



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

### Media Coverage Highlights

In March, H&K monitored 17 pieces of coverage, reaching approximately 3,997,592 Australians, with an advertising equivalent of \$63,799 AUD (\$59,221.70 USD).

Below is media coverage which appeared on the popular website Girl.com.au, which receives 5,381,618 page view hits and 436,736 unique visitors on a monthly basis.

The coverage is a direct result of our Easter media relations activity and features the entire release, including the two recipes and images.

In March, we also received Category 5 coverage in the high circulating Sunday metro papers and the weekend Sydney Morning Herald – with a combined circulation of 1,984,059. The article consisted of a cranberry hot cross bun recipe which was very similar to the recipe we developed and included in our Easter media release, which was distributed to these publications.

Home - GIRL  
Helena Bonham Carter Alice in Wonderland  
Charlaine Harris True Blood  
**Home Made Easter Treats**  
Logan Lerman Percy Jackson & the Lightning Thief  
Alexandra Daddario Percy Jackson & The Lightning Thief  
Aloca's Adventures in Wonderland  
The Agency  
Gamer's Guide to Good Gaming  
Sarah McMonagle  
Home Appliances  
Poll Results  
Girl.com.au Toolbar  
Xavier Samuel The Loved Ones & Twilight Eclipse  
Bridal  
Careers, Education & Business  
Competitions  
Cool Sites  
Entertainment  
Fashion & Beauty  
Food & Travel  
Games & Toys  
Going Green  
Health & Lifestyle  
Horoscopes  
Link to Us  
Love & Relationships  
Ringtones & Wallpapers  
Sales & Special Offers  
Shopping  
What's On  
Contact Us  
Advertising

Chocolate Bouquets - Gift  
Australia's favourite edible gifts delivered Aust-wide. Order online  
[www.sweetstems.com.au](http://www.sweetstems.com.au)

Cooking Party  
World Class Personal Chef. Make Your Party Or Event Unique.  
Sydney  
[www.zigis.com.au](http://www.zigis.com.au)

Menstrual Cup Easy To Use  
Save Time, Money & The Environment. The Alternative to Pads & Tampons!  
[Lunette.com.au/GetLiberated-Now](http://Lunette.com.au/GetLiberated-Now) Ads by Google

### Home-Made Chocolate Treats for Easter

Celebrate this Easter with Home-Made Chocolate Treats!

This year make the most of family time over Easter and gather the kids in the kitchen to give the grown-ups a hand whipping up some sweet treats. Perfect for morning tea on Easter Sunday, the kids are sure to love both making and eating the chocolate cranberry crackles. The cranberry hot cross buns are a new take on a traditional Easter favourite - sure to be popular with all members of the family, young and old.

By adding some cranberry goodness to your Easter goodies, you can feel free to indulge knowing that you are receiving the terrific nutrition qualities of this antioxidant-packed berry.

Check out [www.cranberries.com.au](http://www.cranberries.com.au) for more delicious recipes and information on the amazing health benefits of cranberries.

#### Chocolate and Cranberry Crackles

An easy recipe to make with children at Easter, these sweet treats are ready to enjoy in less than 90 minutes. Cofpa no longer contains trans-fats, but if you're looking for a less processed alternative, organic virgin coconut oil can be used and is available from health food stores. It will set to a solid in the fridge.

chocolate crackle  
Prep time: 10 minutes  
Cooking time: 1 hour (chilling)  
Total time: 1 hour 10 minutes  
Difficulty rating: Very easy  
Makes 24

**Ingredients**  
4 cups Rice puffs  
1 & 1/2 cups icing sugar  
1 cup Desiccated coconut  
1 cup Cranberries, dried  
250g Cofpa, chopped

### Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Girl.com.au	09/03/2010	1	Online	436,736	\$4,500
Shesaid.com.au	29/03/2010	1	Online	150,000	\$1,500
She said e-newsletter	29/03/2010	1	Online	60,000	\$750
Yourkids.com.au	31/03/2010	1	Online	24,000	\$300
Illawarra Mercury	31/03/2010	1	Suburban newspaper	26,997	\$887
Buderim Chronicle	31/03/2010	1	Regional newspaper	17,018	\$450
Sunday Times	28/03/2010	4	Capital City daily newspaper	315,024	\$6,840
Good Taste	April, 2010	4	Lifestyle Magazine	154,185	\$5,360
Better Homes & Gardens	April, 2010	5	Lifestyle Magazine	392,000	\$2,030
Australian Good Food	April, 2010	5	Lifestyle Magazine	80,838	\$1,725
That's Life	24/03/2010	5	Lifestyle Magazine	283,759	\$950
Super Food Ideas	April, 2010	5	Lifestyle Magazine	280,000	\$6,500
ABC Delicious	April, 2010	5	Lifestyle Magazine	132,000	\$1,400
Sunday Mail Adelaide	28/03/2010	5	Capital City daily newspaper	300,483	\$5,895
Sunday Telegraph	28/03/2010	5	Capital City daily newspaper	632,009	\$8,900
Sunday Mail Brisbane	28/03/2010	5	Capital City daily newspaper	525,477	\$6,362
Sydney Morning Herald	30/03/2010	5	Capital City daily newspaper	211,066	\$9,450
<b>Total: 17</b>				<b>3,997,592</b>	<b>\$63,799</b>

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

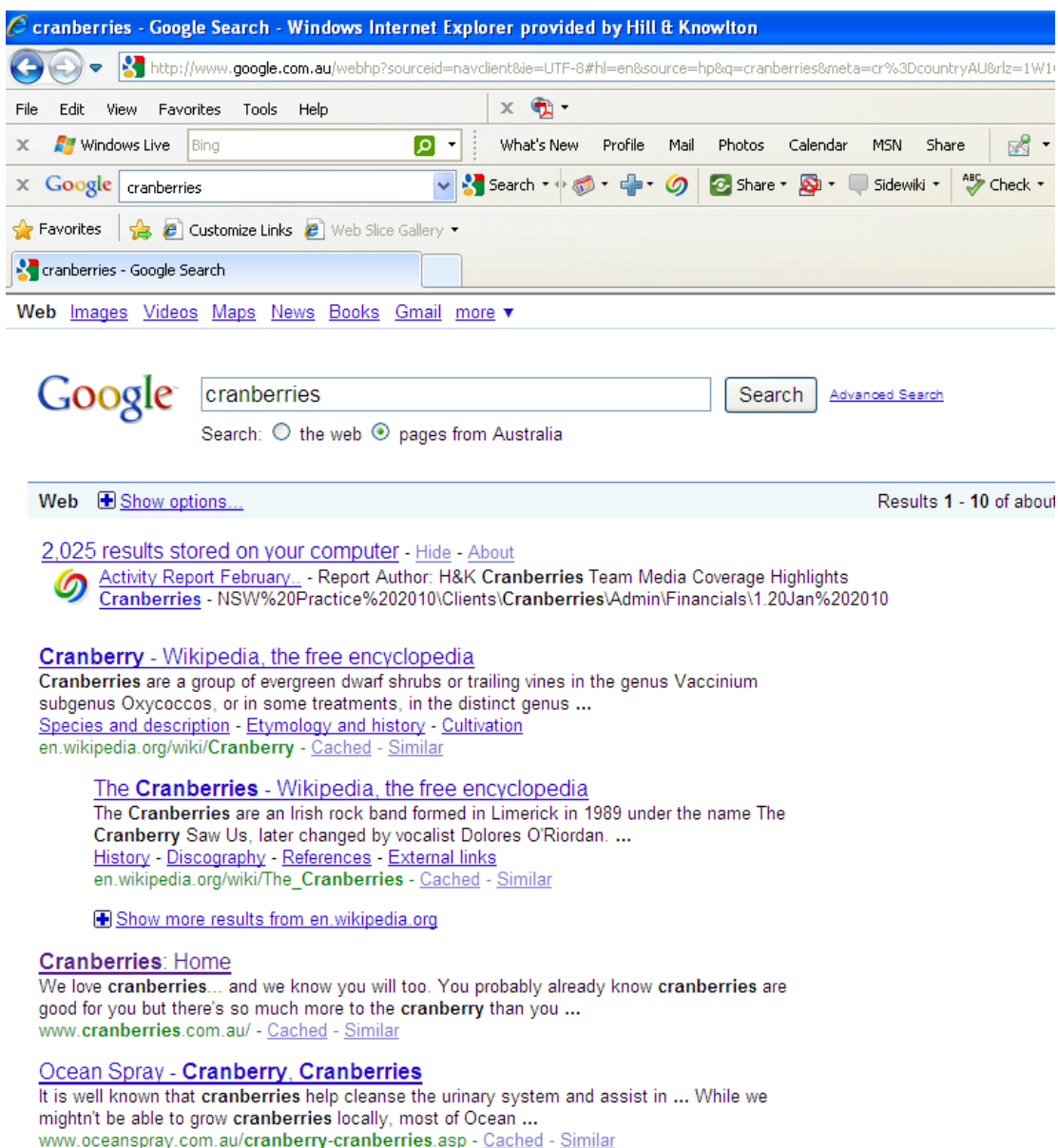
Category	# of Articles		Weighted Media Value	
	Mar-10	Aug- Mar 10	Mar -10	Aug- Mar 10
Category 1	6	26	\$8387	\$163,099.99
Category 2	0	6		\$22,000
Category 3	0	7		\$35,988.86
Category 4	2	26	\$12,200	\$157,073.73
Category 5	9	87	\$43,212	\$431,822.55
<b>Total:</b>	<b>17</b>	<b>152</b>	<b>\$63,799</b>	<b>\$809,985.13</b>

