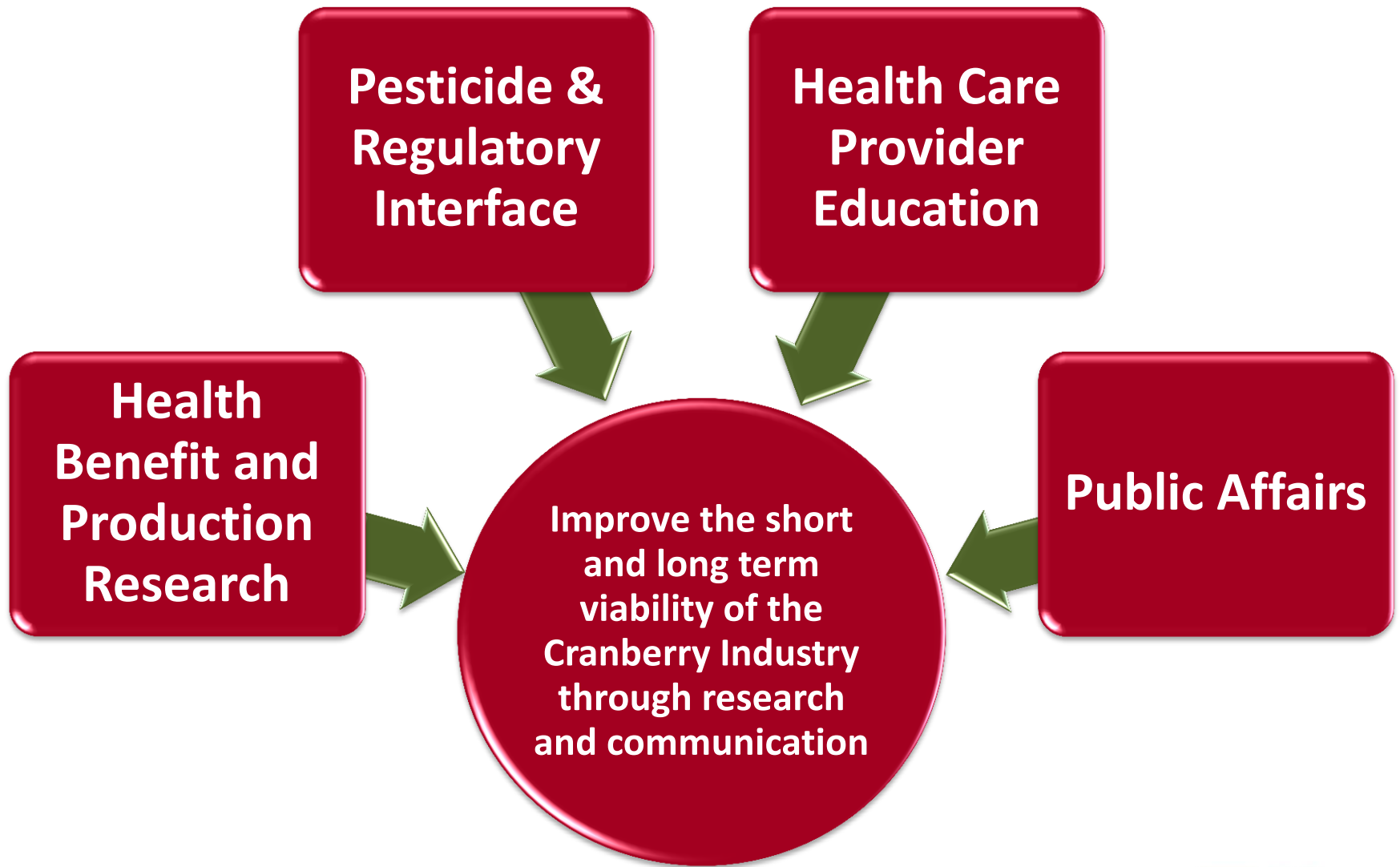


Update from the Cranberry Institute

Terry Humfeld, Executive Director

March 2013



Mission

Health Benefit Research Supported by Canadian Cranberry Growers Coalition

- Tufenkji – McGill University. Effects of CB Materials re Bacterial Pathogenic Properties
- Chen, McKay, Blumberg. Tufts University Urinary PAC A2 as a Biomarker of Compliance to Intake of CB Products – A Pilot Study.
- Basu, Lyons. Oklahoma State University. Effects of CB on Postprandial Metabolism in Obese Patients with Type-2 Diabetes.

