



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

Media Coverage Highlights

In October, H&K monitored nine pieces of coverage, reaching approximately 2,842,792 Australians, with an advertising equivalence of \$41,283.20 AUD (\$38,508.88 USD).

Below is an article in which cranberries were included as a result of a strong relationship H&K has developed with a highly- regarded media nutritionist. The article was syndicated throughout Australia in the “Body & Soul” lift-out section of all Sunday papers, with a combined circulation of 2,357,662.

Health

WHAT A HEALTHY LUNCH LOOKS LIKE

NOT SURE YOU'RE EATING THE RIGHT STUFF AT LUNCHTIME? JUST FOLLOW OUR SEVEN-DAY LUNCH PLAN. BY Judy Davie.

The golden rule is to make sure that your energy intake from food is lower than your energy expenditure from physical activity and everyday metabolic processes. The average energy intake for adults is 8500kJ, so for weight loss, aim to eat approximately 2000kJ less each day.

A 2000kJ lunch can be a substantial and satisfying meal, provided you know what to eat.



MONDAY: SALMON AND AVOCADO SANDWICH

Spread 3 slices of avocado onto 2 pieces of soy and linseed bread. Mash 1 small can of drained red salmon and top with 1 tbs grated carrot, 3 slices of tomato, lettuce and some chopped red onion. Season with lemon juice and black pepper. Finish with 1 medium orange.



TUESDAY: LARGE SALAD SANDWICH, COFFEE AND SWEET TREAT

Top 1 grainy bread roll with 3 slices avocado, 1 sliced dill pickle, sliced tomato, grated carrot, 2 slices beetroot and so rocket. Finish with a skinny latte and a dark chocolate ba



WEDNESDAY SUSHI

Select 2 pieces of tuna sushi, 2 pieces of salmon sushi and 2 small 26g pieces of mixed sushi



THURSDAY: CHICKEN WRAP

Spread 3 slices of avocado onto 2 pieces of barley mountain bread. Add 2 thick slices of chicken, 1 handful raw English spinach, 4 slices of tomato, cracked pepper and lemon juice, and roll into a wrap. Finish with 1 medium apple.



SUNDAY: CHICKEN SALAD

Combine ¾ cup brown rice with 1 tbs roasted peanuts, 10 dried cranberries, ¼ cup coriander leaves, ¼ red capsicum and ¼ cucumber (all chopped). Season with lemon juice and black pepper and serve with 100g grilled chicken breast.



FRIDAY: CHICKEN PASTA AND SALAD

Serve 1 cup cooked wholemeal pasta with ½ a cup of pasta sauce and 2 thick slices of chicken breast. Sprinkle 1 tbs of grated parmesan cheese over the top and serve with 1 cup of green salad leaves dressed with 1 tsp vinaigrette.



SATURDAY: TUNA AND CHICKPEA SALAD

Combine 1 small can of drained (springwater) tuna with ½ a cup of chickpeas, add 1 chopped carrot and 1 stick chopped celery. Stir through 1 tbs vinaigrette dressing. Serve on rocket with 1 sliced tomato, 5 kalamata olives and 1 piece grain toast

Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Who Weekly	12/10/09	4	Weekly lifestyle magazine	138,512	\$13,500
Sunday Telegraph	18/10/09	5	Capital city daily newspaper	651,872	\$5,385
Sunday Mail Brisbane	18/10/09	5	Capital city daily newspaper	559,114	\$4,999
Sunday Herald Sun	18/10/09	5	Capital city daily newspaper	518,000	\$3,860
Sunday Times	18/10/09	5	Capital city daily newspaper	321,300	\$1,050
Sunday Mail Adelaide	18/10/09	5	Capital city daily newspaper	307,376	\$791.70
Good Taste	30/10/09	5	Monthly lifestyle magazine	154,185	\$6,485
ABC Delicious	30/10/09	5	Monthly lifestyle magazine	130,645	\$3,012.50
InStyle	30/10/09	5	Monthly lifestyle magazine	61,788	\$2,200
TOTALS				2,842,792	\$41,283.20

