

# Honestly ● Cranberry

Thank you for your interest in Honestly Cranberry's unsweetened dried cranberries! These cranberries were grown on our family farm in Wisconsin that has been commercially producing cranberries since 1873. We realized that most of our cranberries were going to sugar added products, so we started drying our cranberries for the health benefit with no added sugars, juices, or oils – just the fruit. We considered taste, texture, and all that is cranberry in our drying process and look forward to sharing the true tart taste and natural goodness of cranberry with you! These dried cranberries are ready to use as an addition to your favorite recipe, or right out of the bag as a 'good-for-you' snack.

Honestly Cranberry's unsweetened dried cranberries are Non-GMO and Allergen Free.

Honestly Cranberry is a Primus GFS certified and Allergen Free facility, and a Certified Woman Owned Small Business (WOSB) by the WBENC.

## Honestly Cranberry offers the following unsweetened dried cranberries:



Sliced in heat sealed  
resealable & recyclable bags  
1 ounce MSRP \$3.99  
**UPC 8 67297 00014 0**  
3 ounce MSRP \$10.99  
**UPC 8 67297 00017 1**



Sliced  
in 1, 2, 5, or 20 pound  
resealable poly bags in  
corrugated boxes  
  
Please call for pricing.

Terms: Payment due on receipt unless noted on invoice. Prices FOB Honestly Cranberry.

We accept cash, check, credit card, *PayPal*<sup>®</sup>, money order.

To order, please contact Mary, Allison, or Stephen in our Customer Service Department.

## Honestly ● Cranberry

7351 Integrity Way  
Wisconsin Rapids, WI 54494  
Telephone: 715-424-REAL (7325)  
Website: [www.honestlycranberry.com](http://www.honestlycranberry.com)  
Email: [info@honestlycranberry.com](mailto:info@honestlycranberry.com)

# Honestly Cranberry

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## Specification Sheet Sliced Dried Cranberries

**Product Description:** Cranberries (*Vaccinium macrocarpon*) are sliced then dried with no added sugars, juices, or oils delivering to the consumer the true tart taste and natural goodness of cranberry. The process is in compliance with good food manufacturing practices, and under the provisions of the laws of the State of Wisconsin and the Federal Food, Drug, and Cosmetic Act.

<b>Specifications</b>	<b>Tolerance</b>	<b>Method</b>
Appearance	Sliced dried cranberries (All natural surface sugars may appear)	Visual
Color	Typical red color of cranberry	Visual
Flavor and Odor	True tart taste of cranberry	Sensory
pH	2.30 to 2.50	pH Meter
Plant Material (leaves/stems)	2 max/20 lb	Direct Count
Water Activity	< 0.85	Aw Meter
<b>Microbiological</b>		
Total Aerobic Plate Count	< 1000 cfu/gm	AOAC Official Method 966.23

**Packaging:** 1 oz and 3 oz heat sealed FDA approved recyclable plastic bags; and 1 lb, 2 lbs, 5 lbs, or 20 lbs of product in resealable FDA approved poly bags, in taped corrugated boxes.

**Labeling:** All product package labeling includes product name, ingredients, net weight, batch number, and manufacturing address.

**Storage Recommendations:** Room temperature in the original sealed package. After the package is opened, remaining product should be resealed and stored at room temperature.

**Expected Shelf Life:** At least twelve months if stored in recommended environment. Color may dull, product may continue to dry out, and/or all natural surface sugars may appear.

### Nutritional Label:

<b>Nutrition Facts</b>	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	<b>Serving size (6g)</b>	<b>Total Fat 0g</b>	<b>0%</b>	<b>Total Carbohydrate 4g</b>
<b>Calories per serving</b>	Saturated Fat 0g	0%	Dietary Fiber 1g	4%
	<b>15</b>	Trans Fat 0g	Total Sugars 1g	
	Polyunsaturated Fat 0g		Includes 0g Added Sugars	0%
	Monounsaturated Fat 0g		Sugar Alcohol 0g	
	<b>Cholesterol 0mg</b>	<b>0%</b>	<b>Protein 0g</b>	<b>0%</b>
	<b>Sodium 0mg</b>	<b>0%</b>		
	Vitamin D 0mcg	0%	Calcium 0mg	0%
	Potassium 0mg	0%	Iron 0mg	0%

\*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.