Horticulture Research Study

- *Cranberry Horticultural Research in North America: A Review of Research Activities and Sources of Funding in 2012*
 - John S. Wilson, Horticultural Advisor, CI
- Task force developing recommendations

Public affairs initiatives on issues that influence consumer demand

- Added Sugar in the diet
- Non-supportive UTI Research & Reviews
- Dried cranberries under attack
- Warfarin Success

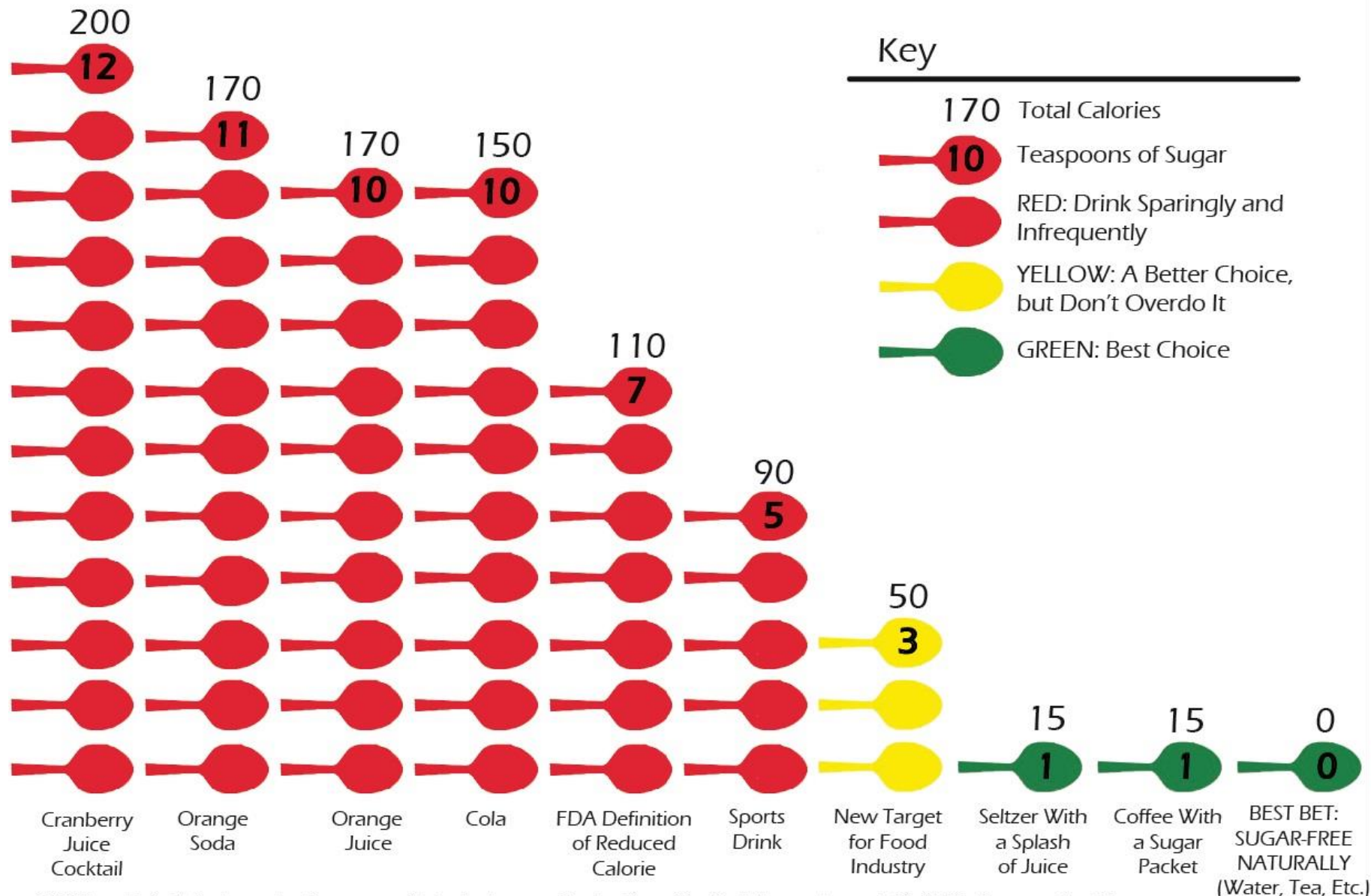
Added Sugar Issue

- An increased focus on sugar in the diet and its perceived connection to rising obesity rates may result in decreased consumption of cranberry products

How Sweet Is It?

Calories and Teaspoons of Sugar in 12 Ounces of Each Beverage

For more information, see The Nutrition Source, www.hsph.harvard.edu/nutritionsource/healthy-drinks/



Added Sugar Issue – CI Strategy

- Develop for publication in 2013 a review of the health benefits associated with the bioactive components of cranberries
 - Working title: *Cranberries and their Bioactive Constituents in Human Health*
 - Publication: *Advances in Nutrition*
 - Focus: components of cranberries that are known health benefits in other fruits, such as polyphenols, flavanols and proanthocyanadins
 - Authors: team of recognized scientific experts

Non-supportive UTI Research

- The Cochrane Collaboration Review:
“Cranberries for preventing urinary tract infections” – 10/17/2012
 - 2008 report was generally positive
 - 2012 report included an additional 14 studies



Cochrane Conclusions

- CJC doesn't work for UTIs
- CJC “tastes” bad and so the studies have large dropout rates
- Two glasses are too much for anyone to drink
- No need to invest in more research
