



Kiwifruit Exporters To Australia: KETA

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Media Release

General Health Benefits of Kiwifruit: New Zealand Green Kiwifruit: Nature's Multivitamin

Nutritious New Zealand Green Kiwifruit provide important vitamins, minerals and protective phytochemicals for everyone, no matter their stage of life!

Green Kiwifruit is a nutrient dense fruit containing more vitamin C than an orange, around 20 per cent more folate per 100 grams than a banana, good levels of potassium, magnesium and dietary fibre. And what a luscious tangy taste!

Eat Green Kiwifruit to help -

A healthy heart

- Gain the same benefits as taking an aspirin daily to *improve heart health* by eating two to three kiwifruit per day¹. Kiwifruit helps thin blood, reduces clotting and can lower blockage-causing fat in the blood.
- The *soluble fibre* (pectin) in Green Kiwifruit can help manage healthy cholesterol levels.
- *Folate* in Green Kiwifruit can help lower homocysteine levels and may reduce the risk of heart disease.
- The antioxidants *Vitamins A and E* in Green Kiwifruit protect body cells and may reduce the risk of heart disease.

Cancer protection

- Eating kiwifruit daily may provide substantial protection against the kind of DNA damage that can trigger cancer and, more significantly, kiwifruit greatly *stimulates the repair of DNA damage*².
- The *antioxidants* in Green Kiwifruit act like internal bodyguards to protect cells from free-radical damage. This keeps cells healthier for longer and counteracts damage from our hectic lifestyles e.g. pollution, stress, smoking.

Boost immunity

- *Vitamins C and E* in Green Kiwifruit help boost the body's defence system and immunity to help ward off the Winter nasties (colds, flu).
- *Vitamin C* plays a role in fighting infection, collagen synthesis and wound healing.

Inner health

- The *fibre* in Green Kiwifruit helps maintain regularity and promotes laxation in the elderly³.

Healthy babies

- The folate in Green Kiwifruit is essential for women planning pregnancy and during pregnancy. Folate is involved in cell formation and requirements are doubled for women of childbearing age. Sufficient dietary folate is essential to prevent birth defects such as spina bifida.

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Healthy lungs

- The high *vitamin C* in Green Kiwifruit may reduce wheezing in children especially among already susceptible individuals⁴.

Healthy weight

- Green Kiwifruit is a *low kilojoule*, nutritious snack.
- The low Glycemic Index (GI) of Green Kiwifruit helps maintain a healthy weight by increasing satiety and providing sustained energy.

Other benefits

- The *potassium* in Green Kiwifruit aids fluid balance, muscle contraction and nerve transmission. Deficiencies in potassium are linked with fatigue, irregular heartbeat, muscle cramps and mental confusion.
- The high vitamin C content helps with iron absorption and the prevention of anaemia.
- Contains the amino acid, *arginine*, which acts as a vasodilator to help blood flow and can be used in the treatment of impotence for a healthy sex life.

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For further media information, please contact Kate Walsh on 03 9690 9199 or email kwalsh@tesch.com.au

References:

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