



Questions about Cranberries and Health?

COMING SOON! Look to the Cranberry Institute's Web site for a live, two-hour Web chat. This live online chat offers health professionals a chance to engage select cranberry health experts in discussions about the health research surrounding cranberries. Participants will receive real-time responses to their questions. Dr. Martin Starr, scientific advisor to the Cranberry Institute, will share his expertise in an upcoming Web chat. Stay tuned for the time and date.

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

Cranberry Health News

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Introducing the Scientific Advisory Board

The Cranberry Institute and the Cranberry Marketing Committee recently established a Scientific Advisory Board in order to ensure that positions and communications about the health benefits of cranberries are credible and always based on sound science. Members of the Board will participate in quarterly teleconferences and meetings to monitor and evaluate the latest research for relevance and accuracy. The Board will meet on April 10, 2003, preceding the Experimental Biology conference in San Diego. With great pleasure, we introduce to you the founding members of the Scientific Advisory Board.

Johanna Dwyer, DSC, RD

Dr. Dwyer directs the Frances Stern Nutrition Center at New England Medical Center. She is also a professor of medicine, nutrition and community health at the Tufts University Medical School and a professor of nutrition at the Tufts University School of Nutrition Science and Policy. Dr. Dwyer is a senior scientist at the Jean Mayer USDA/Human Nutrition Research Center on Aging and a fellow of the Society for Nutrition Education. She is also past president of the American Society for Nutrition Sciences and editor of *Nutrition Today*.

Clare Hasler, Ph.D.

Dr. Hasler is the founding director and current associate director of outreach and industry relations at Functional Foods for Health, a joint program of the University of Illinois at Chicago and the University of Illinois at Urbana-Champaign (UIUC). She also sits on the faculties of UIUC's Department of Food Science and Human Nutrition, Division of Nutritional Sciences and Environmental Toxicology Program. In 1998, *Self Magazine* recognized Dr. Hasler as one of the "Top 25 Food Influentials."

David Heber, M.D., Ph.D., FACP, FACN

Dr. Heber directs the Center for Human Nutrition at the University of California at Los Angeles (UCLA), where he is also a professor of medicine and public health as well as the chief of the Department of Medicine's Division of Clinical Nutrition. Dr. Heber directs the National Institutes of Health's (NIH's) Clinical Nutrition Research Unit and the NIH Nutrition and Obesity Training Grants at UCLA. A board-certified physician, Dr. Heber is the author of two professional texts and three books for the general public.

Martin Starr, Ph.D.

Dr. Starr is the Cranberry Institute's scientific advisor. Until retirement in 2002, he directed the health and nutrition program at Ocean Spray Cranberries. Dr. Starr created Ocean Spray's Medical Research Program, focusing on the cranberry's urinary tract health, antioxidant and anti-cancer properties. He has authored book chapters on food processing and has given many presentations on cranberry's health benefits. Dr. Starr is an active member of the Institute of Food Technologists and the American Chemical Society.

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/](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/fnce/2
003.html](http://www.eatright.org/fnce/2003.html).

Evidence-Based Health Claims for Foods: The FDA Creates a New Framework for Educating Americans about Healthful Foods

In December 2002, the U.S. Food and Drug Administration (FDA) presented industry guidance on a new permutation to health claim regulations – the *qualified health claim* – in the labeling of conventional foods and dietary supplements. This applies to cases where the total body of scientific research does not yet achieve complete consensus, but the scientific evidence in support of the claim outweighs the scientific evidence against the claim. In such cases, the FDA will notify the petitioner that it intends to exercise its enforcement discretion so long as the food label includes the appropriate qualifiers.

FDA Commissioner Mark McClellan, M.D., convened the new FDA Task Force on Consumer Health Information for Better Nutrition to develop scientific guidance for establishing standards for qualified health claims on January 16. The FDA notes that this change acknowledges consumers' tendency to respond more readily to foods labeled with health claims making an explicit link between a specific health benefit and a particular nutrient or food component than they do simple nutrient claims.

The Cranberry Institute (CI) agrees with the FDA that qualified health claims will help improve the public's understanding of food and nutrition by allowing an increase in thoughtful, truthful communications on food labels. The CI also recognizes the potential opportunity this creates to further educate Americans about the health benefits of cranberries, and is currently reviewing the FDA guidance to determine how best to approach the qualified health claim.

Also in the news...

Cranberries are in, December 8, 2002, South Florida Sun-Sentinel:
FORT LAUDERDALE – Cranberries are the new “it” fruit. The fruit contains compounds that make it hard for bacteria to stick to your bladder and urinary tract, which helps prevent urinary tract infections. Recent studies now show that cranberries may have this same effect on bacterial in the stomach, which could help prevent ulcers. Even a half-cup of cranberry sauce or a 10-ounce glass of cranberry juice will do the trick.

Cranberries loaded with disease-fighting nutrients, December 11, 2002, Staten Island Advance:
STATEN ISLAND – Research suggests these native American berries have many health benefits. Don't put that extra bag of fresh cranberries in the freezer. In fact, it might be smarter to head for the supermarket and stock up on a little more.

Berry beneficial: Cranberries aren't just for turkeys, so gobble them year-round, December 15, 2002, Fort Worth Star-Telegram
FORT WORTH -- Though they're available fresh only during the Thanksgiving-Christmas spread, cranberries freeze simply and beautifully – and new studies give us even more reason to make a little room in the freezer...Cranberries have long been known to help prevent urinary-tract infections, but until recently the key mechanism was thought to be the acidity in the juice. Now a study shows that specific compounds in cranberries prevent certain infection-causing *E. coli* bacteria from sticking to urinary-tract walls.