



**US Cranberry Marketing Committee  
Details: July 2010 Activity Report  
Author: H&K Cranberries Team**

**Media Coverage Highlights**

The media relations activity for US Cranberries during July led to coverage with a combined circulation in excess of 3.8 million people. This equated to an advertising equivalent of over \$105,000.

Contributing to this outreach was the distribution of the Christmas in July media release via the AAP *NewsWire*. This release was picked up by a number of regional and suburban newspapers, which prompted several major metropolitan daily newspapers to include Christmas in July recipes. Major metropolitan newspapers who mentioned cranberries in July include *The Sydney Morning Herald*, *The Daily Telegraph*, *The Herald Sun*, *The Canberra Times*, *The Courier Mail*, *The Mercury* and *The West Australian*.

H&K's media sell-in around Wee Week proved successful, generating a significant amount of coverage on the radio for cranberries as a preventative measure in regards to urinary tract infections (UTIs). We also secured further coverage for cranberries in regional publications. Additionally, the Wee Week research and supporting messages on the use of cranberries to prevent and treat UTIs was featured as the lead news story on the widely-read *Ninemsn Health* website.

The screenshot shows the Ninemsn Health website interface. At the top, there's a banner with 'Achoo!' and sun icons. Below that, a navigation bar includes 'Home', 'Diet', 'News', 'Fitness', 'Shape Mate', 'Family', 'Natural health', 'Men's health', 'Pamper', 'Pregnancy', 'Sex', and 'What's Good For You'. The main content area features a headline 'Wee Week aims to educate Aussies' dated Thursday, July 22, 2010. The article's main image shows a pair of hands holding a pair of white lace underwear against a blue background. To the right, there's a sidebar with 'LATEST NEWS' and 'MOST POPULAR' sections. The 'MOST POPULAR' section lists several articles, including 'Wee Week aims to educate Aussies'. Below the sidebar is an advertisement for 'Blackmores Immunodefence' with the tagline 'your best'.

## Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Newcastle Herald	03/07/2010	1	NSW Regional Newspaper	48,500	\$6,287
Illawarra Mercury	28/07/2010	1	NSW Regional Newspaper	26,997	\$1,021
Illawarra Mercury	28/07/2010	1	NSW Regional Newspaper	26,997	\$887
Illawarra Mercury	28/07/2010	1	NSW Regional Newspaper	26,997	\$948
The West Australian	22/07/2010	1	Metropolitan Newspaper	188,211	\$8,910
Daily Mercury	22/07/2010	5	QLD Regional Newspaper	15,421	\$576
MX Brisbane	29/07/2010	5	Metropolitan Newspaper	31,000	\$2,026
Bendigo Weekly	09/07/2010	5	VIC Regional Newspaper	36,178	\$840
Illawarra Mercury	24/07/2010	5	NSW Regional Newspaper	26,997	\$887
Central Western Daily	29/07/2010	5	NSW Regional Newspaper	8,870	\$840
Central Coast Express Advocate	21/07/2010	5	NSW Regional Newspaper	127,017	\$700
Central Coast Express Advocate	28/07/2010	5	NSW Regional Newspaper	127,017	\$1,628
Central Coast Express Advocate	28/07/2010	5	NSW Regional Newspaper	127,017	\$1,274
The Mercury	08/07/2010	5	Metropolitan Newspaper	45,210	\$2,117
The Courier Mail	08/07/2010	5	Metropolitan Newspaper	211,230	\$10,376
Canberra Times	21/07/2010	5	Metropolitan Newspaper	33,000	\$1,355
Herald Sun	17/07/2010	5	Metropolitan Newspaper	514,000	\$11,872
Herald Sun	24/07/2010	5	Metropolitan Newspaper	514,000	\$17,298
The Daily Telegraph	24/07/2010	5	Metropolitan Newspaper	359,171	\$12,160
The Sydney Morning Herald	17/07/2010	5	Metropolitan Newspaper	211,006	\$9,107
The Sydney Morning Herald	20/07/2010	5	Metropolitan Newspaper	211,006	\$14,905
				<b>2,915,842</b>	<b>\$106,014</b>
<b>Wee Week</b>					
Great Southern Herald	21/07/2010	1	WA Regional Newspaper	2,600	\$151
Herbert River Express	22/07/2010	1	QLD Regional Newspaper	2,728	\$300

