

VISIONARY POWER



Macular hole is the leading cause of blindness in many countries, including the US.

New research shows that elderly people with an eye to the future should consider including ZESPRI™ Kiwifruit in their diet.

Aside from its strong nutritional qualities, ZESPRI™ Kiwifruit contains a number of phytochemicals and other substances recognised as being powerful agents in preventing many chronic illnesses.

One of these is macular hole. Once this disease has reached a certain point, little medical treatment can be offered. However, studies have shown that lutein, a phytochemical found in ZESPRI™ Kiwifruit, accumulates on the retina of the eye and may help to prevent macular degeneration.

So for those with vision, ZESPRI™ Kiwifruit could be a sight for sore eyes.



Treasure your HEART

ZESPRI™ KIWIFRUIT YOGHURT SNACK

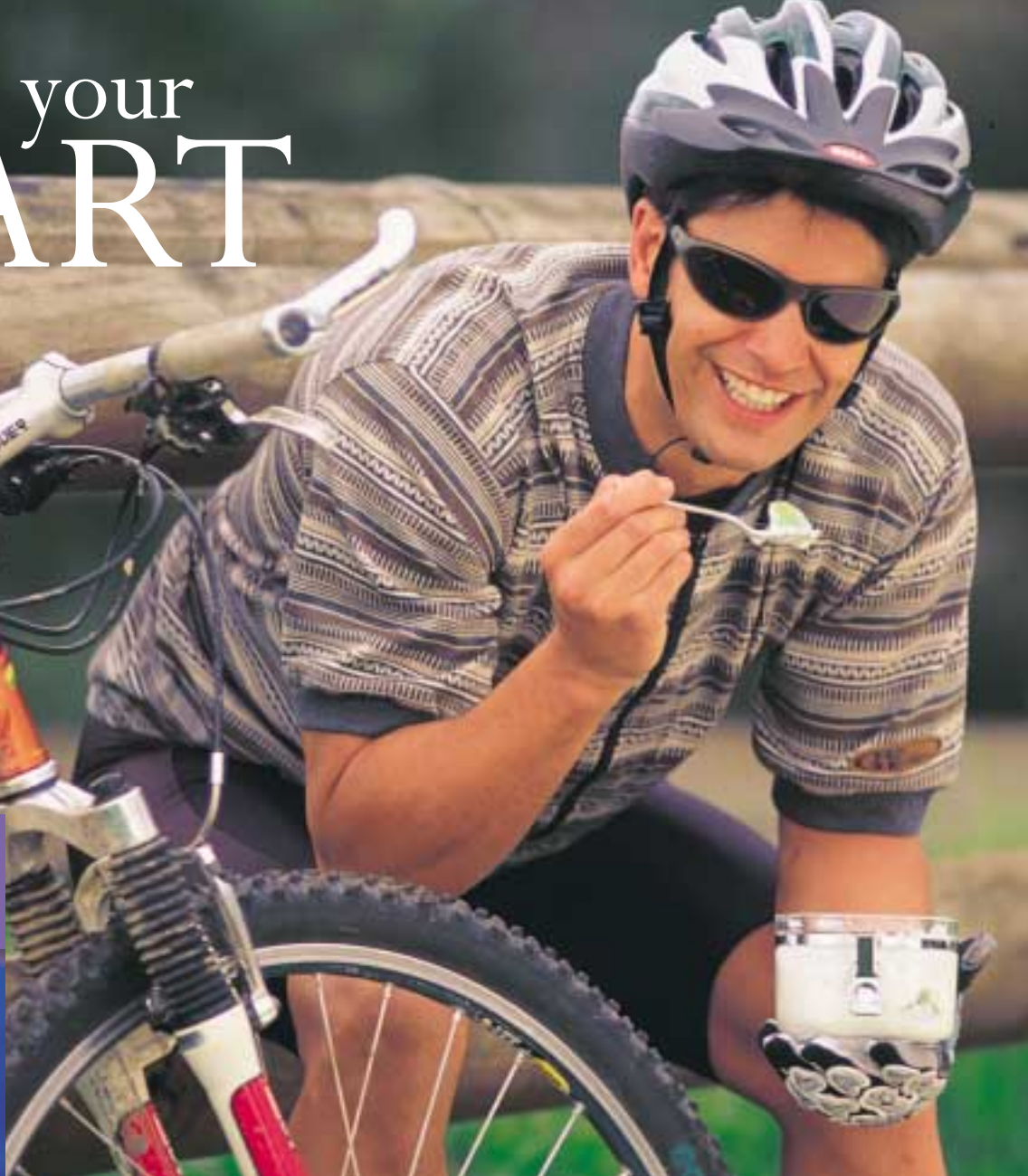


YOU WILL NEED

1 cup plain unsweetened yoghurt
1-2 ZESPRI™ Kiwifruit, peeled and
cut into chunks
pumpkin and sunflower seeds
toasted muesli
shredded coconut