## Website Update

In March, the USA Cranberries Down Under website received:

- 661 visits
- 1,892 page views
- 2.86 pages/visit.

When "cranberries" is entered as a search term on the Australian Google site, and "pages from Australia" is clicked, the CMC Australian site is the third listed. The Wikipedia definition of cranberry and The Cranberries musical band are listed ahead.



The screenshot shows a Windows Internet Explorer browser window displaying a Google search for "cranberries". The search results are filtered to "pages from Australia". The top result is "2,025 results stored on your computer" with a link to "Activity Report February...". The second result is "Cranberry - Wikipedia, the free encyclopedia" with a brief description of the plant genus. The third result is "The Cranberries - Wikipedia, the free encyclopedia" with a brief description of the Irish rock band. The fourth result is "Cranberries: Home" with a link to the website. The fifth result is "Ocean Spray - Cranberry, Cranberries" with a link to the website.

**cranberries - Google Search - Windows Internet Explorer provided by Hill & Knowlton**

http://www.google.com.au/webhp?sourceid=navclient&ie=UTF-8#hl=en&source=hp&q=cranberries&meta=cr%3DcountryAU&rlz=1W1

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share

Google cranberries Search Share Sidewiki Check

Web Images Videos Maps News Books Gmail more

Google Search:   [Advanced Search](#)

Search:  the web  pages from Australia

Web [Show options...](#) Results 1 - 10 of about

2,025 results stored on your computer - [Hide](#) - [About](#)

[Activity Report February...](#) - Report Author: H&K Cranberries Team Media Coverage Highlights  
[Cranberries - NSW%20Practice%202010\Clients\Cranberries\Admin\Financials\1.20Jan%202010](#)

**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](http://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. ...  
[History](#) - [Discography](#) - [References](#) - [External links](#)  
[en.wikipedia.org/wiki/The\\_Cranberries](http://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/](http://www.cranberries.com.au/) - [Cached](#) - [Similar](#)

**Ocean Spray - Cranberry, Cranberries**  
 It is well known that cranberries help cleanse the urinary system and assist in ... While we mightn't be able to grow cranberries locally, most of Ocean ...  
[www.oceanspray.com.au/cranberry-cranberries.asp](http://www.oceanspray.com.au/cranberry-cranberries.asp) - [Cached](#) - [Similar](#)

**New Products Update**

Name	Brand	Description	Price in AUD	Photo
White chocolate cranberry cookies	The Endless Cookie Company	Gourmet cookies that are delivered fresh on a monthly basis to the recipient of the subscription	\$139.95 for a three month supply	

**Activity Update**

In March, H&K drafted the Easter media release (please see Appendix A) and distributed it to relevant short lead publications.