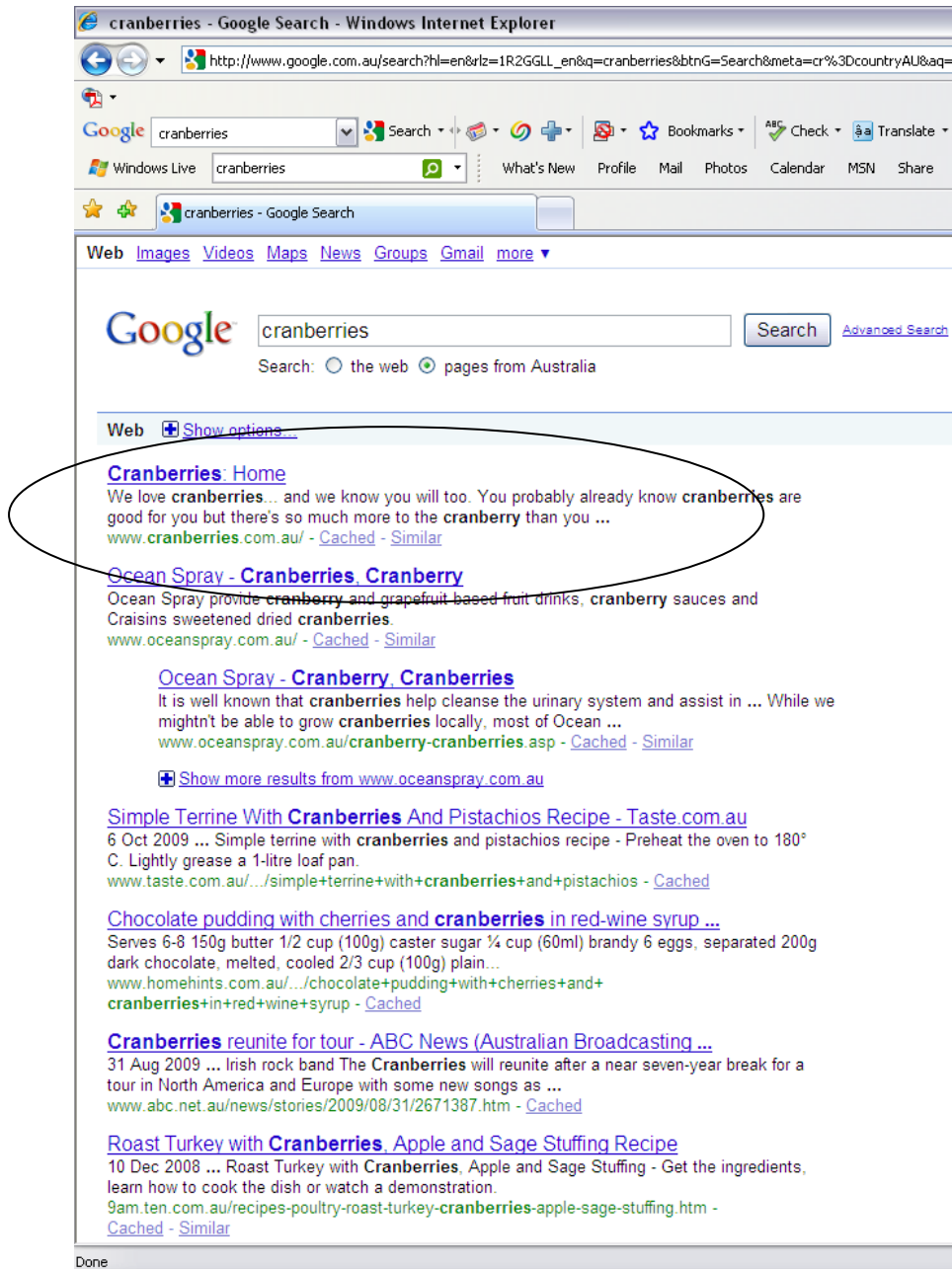
Weighted Media Value Chart (Aug 2009 – Jan 2010)

Category	# of Articles		Weighted Media Value	
	Oct-09	Aug-Oct 09	Oct-09	Aug-Oct 09
Category 1	0	6		\$111,015
Category 2	0	6		\$22,000
Category 3	0	4		\$10,450
Category 4	1	8	\$13,500	\$34,951
Category 5	8	24	\$27,783.20	\$59,279.20
Total:	9	48	\$41,283.20	\$237,695.20


Website Update

In October, the USA Cranberries Down Under website received 22,414 monthly unique hits.

When web users 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 above the Ocean Spray Australia website.



New Products Update

Name	Brand	Description	Price in AUD	Photo
Lifestream CC Flax	Lifestream	Health product containing calcium, cranberries and flaxseed designed to be added to cereals and smoothies	\$19.95	

Activity Update

In October, H&K developed a media release on Christmas gift ideas, using cranberries. The release was distributed to all short lead media and was personally followed up, as well as placed on the AAP newswire. Please refer to appendix A to review the release.

