



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

Media Coverage Highlights

In April, H&K identified 18 pieces of coverage, which reached an audience of more than 2.9 million Australians, with an advertising equivalent of over \$100,000 AUD (\$89,619.95 USD).

The bulk of the coverage during April included cranberry mentions in recipes (as a result of H&K's ongoing media bureau activity), in addition to hits secured from the Easter release. It is apparent that the profile of cranberries is on the rise, with an increasing number of publications including cranberries in their recipes and "superfoods" articles. *The Buderim Chronicle* included the "cranberry hot cross buns recipe" and the image we distributed as part of the Easter outreach in mid-March.

Anzac Day provided many newspaper food sections with an opportunity to feature the traditional Anzac biscuit. This year, cranberries were included in Anzac treat recipes in the highly-circulated *Sunday Herald Sun* and *Daily Telegraph*. In addition to this, cranberries were also included in the 'Your Recipes' section of the *Sunday Mail Brisbane* and the 'Taste' lift-out of the *Herald Sun*. These three articles had a combined circulation of 1,999,648.

- Daily Telegraph 20 April 2010

Celebrate the spirit of the Anzacs with the biscuits named in their honour

Aussie icons

CRANBERRY & WHITE CHOCOLATE ANZAC BISCUITS

Makes 26
Preparation time: 20 minutes
(+ 10 minutes cooling + 5
minutes setting time)
Cooking time: 20 minutes

1 cup plain flour
1 cup good-quality whole
rolled oats
3/4 cup firmly packed brown sugar
2/3 cup desiccated coconut
1/2 cup dried cranberries
1 tsp ground cinnamon
125g butter
2 tbsp honey
2 tbsp water
1/2 tsp bicarbonate of soda
200g white chocolate melts

Preheat oven to 160C. Line
2 baking trays with non-stick
baking paper.

Combine the flour, oats,
sugar, coconut, cranberries and
cinnamon in a large bowl.

Stir the butter, honey and
water in a small saucepan over

medium heat until the butter
melts and the mixture is
smooth. Stir in the bicarbonate
of soda. Add to the oat mixture
and stir until well combined.

Roll level tablespoonfuls of
the mixture into balls and place,
about 5cm apart, on the
prepared trays. Flatten until
about 1cm thick.

Bake, swapping trays to
upper and lower oven shelves
halfway through cooking, for 15
minutes or until light golden.
Set aside for 10 minutes to cool
before transferring to a wire
rack to cool completely.

Place the chocolate in a small
heatproof bowl over a saucepan
of simmering water (make sure
the water doesn't touch the
bowl) and stir with a metal
spoon until melted.

Use a flat-bladed knife to
spread the chocolate over the
base of each biscuit. Set aside
for 5 minutes, or until set.

Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Sunday Herald Sun	25/04/2010	5	Capital City Sunday newspaper	601,000	\$19,089
Sunday Mail Brisbane	11/04/2010	5	Capital City Sunday newspaper	525,477	\$3,392
Time Out Sydney	April 2010	5	Street press	17,000	TBC
Weekly Times	07 April 2010	5	Regional newspaper	71,000	\$385
Women's Health & Fitness	April 2010	5	Lifestyle magazine	44,039	TBC
Australian Women's Weekly website	28/04/2010	5	Online		TBC
Burke's Backyard	April 2010	5	Lifestyle magazine	59,230	\$4,305
Mandurah Mail	8 April 2010	4	Regional newspaper	35,121	\$151
Colac Herald	14 April 2010	5	Regional newspaper	5,230	\$316
Daily Telegraph	20 April 2010	5	Capital City daily newspaper	359,171	\$1,849
Ballina Shire Advocate	22 April 2010	5	Regional newspaper	16,298	\$720
Buderim Chronicle	01 April 2010	1	Regional newspaper	17,018	\$450
Cosmopolitan Health	01 April 2010	5	Lifestyle magazine	10,000	\$1,600
Cosmopolitan Health	01 April 2010	5	Lifestyle magazine	10,000	\$800
Gold Coast Bulletin	07 April 2010	5	Regional newspaper	39,593	\$1,218
Herald Sun	13 April 2010	5	Capital City daily newspaper	514,000	\$1,483
Readers Digest	April 2010	4	Lifestyle magazine	314,700	\$54,400
New Idea	01 May 2010	5	Lifestyle magazine	330,107	\$12,050
Total: 18				2,969,074	\$102,208

Weighted Media Value Chart (Aug 2009 – April 2010)

Category	# of Articles		Weighted Media Value	
	Apr-10	Aug- Mar 10	Apr -10	Aug- Apr 10
Category 1	1	27	\$450	\$163,549.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	2	28	\$54,551	\$211,624.73
Category 5	15	102	\$47,207	\$479,029.55
Total:	17	170	\$102,208	\$912,193.13

Website Update

In April, the USA Cranberries Down Under website received:

- 241 visits
- 562 page views
- 2.33 pages/visit.

