



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

Media Coverage Highlights

June saw cranberries mentioned across six major metropolitan newspapers in both recipes and health-focused articles. This further demonstrates that H&K's continued media outreach to key publications is ensuring that cranberries are on the minds of the leading food and health writers. We are pleased to report that the combined circulation for all coverage received by cranberries this month exceeded 2.2 million people.

Early in the month, H&K distributed the kids cooking media release through the *AAP Newswire*. This release was picked up by a number of regional and metropolitan newspapers, with coverage also appearing on the popular parenting website www.yourkids.com.au

In addition, the health benefits media release, which was issued in May, led to mentions of the anti-adhesion properties of cranberries in a feature on coconut water. The feature ran nationally across *News Ltd* Sunday titles, as well as in a regional newspaper article on the benefits of eating dried fruits.



**Food
Breakfast boast**

HAVING not tried every breakfast cereal ever made, I'm arguably ill-qualified to judge the merits of this one. Nevertheless the audacity of the folk behind World's Best Cereal had me intrigued. Naturopath Damian Kristof's concoction of mainly puffed brown rice, millet and buckwheat is not a winner in the beauty stakes, but the generous addition of almonds, seeds and dried cranberries adds sweetness and crunch. Light but filling and with no added sugar, the only thing that might get hurt testing out the "best" claim is your wallet.

JANE HOLROYD

\$12 (500g) or \$21 (700g). www.worldsbestcereal.com, or health food stores and independent supermarkets.



Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Your Kids Website		1	Online	24,000	\$300.00
Bayside Bulletin	22/06/2010	1	QLD Regional Newspaper	47,400	1,640.00
Newcastle Herald	16/06/2010	1	Metropolitan Newspaper	48,500	\$6,209.00
Gold Coast Bulletin	16/06/2010	5	Metropolitan Newspaper	44,232	\$2,121.10
Shepparton News	12/06/2010	5	VIC Regional Newspaper	10,414	\$1,716.73
Newcastle Herald	09/06/2010	5	Metropolitan Newspaper	48,500	\$2,117.00
SA Sunday Mail	13/06/2010	5	Metropolitan Newspaper	300,483	\$2,671.68
Border Mail	18/06/2010	5	NSW Regional Newspaper	25,851	\$595.00
Canberra Times	16/06/2010	5	Metropolitan Newspaper	34,354	\$1,355.00
The Age	15/06/2010	5	Metropolitan Newspaper	202,100	\$6,260.00
Sunday Herald Sun	06/06/2010	5	Metropolitan Newspaper	612,500	\$10,425.00
Sunday Herald Sun	06/06/2010	5	Metropolitan Newspaper	612,500	\$16,389.00
Sydney Morning Herald	08/06/2010	5	Metropolitan Newspaper	209,011	\$3,205.00
Total:				2,218,497	\$55,004.41

Weighted Media Value Chart (Aug 2009 – June 2010)

Category	# of Articles		Weighted Media Value	
	Jun-10	Aug- May-10	Jun -10	Aug- Jun-10
Category 1	3	28	\$8,149.00	\$171,698.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	0	30		\$211,624.73
Category 5	10	131	\$46,855.41	\$561,829.96
Total:	10	202	\$55,004.41	\$1,003,142.50

Website Update

In June, the US Cranberries Down Under website received:

- 683 visits
- 2,033 page views
- 2.98 pages/visit.

When the term “cranberries” is searched in Google, the US Cranberries Down Under website appears third. Interestingly, this month saw a 25% increase in visitors to www.cranberries.com.au

The screenshot shows a Google search for "cranberries". The search bar contains "cranberries" and the search button is visible. Below the search bar, it says "About 6,860,000 results (0.26 seconds)". The search results are as follows:

- 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 ...
Species and description - Etymology and history - Cultivation
en.wikipedia.org/wiki/Cranberry - Cached - Similar
- 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. ...
en.wikipedia.org/wiki/The_Cranberries - Cached - Similar
[Show more results from en.wikipedia.org](#)
- 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
- 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, ...
www.cranberries.com.au/buying-cranberries.aspx - Cached
- Images for cranberries - Report images**
- The Cranberries - Official Site**
7 Jun 2010 ... Official site features news, biography, pictures, discography, contacts and tour news.
www.cranberries.com/ - Cached - Similar
- 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 ...
www.whfoods.com/genpage.php?tname=foodspice&dbid... - 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

Activity Update

A focus for H&K throughout June was the preparation of the media materials and media kits for Wee Week. H&K drafted and managed the approvals of the Wee Week media release, fact sheet and media alert.

