



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

**Media Coverage Highlights**

H&K distributed the health benefits media release via the AAP Newswire, following up with key media targets via phone. Journalists found the information useful, and noted they would file the release for future commentary on the health benefits of cranberries, in upcoming health features. Many of these titles have a slightly longer lead time, and as such coverage will drip through over the coming months.

Cranberries continued to be mentioned in recipes in local and regional newspapers, and have been increasingly included in higher-circulating major metropolitan newspapers, including the Fairfax major dailies. May saw cranberries mentioned in recipes in the *Good Living* lift-outs of both the *Sydney Morning Herald* and *The Age*, in two consecutive weeks. This demonstrates that H&K's continued media outreach to key journalists is improving the awareness of cranberries amongst the media.

**Almond, cranberry and coconut florentines**

These nutty, fruity, lighter florentines were inspired by the brilliant Ottolenghi cookbook. I think they taste as nice without their traditional chocolate bottom but millions would probably disagree.



**INGREDIENTS**

- 1 tbsp vegetable oil
- 3 egg whites
- 110g icing sugar
- 220g flaked almonds
- 50g silvered almonds
- 50g shredded coconut
- 50g dried cranberries
- 200g good dark chocolate, chopped

**METHOD**

- Heat the oven to 160C. Line two baking trays with baking paper and brush lightly with vegetable oil.
- In a mixing bowl, whisk the egg whites lightly, then whisk in the icing sugar. Add the flaked and silvered almonds, coconut and cranberries and gently combine. On the tray, place tablespoonfuls of mixture and flatten with moistened fingers to discs of about nine centimetres in diameter.
- Bake for 10 minutes, then swap the trays around, turning them 180 degrees as well, and bake for a further 10 minutes or until golden. Leave to cool on the tray (they will harden as they cool), then arrange flat side up on a wire rack set over newspaper.
- Melt the chocolate in a heatproof bowl set over a pan of hot water, stirring. Pour a spoonful of chocolate on each florentine and spread with a spatula. Refrigerate for 30 minutes to set, then store in an airtight container between layers of baking paper. Keep in a cool place or in the fridge. Makes 14

*The Age, 11 May*

**RECIPES**

**Bircher muesli**

- 2 cups toasted muesli (see recipe below)
- 2 cups milk
- 125ml (1/2 cup) freshly squeezed orange juice
- Juice of 1 lemon
- 2 small granny smith apples, unpeeled and grated
- 2 oranges, peeled and roughly chopped
- 2 tbsps flaked almonds
- Natural yoghurt to serve
- Fresh raspberries to serve

and stir to combine. Cover and store in the fridge overnight. Serve with yogurt and berries.

**Serves 4**

**Toasted muesli**

Raid the health-food shop, nut stand or supermarket aisle for ingredients. Check the back of the pack of your favourite muesli for a list of what you need.

- 2 cups wholegrain rolled oats
- 1/2 cup coconut flakes
- 1/2 cup almonds
- 1/2 cup sunflower seeds

- 1 tbsp ground ginger
- 1 tbsp ground cinnamon
- 1/2 cup maple syrup
- 1 tbsp vegetable oil

1 cup mixed dried fruits of your choice (raisins, cranberries, apricots etc)

Preheat oven to 180C. Mix all the ingredients except the dried fruit in a large bowl. Spread mixture on a large baking tray. Bake in oven for about 25 minutes, stirring to redistribute after about 10 minutes. Remove from oven and cool on the tray. Mix in your choice of dried fruits. Makes about 4 1/2 cups



