



September 2006

Kiwi E-News

Dietitian Update

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Greetings!

Welcome to the 2nd edition of Kiwi E-News, the newsletter created by ZESPRI™ Kiwifruit to keep registered dietitians in-the-know about research and nutrition facts surrounding kiwifruit. We aim to provide reliable information you can use and share with your clients.

Did you miss us at the American Dietetic Association Tradeshow in Hawaii? Look below to update your kiwi database!

The Cardio-Protective Power of Kiwifruit

Research Shows Aspirin-like Qualities



Eating two to three kiwifruit may be better than taking an aspirin for reducing the risk of blood clots, heart attacks and strokes, according to research conducted at Oslo University. However, unlike a daily dose of aspirin, kiwifruit does not irritate the stomach, lead to bleeding or bruising or disrupt the effects of other medications. Kiwifruit actually benefits digestion and intestinal health.¹

Results of the study, published in the August 2004 issue of Platelets medical journal, showed that volunteers who consumed two or three kiwifruit per day for 28 days had significantly reduced blood platelet aggregation, or "stickiness." Reduced blood platelet stickiness decreases the chance of the kind of blood clot that can lead to heart attacks and strokes.²

Lead researcher Dr. Asim Duttaroy notes that, of the commonly consumed fruits and vegetables, kiwifruit and tomatoes are the most effective at inhibiting blood clotting and improving cardiovascular health.²

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The Cardio-Protective Power of Kiwifruit (continued from page 1...)

Dr. Duttaroy is further convinced of the powerful benefits of kiwifruit. He is conducting research to determine whether kiwifruit can help prevent or reduce the symptoms of the cluster of diseases classified as metabolic syndrome, or "syndrome X."

He notes that, "It's clear, however, that consuming just two kiwifruit a day is sufficient to gain an immediate benefit that you can measure in the blood. With the worldwide onset of obesity, diabetes and cardiovascular disease, it is important for people to increase their consumption of fruits and vegetables as part of their health protection strategy."

Kiwifruit packs a powerful punch of beneficial nutrients. It is high in vitamin C, a good source of folate and fiber, rich in potassium and a source of potent antioxidants. Kiwifruit is a smart choice all the way around!

Kiwifruit Fights DNA Damage

Pilot Study Offers Promise

New research from Auckland University suggests that eating two to three kiwifruit daily may protect DNA from damage and possibly keep cancer at bay. A small preliminary study of 12 healthy volunteers suggests that, along with lifestyle advice on eating habits and physical activity, eating a daily dose of kiwifruit may help repair damaged DNA.

Lead researcher, Dr. Elaine Rush, said that regular kiwifruit consumption led to a significant increase in the ability of white blood cells to repair DNA breakage caused by free radicals. When the cells of study participants were damaged by peroxide, the cells of volunteers who had been eating kiwifruit showed an improved ability for DNA repair.¹

This type of research is expected to continue, but Dr. Rush notes, "The prescription of daily kiwifruit may provide a sustainable population intervention that could reduce some of the risk factors associated with cancer."

ZESPRI Has Great Prizes!

Two Winners Announced

Please help us congratulate Jan Fisher, the winner of the \$200 NASCO Food Model and \$100 cash! Jan works at the Veterans Affairs Medical Center in Iowa City, Iowa, as a certified diabetes educator. She has been a dietitian for 31 years and has spent her entire career in the VA hospital system. She plans on sharing the NASCO food models with her colleagues.

Another happy winner is Pam Aughe, who is enjoying her 6-piece Forschner food garnishing kit. Pam works as a registered dietitian in Clarkston, Michigan. She was registered in 1993 and currently teaches healthy cooking classes and works with the local farmers' market to create produce menus.

Pam entered this contest by participating in one of ZESPRI's online surveys. Please stay tuned for more information about ways to enter and win!

ZESPRI Visits the Aloha State

ZESPRI Kiwifruit recently greeted dietitians at the American Dietetic Association Food & Nutrition Conference & Expo in Hawaii.

Dr. Steven Pratt was on hand at the ZESPRI booth to sign his newest book, SuperFoods HealthStyle, and talk about why kiwifruit is one of the most recent additions to the Superfoods list.

If you were unable to attend, you can still get some of the featured recipes cards, photos, and nutrition information sheets. Please visit our Web site or send an e-mail to the address below to have materials mailed to you.

While the ZESPRI New Zealand Kiwifruit season will wrap up in the coming weeks, ZESPRI GOLD Kiwifruit grown in California will be available from November through January. You can also purchase GOLD Kiwifruit in smoothie form by picking up a bottle of Naked Juice's newly launched GOLD Machine. One kiwifruit in every bottle!

ZESPRI E-News bids you farewell for the year, but we'll be back next spring. We are contactable year-round, so please get in touch if you have any questions or would like more information.

ZESPRI Kiwifruit

email: simon.bowers@publicis-usa.com

phone: 206-270-4641

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