- Further studies of cranberry juice are only likely to support this conclusion, and should not be undertaken without strong justification

Cochrane Review -- CI Response

- Distributed press release to counter Cochrane's assertions: ***"Science Strongly Supports Cranberry Benefits for Urinary Tract Health"***
 - Highlighted new studies that show significant reductions in women and children with up to 65% reduction in UTIs
 - Reduced use of antibiotics
- Outreach underway to long-lead media

Dried Cranberries Attacked

- California Raisin Marketing Board launched a direct attack on Sweetened Dried Cranberries in their *Let's Keep it Real* campaign
 - Targeted e-blasts, print advertisements, broadcast dietitian media segments and print articles
 - Negative Messages
 - Nutrients are virtually eliminated in SDCs
 - Focus on added sugar vs. natural sugar
 - Natural vs. processed



- Developed 3 “Exceptional Dried Cranberry” handouts to explain the dried cranberry process and how to incorporate SDCs into a healthy diet



Warfarin – SUCCESS!!

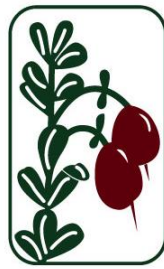
- The FDA approved revised Warfarin (Coumadin®) patient medication guide that **excludes** a warning to avoid cranberry juice and cranberry products became effective May 29, 2012.
- CI website toolkit for health care providers updated

Proactive Public Relations Activities

- Cranberry Health Newsletter Spring & Fall Issues
- Broadcast and online media outreach – Registered Dietitians
- Driving Health Care providers to the *Cranberry Health Research Library*



**Thank You – Merci beaucoup
to
Canadian Cranberry Growers
Coalition
For your continued support of
health benefit research and other
initiatives critical to the cranberry
industry**



THE
CRANBERRY
INSTITUTE

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