WHAT TO DO

Put the yoghurt in a container with the
ZESPRI™ Kiwifruit. Sprinkle the seeds,
muesli and coconut on top and serve.
Serves 1.



Heart disease is common throughout the world. Many people already know that a key defence against this illness is to reduce the level of cholesterol in your blood.

When oxidised, one particular form of cholesterol can cause plaque in the bloodstream, resulting in clogged arteries and heart disease.

ZESPRI™ Kiwifruit could help you look after your heart. New research from Rutgers University in the US shows that this fruit is high in dietary fibre which is made up of pectin. Pectin is known to reduce cholesterol.

ZESPRI™ Kiwifruit is kind to your heart in other ways too. It contains antioxidants, helping to prevent cholesterol oxidising and reduce the risk of illness. Vitamin C is a powerful antioxidant and ZESPRI™ Kiwifruit is rich in this vitamin as well as a range of phytochemicals which are also antioxidants.

Vitamin E is essential for a healthy heart and ZESPRI™ Kiwifruit supplies our bodies with that too. This is significant since most foods which contain vitamin E are usually high in fat, but ZESPRI™ Kiwifruit contains almost

no fat - and is low in calories.

ZESPRI™ Kiwifruit also stood out in the nutritional research into 27 of the most popular fruits as the best source of magnesium. Magnesium is hard to find in the diets of people living in affluent countries, but a lack of magnesium is known to contribute to heart disease, myocardial dysfunction and high blood pressure.

So fall in love with yummy ZESPRI™ Kiwifruit and you're also loving your heart.



ZESPRI™ Kiwifruit

THE TRAVELLER'S FRIEND

We all have good memories of visiting new places, meeting new people and trying new things. That's one of the reasons we love to travel.

But amongst the travellers' tales not generally told is how getting away from home can lead to constipation. The two most common causes are changes in the kind of food we eat and the amount of fluid we take in. There is also often a change in our pattern of eating. You don't even have to be in a foreign land. It can happen while you're travelling within your own country.

One way to prevent this happening is to include fresh fruit that is high in fibre in your travel diet and ensure that you drink plenty of fluids. Doing some physical activity every day also helps.

A recently released study¹ shows that one fruit with demonstrated constipation relieving qualities is ZESPRI™ Kiwifruit. The traveller who has one or two every

day they are away is choosing a natural alternative to laxatives that can have side effects, (particularly when used for a long time).

ZESPRI™ Kiwifruit combines the convenience of other laxatives with a fantastic nutritional powerhouse of vitamins and minerals, a sparkling feel alive taste with a special kind of dietary fibre. The cell walls (dietary fibre) of ZESPRI™ Kiwifruit swell considerably as the fruit ripens until they are three to four times larger. This suggests that the fibre in the fruit has an exceptionally high water holding capacity.

Exactly how the kiwifruit's laxative properties work is still under investigation. The unusual dietary fibre characteristics are in line with nutrition recommendations for healthy fibre and with increased fluid help to prevent and relieve constipation.

Travellers will also appreciate how easy ZESPRI™ Kiwifruit are to eat – simply slice and scoop, peel and munch. It also makes them a perfect choice for other people susceptible to constipation – children, older people, pregnant women and those on fad or unbalanced diets.

Tasty and health giving and fun and easy to eat – all great reasons to make ZESPRI™ part of your daily diet, at home and away.

1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001.



