

Boost Nutrition and Help Your Budget By Serving More California Canned Peaches!



New 2008 Study Reveals that Key Vitamin Levels Increase & Are Maintained as a Result of the Canning Process



Peachy Keen News!

FACT: Carotenoid levels (Carotenes and Lycopenes) significantly increase when canned or frozen! The canning process releases carotenoids and make them physically available. When more are released, more are absorbed by the body!

FACT: California Cling Peaches are picked at the optimum nutrient level, and the canning process then locks in key nutrients and retains them until they are served!

Why Do Kids Need Carotenoids and What Are They Anyway?

- Carotenoids – particularly beta-carotene –give fruits and vegetables their bright orange color.
- Carotenoids serve an important function because the two primary types (beta-carotene and alpha-carotene) are converted by the body into retinol, an active form of vitamin A.
- Vitamin A is a powerful antioxidant that strengthens the immune system, improves communication between cells, and fights off cell-damaging free-radicals, heart disease, and various cancers.



Did You Know?

The deeper the orange color, the more carotenoids a food contains!



The Freshness of Canned Peaches

Nutritionists, dietitians, and food service professionals all agree that canned fruits are not only as nutritious as fresh, but often contain higher nutrients than fresh.

- According to a UC Davis study published in the Journal of the Science of Food and Agriculture by Christine Bruhn, the canning process locks in nutrients at their peak of freshness and due to a lack of oxygen, those nutrients remain stable until consumed.
- “Many nutrients, like vitamin C and folate are extremely sensitive to changes in temperature, light, and atmosphere,” notes Melanie Polk, Director of Nutrition Education at the American Institute for Cancer Research. Fresh fruits and vegetables stored at room temperature for two or three days can lose up to 70% of these nutrients.

For more information, visit www.calclingpeach.com

Resources:

American Dietetic Association Complete Food and Nutrition Guide

American Institute for Cancer Research

Oregon State University

UC Davis

Links:

<http://www.whfoods.com/genpage.php?pfriendly=1&tname=nutrient&dbid=116>

<http://health.nytimes.com/health/guides/nutrition/vitamin-a/carotenoids.html>

<http://vegetablemarty.com/?cat=9>

<http://www.sciencedaily.com/releases/2007/03/070319090511.htm>

http://www.fruitsandveggiesmorematters.org/?page_id=3

http://www.cdc.gov/nccdphp/dnpa/nutrition/nutrition_for_everyone/fruits_vegetables/

<http://www.pbhfoundation.org/pulse/research/consumption/>