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Parkes Champion Post	19/07/2010	1	NSW Regional Newspaper	3,000	\$407
Ninemsn Health	22/07/2010	1	Online	956,282 UB	N/A
3 MTR 1377	27/07/2010	1	Radio	N/A	N/A
105.7 ABC Darwin	27/07/2010	1	Radio	N/A	N/A
ABC Newcastle	27/07/2010	1	Radio	N/A	N/A
ABC Newcastle	27/07/2010	1	Radio	N/A	N/A
ABC Newcastle	27/07/2010	1	Radio	N/A	N/A
2UE	19/07/2010	1	Radio	N/A	N/A
2GB	31/07/2010	5	Radio	N/A	N/A
				<b>&gt;964,610</b>	<b>&gt;\$858</b>
<b>Total:</b>				<b>&gt;3,880,452</b>	<b>&gt;\$106,872</b>

## Weighted Media Value Chart (Aug 2009 – July 2010)

Category	# of Articles		Weighted Media Value	
	July-10	Aug- June-10	Jul -10	Aug- Jul-10
Category 1	15	31	\$18,310	\$190,008.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	0	30		\$211,624.73
Category 5	17	141	\$15,217.80	\$577,047.76
<b>Total:</b>	<b>32</b>	<b>215</b>	<b>\$55,004.41</b>	<b>\$1,036,670.30</b>

## Website Update

In June, the US Cranberries Down Under website received:

- 592 visits
- 1,786 page views
- 3.02 pages/visit.

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

The screenshot shows a Google search for "cranberries" with approximately 9,090,000 results. The search results are as follows:

- Everything**
  - Images**
  - News**
  - Videos**
  - Blogs**
  - More**
- The web**
  - Pages from Australia**
  - Any time**
  - Latest**
  - Standard view**
  - Sites with images**
  - More search tools**
- Search results:**
  - Cranberry - Wikipedia, the free encyclopedia**: 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 ...
  - The Cranberries - Wikipedia, the free encyclopedia**: 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. ...
  - The Cranberries - Official Site**: Official site features news, biography, pictures, discography, contacts and tour news. www.cranberries.com/ - Cached - Similar
  - Images for cranberries - Report images**: A row of six small images showing cranberries, a person, and other related content.
  - 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 ...
  - Cranberries Buying Cranberries**: In Australia you can buy a variety of cranberry products all year round in major supermarkets, including dried and frozen cranberries, cranberry juice, ...
  - WHFoods: Cranberries**: Cranberries have long been valued for their ability to help prevent and treat urinary tract infections. Now, recent studies suggest that this native ...
  - Ocean Spray - Cranberries, Cranberry**: Ocean Spray provide cranberry and grapefruit based fruit drinks, cranberry sauces and Craisims sweetened dried cranberries.

## Activity Update

Throughout July a focus for H&K was securing coverage for the Wee Week research and the use of cranberries as an effective way to prevent and treat UTI's. As part of this activity, H&K distributed quirky media kits, a media release, and media grabs for the radio promotion as well as a fact sheet for treating UTIs.

In addition to the above, H&K distributed a media release on using cranberries for Christmas in July dishes. As part of this outreach, we followed up with key major metropolitan and regional newspaper targets to secure a significant amount of coverage, which incorporated the Cranberry Marketing Committee recipes.

## Upcoming Activities

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



## Christmas Comes Twice to Australian Kitchens with Cranberries

The temperature has dropped and we're cozing up indoors, so inject some festive cheer into 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, give those traditional, hearty winter dishes an exciting edge – while also 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 the 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 them to a 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 with a razor blade-- first lengthwise, then diagonally. 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 it is cooked – the skin will get very crackly and the dispensable fat will rinse out.

Leave the duck breast to cool on a plate, and 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, Pak Choi 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 it. Smear it with cream cheese, and then layer it 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 for a half-hour, then add a glass of cold water on top and bake it until it is cooked. Once ready, slice and serve it with the juice and sprinkle it 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 aluminium 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](http://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 that 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 19<sup>th</sup> JULY 2010**

Nearly half of Australians will experience a urinary tract infection (UTI)<sup>1</sup> 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 alkalisating 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.

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<sup>1</sup> **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](http://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](mailto: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](http://www.cranberries.com.au) or [www.kidneyhealth.org.au](http://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 percent<sup>2</sup>. Studies have shown 250ml of cranberry juice drink a 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 added to a host of sweet or savoury dishes.


