



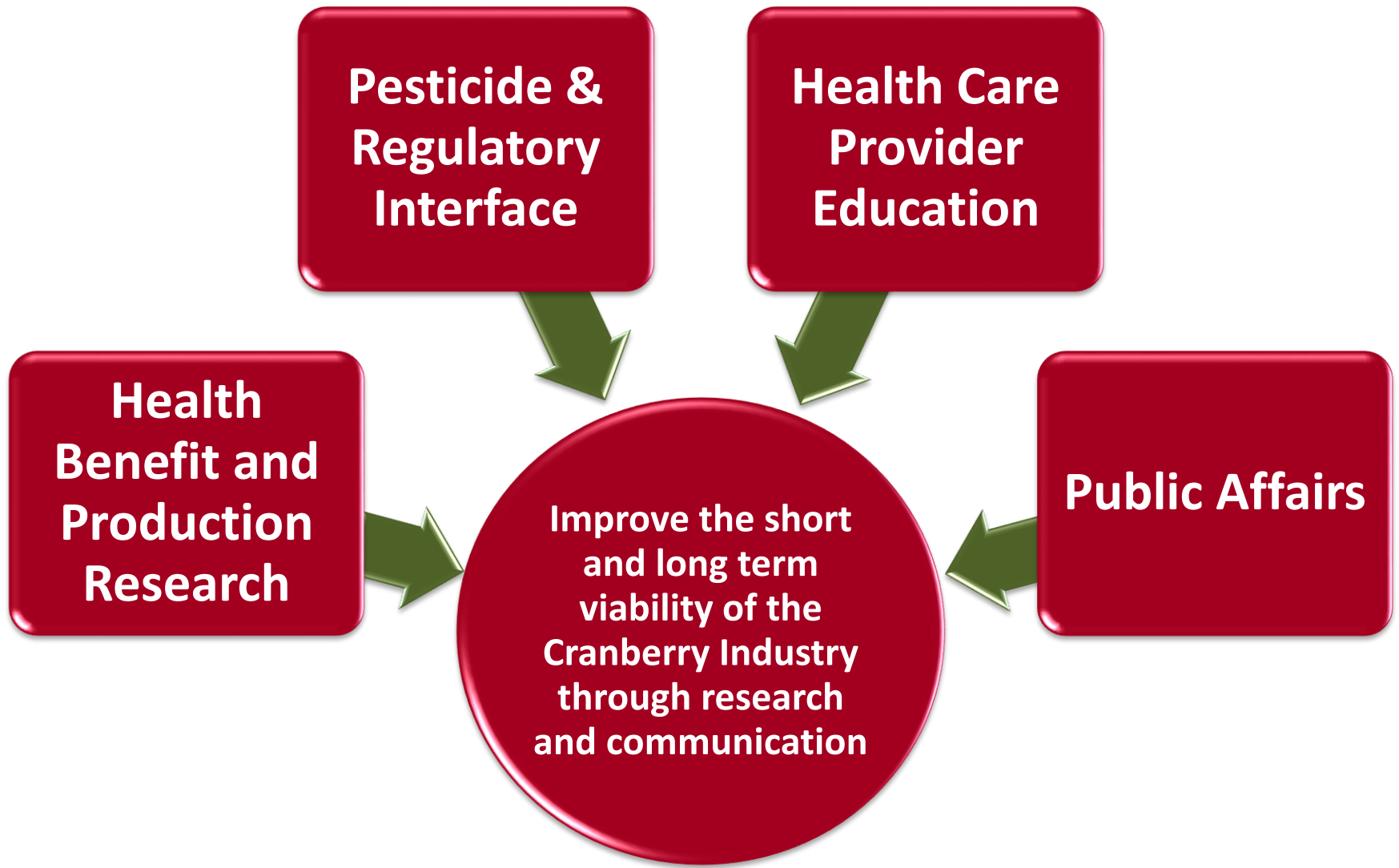
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# **Cranberry Institute Update**

