



**US Cranberry Marketing Committee
 Details: August 2010 Activity Report
 Author: H&K Cranberries Team and Produce Marketing Australia**

Media Coverage Highlights

Savoury cranberries

From savoury to sweet, cranberries will add cheer to every dish. These satisfying duck and pork main courses, will have all of your guests asking for second helpings.

Pork loin stuffed with cranberry sauce
 Serves eight

- 170g dried cranberries
- 1.3kg pork loin (to roll)
- ½ cup white wine



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Pork loin stuffed with cranberry sauce
 Serves eight

- 170g dried cranberries
- 1.3kg pork loin (to roll)
- ½ cup white wine
- 300g baby spinach
- 120g cream cheese
- ½ cup cream
- ½ onion, finely chopped
- 2 cloves garlic, finely chopped
- 6 sprigs parsley, chopped
- ½ cube butter, chopped into small cubes
- Oil, as necessary
- salt and pepper to season



half of the parsley and the butter in pieces.

Roll the loin carefully so the ingredients do not come out; tie with a cord if necessary.

In a very hot heavy pan, put three tablespoons of oil and fry the roll on both sides to seal it and to glid it a little.

Place it on a baking sheet with the joint facing down. Pour the wine on top, season again and sprinkle the rest of the parsley on top.

Bake at 200°C for half hour, add a glass of cold water on top and bake until it is cooked.

Once ready, slice and serve with the juice and sprinkle with the remaining dried cranberries.

Method

Spread the loin on a surface and season. Smear it with cream cheese and then layer on top with the spinach, onion, garlic, half of the cranberries,

fruit in Australia activation, proactive media statistics fact sheet outreach. As this was coverage from this effort.

The Age, The West Australian and Northern Herald. Additionally, recipes from the Christmas in *the Herald* (pictured below).

Cranberry creation

Cranberries contain bacteria-blocking compounds which are 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. Here is a different way to use cranberries in your cooking.

Duck breast with cranberry chutney
 Serves four

Ingredients

- 2 duck breast filets (600g each)
- 2 tbsp oil
- 1 clove of garlic
- 1 sprig rosemary
- salt
- pepper

Chutney

- 1 small apple
- 1 onion
- 1 clove of garlic
- 1 small chilli
- 1 tsp ginger root
- 1 lime
- 50g dried cranberries
- 200g fresh (or frozen) cranberries
- 1 tsp ground coriander
- ½ cinnamon stick
- 100g sugar
- 1 tsp salt

Method

Peel and dice apple and onion. Peel garlic, ginger and chop up with the chilli. Grate some lime zest, and squeeze out the juice. Mix all ingredients with the sugar in a saucepan. Cover the mixture and bring to the boil, then



remove the lid and cook on a medium heat for 10 to 12 minutes, stirring regularly. The mixture should eventually start to marmalade.

Either use the chutney within two to three days or pour it into sterilised screw-cap glasses and keep it in a cool dark place.

Dry the duck breast filets gently. Curve the duck skin either with a sharp knife or a razor blade first lengthwise, then diagonally.

Heat the oil in a heavy pan, slice the duck breast with salt and pepper and place it with the skin side down into the pan.

Fry it on a low heat for 12 to 15 minutes, then turn it around and fry it for five minutes until cooked. The skin will get crackly and the dispensable fat will rinse out.

Leave the duck breast to cool on a plate, after a couple of minutes cut it in to slices and serve it with cranberry chutney.

Tip

The dish goes well with: Fresh lentils or rice, wild rice and briefly sautéed vegetables like broccoli, spring onions, Pak Choi or bean sprouts.

Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Herald Sun	31/08/10	5	Major Metropolitan Newspaper	514,000	\$12,140.00
The Age	28/08/10	5	Major Metropolitan Newspaper	202,100	\$4,580.00
The West Australian	12/08/10	5	Major Metropolitan Newspaper	188,211	\$2,389.80
Northern Territory News	19/08/10	5	Major Metropolitan Newspaper	20,553	\$301.92
Riverine Herald	16/08/10	1	Regional Newspaper	5,766	\$385.00
Riverine Herald	09/08/10	1	Regional Newspaper	5,766	\$385.00
Shepparton News	28/08/10	5	Regional Newspaper	10,414	\$800.00
2RPH	25/08/10	4	Radio	N/A	N/A
720 ABC Perth	24/08/10	5	Radio	N/A	N/A
4BC	19/08/10	2	Radio	N/A	N/A
702 ABC Sydney	17/08/10	5	Radio	N/A	N/A
Total:				>946,810	>\$20,980.92

