

How, When & Where to Share

Health Messages of Muscadines

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- The health benefits of muscadine grapes have been known for many years, but in the last five years research is revealing even more--particularly the positive effects muscadine grape extract has on prostate and breast cancers.
 - There's no better time to share this information.

Why Now?

- Public more receptive to health news about natural products – thank you, CBD!
- **Nutraceuticals** also growing in popularity. They're derived from food sources with extra health benefits in addition to basic nutritional value found in foods.

CBD/HEMP

Is CBD the Next Big Thing?

Major U.S. retailers have high hopes for CBD sales in oils, creams and gummies

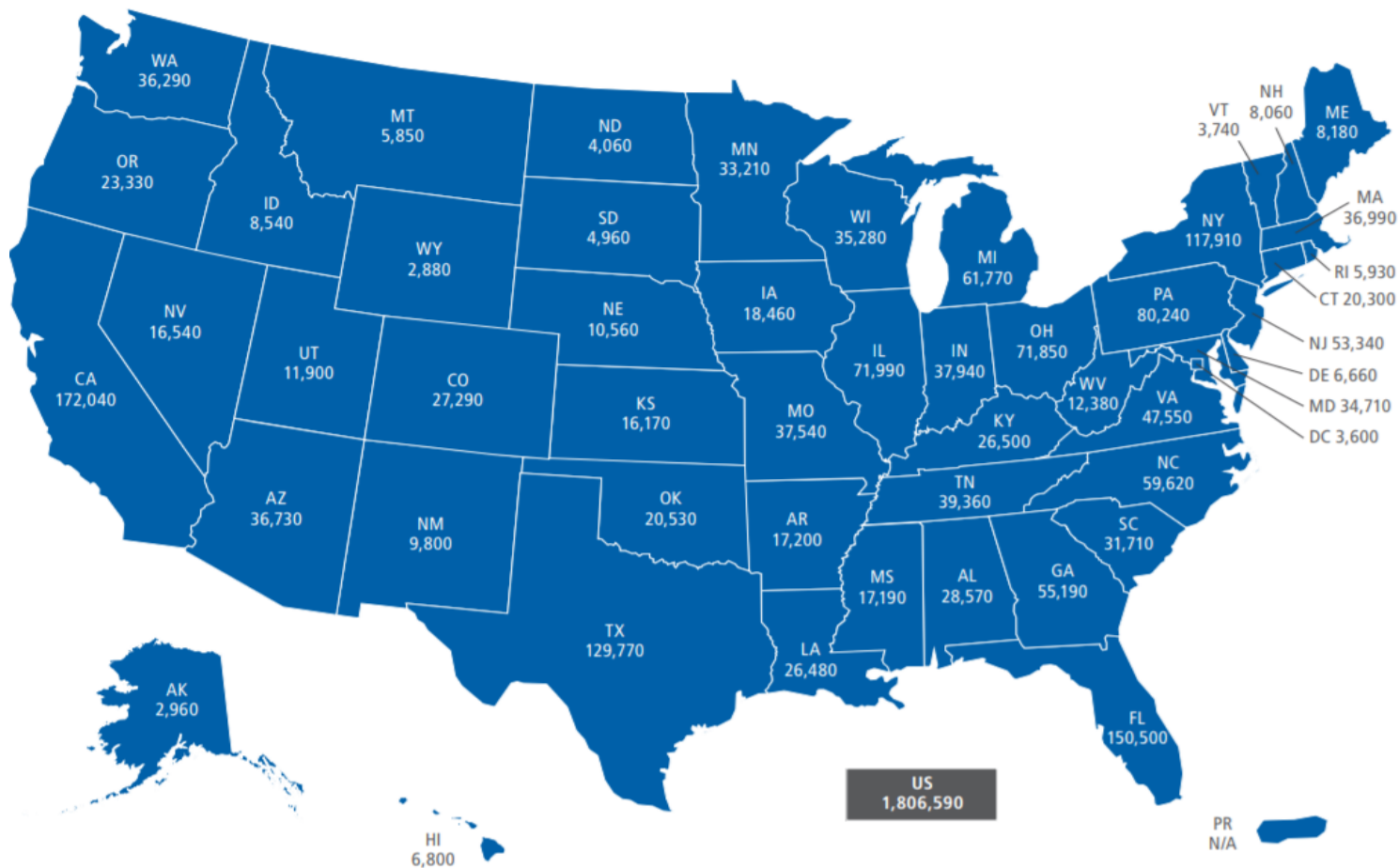
By Jackie Crosby | MAY 18, 2019 — 8:55PM



Cancer Facts & Figures

2020

1.8 Million New Cancer Diagnoses
606,520 cancer deaths in the US.



Not Just Older Americans

In 2020, there will be approximately **89,500** cancer cases diagnosed and about **9,270** cancer deaths in **adolescents and young adults** ages 15 to 39 years.

Who Should Share the Muscadine Message?

