



August 2006

## Kiwi E-News

### Dietitian Update

#### In This Issue

**ZESPRI Knows  
Kiwifruit**

**We've Hit the Jackpot**

**Nutrient-Density  
Research**

#### Greetings!

Kiwi E-News has been created by ZESPRI™ Kiwifruit to keep registered dietitians in-the-know about research and nutrition information surrounding kiwifruit. We aim to provide reliable information you can use and share with your clients.

**Don't Forget to visit ZESPRI at the American Dietetic Association Tradeshow in Hawaii - Please see below for more info!**

#### **ZESPRI Knows Kiwifruit**

*The 100-year History of a Fruit*



ZESPRI GREEN Kiwifruit has a recent, yet interesting, history that dates back to more than 100 years ago. Missionary Isabel Fraser introduced the tangy-sweet fruit to New Zealand when she returned from China with seeds of "yang tao" in 1904. The newly New Zealand plants bore their first fruit in 1910 and were given the name Chinese Gooseberry by locals. Twenty-four years later the first vines were planted in the Bay of Plenty, a sunshine-rich area with sufficient rainfall and fertile volcanic soil. They are still grown there today.

Exports to Europe began in the early 1950s and the Chinese Gooseberry eventually became the kiwifruit, named after New Zealand's national bird the kiwi. It arrived in San Francisco in 1959. Since then, the kiwifruit industry has grown to a \$600 million business, with 2,500+ growers selling their fruit through ZESPRI International to more than 70 countries.

## **We've Hit the Jackpot**

### *GOLD Joins GREEN in Kiwifruit Family*

ZESPRI struck GOLD in 1991 with a yellow-fleshed kiwifruit variety. The new fruit is the result of 100 percent natural crossbreeding of different kiwifruit varieties. It has a mild, tropical-sweet flavor, smooth skin and a slightly pointed cap.

GOLD offers a perfect pairing with GREEN for colorful new recipes and presents many new opportunities to include kiwifruit in a healthy diet.

It should be noted that the slight differences do not affect its nutrient quality and, just like GREEN, GOLD has superior nutritional benefits. ZESPRI is the only grower and seller of gold-fleshed kiwifruit.

#### **GREEN:**

Scientific Name: Actinidia Deliciosa

Flavor: Tangy-Sweet

Season: June – November

#### **GOLD:**

Scientific Name: Actinidia Chinensis

Flavor: Tropical-Sweet

Season: June – September

## **Nutrient-Density Research**

### *Study Places Kiwifruit at Top of List*

In 1997 Rutgers University set out to rank the nutrient value of 27 popular fruits. All fruits contain many nutrients, but the purpose of this study was to determine the most nutrient-dense fruits and those that are the best sources of key nutrients.

The research evaluated the ability of a standard 100 grams of each fruit to provide the recommended amounts of 29 dietary constituents, including nine minerals, 10 vitamins, protein, carbohydrate, fiber, and fat.

The Rutgers study found that bite-for-bite kiwifruit was the most nutrient-dense of 27 of the most popular fruits. Results reaffirmed that kiwifruit has twice the vitamin C of an orange, as much potassium as a banana and is one of the few low fat sources of vitamin E.\*

\*The study used the green or Hayward variety of kiwifruit. While the nutrient content of ZESPRI GREEN and GOLD Kiwifruit are similar, they do differ somewhat.

## **Meet the ZESPRI Kiwifruit Experts in Hawaii**

Don't forget to join ZESPRI Kiwifruit in Hawaii at the American Dietetic Association Food & Nutrition Conference & Expo. See us at Booth 236.

We will have delicious samples of ZESPRI Kiwifruit, including the sweet and exotic GOLD variety. There will be colorful recipe cards and valuable nutrition information for you and your clients.

Oprah's "food dude", Dr. Steven Pratt, will sign and hand out free copies of his new book, SuperFoods HealthStyle! This giveaway is to the first 100 people who stop by the booth on **Sunday, September 17, between 10 a.m. and noon.**

Also, drop off a business card for a drawing to win a NASCO Food Model kit of your choice and \$100 CASH!

**We look forward to seeing you in Hawaii. Aloha!**

ZESPRI Kiwifruit

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