**Ingredients:** Cranberries

**Piece Count:** 250 to 300 per ounce

April 2020



### From a native American cure-all to a modern household remedy

For the Native American Indians, cranberries were a medicine as well as a food. They used the berries to treat wounds and alleviate pain. Today, cranberry health benefits are well known, particularly the fruit's ability to reduce the reoccurrence of urinary tract infections. This characteristic makes them unique among all other fruits.

### The anti-adhesion effect

Imagine the two sides of a hook and loop tape like you find on velcro. If a sheet of paper is placed between the two, the hooks on one side cannot touch the loops on the other side. This prevents adhesion and the fastener cannot close. The cranberry's anti-adhesion effect is based on this same principle.

### DID YOU KNOW?

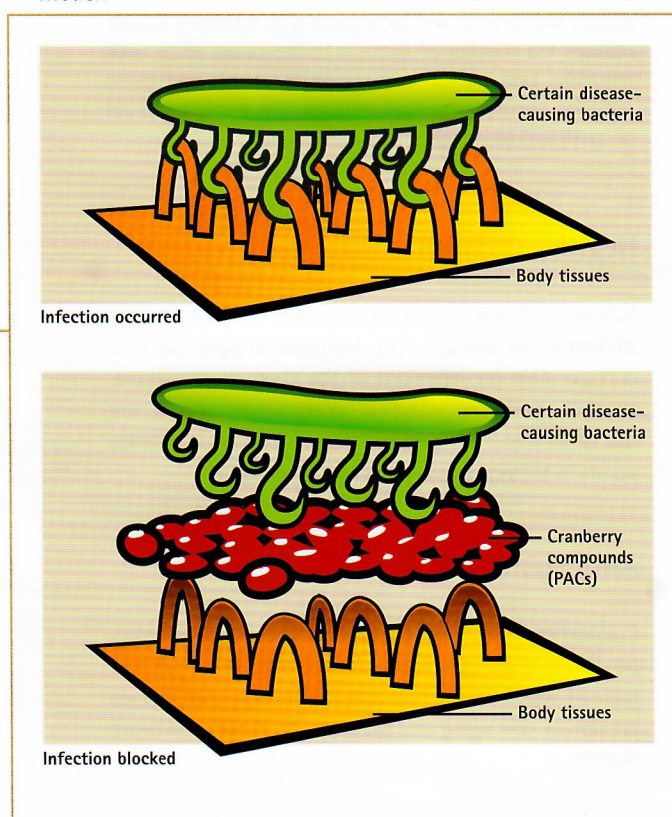
Proanthocyanidins or PACs are colorless, bitter substances which are also found in chocolate or grapes among other foods. The substances found in cranberries, however, contain a uniquely different structure which makes their effect one of a kind.

Source: [www.cranberryinstitute.org](http://www.cranberryinstitute.org)

### The anti-adhesion effect makes cranberries unique

Cranberries contain secondary plant substances which possess the unique ability to prevent bacteria from adhering to mucus membranes. With regard to urinary tract health, the anti-adhesion effect which is attributed to PACs, causes E.coli bacteria to simply be flushed out of the urinary tract before an infection in the bladder or kidney can occur.

#### Model:



Source: [www.cranberryinstitute.org](http://www.cranberryinstitute.org)



September 14, 2015

**Activity Report on Honestly Cranberry Sample vs. Sweetened Dried Cranberry**

**Testing performed at Rutgers University in Amy Howell's laboratory**

Samples were tested for *in vitro* bacterial anti-adhesion activity (AAA) on a per weight basis. Samples were suspended (60 mg/ml) in PBS, neutralized with 1 N NaOH, diluted serially (2-fold), and tested for bacterial anti-adhesion activity utilizing an HRBC hemagglutination assay specific for uropathogenic P-fimbriated *E. coli* according to Foo et al. (*Phytochemistry*, 2000). The concentration at which hemagglutination activity was suppressed by 50% was recorded as an indicator of the strength of the bacterial anti-adhesion activity (AAA). Anti-adhesion assays were repeated three times and the results averaged. Controls included wells containing bacteria + PBS, HRBC + PBS, bacteria + test compound, HRBC + test compound, and bacteria + HRBC. The final concentration at which anti-adhesion activity could be detected was recorded below.

