



B E R R Y F A C T S

Cranberry

- First used by Native Americans who discovered the wild berry's versatility as a food, fabric dye and healing agent.
- Derived from the Pilgrim name "cranberry" due to its small, pink blossoms that resemble the head and bill of a crane.
- One of a small number of North America's native fruits that is commercially grown.
- Majority of cranberries are harvested between September and October.

Health Benefits

- Cranberries are a rich source of dietary flavonoids and other phenolic acids¹ that research has shown provide a variety of health benefits.
- Recognized as packing a “one-two punch” of both antioxidant and antiadhesion properties, cranberries are one of the richest sources of antioxidants per calorie among popular fruits².
- A growing body of evidence links the phytonutrients found in cranberries to a number of conditions, including the promotion of urinary tract health and helping prevent cardiovascular disease, stomach ulcers and even certain cancers^{3 4}.
- Studies have also shown that cranberry proanthocyanidins (PACs) are the novel compounds responsible for cranberry's unusual bacteria-blocking antiadhesion properties⁵.
- Clinical research has shown that consuming approximately 10 ounces of cranberry juice cocktail daily is effective in achieving cranberry's urinary tract health benefits⁶. Equivalent volumes of cranberry products delivering similar levels of PACs are noted below.
- Epidemiological studies have long shown the benefits of a diet rich in flavonoids⁷ – a diet that includes regular consumption of fruits such as cranberries.



Nutrition Information

1 cup, whole berries (95g)

Calories	44
Total fat	.1g
Protein	.4g
Dietary Fiber	4.4g
Carbohydrate	11.6g
Cholesterol	0.0mg
Vitamin A	57 IU
Vitamin C	12.6mg
Calcium	8.0mg
Sodium	2.0mg
Cholesterol	0.00

Source: USDA Nutrient Database for Standard Reference, Release 19, 2006

For further information visit
www.cranberryinstitute.org
or phone 781.259.1810



THE
CRANBERRY
INSTITUTE

Equivalencies



Juice
10 oz. of
27% juice

≈



Fresh
1 ½ cups fresh or
frozen

≈



Dried
1 oz.
sweetened

≈



Sauce
½ cup

¹ Vinson, J.A., Su, X., Subik, L., Bose, P. Phenol Antioxidant Quantity and Quality in Foods: Fruits. *J. Agric. Food Chem.* 2001;49:5315-5321.

² *Men's Health*/June 2206. NutritionData.com. Institute of Medicine of the National Academy of Sciences.

³ Starr, M., Leahy, M., The Health Benefits of Cranberries and Related Fruits. In: Watson, R.R. Ed., *Vegetables, Fruits, and Herbs in Health Promotion*. Boca Raton, FL: CRC Press, 2001.

⁴ Leahy, M., Roderick, R., Billian, K. The Cranberry – Promising Health Benefits, Old and New. *Nutrition Today*. 2001;36(5):254-265

⁵ Howell, A.B., Vorsa, N., Der Mardarosian, A., Foo, L.Y. Inhibition of the adherence of P-fimbriated *Escherichia coli* to uroepithelial-cell surfaces by proanthocyanidin extracts from cranberries. *N. Eng. J. Med.* 1998;339(15):1085-1086.

⁶ Avorn, J., Monane, M., Gurwitz, J.H., Glynn, R.J., Choodnovsky, I., Lipsitz, L.A. Reduction of bacteriuria and pyuria after ingestion of cranberry juice. *JAMA*. 1994;271:751-754.

⁷ Institute of Medicine, National Academy of Sciences. Dietary reference intakes of vitamin C, vitamin, E, selenium, and carotenoids. Washington, DC: National Academy Press, 2000.