



Celebrate National Cranberry Month!

Welcome to the second annual National Cranberry Month! Cranberries have much to celebrate, given their bacteria-blocking antiadhesion properties and heart healthy antioxidant profiles.

We hope you'll join us to celebrating all the cranberry has to offer by stopping by the Cranberry Institute's booth at the American Dietetic Association's conference this month (see page 2), recommending healthy cranberry recipes to dietetic clients, pursuing research opportunities to further explore the impacts of cranberry and visiting www.cranberryinstitute.org to keep your pulse on the latest cranberry news.

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 e-mail: cinews@publicis-pr.com

Cranberry Component Linked to Reduced Stroke Damage

Emerging research points to a link between a component found in cranberry and reduced severity of the effects of stroke. Dr. Catherine Neto at the University of Massachusetts-Dartmouth served as principal investigator on the preliminary rat cell tissue study and presented the study's findings at the American Chemical Society meeting held in New York this September.

The research suggests that cranberry may protect against the brain cell damage that occurs during a stroke. According to the study, cranberry may reduce the stroke's severity via an antioxidant mechanism during the early stages of stroke, when the most damage occurs.

According to Dr. Martin Starr, Science Advisor to the Cranberry Institute, "These exciting new findings suggest that exposure to a concentration of cranberry extract equivalent to approximately half a cup of whole cranberries caused a 50 percent reduction in brain cell death."

The study received funding from the Cranberry Institute, Wisconsin Cranberry Board and the University of Massachusetts-Dartmouth. Dr. Starr commented, "We are very encouraged by these preliminary trials and intend to sponsor additional research to confirm these findings and determine the implications for human health and nutrition."

Stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is blocked by a clot or bursts. When part of the brain dies from lack of blood flow, the part of the body it controls is affected. Stroke can cause paralysis, affect language and vision, and cause other problems.

The study captured the attention of the media with coverage including the *Dallas Morning News*' online edition, CBS Market Watch and NBC6.Com in Charlotte, North Carolina.

Fast Facts on Stroke

- ❖ Stroke is the nation's third leading cause of death and a leading cause of serious, long-term disability in the United States.
- ❖ Every 45 seconds, someone in America experiences a stroke.
- ❖ Stroke costs the United States \$30 to \$40 billion per year.

-- Statistics provided by the American Stroke Association

Further Research Published on Cranberry's Anti-Foodborne Pathogen Protection

Not only does cranberry block bacteria from adhering to cells in the human body to prevent urinary tract infections (UTIs) and other infections, it may also have a mechanism that helps keep cranberry juice free from foodborne pathogens. Research from the National Food Processors Association found that cranberry, lemon and lime juice concentrates all possess intrinsic antimicrobial properties that will eliminate *E. coli*, *Listeria monocytogenes* and *Salmonella* in the event of postconcentration recontamination.

Source: *J Food Prot* 2003 Sep;66(9):1637-41

Calendar of Events

National Nutritional Foods Association. Annual meetings of most regional sections take place from September to December. For more information, visit: www.nnfa.org

American Urological Association. Annual meetings of most regional sections take place from September to November. For more information, visit: auanet@org

American College of Nutrition, Annual Meeting, October 9-12, 2003, Nashville, TN. For more information, visit: www.am-coll-nutr.org

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

American Heart Association, Scientific Sessions, November 9-12, 2003, Orlando, FL. For more information, visit: www.scientificsessions.org

American Public Health Association, Annual Meeting, November 15-19, 2003, San Francisco, CA. For more information, visit: www.apha.org

Visit the Cranberry Institute at ADA!

We hope to see you at the American Dietetic Association's Food & Nutrition Conference & Expo in San Antonio this month. Be sure to stop by the Cranberry Institute's booth, #1007, where you will find all the latest cranberry health information, including technical health bulletins on cranberry's health properties, new recipe card featuring a low-fat dessert, information on our Scientific Advisory Board and highlights of new research.

The Cranberry Institute will also proudly sponsor the Research Dietetic Practice Group (DPG) Member Reception on Monday, October 27, from 4:00 to 5:30 p.m. at the San Antonio Marriott Riverwalk. Research DPG members lead in the promotion and advocacy of the role of research in setting professional practice standards and health policy, and determining the role of nutrition in health and disease prevention. All Research DPG members are invited to attend the reception, where Dr. Martin Starr, Science Advisor to the Cranberry Institute, will give a short presentation.

The Cranberry Institute will also co-sponsor, in conjunction with the Peanut Institute, the Nutrition Education for the Public (NEP) Dietetic Practice Group (DPG) Breakfast and Business Meeting on Sunday, October 26, from 7:00 to 9:00 a.m. at the San Antonio Marriott Rivercenter. NEP DPG practitioners focus on the design, implementation and evaluation of nutrition education programs for target populations. All NEP DPG members are invited to attend the meeting, and Dr. Starr will present to this group as well.

Now Available: Cranberry Brochure

The Cranberry Marketing Committee has just reprinted its popular informational brochure. Designed for consumers, you may wish to keep a copy on hand when you explain health benefits of cranberry to this audience. The brochure offers:

- ❖ Descriptions of the many health benefits
- ❖ Helpful tips on how to add cranberry to the diet
- ❖ History of the therapeutic use of cranberry
- ❖ Fun facts and folklore
- ❖ Two new healthy cranberry recipes!

We are able to honor requests for small quantities of the brochure, while supplies last. Please contact Ryan Simonds at (206) 270-4639 or by e-mail at ryan.simonds@publicis-usa.com, or stop by the Cranberry Institute booth at ADA.