



CONSUMERS IN THE DARK ABOUT CHERRIES... THE NEW SUPERFRUIT

While cherries may be emerging as the new “superfruit,” according to a recent U.S. survey* of 1,000 adults most do not know the truth about them. The survey found most were unaware that cherries are just as (or more) nutritious than blueberries and that they are available all year round in dried, frozen and juice forms. However, a majority of respondents said if they knew cherries packed such a powerful antioxidant punch, they would choose cherries over blueberries.

Following are key findings of the survey:

- The majority ranked cherries as the “least nutritious” fruit when compared to apples, bananas and blueberries. Bananas and blueberries were at the top of the list.
- More than 50 percent of respondents did not know about the health benefits of cherries. A mere 11 per cent had heard cherries may help reduce pain associated with arthritis and gout, 17 per cent knew cherries may help reduce risk factors for heart disease and only 4 per cent were aware cherries may be able to aid in sleep.
- When people think about cherries, they envision fresh cherries. Nearly 8 out of 10 had tried fresh cherries, yet substantially fewer had tried cherry juice (39%), frozen cherries (33%) or dried cherries (29%).
- 7 out of 10 people said if they knew cherries were as nutritious as blueberries, they would choose cherries.
- When evaluating the nutritional value of fruits, 50 per cent said antioxidant content is an important factor.
- Most people (60%) said they prefer the taste of cherries compared to blueberries.

*Survey of 1,000 adults conducted in the United States by Opinion Research Corporation's Caravan Services, December 14, 2006 on behalf of Cherry Marketing Institute.