*The Sydney Morning Herald, 4 May*

## Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Newcastle Herald	12/05/2010	5	NSW Regional newspaper	48,500	\$5,016
Nature & Health	01/05/2010	5	Lifestyle Magazine	30,000	\$1,970
Northern District Times	05/05/2010	5	NSW Regional Newspaper	58,337	\$1,198
Sydney Morning Herald	04/05/2010	5	Metropolitan Newspaper	209,011	\$10,707
The Age	04/05/2010	5	Metropolitan Newspaper	202,100	\$4,780
The Sydney Morning Herald	11/05/2010	5	Metropolitan Newspaper	209,011	\$9,450
The Age	11/05/2010	5	Metropolitan Newspaper	202,100	\$4,620
Canberra Times	26/05/2010	5	ACT Metropolitan Newspaper	34,354	\$1,355
Forbes Advocate	13/05/2010	5	NSW Regional Newspaper	2,600	\$151
Geelong Advertiser	29/05/2010	5	VIC Regional Newspaper	29,276	\$7,580
Newcastle Herald	12/05/2010	5	NSW Regional Newspaper	48,500	\$2,508
Townsville Bulletin	15/05/2010	5	QLD Regional Newspaper	29,147	\$840
<b>Total:</b>				<b>822,222</b>	<b>\$50,175</b>

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

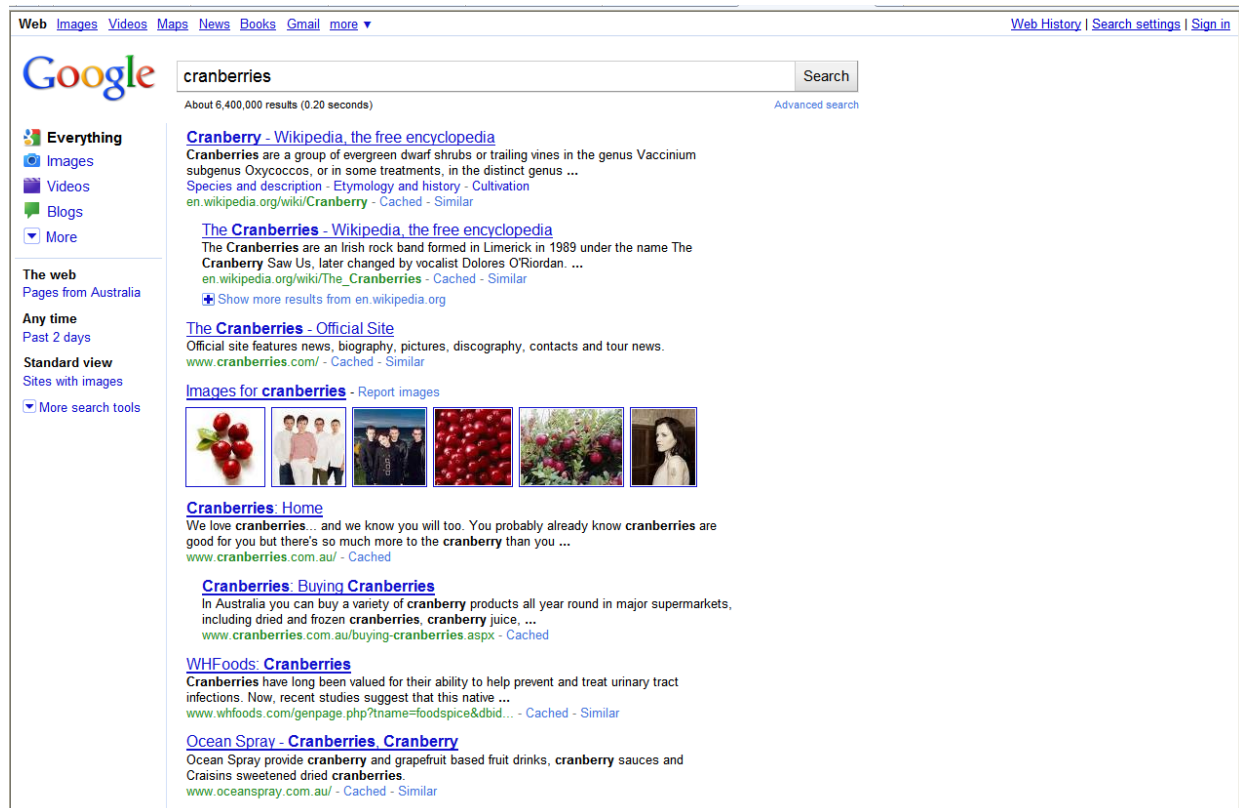
Category	# of Articles		Weighted Media Value	
	May-10	Aug- Apr-10	May -10	Aug- May-10
Category 1	0	28		\$163,549.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	0	30		\$211,624.73
Category 5	12	119	\$50,175	\$514,974.55
<b>Total:</b>	<b>12</b>	<b>190</b>	<b>\$50,175</b>	<b>\$962,368.13</b>

## Website Update

In May, the US Cranberries Down Under website received:

- 423 visits
- 1,364 page views
- 3.22 pages/visit.