H&K also developed a media release on summer entertaining. The release was distributed to all long lead media and selected journalists were personally followed up. It was also placed on the AAP newswire. Please refer to appendix B to review the release.

H&K developed a men's health release highlighting the high antioxidant content of cranberries and their link to good health.

H&K hosted the Girls Night In Media and Celebrity event on the 8th of October. Activities leading up to the event included finalizing RSVP's, coordinating catering, communicating with sponsors, organizing entertainment and preparing gift bags, as well as setting up the function space. H&K produced a full wrap-up report of the event and followed up with media to secure coverage.

In October, H&K hosted a media lunch at Pacific Magazines with Judy Davie to launch some new cranberry summer recipes. H&K presented a light lunch to media, which involved two of the dishes that Judy developed – grilled chicken and cranberry salsa and French summer pudding.

The lunch resulted in immense interest from the journalists in cranberries, with a lot of questions asked on how to cook with them, as well as health benefits. Seven media were present from Prevention, Home Beautiful, Diabetic Living and New Idea (both health section and test kitchen) – all attendees gave great feedback.

Please refer to appendix C for some photos from the media lunch.

Upcoming Activities

Month	Activity
November	<ul style="list-style-type: none"> • SLCP: Kidney protection around Christmas • SLCP: Creating the perfect Christmas lunch with cranberries • Monthly Account Management
December	<ul style="list-style-type: none"> • 2009 Highlights Report • 2010 Planning • Monthly Account Management

Appendix A



Combine Christmas and cranberries to give the tastiest gifts going around this festive season

As the home-cooking craze sweeps the nation, home-made treats have become one of the most popular items on the traditional Christmas gift list. Getting your hands dirty in the kitchen is not only a fun family activity; it's also a great way to show friends and family how much you care. The following cranberry-inspired recipes are easy to make and package up as a delicious gift with a personal touch. From cup cakes to yoghurt buns, cranberries can provide a healthy and tasty way to help your Christmas present stand out from the rest.

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

For more information on cranberries and other delicious recipe ideas, visit www.cranberries.com.au.

Dairy free, low fat cranberry, pecan and maple muffins

Ingredients:

2	Apples, peeled and finely chopped
2	Ripe bananas
100g	Dried cranberries
50g	Pitted dates, chopped
125ml	Maple syrup
3Tbsp	Finely chopped pecan nuts
310g	Wholemeal flour
1tsp	Bicarbonate of soda (baking soda)
1tsp	Ground cinnamon



Method

Preheat the oven to 180°C (350°F/ Gas 4). Mix together all the ingredients by hand until well combined. Add 375ml of water and fold together. The mixture should not be too wet; if it is, add a little more flour. Lightly spray a 12 whole muffin tin with oil and spoon the mixture into the tin. Bake for about 25 minutes. Makes 12.

Cranberry Cup Cakes

Ingredients:

1¼ cups	Frozen cranberries
2Tbsp	Caster sugar
2Tbsp	Lemon juice
1Tbsp	Water
125g	Butter
¾ cup	Caster sugar
2	Eggs, beaten
2 cups	Self Raising flour, sifted
½ cup	Milk
pinch	Salt



Icing

1½ cups	Icing sugar, sifted
2Tbsp	Butter

Method

Place cranberries, caster sugar, lemon juice and water in a small saucepan. Cook for about 5 minutes over a moderate heat until berries 'burst' and are softened.

Crush berries using the back of a spoon until it becomes a thick puree. Cool. Remove 2 tablespoons and push through a sieve. Set aside for icing.

Preheat oven to 180°C and line a large muffin tray or two small muffin trays with patty cases. Cream butter and caster sugar until pale.

Add beaten eggs and cooled cranberry mixture. Stir in sifted flour, salt and milk. Spoon mixtures into paper cases and bake for about 20 minutes, or until golden (12-15 minutes if using smaller muffin size). Cool on a wire rack.

Icing

Place butter, reserved strained cranberry puree in a bowl. Beat in icing sugar gradually until thick and smooth. Use to decorate cup cakes.

Cranberry and Yogurt Buns

Ingredients:

½ cup	Dried cranberries
1 ⅔ cup	Flour
2 tsp	Sugar
1 tsp	Baking powder
1 tsp	Fine grated lime peel



1 tsp	Salt
½ cup	Unsalted, cold butter cut into small pieces
¾ cup	Natural yogurt
½ tsp	Vanilla essence

Method

Preheat the oven to 200°C. Line a baking tray with baking paper. In a bowl, mix the flour, sugar, baking powder, lime peel grating and salt until completely mixed.