PACs were isolated gravimetrically in 70% acetone and the levels determined. The AAA of the isolated PACs was determined.

#	Product	AAA Whole Product (mg/mL)	AAA PACs ug/mL	PAC Level mg PAC/mL	Amount of product needed for 36 mg dose
1	SDCs (Great Value Brand)	19.5	5.9	0.5	72 g
2	Honestly Cranberry (Dried)	19.5	5.9	12.9	2.8 g

There were no differences in the AAA among the whole products or the isolated PACs. There is about 80% sugar in SDCs, so this must be accounted for when determining product equivalency doses on a per cranberry basis.

Great Value SDCs:

Nutrition Facts		(-) Information is currently not available for this nutrient.	
Serving Size 40 G		* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.**	
Servings Per Container 4		** Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDIs that are specified for the intended group provided by the FDA.	
Amount Per Serving		Calories: 2,000 2,500	
Calories	130	Total Fat	Less than 65g 80g
Calories From Fat	0	Sat. Fat	Less than 25g 25g
	% Daily Value	Cholesterol	Less than 300mg 300mg
Total Fat 0 G	0	Sodium	Less than 2400mg 2400mg
Saturated Fat 0 G	0	Potassium	3500mg 3500mg
Cholesterol 0 Mg	0	Total Carbohydrate	300g 375g
Sodium 10 Mg	0	Dietary Fiber 2 G	6
Potassium 25 Mg	1	Sugars 28 G	6
Total Carbohydrate 33 G	11	Protein 0 G	0
Dietary Fiber 2 G	6	Vitamin A	0
Sugars 28 G	6	Vitamin C	10
Protein 0 G	0	Calcium	0
Vitamin A	0	Folic Acid	0
Vitamin C	10		
Calcium	0		
Folic Acid	0		
		Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

Please let me know if you have any questions.

Amy Howell, Ph.D.  
Research Scientist, Rutgers University

# Positive Benefits of *Honestly* *Cranberry*

**PACs: Proanthocyanidins with A-type linkages are only found in cranberries. The benefits of PACs with A-type linkages include the following: contain phytonutrients; provide protection against urinary tract infection (UTI); anti-inflammatory, digestive tract and cardiovascular benefits; antioxidant protection, and immune support.**

**Here is a comparison between sweetened dried cranberries (SDC) and Honestly Cranberry's unsweetened dried cranberries (HC) which was performed by Dr. Amy Howell, Ph.D., a research scientist at Rutgers University:**

	<b>SDC</b>	<b>HC</b>
PAC level (mg/mL)	0.5	12.9
Amount of product needed for 36 mg dose* of PACs	72 g	2.8 g
<b>Percent sugar</b>	<b>80%</b>	<b>21.4%</b>

\* dose = 1x/day

- This means Honestly Cranberry has more PACs per unit of weight than in fresh or SDCs

**100% Fruit solids in Honestly Cranberry!**

**NO ADDED SUGARS, JUICES OR OILS!**

# Positive Benefits of Cranberries

## NUTRITIONAL LABELS

### Fresh Cranberries

¼ cup

Nutrition Facts	
Amount Per Serving	% Daily Value*
Calories 12	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Potassium</b> 20 mg	<1%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 3g	2%
Dietary Fiber 1g	4%
Sugars 1g	
<b>Protein</b> 0g	
Vitamin A 0%	Vitamin C 12%
Calcium 0%	Iron 1%
Phosphorus 0%	Magnesium 0%
Folate 0%	