The media alert was distributed in mid-June to encourage medium and short-lead titles to plan timely features for the week of 19 – 25 July. H&K followed up with key targets to ensure that Wee Week was on their calendar of upcoming events.

Trade Update

The "Cranberries in Produce" exhibit at the PMA-ANZ Conference and Exhibition in Melbourne on June 10 and 11 was an outstanding success due to the conference attendees who visited the booth, contacts made and the follow-up meetings that resulted.. Both the display and trade leaflet were very effective for the purpose of encouraging retailers and their suppliers (including salad suppliers) to consider cranberries in produce.

PMA-ANZ Conference and Exhibit: 726 delegates attended the conference, and approximately 400 were attracted to the "Cranberries in Produce" booth. As a result of the display and visits, meetings have been scheduled with both major national supermarkets, two suppliers of bagged salads to the supermarkets, a major secondary wholesaler who supplies independent retailers in Queensland, and Thomas Dux (an independent arm of Woolworths). Further meetings are tentatively planned in August.

A meeting was held with a representative from Coles supermarkets to discuss the opportunities for dried cranberries in produce. He was enthusiastic about the concept and saw two potential opportunities - as a stand-alone product in the produce department, plus as an ingredient in the self-serve salad bars now being installed in Coles' new format stores. Over 50 stores have this format.

A meeting was held at the offices of Hill & Knowlton on June 25, to discuss trade and consumer activities being undertaken for US cranberries. Details of the consumer PR program, together with previous coverage, will be used to help reinforce the value of stocking cranberries in produce at upcoming meetings with retailers. The next meeting is planned for early August.

Upcoming Activities

Month	Activity
July	<ul style="list-style-type: none">• Media 1:1s• "Christmas in July" media outreach, utilising the recipes developed in February• Wee Week activation• Monthly Account Management

Appendix A



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 and are full of a unique

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

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

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
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, to keep in the fridge to enjoy as leftovers 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:**

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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.

Discover the mini MasterChef in your kitchen with these fun-filled recipes for kids

With the winter school holidays just around the corner and mums busily planning activities to keep the kids occupied, US Cranberries Down Under has developed some easy-to-follow recipes to help keep the kids entertained in bad weather. So grab the mixing bowls and aprons and get ready to unleash your mini MasterChefs as they cook up these great-tasting snacks.

Full of antioxidant goodness, these cranberry treats make the perfect mid-morning or afternoon treat. Not only are they fun to make, but they'll help your little ones learn how to cook and eat healthily, without sacrificing the taste.

Danish Apple Cake

This recipe keeps kids busy in the holidays and helps them learn about textures – they will have great fun mixing together the flour and butter! It's easy to prepare and requires no sharp knives or special ingredients. Traditionally, this is served sliced with butter, but as the apple keeps it moist, a healthier version can be served plain or spread with ricotta.

Prep time: 20 minutes

Cook time: 1 hour

Total time: 1 hour 20 minutes + 10 minutes cooling

Difficulty rating: Easy

Serves 6-8

You'll need

200g	Self raising flour
100g	Caster sugar
60g	Butter, at room temperature
½ cup	Cranberries, dried
¼ cup	Raw nuts, chopped
1 tsp	Cinnamon
1	Egg



- 1 Apple, large, stalk removed
- 1 tsp Lemon juice
- 5 tbsp Milk, skim or full fat

To make the cake

1. Preheat oven to 180°C
2. Grease and line a loaf tin with greaseproof paper
3. Cut the butter into cubes to make it easier to mix
4. Place the flour in a large bowl and with clean hands washed under cold water, rub the flour and butter until it resembles breadcrumbs
5. Grate the apple and quickly mix with the lemon juice to stop it browning
6. Add the cranberries, nuts, cinnamon and sugar.
7. Lightly beat the egg and milk together and stir into the mixture
8. Pour into the loaf tin and bake for an hour until risen and golden brown on top
9. Allow to cool slightly, then ease from the tin and leave to cool on a wire plate for 10 minutes before slicing

Brekkie Bars

These bars are delicious at any time of day, and make a great alternative to cereal when you're on the go. Kids love to make them because of the range of colours and textures, plus they're super quick to bake!

