



Cindy Taccini

*Director, Cooperative Communications
Ocean Spray Cranberries*





Obesity is a Global Issue



USA
34%



MEXICO
29.5%



NEW ZEALAND
26.5%



CHILE
25.5%



AUSTRALIA
25%



UNITED KINGDOM
24.5%



CANADA
24%



IRELAND
23%



GREECE
18.5%



SPAIN
17.5%



GERMANY
16%



PORTUGAL
15.5%



ISRAEL
13.5%



FRANCE
11.5%



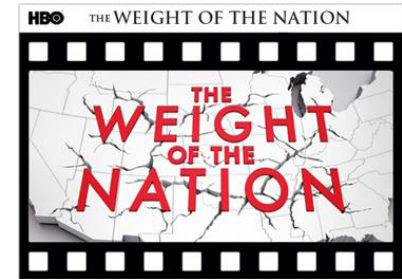
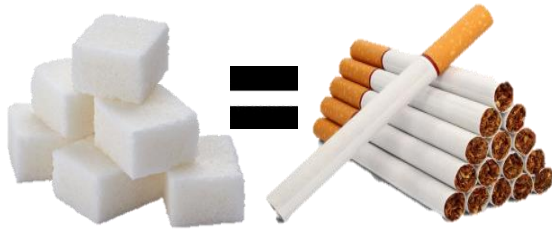
ITALY
10%



JAPAN
3%



The War on Sugar Intensifies



Walmart



Cranberry IS Healthy!





Last year we had BIG marching orders!



Protect & defend against sugar attacks by highlighting the cranberry's exceptional health benefits



The Exceptional Cranberry Campaign



Make cranberries the exception in public policy, practice and pantry!



Regulatory



Health Influencer

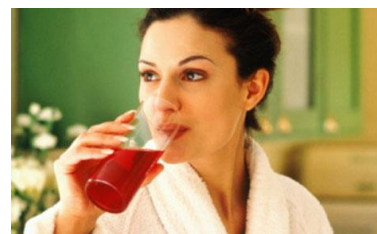


THE
CRANBERRY
INSTITUTE

Industry

Walmart 

Customer



Consumer



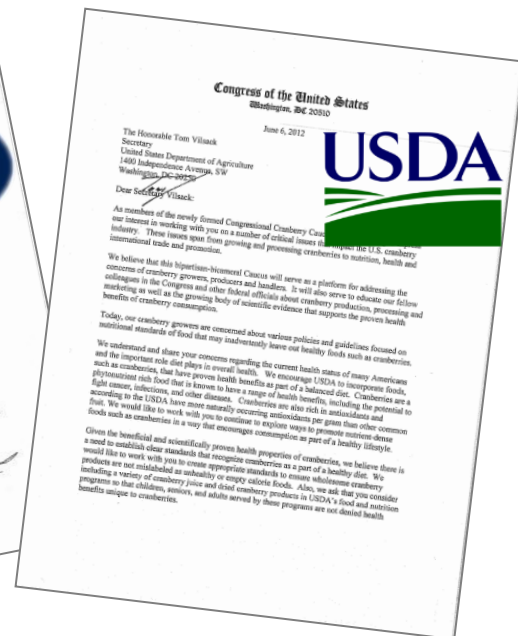
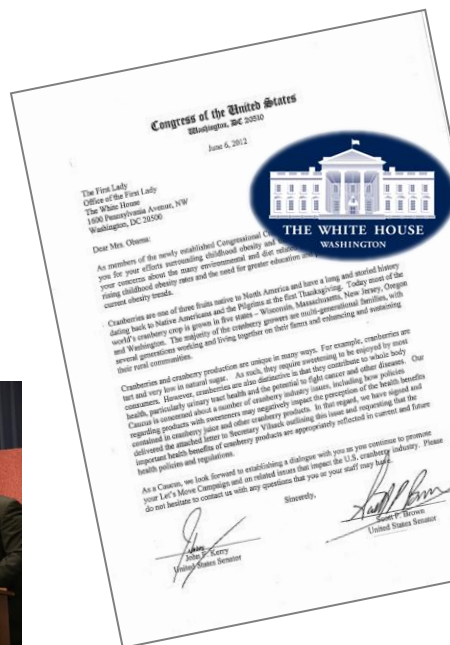
Take a peek inside
The Exceptional Cranberry.