CHICKEN PROSCIUTTO SALAD WITH KIWIFRUIT

250 g (9 oz) skinned + boned chicken breast fillet
6 slices prosciutto
1 medium cos lettuce, washed
2 large peaches, stoned and sliced
4 ZESPRI™ GREEN Kiwifruit, peeled and sliced
150 g (5 oz) feta cheese, chopped
1 small red onion, finely sliced

DRESSING:
200 g (7 oz) low-fat natural yoghurt
1/4 cup lemon juice
1 tablespoon whole seed mustard
1 teaspoon Dijon mustard
1 clove garlic, crushed
salt and freshly ground black pepper



1. Cook the chicken on a heated and oiled grill, barbecue or griddle, until browned on both sides and cooked through. Cool and thinly slice.
2. Grill prosciutto until cooked. Cool and break into pieces. Wash and crisp the lettuce. Prepare the fruit, cheese and onion. Combine salad dressing ingredients and whisk.
3. In a large bowl, place the sliced chicken, peaches, ZESPRI™ Kiwifruit, feta and red onion and toss gently. Place the cos lettuce leaves onto a serving place. Top with the salad and drizzle with dressing. Place the crumbled prosciutto on top and serve with a loaf of warmed crusty bread.

Preparation time: 20 minutes
Cooking time: 35 minutes
Serves 3-4.



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Zespri
New Zealand Kiwifruit

The joy of FOOD



We've all been bamboozled by the idea of taking vitamin and mineral supplements. And it's true that the older we get, the more we need a good supply of health-boosting nutrients.

However, the best source of nourishment for your body is always food. Food is what your body is designed to process, more so than high-potency pills. And what could compare to the pleasure of eating a fresh, juicy, refreshing ZESPRI™ GREEN Kiwifruit, for example?

Studies at Rutgers University, New Brunswick, have shown that ZESPRI™ GREEN Kiwifruit is a 'powerhouse' of nutrients: essential vitamins and minerals, an unusual array of amino acids, antioxidants and even phytochemicals, (which are invaluable in reducing the risk of chronic illness).

GOODNESS AT A GLANCE

ZESPRI™ GREEN Kiwifruit gives you:

- high levels of vitamin C
- a low fat source of vitamin E
- other antioxidants
- magnesium
- modest levels of a variety of carbohydrates
- a healthy sodium to potassium ratio
- folic acid
- a good source of fibre

ZESPRI™ GREEN Kiwifruit is also:

- low in fat & nutritiously dense
(a powerhouse of nutrients)

ZESPRI™ GREEN Kiwifruit contains many natural substances which science hasn't even named yet so you're unlikely to find these goodies in a supplements capsule. When you eat a ZESPRI™ GREEN Kiwifruit you're giving your body a range of good, natural nutrients which actively promote good health and healing.

In our modern society, popping a vitamin supplement is so easy when you're stressed, busy or just not hungry. But we must remember that our bodies need real food to keep them healthy. Whether it's fibre for your bowel to stay cleansed and healthy, or trace elements your body can only get from raw fruit, ZESPRI™ GREEN Kiwifruit offers a glorious tonic the way nature intended.

And it's so easy to eat! You can peel and munch or slice in half and scoop out the insides. Or use it in easy, quick and tasty recipes.

Feast your eyes on good food and your stomach reacts in anticipation. Glance at a refreshing zingy ZESPRI™ GREEN Kiwifruit and you'll want to eat it immediately!

Many people, especially those over 55 years of age, have to worry about drug and supplement interactions. Are you overdosing on a non-water soluble vitamin that's staying in your system? Or are you missing a vital trace element because it's blocked by a medicine you take?

Why worry when you can leave it to nature? A ZESPRI™ GREEN Kiwifruit every day gives you a valuable natural source of vitamins C and E, folic acid, magnesium, carbohydrates, amino acids and antioxidants.





Here's a quick run-through of the goodness ZESPRI™ GREEN Kiwifruit offers -

• **Vitamin C** - As an antioxidant, vitamin C is very important to help boost the immune system. ZESPRI™ GREEN Kiwifruit contains higher levels of vitamin C than oranges or any other fruit. Vitamin C is also important because it enhances the absorption of nonhaem iron (the iron found in non-meat foods).

Vitamin C helps protect tissues from the effects of cell damage, aging, growth and repair as well as helping in wound healing.

• **Vitamin E** - is another antioxidant found in ZESPRI™ GREEN Kiwifruit which is helpful especially if you're on a weight-loss programme. You may be missing out on vitamin E as you reduce fat intake. Rest assured that ZESPRI™ GREEN Kiwifruit is a low fat source of vitamin E.