Weighted Media Value Chart (Aug 2009 – August 2010)

Category	# of Articles		Weighted Media Value	
	Aug-10	Aug- July10	Aug -10	Aug- Jul-10
Category 1	2	46	\$770.00	\$208,318.99
Category 2	1	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	1	30		\$211,624.73
Category 5	7	158	\$4,042.00	\$592,265.56
Total:	11	247	\$4,812.00	\$1,070,298.10

Website Update

In August, the US Cranberries Down Under website received:

- 493 visits
- 1,708 page views
- 3.46 pages/visit.

When the term "cranberries" is searched in Google, the "US Cranberries Down Under" website is listed fourth:



cranberries

Search

About 7,120,000 results (0.16 seconds)

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The web

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Cranberries are a group of evergreen dwarf shrubs or trailing vines in the genus *Vaccinium* subgenus *Oxycoccus*, or in some treatments, in the distinct genus ...

[Species and description](#) - [Etymology and history](#) - [Cultivation](#)
en.wikipedia.org/wiki/Cranberry - [Cached](#) - [Similar](#)

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The **Cranberries** are an Irish rock band formed in Limerick in 1989 under the name **The Cranberry Saw Us**, later changed by vocalist Dolores O'Riordan. ...

[History](#) - [Discography](#) - [References](#) - [External links](#)
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Official site features news, biography, pictures, discography, contacts and tour news.

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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 ...

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Activity Update

Throughout August, H&K focused on developing the “Best Little Fruit in Australia” plan, negotiating the media partnership and securing celebrity ambassadors including high-profile chef Darren Simpson and media nutritionist Kate Di Prima. H&K also briefed Clarity Communications on the development of the Best Little Fruit in Australia marketing collateral.

Although no media releases were distributed on behalf of “US Cranberries Down Under” during August, H&K continued to engage with key journalists in the media to raise awareness about cranberries. H&K met with the features editor at *Home Beautiful*, who expressed interest in including cranberry recipes around the festive season. Additionally, we worked with a freelance journalist to prepare an article on the health benefits of cranberries for *GMHBA Health Insurance Magazine*.

Also in August, we began seeding out the UTI statistics fact sheet to key long-lead titles. *Australian Women’s Weekly* online and *Grazia* expressed interest in including the research in upcoming issues. H&K is continuing to follow up with other long lead titles including *Women’s Health*, *Cosmopolitan* and *Cleo*.

Upcoming Activities

Month	Activity
September	<ul style="list-style-type: none">• Media 1:1s• UTI statistics media outreach to long lead titles• Best Little Fruit of Australia planning• Monthly Account Management

Trade Activities Update (Provided by Produce Marketing Australia)

Trade Communication:

Coles supermarkets:

August 24, Melbourne: A meeting was held with Darryl Wallace, Business Manager - Dried Fruits and Nuts, Coles supermarkets, to update him on the planned research which would be used to present a detailed case to Coles for stocking cranberries in produce.

An update on the planned consumer research was also provided by email to Woolworths supermarkets, Thomas Dux Grocer and the two fresh-cut salad suppliers (Salad Fresh and Houston's Farm)

Ritchies Supermarkets: Ritchies is an independent retail chain with 57 stores under the Super-IGA banner in Victoria (35), New South Wales (16) and Queensland (6). Information including the cranberry trade leaflet was supplied to their preferred produce supplier in Victoria to assist the supplier to promote advantages of stocking high quality dried cranberries in produce in Ritchies. Follow up contact has been positive and further information has been supplied.

Miss Nancy's Dried Berries: This company was contacted after being identified as a supplier to upscale greengrocers in Sydney. They are a distributor for a Michigan company that does premium dried cranberries, and other dried fruits. The owner, Nancy Kiel, is a fourth-generation blueberry/cranberry farmer by birth.

Meeting with H&K:

An update meeting was held at the Hill & Knowlton offices on 11 August in Sydney, to share information on activities and plans, including the proposed qualitative market research.