**Upcoming Activities**

Month	Activity
April	<ul style="list-style-type: none"> <li>• Winter health media release</li> <li>• Monthly Account Management</li> </ul>

## Appendix A



### Celebrate this Easter with Home-Made Chocolate Treats!

This year make the most of family time over Easter and gather the kids in the kitchen to give the grown-ups a hand whipping up some sweet treats. Perfect for morning tea on Easter Sunday, the kids are sure to love both making and eating the chocolate cranberry crackles. The cranberry hot cross buns are a new take on a traditional Easter favourite –sure to be popular with all members of the family, young and old.

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#### ***Chocolate and Cranberry Crackles***

An easy recipe to make with children at Easter, these sweet treats are ready to enjoy in less than 90 minutes. Copha no longer contains trans-fats, but if you're looking for a less processed alternative, organic virgin coconut oil can be used and is available from health food stores. It will set to a solid in the fridge.

**Prep time:** 10 minutes

**Cooking time:** 1 hour (chilling)

**Total time:** 1 hour 10 minutes

**Difficulty rating:** Very easy

Makes 24

#### **You'll need**

4 cups	Rice puffs
1 & ½ cups	Icing sugar
1 cup	Desiccated coconut
1 cup	Cranberries, dried
250g	Copha, chopped
3 tbsp	Cocoa
2 tbsp	Silver ball cake decorations
24	Paper patty cases



#### **To make the crackles:**

1. Place rice puffs, icing sugar, coconut, cranberries and cocoa in a large mixing bowl
2. Melt the Copha over a low heat in a saucepan and allow to cool slightly

3. Add to the rice puff mixture, stirring thoroughly until combined
4. Spoon mixture evenly into patty cases and refrigerate for approximately an hour until firm
5. Dot each crackle with 3-4 silver ball cake decorations each to give it an eggs-tra special Easter touch.

## **Cranberry Hot Cross Buns**

These are lovely for morning or afternoon tea over Easter; served cold or toasted. They can be spread with butter or ricotta, which complements the sweetness of the cranberries. To make spicier buns, simply double the quantity of ground spices.

**Prep time:** 55 minutes + 90 minutes proofing

**Cook time:** 30 minutes

**Total time:** 2hours 55 minutes

**Difficulty rating:** Medium

Makes 16

### **You'll need**

1& ¼ cups (310ml)	Milk
¾ cup (165g)	Caster sugar
2 x 7g sachets	Dried yeast
4 ⅓ cups (650g) hands and surfaces)	Plain flour (plus extra for flouring your
1 tsp	Cinnamon, ground
½ tsp	Nutmeg, ground
¼ tsp	Ginger, ground
¼ tsp	Cardamom, ground
1 cup (190g)	Cranberries, dried
1	Egg, lightly beaten
100g	Unsalted butter, melted, cooled
¼ tsp	Salt



### **To make the buns**

1. Gently stir the milk and ⅓ cup of sugar in a saucepan over low heat till it is lukewarm, then turn off heat
2. Stir in yeast, then stand on stovetop for 10 minutes or until mixture is foamy
3. Sift 4 cups of flour, spices and ¼ tsp salt together into a bowl
4. Stir in cranberries, add the yeast mixture, egg and butter and stir until the mixture forms a dough
5. Flour a clean kitchen surface or chopping board (the surface is usually easier) and knead for 5 minutes or until smooth and elastic
6. Place in a lightly oiled bowl and cover with plastic wrap. Stand in a warm place (not an oven!) for 1 hour or until doubled in size. NB - If you have a bread maker, follow the instructions for proofing to save time at this stage
7. Divide dough into 16 pieces and shape into balls and place in a greased 23cm square cake tin