Vitamin E also helps protect the heart from disease because it hinders the oxidation of cholesterol in the blood and so reduces narrowing of the arteries.

• **Other antioxidants** - ZESPRI™ GREEN Kiwifruit is a good source of other disease-fighting antioxidants and phytochemicals such as lutein which has been linked to the prevention of colon cancer.

• **Folic acid** - is one of the B group vitamins and is used in DNA formation. If you don't have enough folic acid in your system, a substance called homocysteine stays in your bloodstream too long and attacks artery walls. Folic acid breaks down this substance and in doing so, protects against heart disease. In addition, some medications such as those used to treat rheumatoid arthritis block the uptake of folic acid.

• **Magnesium** - magnesium can help control conditions like diabetes and even asthma. Along with calcium it helps keep bones strong. You also need magnesium to create energy in your body. Many foods in Western society today lack magnesium.

• **Sodium/potassium** - ZESPRI™ GREEN Kiwifruit offers an ideal ratio of these essential minerals. They are used to take nutrients where they're needed in your body.

• **Fibre** - the water-soluble fibre in ZESPRI™ GREEN Kiwifruit has an important role in maintaining a healthy digestive system and flushing out harmful toxins such as carcinogens.



TINGLE THOSE TASTE BUDS

ZESPRI™ GREEN Kiwifruit is delectable in sushi whether with raw fish or vegetables. Or try it pureed as a salsa accompaniment to Mexican food like quesadillas.

Skewer on kebabs with scampi tails and barbecue. Mix chunks of ZESPRI™ GREEN Kiwifruit into a brown rice salad with herbs and strips of red capsicum.

Is your mouth watering yet? How about making Kiwifruit pastry tarts and serving with whipped cream?

ZESPRI™ GREEN Kiwifruit is versatile, healthy and delicious so try it with your own favourite recipes. Be adventurous!

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New Zealand Kiwifruit





The fibre of life

Do you find yourself snacking on sweet things more than ever? And does the sweet taste seem more satisfying?

You're experiencing getting older! Yes, you have an official excuse! It's well known that as we age our palates are more seduced than ever by sweet tastes - and although we may love good food, our appetites can drop off.

Now it's more important than ever to make sure you're still eating plenty of fibre. It seems your body needs more as you mature. That doesn't have to mean cereals and such like - think about a refreshing, invigorating ZESPRI™ GREEN Kiwifruit!

Studies from Rutgers University, New Brunswick reveal that ZESPRI™ GREEN Kiwifruit is high in dietary fibre.

The water-soluble fibre found in ZESPRI™ GREEN Kiwifruit helps delay your stomach emptying and the time food takes to go through the digestive system. This is good news because it means you get more goodness from what you eat, you don't feel hungry so you don't overeat and your blood cholesterol levels could even come down a little.

Fibre helps maintain a healthy and efficient digestive tract and gets rid of harmful carcinogens and other toxins. In addition, scientists have discovered a mystery laxative compound in ZESPRI™ GREEN Kiwifruit which helps cleanse your system.

There's something else you'll like about ZESPRI™ GREEN Kiwifruit if you have a sweet tooth. Not only is it high in fibre and one of nature's most nutrient-packed storehouses - it's tangy and naturally sweet-tasting so it satisfies those taste buds!



GREEN A GO-GO

Keep your body on the go – pocket a ZESPRI™ GREEN Kiwifruit when you're heading out.

TRY IT AS A SALAD

Make up a tasty salad with ZESPRI™ GREEN Kiwifruit, gherkins, celery, walnuts, lemon juice and a little onion and cumin and enjoy on its own or with cold meats, cheese or in pita pockets.

A LITTLE FRUITY

Skewer ZESPRI GREEN™ Kiwifruit with your other favourite fruits and freeze. Pop into a cocktail drink like cranberry and soda.

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The age of REASON

As you get older, you have different priorities - like taking better care of yourself, for example.



Staying active and eating well aren't just nice to do's. They actually make the natural aging process easier on your body. You might not realise that as we mature, our metabolism slows down and we need less energy because we're losing muscle mass. And eating well gives us more energy.

Studies at Rutgers University, New Brunswick have proven that ZESPRI™ GREEN Kiwifruit provides a wealth of energy-boosting nutrients which help keep mind, body and spirit in good shape. And it can even combat the effects of aging.