New Products Update (Provided by Produce Marketing Australia)

Products identified were:

- Cranberry & Almond "Valley Seed Crisps" (6% cranberry), marketed through specialist greengrocers in Melbourne
- Super Tasty Cranberries (250g SDC slices), packed by JCs Quality Foods and marketed through Sciclunas, specialist greengrocers with three stores in Melbourne
- Colonial Fruit Markets Super Tasty Cranberries (500g SDC slices) in-house pack of Colonial Fruit Markets, specialist greengrocer with five stores in Melbourne

In addition, a reintroduced line was discovered in Coles supermarkets Victoria:

- Coles Bakery "Rustic Sourdough Cranberry Bread" (300g, 7% dried cranberries).

Upcoming Activities (Provided by Produce Marketing Australia)

Qualitative Market Research:

Three proposals were received in response to a brief for qualitative research to provide more in-depth consumer information to convince retailers of the merits of stocking cranberries in produce. The brief was developed in consultation with Hill & Knowlton.

A recommendation on the preferred company to be appointed was made to CMC for approval (subsequently approved in early September). The proposal involves the use of focus groups in Melbourne and Sydney, with the plan to implement the research in mid- September.

The purpose of the research, which complements the annual quantitative research commissioned by H&K for CMC, is to obtain detailed consumer insights and provide:

1. Justification to retailers to stock cranberries in produce and
2. Provide direction for the retail marketing support/promotions programs.

Christmas Comes Twice to Australian Kitchens with Cranberries

The temperature has dropped and we're cozing up indoors, so inject some festive cheer in your kitchen this month, by celebrating Christmas in July with these heartwarming recipes featuring cranberries.

Cranberries make an impressive addition to any kitchen this winter - their gorgeous Christmastime red color and zesty taste, gives those traditional, hearty winter dishes an exciting edge - while adding an antioxidant hit to keep winter illnesses at bay.

From savory to sweet, cranberries will add Christmas cheer to every dish. These satisfying duck and pork main courses, and a delicious cranberry pudding, will have all of your guests asking for second helpings.

Duck breast with cranberry chutney

Serves four

Ingredients:

2	duck breast fillets (300g ea)
2tblsp	oil
1	clove of garlic
1	sprig rosemary
	salt
	pepper

Chutney

1	small apple
1	onion
1	clove of garlic
1	small chili
1tsp	ginger root
1	lime
50g	dried cranberries
200g	fresh (frozen) cranberries
1tsp	ground coriander
½	cinnamon stick
100g	sugar



1tsp salt

Method

Peel and dice apple and onion. Peel the garlic, the ginger and chop up with the chili. Grate some lime zest, and squeeze out the juice. Mix all of the ingredients with the spices in a saucepan.

Cover the mixture and bring to boil, then remove the lid and cook on medium heat for 10-12 minutes, stirring regularly. The texture should eventually start to marmalade.

Either use the chutney within 2-3 days, or pour it into sterilized screw-cap glasses and keep it in a cool and dark place.

Dry the duck breast fillets gently. Carve the duck skin either with a sharp knife or a razor blade first lengthwise, than diagonal. Heat the oil in a heavy pan, spice the duck breast with salt and pepper and place it with the skin side down into the pan. Fry it at a low heat for 12-15 minutes, then turn it around and fry it for 5 minutes until cooked – the skin will get very crackly and the dispensable fat will rinse out.

Leave the duck breast to cool on a plate, after a couple of minutes cut it into slices and serve it with cranberry chutney.

Tip: This dish goes well with: Fresh lettuce or rice, wild rice and briefly sautéed vegetables like broccoli, spring onions, bok choy or bean sprouts.

Pork Loin stuffed with Cranberry Sauce

Serves eight

170g	dried cranberries
3 pound	pork loin (to roll)
½ cup	white wine
300g	baby spinach
120g	cream cheese
½ cup	cream
½	onion, finely chopped
2 cloves	garlic, finely chopped
6 sprigs	parsley, chopped
½ cube	butter, chopped into small cubes

Oil, as necessary
salt and pepper to season



Spread the loin on a surface and season. Smear it with cream cheese, and then layer on top with the spinach, onion, garlic, half of the cranberries, half of the parsley and the butter in pieces. Roll the loin carefully so that the ingredients don't come out; tie with a cord if necessary.

