



a publication of the Cranberry Institute

## **CRANBERRY INSTITUTE COMMENTS ON RECENT CRANBERRY STUDY AND EDITORIAL IN JAMA**

On October 27, the *Journal of the American Medical Association* published a study and editorial piece regarding the efficacy of cranberry products in urinary tract health. The results of the study were misconstrued and overstated. The research failed to prove whether cranberries were effective in preventing recurrent urinary tract infections (UTIs). Despite this, both the study and editorial received widespread national media coverage discounting decades of peer-reviewed, promising cranberry research.

To help explain the deficiencies in the current study and assure cranberry fans that the depth of data still does support the use of cranberry products as a UTI prophylaxis, we drafted the below statement. We encourage you to share this perspective as you see fit.

### **Response to JAMA Cranberry and UTI Research**

The Cranberry Institute maintains its confidence in the decades of scientific studies from independent research demonstrating that regular consumption of cranberry products helps promote a healthy urinary tract; especially in individuals suffering from recurrent UTIs.

The *Journal of the American Medical Association* (JAMA) article, "Effect of Cranberry Capsules on Bacteriuria Plus Pyuria Among Older Women in Nursing Homes," and the subsequent editorial piece, "Cranberry for Prevention of Urinary Tract Infection? Time to move on," is misleading and suffers from fatal flaws. The investigation fails to assess the efficacy of cranberries in the prevention of recurrent urinary tract infections (UTIs) as they treated individuals that did NOT suffer from UTIs or persistent bacteriuria plus pyuria (only five of 185 participants had a history of UTIs). Furthermore, asymptomatic bacteriuria and pyuria is unfortunately common in this population, thus the Infectious Diseases Society of America advises against treatment. Lastly, obtaining uncontaminated, reliable urine samples in this population is a globally recognized challenge especially given that 78% of the subjects had dementia, 68% had urinary incontinence and 44% had bowel incontinence.

We are disappointed that this venerated journal supported the publication of the trial and that it was utilized it as a platform to selectively discredit previously peer-reviewed data. Identifying alternative remedies to help control worldwide antibiotic resistance from overuse remains a shared goal of the medical community, and the Cranberry Institute strongly supports staying the course.

To read our full statement addressing this research, please click [here](#).

## **CRANBERRY NEWS YOU CAN USE**

Beginning on July 26, 2018, the Nutrition Facts Panel will require a specific call out for "added sugars." With the announcement of the new label, the FDA encourages consumers to consider all of the information on a food label when making diet choices. They emphasize that if Americans choose a food with sugars added to make them palatable, such as cranberries, they may do so in moderation and cut back on sugar in other ways in the diet.

To better understand how all foods fit, The Cranberry Institute has teamed up with the experts to provide resources that will help dietitians, and consumers, choose the right foods for a healthy diet.

### **[How to Talk to Consumers About Added Sugars](#)**

The result of an expert dietetic panel hosted by *Today's Dietitian* and the Cranberry Institute, the "*How to Talk to Consumers About Added Sugars*" statement was developed by dietitians, for dietitians, offering guidance for RDs counseling and speaking to media about added sugar.

### **[Added Sugars...with Added Benefits Handout](#)**

Help consumers understand the importance of looking at the complete nutritional value of a product by demonstrating that many foods with added sugars also offer important added benefits.

### **[The Added Sugars Fact Sheet](#)**

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The International Food Information Council (IFIC) Foundation's new fact sheet, "Making Sense of Sugars; The Role of Sugars and Added Sugars in Food," sheds light on the limitations of focusing on "added sugar" and provides recommendations on choosing the right foods based on the new Nutrition Facts Panel.

## **BOG CHAT WITH A CRANBERRY GROWER: MEET FAWN GOTTSCHALK**



Fawn is a fifth-generation cranberry grower from central Wisconsin, mother of two, community volunteer and holds positions on a cranberry committee and two industry boards – including the Cranberry Institute Board of Directors. Her expertise is in finance and bookkeeping, but she works hard to learn more about daily crop management on the marsh every day and is passionate about growing and enjoying cranberries all year long. To learn more about Fawn, check out Healthfully Ever After's interview with Fawn, "[Women in Food: 10 Questions with Cranberry Grower Fawn Gottschalk.](#)"

## **RESEARCH: CRANBERRIES AND HUMAN HEALTH**

### **Experts Ask: Can Cranberries Help Fight Infection, Improve Gut Health and Brain Function, and Lower Risk of Stroke, Diabetes and Heart Disease?**

A recently published report in *Advances in Nutrition* highlights new developments in cranberry health research presented by researchers at the Cranberry Health Research Conference in October 2015. For quite some time, fruits and vegetables have been recommended to individuals to improve health outcomes. Now, a growing body of research spotlights cranberries specifically for their antimicrobial properties, benefits to the gut microbiome and positive impact on cardiometabolic health. Here's a snapshot of what's new in cranberries:

- *Expanded antimicrobial potential.* Research on cranberries' antimicrobial properties in fighting UTIs has expanded to include other types of bacterial infections, demonstrating cranberries' multimodal effects in disrupting bacterial inflammation, adhesion and motility.
- *Gut microbiome effects.* In recent years, the gut microbiome has been given considerable attention for being a critical factor in nutrition and health, affecting food digestion, brain functions and the immune system. Emerging research using mouse models shows cranberries may fight against diet-induced intestinal inflammation in humans.
- *Heart health promotion.* Cranberries may reduce one's cardiometabolic risk factors – the chances of having diabetes, heart disease, or a stroke – by affecting serum lipid profiles, blood pressure, endothelial function, glucoregulation, and a variety of biomarkers of inflammation and oxidative stress.

