



November 2008

## Kiwi E-News

### Dietitian Update

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#### We're Back!

Welcome to the November 2008 issue of Kiwi E-News, the newsletter created by ZESPRI™ Kiwifruit to keep registered dietitians in-the-know about research and nutrition 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. For the latest on kiwifruit, including recipes and activities, please visit [www.zesprikiwi.com/dietitians](http://www.zesprikiwi.com/dietitians).

#### Nutrition Concerns: Kids Need More Healthy Foods



The number of overweight children has more than doubled among 2- to 5-year-old children and more than tripled among 6- to 11-year-old children, according to a recent position statement from the American Dietetic Association. Excessive dietary fats and inadequate intakes of foods rich in calcium, fiber, vitamin E, folate, iron, magnesium and potassium are key contributing factors.<sup>1</sup>

These findings are not surprising given that 80 to 90 percent of children are not consuming the recommended daily servings of fruits and vegetables, as outlined by the Food Guide Pyramid. <sup>2</sup>

Increased consumption of low-calorie, nutrient-dense fruits, such as kiwifruit, could be part of the solution when replacing "empty calorie" snack and meal choices. Kiwifruit is a good source of many of the nutrients cited above and was

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## **Nutrition Concerns: Kids Need More Healthy Foods**

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recently mentioned in an ADA Monthly Feature as a good option for parents looking to help their children eat healthier. 3

Most importantly, children enjoy kiwifruit. The sweet taste of GREEN and GOLD as well as the fun “cut and scoop” eating method appeals to even the fussiest of eaters.

A two-piece serving of ZESPRI™ GREEN or GOLD Kiwifruit contains

- A good source of vitamin E – rare for fruits
- A good source of potassium – as much as a banana
- As much fiber as many whole grain cereals – GREEN is considered a good source
- A source of folate – GOLD is considered a good source
- Less than 100 calories

1 Nicklas TA, Hayes D. Position of the American Dietetic Association: nutrition guidance for healthy children ages 2 to 11 years. J Am Diet Assoc. 2008; 108(6):1038-44, 1046-7.

2 Produce for Better health Foundation. State of the Plate 2005: Study on America’s Consumption of Fruits and Vegetables. 2005

3 American Dietetic Association. 10 Tips for Improving Your Family’s Eating Habits. 2008. Available at: [http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/nutrition\\_17310\\_ENU\\_HTML.htm](http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/nutrition_17310_ENU_HTML.htm). Accessed November 11, 2008.

## **Fruit Becomes New Leader of Snack Foods**



Snacking continues to be a staple of the American diet, according to a recent report by the NPD Group. The report, Snacking in America 2008, predicts a steady growth of snacking in the next 10 years and identifies fruit as the current king.

Fruit surpassed cookies, candy/gum, ice cream and chips as the most popular food eaten between meals. This is especially notable for children under 6 years old, who preferred cookies more than fruit 20 years ago. By 2017, NPD predicts that kids under 9 years old and adults ages 30-39 and 50-59 will account for the largest groups of snackers.

Though fruit is currently the leading snack, the findings should not undermine the fact that most Americans need to triple their current intake of fruits and vegetables in order to meet federal recommendations.

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## **Fruit Becomes New Leader of Snack Foods** (continued from page 2...)

Kiwifruit is a convenient option to help children and adults meet their daily intake requirements through healthful snacking. A two-piece serving of ZESPRI™ GREEN or GOLD Kiwifruit is an excellent source of vitamin C and a good source of potassium and vitamin E, all with less than 100 calories. Experts recognize kiwifruit as a SuperFood and as one of the most nutrient-dense fruits in the world. 1,2,3

1 Pratt S, Matthews K. Superfoods HealthStyle: Proven Strategies for Lifelong Health. Harper Collins; 2006.

2 Bazilian W, Pratt S, Matthews K. The Superfoods Rx Diet: Lose Weight with the Power of SuperNutrients. Rodale Books; 2007.

3 Lachance PA, Sloan AD. Fruits in Preventative Health and Disease Treatment: Nutritional Ranking and Patient Recommendation. Proceedings of the Symposium on Advances in Clinical Nutrition: The American College of Nutrition 38th Annual Meeting, New York. September 26-28, 1997.

## **Kiwifruit Provides Low-fat Source of Vitamin E**



An increasing number of Americans are deficient in vitamin E, according to the U.S. Dietary Guidelines.<sup>1</sup> Both adults and children need to incorporate food sources of vitamin E, such as kiwifruit, in order to meet the recommended intake necessary for good health.<sup>1</sup>

Unlike other food sources of vitamin E, GREEN and GOLD kiwifruit are both low in fat and calories. Both varieties are considered a good source of vitamin E and contain less than 100 calories per serving.

Scientists recognize vitamin E for its role in heart health. Research indicates that oxidative changes to LDL, or “bad” cholesterol may cause blockages in coronary arteries that can lead to heart attacks. Vitamin E may help limit the oxidation of LDL cholesterol, reducing the risk of heart disease. <sup>2</sup>

Research has also studied kiwifruit’s specific role in heart health. One study shows that kiwifruit consumption may significantly reduce blood platelet aggregation, decreasing risk of forming the type of blood clot that can lead to a heart attack or stroke. <sup>3</sup>

1 U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.

2 Jialal I, Fuller CJ. Effect of vitamin E, vitamin C and beta-carotene on LDL oxidation and atherosclerosis. Can J Cardiol. 1995; 11:97G-103G.

3 Duttaroy AK, Jørgensen A. Effects of kiwi fruits consumption in human volunteers on platelet aggregation and plasma lipids in vitro. Platelets. 2004; 15:287-292.

## **FNCE Recap**

It was great seeing everyone at the ZESPRI Kiwifruit booth in Chicago. This year we distributed hundreds of samples of the Potassium Power Smoothie during Power Hour, showcased our newest nutrition resources and sponsored three DPG activities.

The DPG sponsorships were a rewarding experience that gave us the opportunity to have more in-depth conversations with members about kiwifruit and learn how ZESPRI can become a better resource. We felt fortunate to sponsor the Nutrition Education for the Public (NEP) luncheon, the Pediatric Nutrition Practice Group (PNPG) evening networking event and the Food and Culinary Professionals (FCP) dessert reception networking event.

Thank you again to everyone we met at FNCE, we hope to see you again next year!

If you were not able to attend, please [click here](#) to download our new brochure for health professionals and view healthy kiwifruit recipes distributed at the booth.

### **Featured Recipe: Potassium Power Smoothie**

Packed with protein, fiber potassium and vitamins, this smoothie is a true meal replacement

#### **INGREDIENTS:**

- 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 tbsp soy protein powder
- 1 tsp honey

#### **METHOD:**

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

Prep time: 5 minutes

Makes: 2 servings