In a very hot heavy pan, put 3 tablespoons of oil and fry the roll on both sides to seal it and to gild it a little. Place it on a baking sheet with the joint facing down. Pour the wine on top, season again and sprinkle the rest of the parsley on top. Bake at 200°C half hour, add a glass of cold water on top and bake until it is cooked. Once ready, slice and serve with the juice and sprinkle with the remaining dried cranberries.

Steamed cranberry pudding with orange marmalade sauce

Serves six

- 1 cup of plain flour, sifted
- ½ tsp of sea salt
- 2 tsp of baking powder
- 1/3 cup of light brown sugar
- 1/2 cup of fresh sour dough bread crumbs
- 2/3 cup of shredded suet
- 1 ¼ cup of chopped dried cranberries
- 1 egg beaten
- 1/3 cup of milk



Method

Pudding

Lightly butter 6 medium dariole moulds.

Combine the flour, salt, baking powder, sugar, breadcrumbs, suet and cranberries.

Mix the milk with the eggs. Add the beaten eggs and milk to the dry ingredients to form a batter.

Divide the batter between the buttered moulds and cover with buttered aluminum foil. Place in a steamer and steam for 1 ½ hours.

Orange marmalade sauce

250 ml of the best quality orange marmalade

50 ml Cointreau

4 mints leaves chopped

Boil the marmalade with the Cointreau, and add the mint. Serve the steamed pudding with the orange marmalade sauce, clotted cream and mint sprigs, dusted with icing sugar.

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

***Note to the editors:**

For further information, images or requests please contact:

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Health Benefits of Cranberries

Cranberries contain bacteria-blocking compounds that are 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 75% of the world's best loved fruit.



AUSSIES STILL UNSURE HOW TO STOP UTIs IN THEIR TRACKS

EMBARGOED 19th JULY 2010

Nearly half of all Australians will experience a urinary tract infection (UTI)¹ in their lifetime, yet a new online survey reveals many people do not understand how to correctly treat and prevent this often painful and recurring condition.

The online survey, announced today by Kidney Health Australia and The Cranberry Institute as part of Wee Week 2010, reveals that only half of Australians correctly understand that UTIs are triggered by bacteria, and as a result, may be taking measures that won't work.

Most Australians will make an appointment with their GP if they believe they have a UTI (75%), whereas one in four will either increase their fluids or take urine alkalizing agents, and one in 10 Australians resort to pain killers to alleviate the "signature" sting.

To prevent UTIs, two-thirds of Australians say they would simply take care of their personal hygiene, and one in four say they would wear cotton underwear.

Dr Tim Mathew, Medical Director of Kidney Health Australia, notes that cranberries have been shown to be effective in the prevention of UTIs in general practice for women prone to recurrent infections.

¹ **About the research:** The research was conducted by PureProfile in June 2010. 1,008 Australians participated in the online research with the sample reflective of the Australian population.

“Studies have shown that cranberries may be effective as they contain unique compounds known as proanthocyanidins (PACs), which inhibit bacteria from adhering to the urinary tract wall,” said Dr. Mathew.

Anne Wilson, CEO of Kidney Health Australia, agrees that “Keeping an eye on your urinary health is important. So this research is a great reminder for women to start using their knowledge of foods like cranberries to help prevent contracting a recurring UTI.”

-ENDS-

Visit www.cranberries.com.au for further information on the cranberry’s anti-adhesion properties and discover some great recipes which can help increase your consumption of this wonder fruit. A variety of cranberry products can be purchased all year round in major supermarkets, including dried and frozen cranberries, cranberry juice, and cranberry sauce.

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

Tina Alldis, Hill & Knowlton on 02 9286 1261 or talldis@hillandknowlton.com.au

About Wee Week & The Cranberry Institute: Wee Week is a Kidney Health Australia initiative dedicated to raising awareness of UTIs, including prevention, symptoms and treatment. The Cranberry Institute is a major partner of Wee week and a proud supporter of Kidney Health Australia. The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of cranberries.

Visit www.cranberries.com.au or www.kidneyhealth.org.au .