*A Presentation at the 2017 BC Cranberry  
Congress*

John S. Wilson

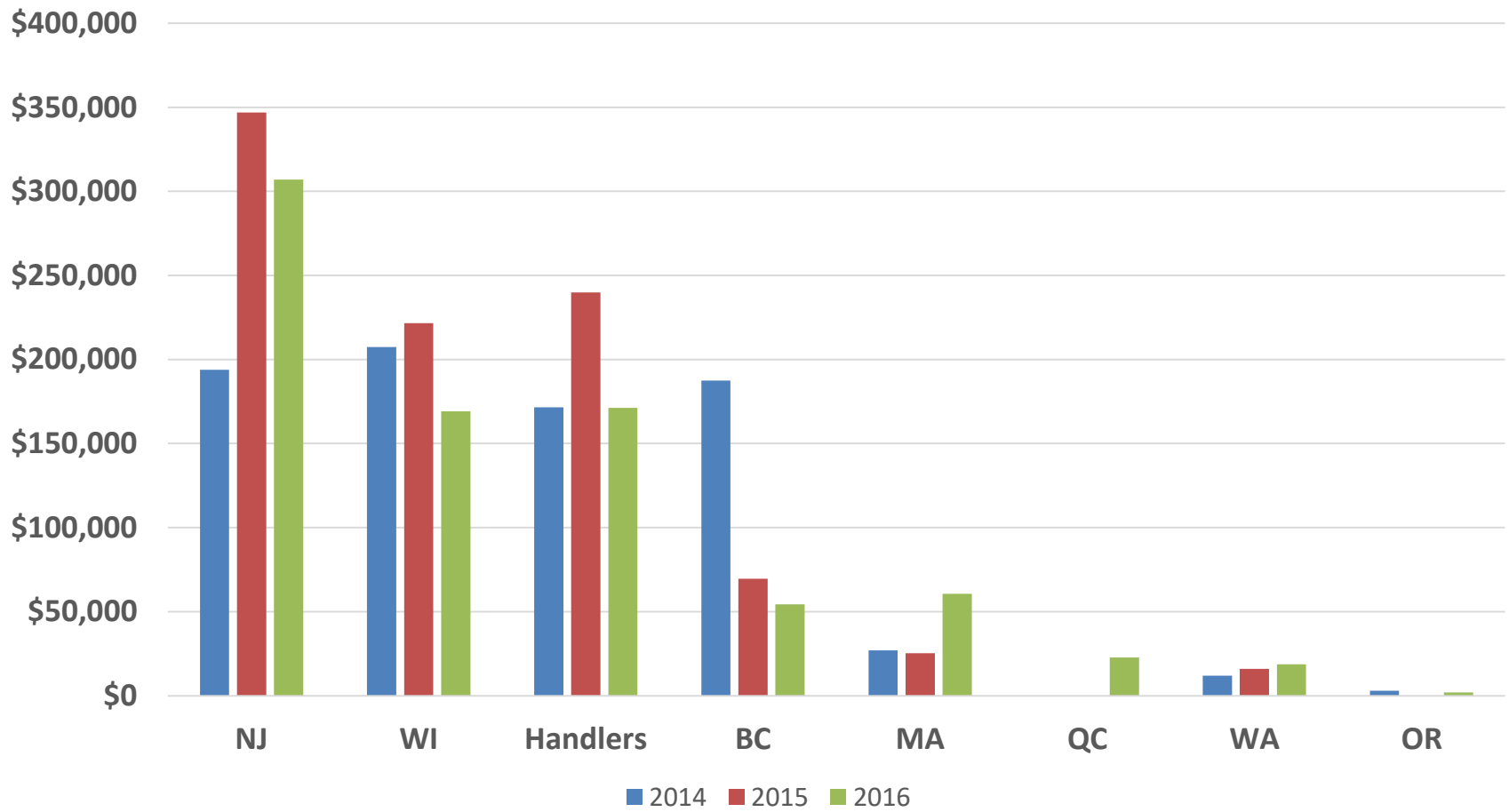
February 7, 2017



# Mission

# Research Funding 2014 to 2016

## *\$806,000 in 2016*



# 2017 CI Research RFPs

- Final decisions from all funding stakeholders at the March 23 CI Board meeting.
- Cooperation of all stakeholders is appreciated.

# Greater EPA & Registrant Engagement

- CI goal is to lower the barriers to new low-risk pesticides for cranberry growers.
  - *Help regulators and registrants understand current cranberry production practices.*
  - *Communicate a better appreciation of growing practices that avoid chemical exposure to pollinators and drinking water*



# Regulatory Update

- Movento (spirotetramat) – US approval expected in 2017.
- New fungicide is expected later this fall.
- Minor Use Workshops in 2016 – 2 new fungicides in Canada and 1 new herbicide in US
- Commented on a number of US and Canadian regulatory issues in 2016.
- Currently dealing with EPA's Cranberry Water Model



# Cranberry Water Model

- What is it?
  - Mathematical formula that estimates the amount of residue that degrades in harvest water.
- Why is this important?
  - Denied new registrations in US
  - Impacts drinking water values that affect a chemical's "risk cup".
- Why is it a problem now?
  - Registrants not paying for an aquatic dissipation study just for cranberry.

# MRL Headlines

- 80 new MRLs in 2016
- 3 new MRLs for Priority Chemicals
- Quinclorac – still working on EU MRL  
– not expected until Spring 2018
- Bravo (chlorothalonil) – EU MRL in 2016
- Carbaryl (Sevin) – pursuing EU MRL

# High Priority Chemicals

MRL Actual and Expected Approval dates

Priority	US MRL	Can MRL	Codex	EU	JPN	Taiwan
Quinclorac	Dec 2012	Fall 2017	July 2016	2018	2017	
Spirotetramat (Movento)	May 2013	Oct 2013	May 2014	May 2015	2017	
Prothioconazole (Proline)	Nov 2013	May 2014	July 2015	May 2016	2017	2017

December 2016

# Nutrition Facts

8 servings per container

**Serving size** 2/3 cup (55g)

Amount per serving

**Calories** 230

% Daily Value\*

**Total Fat** 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 160mg 7%

**Total Carbohydrate** 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

**Protein** 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## FDA Updates the Nutrition Facts Panel

- Must be in use by July 2018
- Added sugar intake should be no more than 10% of total calories (2,000)
  - 50 grams or 12 tsps. Or ¼ cup



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# 2017 CI Strategies

- Disrupt the “added sugars” Conversation
  - Use credible health expert on added sugar ... talk about “Five Foods with added sugars you should always eat”
- Target outspoken Registered Dietitians willing tackle the issue
- Engage with supermarket dietitians
- Create new infographics for online media use

# Responding to JAMA

- October 27, 2016 Issue contained:
  - Study: *Effect of Cranberry Capsules on Bacteriuria Plus Pyuria Among Older Women in Nursing Homes*
  - Editorial: *Cranberry for Prevention of Urinary Tract Infection? Time to Move On*

# Responding to JAMA

- Statement Posted to CI Website
  - Study’s fatal flaw – patients did not suffer from recurrent UTI’s
  - Editorial response - *“It is time to move forward by furthering cranberry research to help attenuate the use of antibiotics and prevent this pervasive condition.”*
  - Letter to JAMA Editor rejected
  - Same letter published by Journal of Urology

# Thank you



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