And our CEO led the charge!



Regulatory Outreach

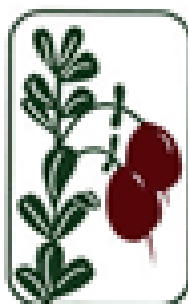


Make cranberries the exception in policy





Industry Outreach



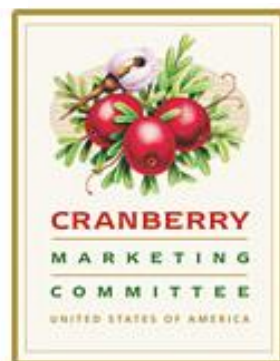
THE
CRANBERRY
INSTITUTE



WISCONSIN STATE
CRANBERRY
GROWERS
— Association —



The Association of Food, Beverage
and Consumer Products Companies




Juice Products
ASSOCIATION

Make cranberries the exception in policy





Health Influencer Outreach



Make cranberries the exception in practice





Customer Outreach



Make cranberries the exception in pantry





Consumer Outreach



Make cranberries the exception in pantry





cranberryhealth.com

Help us make cranberry the exception.

While efforts to reduce the consumption of sugar are commendable, the unintended result has been the lumping of cranberry juice with beverages that offer little to no nutritional value. Sign the petition to make cranberries the exception in added sugar policy and practice.

[SIGN OUR PETITION >>](#)



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THE CRANBERRY HEALTH THE TRUTH ABOUT SUGAR TAKE ACTION NEWS VIDEOS

VIDEOS



PACs at Work
See how cranberry works to promote urinary tract health.

[WATCH VIDEO](#)



Meet the Growers
Where do cranberries come from? Meet the generations of growers who tend to the cranberry harvest every fall.

[WATCH VIDEO](#)



Empty Calories vs. The Nutrition of the Cranberry
Learn about the difference between empty calories and the good nutrition of the cranberry.

[WATCH VIDEO](#)



A Message to Ocean Spray's Fans from Our CEO

FOLLOW US ON TWITTER



Three new studies may push you to fill your plate with fruits and veggies – read more from @CBDiekman:
<http://t.co/CsBvsAHr> #DYK



The holidays are for hosting & the cranberry is a great choice for giving your dishes a healthy kick:
<http://t.co/1ltq6mwp>, via @DanaFarber



Thanks, @MedicineHunter, for giving thanks for the [#exceptionalcranberry](#)!
<http://t.co/ANWtHnv1g>



Hypertension affects more than 76mil US adults. How to fix it? By drinking more cranberry juice:
<http://t.co/4AS2GTFd> [#exceptionalcranberry](#)

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SIGN OUR PETITION

CRANBERRY NEWS

[New Cardiovascular Research Presented at AHA Reinforces Cranberry's Whole-Body Health Benefits](#)

[American Heart Association Scientific Sessions and The Journal of Urology® Studies Further Validate Whole-Body Health Benefits of Cranberries](#)

[Cranberry Takes Bold Step to Become the Exception in Sugar Policy Recommendations](#)

[MORE NEWS >>](#)


CRANBERRY JUICE IS A HEALTHY CHOICE!



[DOWNLOAD](#)

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We got people talking



We are seeing results



Media Coverage



THE
HUFFINGTON
POST

AP Associated Press

WALL STREET
JOURNAL



We reached 1 Billion impressions!



Influencer Results



DEPARTMENT OF AGRICULTURE

Food and Nutrition Service

National School Lunch Program and School Breakfast Program: Nutrition Standards for

All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010

“We acknowledge that for certain dried fruit products, the addition of nutritive sweeteners may be necessary for processing and palatability (i.e. cranberries).”





The Exceptional Cranberry Campaign



Make cranberries the exception in public policy, practice and pantry !



Regulatory



Health Influencer



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY



Children's Hospital Boston



HARVARD
SCHOOL OF
PUBLIC HEALTH



UMASS
AMHERST

Tufts
UNIVERSITY

Consumer



StumbleUpon



Customer



Health Hub/Social Media



Create a groundswell of positive discussion among key audiences
re-establishing cranberry products as part of a healthy diet



The Future?

Merci beaucoup!

