



White vs. Red: How do white cranberries compare nutritionally to red cranberries?

White and red cranberries have very similar nutrient profiles, except for their anthocyanin levels (the pigments that give cranberries their bright red color). White cranberries contain similar levels of the proanthocyanidins that possess the bacteria-blocking antiadhesion properties useful in maintaining urinary tract health, as well as other antioxidants and macronutrients.

Encourage your clients and patients to try white and red cranberry products, to find the ones that suit their family's tastes.

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

Phytochemical Benefits Presented at Anti-Aging Conference

Noted cranberry researchers and other esteemed phytochemical experts convened in Baltimore, Maryland, earlier this month for the annual meeting of the American Aging Association. Titled "Nutritional Modulation Of Aging And Age-Related Diseases," this year's conference examined the role of nutrition in maintaining health as well as preventing diseases associated with aging, such as diabetes, macular degeneration and Alzheimer's. Conference organizer and then-president of the American Aging Association, Dr. James Joseph commented, "Through this conference, we hope to get the word out about the importance of a diet full of fruits and vegetables. When it comes to helping prevent the effects of aging, berry fruits such as cranberries and blueberries are not just cousins in the botanical world, they're also cousins in the behavioral world."

Cornell University's Dr. Rui Hai Liu – who has studied the ability of cranberry extract and phytochemicals to inhibit cell proliferation in colon and liver cancers – presented on the health benefits of phytochemicals found in fruits and vegetables. Dr. Liu noted that epidemiological studies have consistently shown that regular consumption of fruits and vegetables is associated with reduced risk of chronic diseases, such as cancers, cardiovascular disease, stroke, Alzheimer's, cataracts and some of the functional declines associated with aging. Scientists now widely believe that the actions of the antioxidant nutrients in plant-based foods do not solely explain the observed health benefits of diets rich in fruits and vegetables because, taken alone, the individual antioxidants studied in clinical trials do not appear to have consistent preventive effects.

Dr. Liu's group and others have shown that fruit and vegetable phytochemical extracts exhibit strong antioxidant and antiproliferative activities. Dr. Liu therefore proposes that the additive and synergistic effects of phytochemicals in fruits and vegetables are responsible for these potent antioxidant and anticancer activities, and that the benefit of a diet rich in fruits and vegetables is attributed to the complex mixture of phytochemicals present in whole foods. His hypothesis may explain why no single antioxidant can replace the combination of natural phytochemicals in fruits and vegetables to achieve the health benefits. Dr. Liu also believes that the evidence suggests that antioxidants are best acquired through whole food consumption. Dr. Liu's conclusions provide encouragement to dietitians and other health professionals who would advocate the consumption of a healthful diet rich in cranberry, as well as other fruits and vegetables.

Additionally, the University of Illinois' Dr. Mary Ann Lila gave an overview of the antioxidant and anti-inflammatory properties of bioflavonoids, a category of naturally-occurring polyphenolic phytochemicals widely available in a variety of edible plant foods. A typical daily intake in a healthy diet ranges from one to two grams. When people consume flavonoid-rich plants in their diets, the bioflavonoids exert significant preventative, health-promoting, and therapeutic properties for health maintenance. According to Dr. Lila, while the best-known and most widely publicized property of bioflavonoids is the antioxidant capacity, bioflavonoids can also act as prooxidants, enzyme inhibitors, antiadhesins, enzyme activators, anti-inflammatory agents, antiproliferative agents, vasoprotective agents, and more.

Dr. Lila suggested a labeling technique for tracking and quantifying bioflavonoids that might overcome the difficulty in studying them (due to their large, complex structures, ephemeral nature, and the potentiation effects created when different compounds interact to exert biological activity), in order to make recommendations for consumption.

Calendar of Events

National Cancer Institute's Division of Cancer Prevention Conference: Free Radicals: The Pros and Cons of Antioxidants, June 26-27, 2003, Bethesda, MD. Cranberry Institute Scientific Advisory Board member Dr. David Heber will present on phytochemical effects beyond oxidation. For more information, visit www3.cancer.gov/prevention/frpca2003/index.html

Florida Dietetic Association 2003 Annual Meeting, July 13-16, 2003, Naples, FL. See the above sidebar article for details on a cranberry-related session. For more information about the conference, visit www.eatrightflorida.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

Calling All Florida Dietitians: Cranberry Institute's Dr. Martin Starr at Florida Dietetic Association

Members of the Florida Dietetic Association will have the opportunity to hear the latest research update on cranberry benefits in person, at the Florida Dietetic Association's annual meeting next month. Dr. Martin Starr, Science Advisor to the Cranberry Institute, will speak on Monday, July 14, from 8:00-9:30 a.m. at the Regency Resort in Naples, Florida. A brief description of his talk follows:

Cranberry Health Research Update: Big Benefits in a Small Package Martin Starr, Ph.D.

Cranberries have long been known for their medical benefits, particularly for prevention of urinary tract infections (UTIs). Dr. Starr provides a comprehensive overview of existing and emerging research on cranberry and health, with special emphasis on the microbial anti-adhesion properties of cranberry. He will look beyond UTIs and discuss new research that suggests the bacteria-blocking mechanism in cranberry may also be beneficial for prevention of ulcers, gum disease and respiratory infections. Dr. Starr will also explore the science surrounding the antioxidants in cranberry and their role in cardiovascular health, memory and retention and cancer prevention. (Level II LNC: 5420.)

For more information, please visit www.eatrightflorida.org. We hope to see you there!

Where Can I Refer My Clients For Healthy Cranberry Recipes And Products?

While the Cranberry Institute does not intend to recommend one source over another, we are happy to share a number of links that provide great resources for healthy cranberry recipes and/or products:

Clement Pappas www.clementpappas.com
Cliffstar Corporation www.cliffstar.com
Decas Cranberry Products, Inc. www.decascranberry.com
Northland Cranberries, Inc. www.northlandcran.com
Ocean Spray Cranberries, Inc. www.oceanspray.com

In the News...

HealthNewsDigest.com

Whole Cranberry Fruit Shows Antitumor Activity

Identification of Antitumor Activity in Whole Cranberry Fruit – A research team from the University of Massachusetts at Dartmouth will publish results of its study, titled Identification of Triterpene Hydroxycinnamates with in Vitro Antitumor Activity from Whole Cranberry Fruit (*Vaccinium macrocarpon*), in an upcoming issue of the Journal of Agricultural and Food Chemistry.

Please visit: http://www.healthnewsdigest.com/news/hlth_cranberryw-31.html

Sources for More Information

For more information on the American Aging Association's conference described on page one, including presentation abstracts, please visit:

http://www.americanaging.org/past_meetings/AGE03/