- Prep time: 10 minutes
- Cook time: 30 minutes
- Total time: 40 minutes + 15 minutes cooling
- Difficulty rating: Easy
- Makes 18 bars



You'll need

- ¾ cup Self raising flour
- 1 cup Shredded coconut
- ½ cup Brown sugar
- ½ cup Pepitas / pumpkin seeds
- ½ cup Sunflower seeds
- 1/3 cup Cranberries, dried
- 1/3 cup Apricots, dried, chopped
- ½ cup Milk, skim or full fat
- 1 Egg

To make the bars:

1. Preheat oven to 180°C
2. Grease and line a 3cm deep 17x27cm baking tin with greaseproof paper, allowing approximately 2cm to overhang at the long ends
3. Combine flour, coconut, sugar, pepitas, sunflower seeds, cranberries and apricots in a large bowl
4. Whisk together the milk and egg in a jug, add to the flour mixture and mix well using a wooden spoon
5. Turn the mixture into the baking tin, smooth the top and bake for 25-30 minutes until firm

6. Allow to stand for 15 minutes before turning out onto a wire rack and leaving to cool completely
7. Slice into 18 bars and store in an airtight container in the fridge for up to a week.

Cranberry and Grape Jelly

Homemade jelly has minimal preservatives and less sugar than most commercial varieties, so get kids involved in making this recipe to serve with scones, or their favourite ice cream for a special treat.

Prep time: 15 minutes

Cook Time: 2 hours 30 minutes chilling

Total Time: 2 hours 45 minutes

Difficulty rating: Easy

Serves 6



You'll need

3 ½ cups	Cranberry juice
5 ½ tsp	Gelatine
2/3 rd cup	Caster sugar
500g	Seedless green and black grapes

To make the jelly:

1. Combine ¾ cup cranberry juice and gelatine in a small saucepan over a medium heat and stir constantly for 3 minutes until the gelatine has dissolved and the liquid is clear
2. Remove from the heat and stir in the sugar until it has dissolved
3. Pour into a glass or Pyrex bowl, add the remaining cranberry juice then place in the fridge for 30 minutes until the jelly begins to set around the edges
4. Half fill 6 glasses or ramekins (they need to be equivalent to 1 cup) with the grapes, top with the jelly and shake gently to ensure the ingredients mix well
5. Cover with plastic wrap and refrigerate for 2 hours until fully set.

Check out www.cranberries.com.au for more fun kid-friendly cranberry recipes you can make at home.

***Note to the editors:**

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Wee Week is on its Way

Helping to take the sting out of UTIs

19 – 25th July 2010

Wee Week 2010 is just under a month away. To kick off the event, The Cranberry Institute and Kidney Health Australia will be announcing new research to remind Australians, particularly women, to take better care of their health - down there!

The Cranberry Institute is a partner of Wee Week – a Kidney Health initiative – which is on in July to raise awareness of urinary tract health, treatment and prevention of urinary tract infections (UTIs).

Past research findings show that 1 in 3 women will suffer from a urinary tract infection (UTI) in their lifetime², yet only 1 in 4 women are aware that cranberries can actually help fight UTIs³.

Cranberries can help in the prevention of urinary tract infections (UTI's) because they prevent bacteria from sticking to the walls of your urinary tract⁴.

Kidney Health Australia's mission is to promote kidney and urinary tract health to all Australians to prevent related diseases. So mark down July 19 – 25 in the calendar and for more information go to www.kidney.org.au or www.cranberries.com.au

- Ends -

Issued on behalf of the Cranberry Institute by Hill & Knowlton. The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of cranberries. For more information, visit www.cranberryinstitute.org or www.cranberries.com.au

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² 'Epidemiology of urinary tract infections: incidence, morbidity, and economic costs', Foxman B, Am J Med 2002 Jul 8;113 Suppl 1A:5S-13S

³ 'Cranberry Awareness and Usage Study Australia', Galaxy Research, January 2010

⁴ Johnson-White, B et al. Prevention of nonspecific bacterial cell adhesion in immunoassays by use of cranberry juice. *Anal. Chem.* 2006, 78, 853-857.



AUSSIES STILL UNSURE HOW TO STOP UTIs IN THEIR TRACKS

EMBARGOED 19th JULY 2010

Nearly half of Australians will experience a urinary tract infection (UTI)⁵ 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 was announced today by Kidney Health Australia and The Cranberry Institute as part of Wee Week 2010. The survey 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 alkalising 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.

⁵ **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 - the 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 percent⁶. 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 road!
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 savoury dishes.

⁶ 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 could still be present and may require 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