



July 2007

Kiwi E-News

Dietitian Update

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We're Back!

Welcome to the third edition of Kiwi E-News, the newsletter created by ZESPRI™ New Zealand Kiwifruit to keep registered dietitians in-the-know about research and nutrition facts surrounding kiwifruit. With the GREEN and GOLD Kiwifruit season now in full swing, we look forward to another year of providing you with reliable information you can use and share with your clients.

Visit us at the American Dietetic Association Tradeshow in Philadelphia , Booth 1543!

Kiwifruit and Eye Health

Research Identifies Prevention Tool for Elder Care



Kiwifruit tops the list of fruits that contain lutein and zeaxanthin, the two phytonutrients scientists believe may protect against age-related macular degeneration, AMD.

Age-related macular degeneration is the leading cause of irreversible blindness among older Americans. Mild AMD affects about 30 percent of Americans over 75 years of age.

Since there is no cure for AMD, it is critical to prevent eye damage that leads to this condition. Data from human studies suggest that dietary intake of the carotenoids lutein and zeaxanthin can provide protection against retinal degeneration. Both help by accumulating in the retina. Zeaxanthin is the dominant component within the central macula while lutein predominates in the peripheral retina.

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Kiwifruit and Eye Health (continued from page 1...)

One study by the Eye Disease Case-Control Study Group reported that subjects in the highest quintile for their intake of lutein and zeaxanthin demonstrated a 57 percent lower risk of advanced AMD compared to those in the lowest quintile.

The increased interest in the protective properties of lutein and zeaxanthin has sparked a need for information about the carotenoid content of specific foods. Kale and spinach rank as the two highest food sources of lutein and zeaxanthin, but kiwifruit ranks first among fruits. ZESPRI GOLD and GREEN Kiwifruit provide an enjoyable way to help protect against AMD, especially for people who prefer fruit or wish to select from a variety of dietary sources.

This article is an executive summary of an article by Professor Elizabeth J. Johnson, Tufts University, Boston, MA.

Kiwifruit Fiber Research

Kiwifruit's Role in Digestive Health



Rich in fiber, ZESPRI GREEN and GOLD Kiwifruit are delicious natural sources for the promotion of digestion and intestinal health. A single serving (two medium kiwifruit, excluding the skins) of GREEN contains 4 grams of fiber, while a single serving of GOLD contains 2 grams.

A joint scientific study carried out by the Auckland University of Technology and the University of Auckland in New Zealand found that kiwifruit could relieve the effects of constipation while also providing essential dietary nutrients such as vitamins C and E, potassium, magnesium and fiber.

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The study followed 38 healthy adults aged 60 and older during a period of six weeks. During the first three weeks, half the subjects ate one green kiwifruit (minus the skin) per day while the other half abstained from kiwifruit altogether. After the first three weeks, the groups switched eating habits so that those who had been abstaining now ate one kiwifruit per day and vice versa. Each subject acted as his or her own control.

The results of the study showed that kiwifruit consumption was associated with a significant increase in frequency of defecation, volume or bulk of stool produced and softness and looseness of bowel movement. The scientists concluded that kiwifruit's laxative properties are likely due to a number of factors in the whole fruit, yet they noted that the nature of the stool suggests fiber plays an important role.

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Kiwifruit Fiber Research (continued from page 2...)

Unnatural laxatives can have negative side effects on the body, including causing the body to lose nutrients like calcium, potassium and fat. Kiwifruit provides a healthy alternative to relieve the effects of constipation and gain nutrients at the same time.

¹*Kiwifruit promotes laxation in the elderly.* Elaine C Rush, Meena Patel, Lindsay D Plank and Lynette R Fergus; Department of Applied Science, Auckland University of Technology, Auckland; Division of Surgery and Discipline of Nutrition, Faculty of Medical & Health Sciences, University of Auckland, Auckland, NZ.

Featured Recipe: Potassium Power Smoothie

Keep the Skin, Gain the Fiber

To celebrate kiwifruit's natural role as a promoter of digestion and intestinal health, we've selected the Potassium Power Smoothie as our spotlight recipe. By including the edible skin of GOLD Kiwifruit, this meal replacement recipe takes fiber content to the max with six grams per serving! Loaded with protein and vitamins, your clients will find that it still tastes delicious.

Potassium Power Smoothie

Prep time: 5 minutes

Makes: 2 servings

- 1 cup Vanilla soymilk, fortified
- 1 cup Orange juice, calcium fortified
- 2 ZESPRI™ GOLD Kiwifruit, washed, unpeeled, chopped
- 1 Banana, sliced
- 1/2 cup Ice cubes
- 2 Tablespoons Soy protein powder
- 1 Teaspoon Honey

Blend all ingredients in blender on high for 20 to 30 seconds or until smooth. Serve immediately.

Nutritional Analysis per Serving: Calories 280 (12% Calories from Fat), 10g Protein, 42g Carbohydrate, 6g Fiber, 3.5g Fat, 0g Sat. Fat, 0g Trans Fat, 0mg Cholesterol, 50mg sodium

Meet the ZESPRI Kiwifruit Experts in Philadelphia

Don't forget to join ZESPRI New Zealand Kiwifruit in Philadelphia at the American Dietetic Association Food & Nutrition Conference & Expo. See us at Booth 1543.

We will have a special guest in our booth, lots of information and some fresh fruit samples. More details to come!

We look forward to sending you more information as we get closer to FNCE!

ZESPRI Kiwifruit

email: **simon.bowers@publicis-usa.com**

phone: 206-270-4641

web: **<http://www.zesprikiwi.com/dietitians>**