When the term “cranberries” is searched in Google, the US Cranberries Down Under website appears fourth.



The screenshot shows a Google search for "cranberries". The search bar contains "cranberries" and the search button is visible. Below the search bar, it indicates "About 6,400,000 results (0.20 seconds)". The search results are listed on the right side of the page, with the top result being "Cranberry - Wikipedia, the free encyclopedia". Below this, there are several other results, including "The Cranberries - Wikipedia, the free encyclopedia", "The Cranberries - Official Site", "Images for cranberries", "Cranberries: Home", "Cranberries: Buying Cranberries", "WHFoods: Cranberries", and "Ocean Spray - Cranberries, Cranberry". On the left side of the page, there are navigation options such as "Everything", "Images", "Videos", "Blogs", "More", "The web", "Pages from Australia", "Any time", "Past 2 days", "Standard view", "Sites with images", and "More search tools".

## Activity Update

In May, in addition to distributing the health benefits media release (please see Appendix A), H&K drafted a kids cooking media release which was distributed in early June (please see Appendix B). Additionally, H&K met with three key journalists at long-lead magazine titles – *Good Health*, *Grazia* and the ACP Magazine *Test Kitchen* – to discuss coverage of cranberries throughout the rest of the year.

The Food Director at ACP Magazines encouraged H&K to continue to send recipes and images, so she can incorporate these on occasion. *Good Health* and *Grazia* both expressed significant interest in including pieces on the health benefits of cranberries. In preparation for Wee Week, *Good Health* is

looking to make mention of the health benefits of cranberries relating to kidneys, and *Grazia* has expressed interest in reporting on the findings from the 2010 Wee Week research.

A significant amount of time was put towards planning for Wee Week 2010 and liaising with Kidney Health Australia.

### **Trade Update**

The three-banner display and trade leaflet were approved for the trade display at the PMA-ANZ Conference and Exhibition in Melbourne on 10 and 11 June. Production of both was undertaken.

Plans were developed with the US Embassy to showcase US cranberries during the rescheduled visit of the US President to Australia in June. However, the visit was again postponed, due to the catastrophic oil spill in the Gulf of Mexico.

### **Upcoming Activities**

<b>Month</b>	<b>Activity</b>
<b>June</b>	<ul style="list-style-type: none"><li>• <b>Media 1:1s</b></li><li>• <b>“Christmas in July” media outreach, utilising the recipes developed in February</b></li><li>• <b>Ongoing Wee Week preparation</b></li><li>• <b>Monthly Account Management</b></li></ul>

## 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 shown to boost immunity by increasing the number of disease-fighting agents in the body<sup>1</sup>. 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 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 color.



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 uncolored string	

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

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 favorite 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](http://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:

Tina Aldis  
Cranberry Media Bureau  
02 9286 1261  
[cranberriesaus@hillandknowlton.com.au](mailto:cranberriesaus@hillandknowlton.com.au)  
[talldis@hillandknowlton.com.au](mailto:talldis@hillandknowlton.com.au)

### **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.

## **Appendix B**



## **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 Master Chefs 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 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 colors 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 <sup>rd</sup> 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](http://www.cranberries.com.au) for more fun kid-friendly cranberry recipes you can make at home.

**\*Note to the editors:**

For further information, images or requests please contact:

Tina Alldis  
Cranberry Media Bureau  
02 9286 1261  
[cranberriesaus@hillandknowlton.com.au](mailto:cranberriesaus@hillandknowlton.com.au)  
[talldis@hillandknowlton.com.au](mailto:talldis@hillandknowlton.com.au)

### **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.