USDA – National Nutrient Database

### Unsweetened Dried Cranberries (HC)

¼ cup

Nutrition Facts	
Amount Per Serving	% Daily Value*
Calories 45	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Potassium</b> 80 mg	2%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 11g	4%
Dietary Fiber 3g	12%
Sugars 3g	
<b>Protein</b> 0g	
Vitamin A 0%	Vitamin C 2%
Calcium 0%	Iron 2%
Phosphorus 0%	Magnesium 0%
Folate 0%	

Marshfield Food Safety

### Sweetened Dried Cranberries (sdc)

¼ cup

Nutrition Facts	
Amount Per Serving	% Daily Value*
Calories 123	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0 mg	0%
<b>Potassium</b> 20 mg	1 %
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 33g	11%
Dietary Fiber 2g	12%
Sugars 29g	
<b>Protein</b> 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
Phosphorus 0%	Magnesium 0%
Folate 0%	

USDA – National Nutrient Database

## Positive Benefits of *Honestly* ● Cranberry

PACs: Proanthocyanidins with A-type linkages are only found in cranberries. The benefits of PACs with A-type linkages include the following: contain phytonutrients; provide protection against urinary tract infection (UTI); anti-inflammatory, digestive tract and cardiovascular benefits; antioxidant protection, and immune support.

Here are the daily doses required to deliver the beneficial anti-adhesion properties of PACs:

### SWEETENED DRIED CRANBERRIES

72 grams  
(234 calories)



### HONESTLY CRANBERRY UNSWEETENED DRIED CRANBERRIES

2.8 grams  
(9 calories)



# Honestly Cranberry

7351 Integrity Way, Wisconsin Rapids, WI 54494  
Email: [info@honestlycranberry.com](mailto:info@honestlycranberry.com) Phone: (715) 424-7325

## *Frequently Asked Questions*

### **What is Honestly Cranberry®?**

Honestly Cranberry® is our brand of unsweetened dried cranberries with no added sugars, juices, or oils. As cranberry growers, we wanted to share the true tart taste and natural goodness of cranberry year-round.

### **How do you dry Honestly Cranberry's cranberries?**

Honestly Cranberry® uses a proprietary process to slice and dry its cranberries, leaving in the natural goodness without adding anything. The consistency and texture is unique, but similar to a raisin; not as plump or juicy though.

Since cranberries are acidic, and we just have one product with one ingredient, we leave in quite a bit of moisture – around 22%, and a water activity level of <.85. We think it's a better mouth feel, and better flavor. But unfortunately, if our product is left out on the counter, or mixed with something drier, like nuts or granola, it will continue to dry out. On the flip side, they will take on moisture, making them very fun to cook with, but less shelf stable.

### **What are the health benefits of cranberries?**

Cranberries prevent bacteria from adhering to mucous tissues. If you want to consume cranberries for the health benefits, make sure to get the purest form of cranberries possible. Fresh cranberries are honestly your best option. Honestly Cranberry's dried cranberries are a close second, since our only ingredient is cranberries! Make sure to read your labels when choosing which cranberry products are right for you. Hidden sugars/juices and oil are everywhere.

### **How are Honestly Cranberry's dried cranberries different than sweetened dried cranberries (eg. Craisins®)?**

There are differences in volume, serving size, health benefit, and flavor...

One pound of Honestly Cranberry = about 12 cups and 250-300 pieces per ounce

One pound of sweetened dried cranberries = about 3 cups and 60-70 pieces per ounce

A serving size of Honestly Cranberry = 6 grams

A serving size of sweetened dried cranberries = 40 grams

To receive the health benefit of cranberries, it takes

2.8 grams (9 calories) of Honestly Cranberry (we call this a "daily dose")

72 grams (234 calories) of sweetened dried cranberries

### **What are the macros in one serving of Honestly Cranberry?**

15 calories, 0 fat, 4 carbs, 0 protein per 6g serving. 1g of completely natural sugar, and 1g of dietary fiber.

Keep in mind our product is very lightweight. A little goes a long way in regards to volume, health benefit, and flavor.