The CMC Australian site for US Cranberries Down Under was down for a number of days during April, as the web-hosting had expired. H&K has rectified this issue, with the site now back online and fully functioning.

Activity Update

In April, H&K drafted the health benefits media release (please see Appendix A). Due to delays in the approval process, this was distributed to relevant short lead publications in the first week of May.

Upcoming Activities

Month	Activity
May	<ul style="list-style-type: none"> • Cooking with kids media release • Wee Week preparation • Monthly Account Management



Dose up on cranberries to fight those winter illnesses

As winter approaches, everyone is looking to stock up on foods that work wonders for the body. One little red fruit that packs an impressive nutrition punch is the cranberry; this powerful fruit is full of antioxidants and phytonutrients that help boost your immunity and ward off cold and flu bugs.

Antioxidants have been shown to boost immunity by increasing the number of disease-fighting agents in the body¹. Cranberries not only have an extremely high antioxidant count but also contain among the highest phytonutrient content among 21 commonly consumed fruit and vegetables. Cranberries are also full of a unique anti-adhesion compound known as Proanthocyanidins (PACs). These phytonutrients have anti-adhesion properties that prevent certain bacteria from adhering to the body and causing infection.

By consuming two portions of cranberries a day (frozen, dried, sauce or juice) you can tap into these amazing health properties. This winter, try some of these warming cranberry dishes and help provide around the clock protection for your body.

Slow Roast Pork Neck with Cranberry & Walnut Stuffing

Pork Neck is a hot trend in restaurants right now and makes an impressive roast to serve at home on a cold night. If you can't get pork neck, this also works well with a boned leg or shoulder. Fruit always complements roast pork both in flavor and the cranberry stuffing gives it a great splash of colour.

Prep time: 30

Cook time: 1 hour 50 minutes

Total time: 2 hours 20 minutes

Difficulty rating: Medium

Serves 4 - 6

For the stuffing, you'll need

60g	Butter
2	Brown onions, medium, finely chopped
4 cups	Breadcrumbs
½ cup	Cranberries, dried
¼ cup	Walnuts, finely chopped



¹ JA Knight. *Review: Free radicals, antioxidants, and the immune system.* Annals of Clinical and Laboratory Science. 2000 Vol 30, Issue 2.145 - 158

¼ cup Curly parsley, fresh, finely chopped
1 Egg, lightly beaten
4x 40cm Lengths of uncoloured string
Salt
Pepper

For the roast pork, you'll need

1.5kg Pork neck
4 Brown onions, medium, quartered
50ml Olive oil
4 Bay leaves
6 Thyme sprigs, fresh
500ml White wine
Salt
Pepper

To make:

1. Preheat oven to 220°C and make the stuffing while the oven heats
2. Melt butter in a large frying pan over a medium to high heat and fry the onion for 10 minutes until softened and translucent then transfer to a large bowl
3. Add breadcrumbs, cranberries, walnuts, sage and egg. Using freshly washed hands, mix to combine thoroughly. Season with salt & pepper
4. Place the 4 pieces of string at intervals along the chopping board to match the length of the neck
5. Lay the neck out flat on top of the string and chopping board and place stuffing down the centre of the neck
6. Roll the neck away from you and secure tightly with the string (it may be easier to get some assistance with this part of the recipe!)
7. Season generously with salt & pepper
8. Place the onions in a large lightly oiled baking tray and place the rolled pork neck on top
9. Drizzle with olive oil and bake, uncovered, for 20 minutes to seal
10. Add bay leaves, thyme and wine and cover the baking tray with foil to seal in the moisture
11. Return to the oven covered with the foil and reduce the heat to 180°C and bake for a further 60 minutes, basting with the juices every 30 minutes to keep it moist
12. Remove the foil for a final 30 minutes of cooking
13. To check the meat is done, insert a skewer into the centre of the roll and if it runs clear, it's cooked through. Leave it in for longer if any juices are pink
14. Allow to rest on the side for 10 minutes under foil before carving in slices and serving with new potatoes and your favourite vegetables

Cranberry and Pumpkin Pilaf

Served on its own as a substantial vegetarian dish or as an accompaniment to roasted or cold meats, this North African inspired dish is bursting with color and exotic flavors. It's a great dish to serve when entertaining at home and if your guests can resist a second helping, keep leftovers in the fridge to enjoy the next day.