Be “Berry” Smart this Wee Week

TOP 10 UTI FACTS

1. Bacteria do not normally live in the urinary tract. When bacteria enter the urinary tract and multiply, they can cause a UTI.
2. There are many germs that can cause urine infections, or cystitis. The most common germ causing urinary tract infections (UTIs) is found in your digestive system, Esherichia coli (*E.coli*). It can easily spread to the urethra and sticks to the lining of your urinary system.
3. Cranberries naturally contain phytochemicals called proanthocyanidins (PACs) which prevent bacteria from attaching to the cell lining of the bladder. It is this anti-adhesion effect that makes cranberries so unique. While other fruits such as grapes and green tea contain these PACs, the unique molecular structure of the cranberry means it is one of the few fruits that offers this additional anti-adhesion benefit.
4. Regular consumption of cranberries or cranberry products can reduce the risk of a urinary tract infection (UTI) by as much as 50 percent². Studies have shown 250ml of cranberry juice per day (with minimum 25% cranberry juice content) is often enough to prevent UTIs.
5. If you don't like drinking cranberry juice, try eating sweetened dried cranberries or take cranberry supplements, which are all available at major supermarkets. These are small lifestyle changes that can save you a lot of discomfort down the track!
6. A handful of sweetened dried cranberries is a delicious and nutritious snack, and their versatility means they can be added to a host of sweet or savory dishes.

² Kontiokari, T et al. Randomised trial of cranberry-lingonberry juice and Lactobacillus GG drink for the prevention of urinary tract infections in women, *BMJ* 2001;322:1571.

7. In the event of a UTI, do as your mother told you and keep your fluids up by drinking more water during the day. This helps to ensure a good volume of urine passes through the bladder, which works to eliminate any bacteria.

8. Take a urinary alkalinizing agent, one teaspoon of baking soda or bicarbonate of soda in water. This may help to alleviate the discomfort of burning and scalding when passing urine. It is important to refer to your doctor if symptoms persist. These treatments may reduce symptoms, but an infection can still be present and may need different treatment.

9. Always practice good personal hygiene – wash daily and always after sex. When washing, take showers instead of baths. Baths can make it easier for bacteria to enter the urethra and cause a UTI.

10. Although there is no scientific proof that it reduces your risk of contracting a UTI, some women avoid tight clothing and pantyhose as they can trap heat, which promotes bacterial growth, and may also irritate any infected tissues.

Source: Kidney Health Australia and www.cranberries.com.au

For more information visit:
www.cranberries.com.au or www.kidney.org.au



Urinary Tract Infections: How Aussies can stop the burn

The Cranberry Institute recently looked into how many Aussies experience UTIs and how we relieve that signature ‘sting’ that no one wants to deal with. The research revealed that although nearly half of the population has experienced a UTI, only half of Australians correctly understand that UTIs are triggered by bacteria, with one in four not knowing how they’re caused.

UTIs – Not just a chick’s problem

Surprisingly, over a third of Aussie blokes (36%) have contracted a UTI at some point, proving this isn’t just a women’s issue! Of these blokes, 84% are inclined to visit a GP to discuss treatment and prevention methods, compared to only 72% of women sufferers.

Cranberries – easy to include in your diet

Including more cranberry products in your diet can reduce the risk of UTIs. Dr Tim Mathew of *Kidney Health Australia* suggests Australians look for products like cranberry juice, sweetened dried cranberries and cranberry supplements to aid in preventing UTIs. Dr Mathew notes that “cranberries have been shown to contain unique anti-adhesion properties, which inhibit bacteria from adhering to the urinary tract.”

Despite this, only a quarter of survey respondents listed drinking cranberry juice or taking cranberry supplements as their leading method of treatment, and only 19% recognized it as a method of prevention. The study also showed that women were far more likely to increase their cranberry intake to prevent the nasty infection.

Other treatment trends included:

- Just under half of those who have experienced a UTI treated their infection by taking an alkalinizing agent such as Ural or increasing their fluid intake markedly.
- One in ten people reported taking painkillers.

When it comes to preventing UTIs, nearly 65% of Australians look to take extra care of their personal hygiene, while 15% of men do nothing to prevent further infections.

About the research: The research was conducted by PureProfile in June 2010. 1,008 Australians participated in the online research with the sample reflective of the Australian population.