Given these promising results, the cranberry consumers and the industry look forward to future discoveries in the field!

### [Impact of Cranberries on Gut Microbiota and Cardiometabolic Health: Proceedings of the Cranberry Health Research Conference 2015](#)

Jeffrey Blumberg, Arpita Basu, Christian Krueger, Mary Ann Lila, Catherine Neto, Janet Novotny, Jess Reed, Ana Rodriguez-Mateos, Cheryl Toner – *Advances in Nutrition*

### **New Research Demonstrates Cranberry's Anti-Pathogenic Powers**

From a public health standpoint, it is of the utmost importance to continue to expand strategies for combating pathogen resistance. It appears that cranberries hold promise in this effort. For decades, cranberries have been reported as a remedy for urinary tract infections. Yet, while individuals praised the fruit for its natural cure, science did not fully understand the mechanics of the process. In recent years, research has confirmed their anti-microbial properties, demonstrating that a specific type of cranberry phytochemicals known as proanthocyanidins (cPACs) hinder bacterial activity by preventing their adhesion and motility. Now, in a new study published in *Scientific Reports*, researchers show that cPACs also abolish the production of virulence factors, or the molecules that create disease. The study reports that cPACs inhibit the bacteria's ability to communicate with one another, and therefore prevent them from causing infection. This research has significant implications, since understanding the multimodal effects of cranberries is extremely useful in combating bacterial infections caused by antibiotic-resistant pathogens. Inhibiting bacterial communication is a promising strategy to combat infections that antibiotics cannot cure. Furthermore, the study demonstrated that the bacteria did not develop resistance to the cPACs, as it might with antibiotics. As antibiotic resistance remains a global health concern, the potential of cranberries continues to encourage researchers.

### [Cranberry-derived proanthocyanidins impair virulence and inhibit quorum sensing of \*Pseudomonas aeruginosa\*](#)

Vimal B. Maisuria, Yossef Lopez-de Los Santos, Nathalie Tufenkji, Eric Déziel – *Scientific Reports*

### **New Research Confirms Cranberries' Role in Reducing UTI Recurrence**

A study published in the *American Journal of Clinical Nutrition* concluded that drinking 8-ounces/day of 27% cranberry juice beverage (similar to low-calorie cranberry juice cocktail) reduced the number of symptomatic urinary tract infections (UTIs) by nearly 40 percent in women with recurrent UTIs (over two UTIs in one year). This multicenter, clinical trial found that with a 98% compliance rate, women aged 20-70 who consumed cranberry juice daily over a two-year period significantly lowered their UTI risk compared to drinking a placebo beverage of equal volume. The authors attest that the results support that cranberry juice offers women a nutritional alternative to daily low-dose antibiotics often prescribed to reduce symptomatic UTIs. Thus, providing an option that could help lower the risk of antibiotic resistance due to chronic use. By reducing UTI risk, it may also help decrease the number of doctor visits and lab costs associated with diagnosis and treatment. Finally, the results show that daily cranberry juice consumption may offer women with recurrent UTIs relief that could help improve their quality of life.

[Consumption of a cranberry juice beverage lowered the number of clinical urinary tract infection episodes in women with a recent history of urinary tract infection](#)

Kevin C Maki, Kerrie L Kaspar, Christina Khoo, Linda H Derrig, Arianne L Schild, and Kalpana Gupta – *American Journal of Clinical Nutrition*

### **FRIENDSGIVING IS BACK!**

It's that time of year again, when the trendiest fall holiday is kicking off and cranberry-filled celebrations are in full swing – *Friendsgiving 2016* is here! In case you missed last year's celebration, Friendsgiving is the new holiday trend all about celebrating and giving thanks with your closest friends, either on Thanksgiving, or during the weeks before or after. And this year, the *Cranberry Friendsgiving Photo Contest* has returned as well, with even more categories and prizes! This is your opportunity to show off your cranberry creativity – remember to post your party photos featuring your unique cranberry dishes or décor on Facebook, Instagram, Pinterest or Twitter with the hashtag #FriendsgivingCranberryContest and submit them at [www.CranberryFriendsgiving.com](http://www.CranberryFriendsgiving.com). Please visit the contest website [CranberryFriendsgiving.com](http://CranberryFriendsgiving.com) and enter your own cranberry dish by December 19 for a chance to win!

Last year, our Cranberry Bog Bloggers rose to the occasion by creating their own unique Friendsgiving recipes perfect for impressing friends. Check out a few of our favorites below!



[Sweet and Savory Alternative to Stuffing](#) by Diane Boyd of Cape Fear Nutrition

[Oat Cranberry Pilaf with Pistachios](#) by Sharon Palmer, The Plant-Based Dietitian

[Brown Rice with Cranberry Ginger Sauce](#) by Tawnie Kroll of Kroll's Korner

[Mini Turkey Meatballs with Curried Cranberry Sauce](#) by Anne Danahy of Craving Something Healthy

Are you a Registered Dietitian with a blog? If you'd like to become a Cranberry Bog Blogger and receive additional cranberry health information, recipes and usage ideas to share with your readers, email [sbaber@pollock-pr.com](mailto:sbaber@pollock-pr.com) for more information.



Fresh cranberry season is here! Never cooked with fresh cranberries? Now is the perfect time to try the new Cranberry Cilantro Salsa recipe from the Cranberry Marketing Committee's



[Guide to Entertaining  
with Fresh Cranberries!](#)