### **What do Honestly Cranberry's dried cranberries taste like?**

They're tart! Honestly Cranberry® delivers the True Tart Taste® and natural goodness of cranberry adding a zip to your favorite recipes without additional sugars. We Heart the Tart®!

### **How do you cook with Honestly Cranberry?**

Use Honestly Cranberry's dried cranberries as you would sweetened dried cranberries or fresh cranberries. Experiment in your favorite cookies, salads, brownies, dips, oatmeal, sauces, breads, pancakes, seafood, burgers, and vegetables. Let us know, or tag us on social media about your favorites!

Pro-tip: soak them in orange juice before putting them in a cranberry bread or muffin, or let them soak in salad dressing for a few minutes before adding to the greens. Cranberries compliment many different flavors and recipes. Most of all, have fun!



### **Do dried cranberries re-hydrate?**

It is not necessary to re-hydrate them, but yes, ours do. The fastest way to re-hydrate, is to soak them in hot water and let them steep for a few minutes. This makes for a nice “cranberry tea” too!

### **What is the shelf life of Honestly Cranberry? And what are surface sugars?**

Our ‘best if used by’ sticker is about a year, but the product lasts much longer. We started drying cranberries in 2015, and have intentionally kept product to test periodically. Guess what?! It’s still good! It definitely dries out over time, actually making it more shelf stable, and some product may develop surface sugars. Surface sugars are just that – we don’t add or change anything about the process; similar to a chocolate bloom, or other dried fruits without oil. Sometimes it happens, and we cannot repeat it. Those who have tried them say it tastes like a sweet tart! Email us if you’re interested in purchasing surfaced-sugared unsweetened dried cranberries.

### **How do you ship?**

We mainly use the United States Postal Service. For larger orders we ship via FedEx. We have a variety of boxes, and we try to use the smallest box without squishing the product. If there is extra room in the box, we use a variety of packing materials, and re-use whenever we can – this would include, but not limited to, packing peanuts, sealed air, packaging paper, bubble wrap, and the backing to shipping labels or packing list envelopes. It’s our way of recycling!

### **Are your cranberries organic?**

We currently do not have an organic option. Our cranberry marsh has been in commercial operation since 1873, and for four generations. We were one of the first cranberry farms to implement an integrated pest management program in the early 1980's, and we have prided ourselves in maintaining wildlife diversity, being good stewards of the land, and managing the ecosystem as a whole.

The fertilizers we use are comprised of the same elements that are found in all plant species, and we use biological controls whenever possible, such as flooding, for insect control. Cranberries need nitrogen to grow, but cannot use the typical nitrate form. The form of nitrogen cranberries *can* utilize is ammonium sulfate, and there is no residue of any chemicals by the time we harvest (we, and other handlers who buy our fruit, test for this).

We bring in (rent) honeybees for pollination, which lasts about a month, since we have early to late season cranberry varieties (yes, there are more than one variety of cranberry! – similar to different varieties of apples or grapes). This is also the time when insect pests emerge and we do not want to apply anything that would jeopardize the honeybees and native pollinators. We work very closely with "scouts" who are part of our Integrated Pest Management team, and when it is appropriate to do so, we apply limited amounts of fungicides and insecticides. Our last application of anything is at least a month before harvest, and there is no concern for residue by the time we harvest.

Since we are surrounded by wetlands, the cranberry industry is highly regulated in regards to adding anything to the soil, water, and/or plants. The fertilizers and pesticides that are registered to use on cranberries are very limited, due to the fact that cranberries are a minor use crop that are grown near sensitive areas.

There is no genetic modifying in any way, no need for Roundup® ready vines, and cranberries were found growing wild on the same land we use today. Cranberry vines are a perennial, so whatever we do this year affects next year, and some vines have been going strong for more than 75 years. We live on the farm, we value clean water and bio-diversity, and are very mindful as to what we apply to the nearby cranberry beds. We constantly focus on our sustainability program, and use the best management practices established by UW-Madison.

***Thank you for your interest!***