With its furry brown skin and fresh jewel-green inside, ZESPRI™ GREEN Kiwifruit is wonderful for everyone, especially those of us who are older and want to take good care of ourselves.

No supplement will ever replace the refreshing lift you feel when you savour a ZESPRI™ GREEN Kiwifruit. It is one of nature's most abundant storehouses of goodness: vitamin C, vitamin E, antioxidants, folate, magnesium, fibre and even a little amino acids and phytochemicals (these are known to assist in reducing the risk of chronic illness).

ZESPRI™ GREEN Kiwifruit is a delicious source of abundant fibre - much more exciting than a bowl of plain cereal. In fact, ZESPRI™ GREEN Kiwifruit even contains a mystery substance which has a

mild laxative effect, helping clear your system of toxins and possibly carcinogens.

As we grow older we are more prone to developing type 2 non-insulin dependent diabetes. As part of a healthy diet and exercise regime ZESPRI™ GREEN Kiwifruit may help reduce the risk of developing this form of diabetes.

ZESPRI™ GREEN Kiwifruit also contains lutein, a phytochemical, which has been linked to the prevention of colon cancer. This same substance helps prevent age-related sight impairment caused by macular degeneration of the retina.

If you find these things fascinating, consider the other benefits. ZESPRI™ GREEN Kiwifruit surprisingly contains a little arginine, an amino acid, which helps blood flow and which has been used in the treatment of impotence.

ZESPRI™ GREEN Kiwifruit is low in fat and yet contains vitamin E, an antioxidant which we need to consume as part of our modern Western diet.

Low in cholesterol, ZESPRI™ GREEN Kiwifruit is good for your heart. With its favourable sodium potassium ratio, ZESPRI™ GREEN Kiwifruit can help with high blood pressure, especially if you're taking medication for hypertension. It also has a moderate supply of magnesium which is also good for your heart.

The study of 27 popular fruits, led by Dr Paul LaChance, showed ZESPRI™ GREEN Kiwifruit also contains an array of phytochemicals. These phytochemicals may even play a role in improving mood.

Who would have thought this bright green fruit would be such an uncommon aid for vitality and health? It's as if ZESPRI™ GREEN Kiwifruit is naturally designed to help us put more life into our lives in every way, no matter what date is on our birth certificates.



"We do not stop playing because we grow too old. We grow too old because we stop playing."

ANONYMOUS

Act your age

Age is a state of mind, not a number! In your pursuit of fun and friends, good food and laughter, take care of yourself inside and out with a ZESPRI™ GREEN Kiwifruit.

Goodness on the go

Off for a brisk walk or a game of tennis? Pop a ZESPRI™ GREEN Kiwifruit in your pocket and munch on it for a quick energy lift.



Part of your daily routine

ZESPRI™ GREEN Kiwifruit is so good for you - and so good at combating the effects of aging - make eating this powerhouse food a habit and part of your daily routine. Have a few slices of ZESPRI™ GREEN Kiwifruit with your breakfast cereal. Or cut in half and scoop with a spoon.

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New Zealand Kiwifruit



S U M M E R S M A R T S



Most people love the bright days and balmy nights of summertime. Swimming at the beach, going for evening walks, barbecues, eating ice-creams: summer activities are some of the most fun of the whole year.

However, if you eat a ZESPRI™ Kiwifruit instead of an ice-cream, you'll get even more out of your summer. How's that? Well, latest research shows ZESPRI™ Kiwifruit could be nature's closest thing to the perfect summer fruit.

Not only does ZESPRI™ Kiwifruit cool you down and help replace minerals and fluids you lose in the hot weather, it also gives you more energy and vitality.

ZESPRI™ Kiwifruit also exhibited antimutagenic properties, which can prevent the mutation of genes.

And if barbecues are one of your favourite things to do in summer, make sure you have some ZESPRI™ Kiwifruit with your barbecued food. ZESPRI™ Kiwifruit is believed to inhibit a process called

nitrosation (where nitrates contained in barbecued and smoked foods can form the free radical nitrosamine). Free radical damage is now thought to be part of the cause of chronic illnesses like cancer and heart disease.

These revelations come from a comprehensive analysis of fruit nutrition by Rutgers University in New Brunswick, one of America's leading food science institutes.

