



Cranberry Institute Activities and Programs

- Crop Production Support
- Health Research & Coordination
 - Support by CCGC past 5 years
- Regulatory Interface
- Industry Communication



Production Support

- Coordination with industry organizations
- Crop Research Funding
- Cataloging Research Results



Health Research Coordination

- Funding Partnership with industry organizations including CCGC
- Priorities established by CI's Health Advisory Committee – industry reps
- CI issues RFP – collects proposals
- Funding decisions made collectively at CI Board of Directors meeting



Projects Supported by CCGC

2009

- Effect of cranberry on denture stomatitis, Univ Tennessee Dental School
- Cranberry effect on biofilm, Worcester Polytech Institute
- Cranberry inhibition of allergic response, UMass and UPEI

CCGC support: \$60,200



Projects Supported by CCGC

2008

- Cranberry flavonoid consumption, biomarkers for subjects with Metabolic Syndrome, Oklahoma State Univ
- Anti-viral effects of cranberry juice on rotavirus, St. Francis College
- Cranberry PAC's effects on bacteria and protection from UTI's, McGill Univ

CCGC support: \$77,500



Projects Supported by CCGC

2007

- Cranberry PAC's against bacterial adhesion to biomaterials, McGill Univ
- Cranberry and prevention/treatment of oral candidosis, Laval Univ
- Cranberry anti-microbial protection from food poisoning, Univ of Maine

CCGC support: \$53,100



Projects Supported by CCGC

2006

- Cranberry juice effects on antibody response and flu vaccine in elderly, Univ California
- Cranberry and prevention of breast cancer, Cornell Univ

CCGC support: \$50,000



Projects Supported by CCGC

2005

- Anti-aging effect of cranberry, US NIH
- Effect of cranberry juice consumption on vascular health, Univ of California

CCGC support: \$45,000



Regulatory Interface

- EPA and PMRA Pesticide agencies
- USDA and AAFC Minor Use Registrations
- Chemical companies/registrants
- Water quality regulations



Industry Communication

- CI Supporting Member Advisory Committee
- CI Health Advisory Committee
- CI Website – cranberry health information
- CI Health Newsletter to health professionals
- CI News newsletter to grower community
- CI Health Research Conference



Warfarin Issue

- Twelve anecdotal reports, one death
- The package insert for Coumadin, which is manufactured by Bristol-Myers Squibb states: “Avoid drinking cranberry juice or eating cranberry products.”
- Three positive studies
- Communicating the good news.



Added Sugar Issue

- Child Obesity Epidemic – President Obama’s Health Reform
- American Heart Association Statement
- Cranberry Industry is built on added sugar
- Discussion starting now within the industry
- Communicate the benefits of cranberry overriding the detriment of added sugar.