

A Call for Continued Cranberry Health Research

The Cranberry Institute, in conjunction with the Wisconsin Cranberry Board, seeks to grant over \$100,000 this year for research examining the health benefits of cranberry consumption. Research priorities include bacterial anti-adhesion, cardiovascular disease, age-related phenomena and other antioxidant effects, arthritis/inflammatory disease, immune response and cancer. To receive the official 2003 Request for Research Proposals, contact Jere Downing at jdd@capecod.net. All submissions must be received by 5:00 p.m. Eastern Standard Time on March 1, 2003.

If you would like to receive a monthly email reminder that will link you to this newsletter, or if you have comments, questions or suggestions, please email: cinews@earthlink.net

Influence of Health Information on Cranberry Juice Taste Perception Researched

Does knowing that a particular food is healthy make it “taste” better and influence usage? Will beverages with high cranberry juice concentrations appeal to the public once they know more about cranberry’s health benefits?

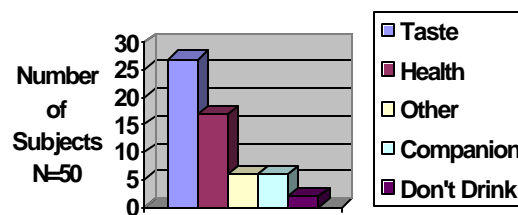
University of Maine food scientists Samira Ghazanfar, Mary Ellen Camire and Michael Dougherty researched the affect of health information on perception of cranberry juice’s taste. According to their research, published in the November/December 2002 issue of the *Journal of Food Science*,¹ ratings for tartness and overall acceptability improved with awareness of health benefits and labeling.

In the study, 50 women from the University of Maine community rated cranberry juice blends containing 27, 34, 41, 54 and 100 percent cranberry juice concentrations. In the first phase of the study, panelists unaware of the cranberry juice content in the samples ranked each sample on Peryam and Pilgrim’s nine-point hedonic scale (1 = dislike extremely, 5 = neither like nor dislike, 9 = like extremely) for body (viscosity), sweetness, tartness and overall liking.

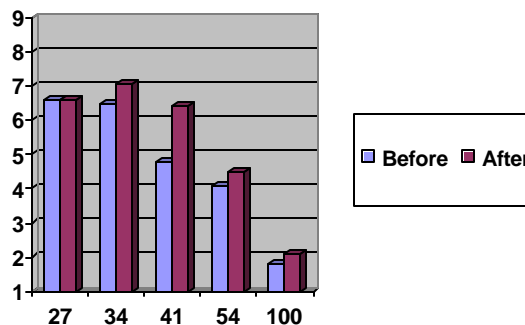
The subjects returned one week later for the second phase of the study and, prior to receiving cranberry juice samples again, read a handout describing the health benefits of cranberries. After reading the information, panelists received randomized samples of the cranberry juice blends, this time with cranberry juice content labeled clearly. The subjects rated the acceptability of each blend using the same hedonic scales as the first session.

During the first session, panelists liked the 27 and 34 percent blends equally overall. After receiving the health information, they liked the 41 percent blend as much as the 27 percent blend. The study demonstrates that female consumers may be willing to drink beverages containing as much as 34 percent cranberry juice based on taste alone, but a brief education program followed by evaluation of juice blends labeled as to their cranberry juice content strongly improves both the perception of tartness and overall liking of the 41 percent cranberry juice blend. Sweetness and body also improved slightly.

Reasons for Drinking Cranberry Juice Products



Overall Hedonic Rating Before & After Receiving Information



¹ *J. of Food Sci.*, Vol. 67, No. 9, 2002

Calendar of Events

Experimental Biology 2003: Translating the Genome, April 11-15, 2003, San Diego, CA. For more information, visit <http://www.faseb.org/meetings/eb2003/>

American College For Advancement in Medicine : Spring Conference, May 14-18, 2003, Washington, DC. For more information, visit www.acam.org

American Aging Association 2003 Annual Conference: Nutritional Modulation of Aging and Age-Related Diseases, June 6-9, 2003, Baltimore, MD. For more information, visit www.americanaging.org

American Dietetic Association 2003 Food & Nutrition Conference & Expo, October 25-28, 2003, San Antonio, TX. For more information, visit <http://www.eatright.org/function/2003.html>

Save the Date! Cranberry Health Web Chat Scheduled to Debut

From anti-adhesion to antioxidants, so many promising research studies have emerged recently, that there are sure to be questions throughout the health community on the role of cranberries in maintaining and improving human health.

The Cranberry Institute will host a live, two-hour Web chat with Dr. Martin Starr, scientific advisor to the Institute. This online chat provides health professionals with a forum to engage Dr. Starr in a lively discussion about the health research surrounding cranberries, with real-time answers to their questions.

To participate in the chat, please visit <http://www.cranberryinstitute.org/news.htm> on Wednesday, March 5 from 2pm to 4pm Eastern Standard Time.

Brandied Cranberry Apple Dream

Teach your patients and clients that Valentine's Day can be a non-fat, healthy affair with cranberries.

12 oz.	Cranberries, fresh
2	Apples, peeled, chopped
1 cup	Sugar
1 cup	Brandy
1 teaspoon	Cinnamon, ground
2 teaspoons	Orange zest
1 cup	Sugar
1 Tablespoon	Flour, all-purpose
¾ teaspoon	Cinnamon, ground
6	Egg whites
1/8 teaspoon	Cream of Tarter

1. Place the first five ingredients in a medium saucepan and simmer 12 to 15 minutes, stirring occasionally, until cranberries burst, apples soften and liquid is absorbed. Remove from heat; stir in orange zest.
2. Mix sugar, flour and cinnamon together; set aside. Beat egg whites and cream of tarter in a large bowl until soft peaks form. Slowly add the sugar mixture, beating on high until stiff peaks form.
3. Place ¾ cup meringue on a greased baking sheet. Using a spoon, form four-inch wide baskets, building up the sides. Bake in a preheated 275°F oven for one hour. Turn off the oven and leave meringues in for one more hour until dry; cool completely.
4. Fill each basket with ½ cup warm filling. Serve immediately. Makes six servings.

Nutritional Analysis: Calories 430 (Calories from Fat 0%), Protein 4g, Carbohydrate 83g, Fiber 5g, Fat 0g, Cholesterol 0mg, Sodium 55mg.