Add the butter and crumble into the mixture. Add the yogurt and vanilla extract, carefully mixing, using a fork or plastic spatula until flour becomes a little wet and all the ingredients are fully combined. Add the cranberries and mix.

Place dough onto a slightly floured work surface and shape balls with the aid of a spoon.

Place the buns onto an oven tray. Bake for a period of 15 to 18 minutes, until buns become fluffy and golden.

***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



Swing into the summer season with cranberries

Barbeques are an essential part of any Australian summer, along with going to the beach and playing backyard cricket. They are the perfect way to enjoy the warm weather with friends and family - and cranberries are the ideal ingredient to add some colour and flavour to your traditional barbecue. Below are some delicious cranberry recipe ideas to entertain your guests with, including summer salads, burger toppings and a delicious dessert.

Cranberries are also a great source of antioxidants, so they'll keep you healthy throughout the silly season.

For more information on cranberries and other delicious recipe ideas, visit www.cranberries.com.au.

Cranberry Pear Salad with Curried Hazelnuts

Dressing

1 cup	Plain yogurt, fat free
1 cup	Cucumber, peeled, seeded and chopped
1 Tbsp	Honey
1 tsp	Lemon juice
1 tsp	Tarragon, dried
1 tsp	Chives, chopped
1/4 tsp	Garlic, minced
1/4 tsp	Salt
1/8 tsp	White pepper, ground

Hazelnuts

1 3/4 cups	Hazelnuts, toasted and coarsely chopped
1 Tbsp	Melted butter
3 Tbsp	Honey
3/4 tsp	Curry powder
1/4 tsp	Salt
1/8 tsp	Pepper, ground
1 1/2 tsp	Butter



Salad

2 cups	Spinach leaves, washed
1 1/2 cups	Spring greens, washed and torn
1 1/3 cups	Dried cranberries
1	Pear, cored and cubed
1	Yellow capsicum, seeded and cut into thin strips
1/4 cup	Green onions, thinly sliced

Method

Process the dressing ingredients in a food processor or blender until smooth.

Preheat oven to 150°C. Place hazelnuts in large bowl. Pour melted butter in tray pan; set aside.

Stir honey, curry powder, salt and pepper in small saucepan until boiling. Boil for 2 minutes; do not stir. Stir in 1 1/2 teaspoons of butter until melted. Immediately pour over nuts. Stir until coated.

Spread onto prepared pan. Bake at 150°C for 15 to 20 minutes, stirring occasionally, until golden brown. Pour onto buttered baking sheet; let it stand to cool. Break into small pieces. It will make 2 1/2 cups.

Place salad ingredients in large bowl. Toss with dressing. Sprinkle on 1 cup curried hazelnuts.

Serves 4.

Wilted Spinach Salad with Dried Cranberries, Pecans and Feta Cheese**Ingredients:**

1	Small red onion, vertically sliced
8-9 cups	Spinach leaves, washed and patted dry
1/2 cup	Feta cheese, crumbled
1/4 cup	Dried cranberries
1 Tblsp	Mint leaves, chopped
2 Tblsp	Balsamic vinegar
6 Tblsp	Olive oil
Pinch	Salt
	Black pepper, freshly ground

**Method**

Thinly slice the red onion. Place the onion slices, spinach, pecans, feta, cranberries, mint, olive oil and vinegar in a large mixing bowl. Toss together with a pinch of salt.

Cranberry Burger Toppings

Tangy Cranberry BBQ Sauce

3/4 cup	Cranberry whole berry sauce
2 Tbsp	Tomato sauce
1 ½ Tbsp	Cider vinegar
2 tsp	Worcestershire sauce

Place all ingredients in small bowl and stir until blended.

Cranberry Honey Mustard

1/2 cup	Seeded mustard
1/4 cup	Dried cranberries
2 tsp	Cranberry whole berry sauce
1 ½ tsp	Honey

Place all ingredients in small bowl and stir until blended.

Meringue with cranberries

Ingredients:

¾ cup	Dried cranberries
6	Small strawberries plus extra for garnish (optional)
1½ cup	Caster sugar
1 cup	Raspberries and blueberries
1 tsp	Fresh lime juice
5	Egg whites



Method

Remove stems and wash the strawberries; slice lengthwise.

In a small bowl, combine sliced strawberries together with the other fruits and the cranberries.

Using an electric mixer, whip the egg whites at medium or medium-high speed until consistent peaks are achieved, keep whipping and add sugar. Add some fruit mix to a glass, then the meringue, then more fruit and then a bit of meringue until glass is full.

Decorate with strawberry halves and mint leaves.

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Appendix C