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<sup>2</sup> 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 mum 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 alkalinising agent, or 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 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](http://www.cranberries.com.au)

For more information visit:  
[www.cranberries.com.au](http://www.cranberries.com.au) or [www.kidney.org.au](http://www.kidney.org.au)



## Trade Activities Update (Provided by Produce Marketing Australia)

### Trade Meetings:

#### Coles supermarkets:

July 21, Melbourne: A follow-up meeting was held with Darryl Wallace, the Business Manager for Dried Fruits and Nuts in Coles supermarkets, after we determined from the initial meeting in June that Coles is currently sourcing cranberries, via a preferred supplier, from Canada. Mr. Wallace was keen to market US cranberries in the produce section because of the promotional support available. A number of internal issues have to be resolved, including pack type (loose, tub or punnet), price points and sourcing.

#### Woolworths Supermarkets:

July 2, Sydney: Met with Mario Saad and Cameron Carter, the Business Manager and Assistant Business Manager, who are responsible for the dried fruit and fresh cuts categories in produce. They liked the concept of cranberries in the produce section, and were supportive of a cross-promotion with salads, yoghurts etc. However, they stated that a more detailed case needed to be made, including:

1. Why cranberries belong in produce v. grocery
2. What the product's unique point of difference is
3. Potential sources of the product
4. What marketing support is available
5. Should packaging be similar to that already used for other dried fruit and nuts
6. Likely price points
7. What market research data is available

#### Thomas Dux Grocer:

July 15, Sydney: Met with Tony McFadzean (General Manager) and Stephen Ward (Promotion) of Thomas Dux Grocer, an independent retail division of Woolworths supermarkets. Thomas Dux is stocking 150g punnets of whole dried cranberries in its 11 stores in Sydney and Melbourne. The retailer is interested in a three-phase promotion for the balance of 2010, including a cross-promotion with "Thomas Dux" yoghurt and a Thanksgiving/pre-Christmas promotion.

July 9, Brisbane: Met with Fruit Link (Doug Rylance, Managing Director, and Cherie Lawrence, General Manager), major suppliers to independent retailers in Queensland.

Fruit Link is the secondary wholesaler/marketer to many independent retailers in Brisbane, and also to regional and rural Queensland. They also pack their own line of dried fruits and nuts to sell to their retailer customers. They are interested in marketing dried cranberries as an extension to their range of products, but need more information/research results to justify the decision to stock.

#### **Fresh-Cut Salad Suppliers:**

July 9, Brisbane: Salad Fresh

July 21, Melbourne: Houston's Farm

Both companies are major suppliers of fresh-cut salads to the two national supermarkets.

Salad Fresh expressed interest in developing a new salad, containing cranberries, to present to Woolworths. They have technical expertise in addition to in-house chefs responsible for new product development. However, in the subsequent meeting with Woolworths, Woolworths disclosed that the number of fresh cut lines is about to be rationalized, so this could create an additional challenge. The results of the market research will be used to help justify the inclusion of cranberries in salads.

In 2009, Houston's Farm created a Christmas salad for Coles. They reported that the product was very successful and that the plan is to repeat the exercise this year and combine it with promotions. They also intend to present a proposal to Coles for a permanently stocked cranberry-salad product, to be launched in the first half of 2011.

Because promotional support could be available to support cranberries in their range of salad products, both companies have demonstrated a positive response to new salad products that include cranberries.

#### **Other Meetings:**

July 2, Canberra: Met with Mr. Jason Hyland, the Deputy Chief of Mission at the US Embassy, to discuss promotion activities in Australia. Mr. Hyland was very eager to be informed about the trade of US fresh produce to Australia. He was also keen to participate in promotions in order to help raise the profile for US products.

### **Upcoming Activities (Provided by Produce Marketing Australia)**

#### **Promotion - Thomas Dux Grocer:**

After discussing it in the July meeting, a promotion schedule is being developed for the remainder of 2010.

#### **Qualitative Market Research:**

As detailed elsewhere in the report, there is a need for more in-depth consumer information to convince retailers of the merits of stocking cranberries in produce. As a result, approval has been obtained from CMC to utilize part of the promotion funds to undertake the necessary research. A research brief will be developed, in consultation with Hill & Knowlton, based on the use of focus groups, 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.

This research will back up the quantitative research, sourced by H&K.

#### **Meetings with cranberry suppliers:**

Three Sydney-based importer/suppliers of US cranberries have been identified and meetings are scheduled during August.

**Meeting with H&K:**

A meeting will be held in the H&K offices on August 11th to share information on activities and plans, including the proposed qualitative market research.