



FOR IMMEDIATE RELEASE
Oct. 9, 2015

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WISCONSIN'S CRANBERRY INDUSTRY TO HOST INTERNATIONAL BERRY HEALTH RESEARCHERS

World's leading experts to present latest health findings at Berry Health Benefits Symposium in Madison; participants to travel to state's cranberry marshes

Research on 'Super Food' Qualities of Berries to be Announced

WISCONSIN RAPIDS, WI – Leading scientists from around the world will gather in Madison Oct. 13-15 to share their latest research on the positive effects berries have on human health. The 6th biennial [Berry Health Benefits Symposium](#) (BHBS), sponsored by the [National Berry Crops Initiative](#) (NBCI), will feature presentations on topics such as berries and brain aging, cancer, cardiovascular disease, metabolism, gut health and other health-related issues, and will include a day-trip to Wisconsin's cranberry marshes and manufacturing facilities in central Wisconsin.

“Wisconsin is the world leader in the production of the cranberry, which has many health benefits, making our state a great host for the 2015 Berry Health Benefits Symposium,” said Tom Lochner, executive director of the [Wisconsin State Cranberry Growers Association](#) (WSCGA). “We're honored to host some of the best and brightest minds in berry research worldwide during this three-day event, and look forward to showcasing Wisconsin's official state fruit and largest fruit industry.”

More than 30 acclaimed researchers from around the globe will present to more than 200 attendees. Keynote speaker, Dr. Amy Howell, is a leading researcher with the [Marucci Center for Blueberry & Cranberry Research](#) at Rutgers University. Dr. Howell is known for her groundbreaking research on cranberry proanthocyanidins (PACs) and their effect on urinary tract infections and urinary tract health, and will discuss the latest research in the role of PACs from cranberries.

Other leading researchers who will present include Dr. Barbara Shukitt-Hale with the USDA-ARS Human Nutrition Research Center on Aging at Tufts University; Dr. Claire Williams with the School of Psychology & Clinical Language Sciences at the University of Reading, UK; Dr. Britt Burton Freeman with the University of California-Davis; Dr. Arpita Basu with the University of Oklahoma; Dr. Steven Clinton, with The Ohio State University James Cancer Hospital; and many more.

In addition to the research presentations, there will be a half-day event on Oct. 13 aimed at the non-scientific audience called “The Berry Sessions,” which will focus on tools that can be used to better understand and communicate the message of berries and health, as well as the full-day tour of Wisconsin’s cranberry marshes and manufacturing facilities on Oct. 15. The tour will highlight Cutler Cranberry Co. in Camp Douglas, [Habelman Brothers Co.](#) in Tomah – the largest fresh cranberry producer in the world, and [Ocean Spray’s](#) facility in Tomah to give attendees the opportunity to see the full picture of how cranberries are grown, harvested and processed.

“The Berry Health Benefits Symposium offers attendees a unique opportunity to hear the latest research on berries, the now legendary super food,” said Cat McKenzie, administrator of the NBCI and organizer of the symposium. “This is an exciting time for berries and this year’s symposium will not only showcase their benefit to our diet, but show research results that indicate the power berries have in brain aging, diabetes, inflammation, cancer, heart disease and more.”

Wisconsin is the No. 1 cranberry producing state in the country and supplies more than half of the world’s cranberries. The cranberry harvest began in late Sept. and will continue through much of October.

“The cranberry harvest is different from other berries in many ways, and we hope that attendees will enjoy seeing the beauty and tradition of this harvest and gain even further interest in researching and discovering additional health qualities of our state fruit,” Lochner added.

More information on the Berry Health Benefits Symposium can be found at www.berryhealth.org.

WSCGA was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthening the public support for the industry in Wisconsin. For more information, visit www.wiscran.org, Like WSCGA on [Facebook](#) and Follow on [Twitter](#).

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Note: Media are invited to attend the BHBS free of charge but are asked to go to www.berryhealth.org to register as a media guest.

DETAILS

**2015 Berry Health Benefits Symposium
Monona Terrace Community and Convention Center
One John Nolen Dr.
Madison, WI 53703**

For more information and to register, please contact: Darcy Kochis – 503-505-3876 or Cat McKenzie – 541-520-3766