

MAINTAIN, DON'T GAIN Eat Cranberries!

Don't let the Holidays Bog You Down, Eat Cranberries!

Legend has it that the Native Americans introduced the cranberry to the early American settlers at the first Thanksgiving in Plymouth, Massachusetts. Since their historic beginning, these ruby-red berries have been a tasty addition to holiday meals. Whether you love the cranberry for its holiday food flair or its numerous health benefits, you can't go wrong with inviting this berry home for the holidays!

Bogs Across America

Cranberries are one of three commercially grown fruits native to North America. The home of the cranberry is a 'bog', in which cranberries grow on vines in cool, wet soil. After the growing season, the berries are wet-harvested. This means the cranberry bogs are flooded, and the berries are beaten off the vine. They contain little pockets of air which allow them to float for an easy harvest.

Crantastically Healthy

Nutrition experts embrace cranberries for their gift of health. One serving of cranberries provides more than 40% of the daily recommended amount of vitamin C. However, The real power of the cranberry comes from its disease-fighting phytochemicals and antioxidants. These potent plant substances may provide a natural defense against heart disease and certain cancers. Some studies have found that people who drink cranberry juice have higher levels of good (HDL) cholesterol and may have improved blood vessel function¹. Another study found that whole cranberries may inhibit the growth of prostate, skin, lung, and brain cancer cells. Experts believe that a compound in the whole cranberry (not just the juice) is responsible for this effect².



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Bye, Bye UTI

Most people are familiar with the cranberry's role in reducing the risk of urinary tract infections (UTI's). According to the American Dietetic Association, there is strong evidence that 10 oz of cranberry juice a day helps keep a UTI away³! The science behind it is that cranberries have a unique ability to keep bacteria, including E. coli, from "sticking". Cranberries are also effective at keeping your teeth healthy by dissolving plaque formed by oral bacteria^{4,5}.



Retrieved from: National Institute of Health

<http://www.ors.od.nih.gov/pes/dats/food/balance/Documents/November2010.pdf>

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3. Position of the American Dietetic Association: Functional Foods. *J Am Diet Assoc*. 2004;104:814-826.
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