Prep time: 40 minutes
Cook time: 40 minutes
Total time: 1 hour 20 minutes
Difficulty rating: Medium
Serves 8-10

You'll need

500g	Pumpkin, ideally butternut, peeled and seeded
2	Brown onions, medium, peeled and thinly sliced
300g	Basmati rice, soaked in warm, salted water for an hour
450ml	Vegetable stock
2 tbsp	Olive oil
100g	Unsalted butter
1	Cinnamon stick
1 tsp	All spice, ground
½ tsp	Cardamom, ground
1 pinch	Saffron
½ cup	Cranberries, dried
½ cup	Unsalted pistachio nuts, shelled
½ cup	Peas, frozen
1 tsp	Salt
3 tbsp	Water, boiling



To make the pilaf:

1. Preheat oven to 230°C
2. Toss squash with half the salt and half the olive oil, spread in a single layer onto a baking tray and roast for 30 minutes or until tender
3. Mix the saffron with the boiling water and 25g of the butter in a jug and set aside
4. Heat the remaining butter in a large saucepan or frying pan which has a lid, add the cinnamon and all spice until it foams, then add the onion and remaining salt
5. Fry for 10 minutes until the onion starts to brown
6. Add the cranberries, pistachio nuts and cardamom and cook for 10 minutes, which will help to caramelize the onion
7. Drain the rice and add to the pan, stirring for a couple of minutes to coat the rice with the spices then add all of the stock along with the roast pumpkin
8. Cover the pan with a tight fitting lid and bring to the boil
9. Reduce the heat to low and simmer for 10 minutes, checking the stock has not boiled away or the rice is sticking to the bottom of the pan
10. Remove the lid, add the saffron water and peas
11. Replace the lid for 10 minutes to cook the peas, then serve

Check out www.cranberries.com.au for more delicious winter-warming dishes you can prepare at home.

***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.

CMC TRADE PROGRAM REPORT Produce Marketing Australia

1. Trade Activities update:

COMPLETED ACTIVITIES:

Trade Display: Arrangements have been finalized for a US cranberry display at the PMA-ANZ Conference and Exhibition in Melbourne on June 10 and 11, under the banner "Cranberries in Produce". The purpose is to support the case for cranberries in supermarket produce departments. All the major Australian retailers will be attending the conference.

In addition, a photo of an earlier Australian cranberry trade display was supplied to "Good Fruit & Vegetables", one of the main trade publications, as part of their feature on the conference and exhibition.

Trade Contacts: With the completion of the Retail Product database, contact was made with Fruitex, the Melbourne-based company marketing dried cranberries in punnets/clamshells to independent greengrocers. The company uses dried whole cranberries in their punnets.

Contact was also made with Energy Products, marketers of Wallaby snack bars, containing cranberries, to identify their source of cranberries, a Sydney-based company.

Supermarket Contacts: Cameron Carter, the newly appointed Assistant Business Manager - Hard Produce at Woolworths' supermarkets, was contacted for advice on the best approach to have cranberries placed in produce. It was agreed that a 'case for cranberries in produce' should be developed and presented for evaluation

PLANNED ACTIVITIES:

June 10-11: "Cranberries in Produce" booth at PMA-Australia New Zealand Fresh Connections Conference and Exhibition, Melbourne.

June: Potential to showcase cranberries during the rescheduled visit of the US President to Australia.

2. New Products update:

Initial database content has been completed

3. Upcoming activities section

Manufacturer/Marketer Data Base: Upstream mapping of the supply chain will continue.

May 21: Meeting have be arranged with two importer/marketers in Melbourne on 21 May.

Meet with Joe Pignataro, Fruitex Melbourne, current supplier of dried cranberries into independent retailers.

"The case for Cranberries in Produce": Prepare and print "The Case for Cranberries in Produce" leaflet to target retailers through PMA-ANZ Exhibit and other activities. The document will include the benefits to retailers, together with information on the benefits to the customers/consumers, basing the latter information on materials already developed by Hill & Knowlton