- Everyone in the muscadine grapes industry
- Anyone who's livelihood depends upon muscadine grapes
- Needs to go beyond the NC Muscadine Grape Association and the wineries.

2018 Consumer Study

Strength of consumer beliefs about the positive health benefits of muscadine grapes is positively associated with buying muscadine wine.

- --2018 *Consumer Drivers of Muscadine Wine Purchase*, University of North Carolina at Greensboro

How to Share the Muscadine Message

- Keep it simple
- Make it understandable
- Stick with the facts
- Don't overexaggerate

Messaging: Keep it simple and understandable

- Muscadine grape seeds and skins are rich in polyphenols-- potent antioxidants.
- Wake Forest University School of Medicine researchers are studying the effect of muscadine grape extract (MGE) on breast cancer and prostate cancer.
- Animal studies show that MGE:
 - Reduces tumor growth in a number of cancer types
 - Prevents cancer from spreading
 - Improves fatigue, boosts energy

Messaging

- Studies and clinical trials continue with additional research on heart health and other diseases.
- Find more information here...

(NCMGA website, your company's website)

Personalize the Message

- Add human interest/emotion to the science
- Make it relatable and memorable
- Make it your own
- Examples of how you've personalized muscadine messages you share?

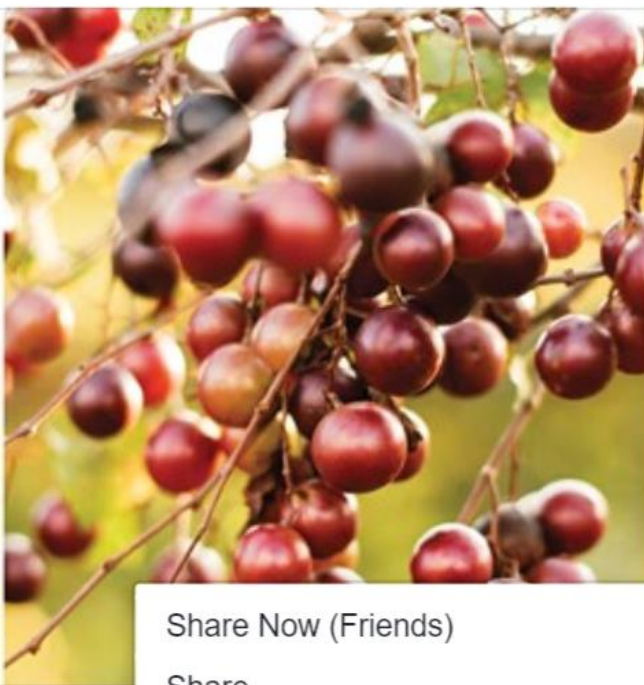
Where to Share: From the NCMGA

- A page on website dedicated to research and health benefits that members can go to for information and link to.
- A rack card with recent health research & findings
- Articles members can use on their websites & in newsletters.
- Social media posts & graphics highlighting health benefits and research

Sharing Social Media Posts

- Encourage & educate members to share social media posts from NCMGA on their pages
- Be sure you LIKE and FOLLOW the Association's social media pages

Have you seen the article about muscadines in the new September issue of Our State magazine? Pick up a copy of the magazine -- it's a keeper, for sure! Here's the online version of the article. <https://www.ourstate.com/our-native-grape-a-guide-to-north.../>



OURSTATE.COM
Our Native Grape: A Guide to North Carolina Wineries | Our State Magazine

9

Like

Comment

Share



- Share Now (Friends)
- Share...
- Share to Your Story Now (Friends and connections)
- Send as Message
- Share on a Friend's Timeline
- Share to a Page



Locklear Vineyard & W...
Debbie Hamrick likes this
Winery/Vineyard



North Carolina Wine
Julie Jones Gilman likes this
Wine/Spirits

Pages Liked by This Page



State Farmers Market




... Mil Vineyard

...oodMill Winery

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Where to Share: With Customers

- Add to your company's website
- Make posters to hang in your store
- Talk about muscadine health benefits on tours
- Speak to civic & service organizations (Rotary)

A photograph of a crowded outdoor festival, likely the Muscadine Festival. The scene is filled with people of various ages walking through a paved area. In the background, there are several white tents and American flags. The overall atmosphere is festive and busy. The text is overlaid on the image, centered in the upper half.

Interactive booth or games
about health benefits & messaging
at Muscadine Festival
and other similar events.
Make it fun and memorable!

Photo credit: www.ncmuscadinefestival.com

Where to Share: With the Media

- Send a news release or contact your local newspaper/TV/Radio stations
- Write a Letter to the Editor or Opinion piece and submit to newspaper

**What other ways
can you share
(or have you shared)
muscadine health messages?**



Anytime positive information becomes available about muscadine grapes, these messages should be developed by the NCMGA--for clarity and consistency--then shared by everyone to reach the public and help grow the industry.

Questions?

Connect with Angela

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