18/11/09 | 5 | Regional Newspaper | 6000 | \$17.50 |
| Real Living | December 2009 | 5 | Lifestyle Magazine | 55,383 | \$6,690 |
| Subiaco Post | 7/11/09 | 5 | Suburban paper | 51,580 | \$75.15 |
| Sun Herald | 29/11/09 | 5 | Capital City Daily | 447,946 | \$10,140.58 |
| Sun Herald | 1/11/09 | 5 | Capital City Daily | 480,000 | \$20,281.17 |
| Sunday Age | 1/11/09 | 5 | Capital City Daily | 222,000 | \$12,249.36 |
| Sunday Age | 1/11/09 | 5 | Capital City Daily | 222,000 | \$12,249.36 |
| Sunday Age | 29/11/09 | 5 | Capital City Daily | 226,900 | \$612.25 |
| TOTALS | | | | 5,283,026 | \$194,622.40 |

Weighted Media Value Chart (Aug 2009 – Jan 2010)

| Category | # of Articles | | Weighted Media Value | |
|-----------------|----------------------|-------------------|-----------------------------|---------------------|
| | Nov-09 | Aug-Nov 09 | Nov-09 | Aug-Nov 09 |
| Category 1 | 5 | 11 | \$31,107.07 | \$142,122.07 |
| Category 2 | 0 | 6 | | \$22,000 |
| Category 3 | 1 | 5 | \$118.86 | \$10,568.86 |
| Category 4 | 7 | 15 | \$65,981.37 | \$100,932.37 |
| Category 5 | 12 | 36 | \$97,415.10 | \$156,694.30 |
| Total: | 25 | 73 | \$194,622.40 | \$431,901.60 |

Website Update

In November, the USA Cranberries Down Under website received:

- 1,130 visits
- 3,867 page views
- 3.42 pages/visit

When you search for “cranberries” on the Australian Google site, and select pages from Australia, the CMC Australian site is the first site listed. The CMC site is listed directly above the Ocean Spray Australia website.

cranberries - Google Search - Windows Internet Explorer provided by Hill & Knowlton

http://www.google.com.au/search?hl=en&q=cranberries&btnG=Search&meta=cr%3DcountryAU&aq=f&oq=

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share

Favorites Customize Links Web Slice Gallery

cranberries - Google Search

Web Images Videos Maps News Books Gmail more

Google Search [Advanced Search](#)

Search: the web pages from Australia

Web [Show options...](#) Results 1 - 10 of

Tip: Save time by hitting the return key instead of clicking on "search"

[Cranberries: Home](#)
 We love **cranberries**... and we know you will too. You probably already know **cranberries** are good for you but there's so much more to the **cranberry** than you ...
www.cranberries.com.au/ - [Cached](#) - [Similar](#)


[Ocean Spray - Cranberry, Cranberries](#)
 It is well known that **cranberries** help cleanse the urinary system and assist in ... While we mightn't be able to grow **cranberries** locally, most of Ocean ...
www.oceanspray.com.au/cranberry-cranberries.asp - [Cached](#) - [Similar](#)

[Ocean Spray - Cranberries, Cranberry](#)
 Ocean Spray provide **cranberry** and grapefruit based fruit drinks, **cranberry** sauces and Craisins sweetened dried **cranberries**.
www.oceanspray.com.au/ - [Cached](#) - [Similar](#)

[Show more results from www.oceanspray.com.au](#)

[Cranberries just the juice for nasty infection > Dr Karl's Great ...](#)
 24 Nov 2009 ... Indeed, the first report about the benefits of **cranberry** juice for bladder infections in a peer-reviewed medical journal goes back to 1914. ...
www.abc.net.au/science/articles/2009/11/24/2752194.htm - [Cached](#)

New Products Update

| Name | Brand | Description | Price in AUD | Photo |
|------------------------------|--------------|--|--------------|---|
| Peter Watson Cranberry Sauce | Peter Watson | Cranberry sauce designed as a spread for sandwiches and an ingredient in cooking | \$11.10 |  |

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Activity Update

In November, H&K developed a media release on kidney protection and staying healthy during Christmas, featuring a collection of cranberry “mocktail” recipes. The release was distributed to all short lead media and was personally followed up on, as well as placed on the AAP newswire. Please refer to Appendix A to review the release.

H&K also contacted and secured celebrity chef Darren Simpson to create a suite of Christmas recipes using cranberries. H&K briefed Darren on requirements for the recipes and sent dried cranberries for use in the recipe development. H&K sourced a food photographer, Tim Levy, briefed him and coordinated a photo shoot to take place at Darren’s restaurant at Barrenjoey House, Palm Beach. Please see Appendix B for some images from the photo shoot.

Upcoming Activities

| Month | Activity |
|----------|---|
| December | <ul style="list-style-type: none"> • 2009 Highlights Report • 2010 Planning • Monthly Account Management |

Appendix A



Make mocktail magic this festive season

The festive season signals the beginning of parties and far too often overindulgence. Whilst a fun time of the year, it can be easy to overdo it and start the New Year feeling exhausted and unhealthy. One way to combat this is to reduce alcohol consumption and enjoy a tasty mocktail every now and then, whilst still staying social.

Reward your body with the collection of delicious cranberry inspired beverages below - they are perfect to serve at any festive social gathering, and have so much flavour you won't even notice the missing alcohol!

Cranberries are jam packed with antioxidants so they are a great, healthy option to indulge in over the festive season.

Check out www.cranberries.com.au for more delicious recipe ideas and information on cranberries' health benefits.

Cranberry Cinnamon & Ginger Spritz

600ml cranberry juice
 200ml apple juice
 1 cinnamon quill
 6 tbsp raspberry puree (made by pureeing fresh raspberries and straining the pulp)
 50ml crème 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 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, crème de cassis, raspberry puree and cranberry ice to a processor and process till 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.

Paradise Punch

4 30ml shots cranberry juice
 2 30ml shots orange juice
 2 30ml shots apple and guava juice
 ice



Blend all ingredients together, shake and serve.

Cranberry Tonic

Glass: Long Drink Glass

30ml lime cordial
30ml orange juice
40ml gin
80ml cranberry juice
cold tonic water

Shake ingredients, without tonic water, with ice cubes and pour into a long drink glass with ice cubes. Add a slice of lime into the drink and top it up with tonic water.



***Note to the editors:** All cranberry products listed above can be found in all 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.

*USA Cranberries Down Under is sponsored by the U.S. Cranberry Industry – growers of 80% of the world's best loved fruit.

Appendix B – Photos of Darren Simpson's recipes