8. Cover with plastic wrap then stand in a warm place (not an oven) for 30 minutes or until it has risen level with the rim of the tin
9. Preheat oven to 200°C while you make the icing
10. Stir remaining flour, 1/3 cup sugar and 1/4 cup water together until smooth
11. Spoon into a piping bag then pipe crosses over buns
12. Bake for 10 minutes at 200°C then reduce oven to 180°C and bake for 15-20 minutes or until golden and risen
13. Turn on to a wire rack to cool
14. Stir remaining 1/3 cup sugar and 2 tbsp water in a saucepan over low-medium heat until sugar dissolves then bring to the boil. Brush hot syrup over top of buns. Serve.

**\*Note to the editors:** All cranberry products listed above can be found in major supermarkets around Australia.

For further information, images or requests please contact:

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### **Health Benefits of Cranberries**

Cranberries contain bacteria-blocking compounds that are believed to be 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 80% of the world's best loved fruit.

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

### COMPLETED ACTIVITIES:

**Australian Market Profile:** A profile of the Australian market and retail structure was developed and supplied to the Cranberry Marketing Committee (CMC). The purpose of the profile was to provide CMC with background to the development of the cranberry category in fresh produce in Australia, and to serve as a reference for cranberry trade representatives with an interest in the Australian market.

**US Presidential Visit:** The potential to showcase cranberries during the proposed US presidential visit in late March evaporated when the President postponed his plans to concentrate on the passage of his Heath Bill. However, a benefit from the initiative was the contacts established with industry members in Australia.

**Woolworths' supermarkets:** Contact was made with Woolworths supermarkets to determine who has responsibility for dried fruits and nuts within their produce department. This would be the area to develop the cranberry category in produce. Cameron Carter, until recently responsible for fresh produce imports and now Assistant Business Manager - Hard Produce, was contacted and he advised he should be the first point of contact, along with the Business Manager - Yatron Yalda.

### PLANNED ACTIVITIES:

- April 13: Woolworths; meeting with Cameron Carter, Woolworths supermarkets
- June 10-11: 'Cranberries in Produce" booth at PMA-Australia New Zealand Fresh Connections Conference and Exhibition, Melbourne.

## New Products Update (Provided by Produce Marketing Australia):

**Product Data Base:** With the completion of the initial retail scan, over 100 products have been identified for inclusion on the retail product data base. A summary of the product listing (which does not cover multiple pack sizes for the same product) is as follows:

Cranberry Produce Usage Summary Report		Number of each	
Drink	Juice	Chilled/Fresh	7
		Shelf Stable	13
	Other Cranberry Drinks		9
Dried		7	
Sauce/Spreads		11	
Snacks		24	
Bakery		0	
B'fast Cereal		16	

<b>Cranberry Produce Usage Summary Report</b>	<b>Number of each</b>
Frozen	1
Powder	1
Medicinal Therapeutic	13
<b>Total Cranberry products @ 5th March</b>	<b>102</b>

The survey highlighted two issues that the industry may need to address:

1. The low cranberry content in many of the products listed. At the same time, manufacturers recognize the benefits of having cranberries in their products, and make reference to cranberries in many of their on-pack labels.

*Recommendation:* Increasing the cranberry content should be a supplier/manufacturer goal, in lifting the overall sales (barrels) of cranberries in the Australian market

2. Variations in how cranberry content is measured. There is a wide range of how different products record the cranberry content e.g. reconstituted cranberry juice, cranberry juice, cranberries 25-39% (for a dried cranberry product), cranberries (not specified which type and fresh cranberries are not permitted access in Australia), cranberry fruit powder etc.

*Recommendation:* Develop a standard measure for cranberry content, so consumers can easily select products according to content.

**Manufacturer/Marketer Data Base:** The next element in mapping the supply chain will be to document the producers/marketers of product identified in the development of the product data base. Contributions from US suppliers shipping into the Australian market would be valuable.