A team led by Dr Paul LaChance, professor of food science, analysed 27 popular fruits for their nutritional value, looking for 29 nutrients, including 10 vitamins, 9 minerals, protein, carbohydrate, fibre, fat and cholesterol. They were also interested in the presence of phytochemicals; plant substances that act as antioxidants or provide other valuable disease prevention capabilities.

The fascinating research found that weight-for-weight, ZESPRI™ Kiwifruit is the most nutritious of all popular fruits.

So not only is ZESPRI™ Kiwifruit the smart fruit for summer, eating it is an all-year-round way to stay healthy.



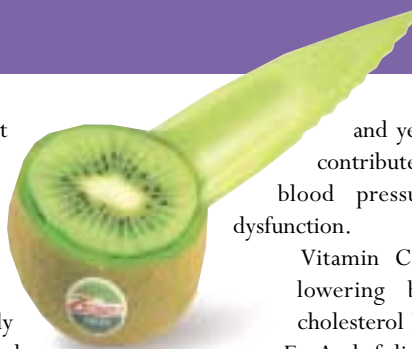
Strong of HEART

When you think about all the love you experience in your life, it's no wonder you have to consider your heart health as you get older.

A recent research study led by food scientist Dr Paul LaChance at Rutgers University, New Brunswick, shows ZESPRI™ GREEN Kiwifruit to be a wonderful salve for the heart, protecting it and helping it stay strong.

The study analysed 27 popular fruits for nutritional content. ZESPRI™ GREEN Kiwifruit came out on top with more vitamins, minerals and amino acids than any other fruit studied.

ZESPRI™ GREEN Kiwifruit was found to contain folic acid, magnesium and vitamin C - all of which can help the heart fight disease. Magnesium, for example, is often not abundant in modern Western diets



and yet its lack is known to contribute to heart disease, high blood pressure and myocardial dysfunction.

Vitamin C helps the heart by lowering blood pressure and cholesterol levels, as does Vitamin E. And folic acid helps prevent damage to arteries caused not by cholesterol but a substance called homocysteine. Folic acid breaks down this substance before it does any damage.

Naturally low in cholesterol and high in fibre, ZESPRI™ GREEN Kiwifruit also helps as part of a healthy weight or cholesterol-lowering eating plan which is also good for the heart. A low fat content and - unusually - a low fat source of vitamin E, combined with an array of antioxidants, make ZESPRI™ GREEN Kiwifruit your heart's desire.

ZESPRI™ GREEN Kiwifruit can even help those with high blood pressure or

hypertension. For example, some hypertension-controlling medications deplete potassium and possibly magnesium in your body. Potassium is needed for healthy cell function and to maintain fluid balance within cells. It works with sodium to keep your body in balance. ZESPRI™ GREEN Kiwifruit has a favourable potassium/sodium ratio and also provides magnesium.

You'll love the delicious taste of ZESPRI™ GREEN Kiwifruit and knowing that's it's good for your heart. Eating ZESPRI™ GREEN Kiwifruit regularly can keep your heart, and you, happy.

*"Fill your heart with love today.
Don't play the game of time."*

DAVID BOWIE

Ripe, fresh and juicy every day

Have a ZESPRI™ GREEN Kiwifruit every day and you're looking after yourself in so many ways. Try these ideas for extra zest in your life:

Make up a cooling ZESPRI™ GREEN Kiwifruit Raita with yoghurt, mint and coriander and serve with barbecued fish and prawns. Delicious summer barbecue food!

On languid summer days, refresh the party with a Wellington Slush cocktail. Blend ZESPRI™ GREEN Kiwifruit gently with ice, pineapple and orange juice, sugar and a little white rum. Zing!

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New Zealand Kiwifruit



Stress free naturally



You've got a million things to do and here comes that feeling of numbing stress. How can you delay that point of stressing - or even get rid of it completely?



The answer might surprise you. Relaxation, meditation and soothing music may help your mind.

But working on your body's chemical reactions could break the stress chain reaction physically.

Pollution, ageing, exercise, smoking and stress all increase the production of naturally occurring free radicals in your system. The phytochemicals found in plants have antioxidant qualities. They actively short circuit the stress reaction by reducing the potential of free radicals to cause damage to your body.

Research carried out by Rutgers University found ZESPRI™ GREEN Kiwifruit ranked high in antioxidant levels. These antioxidants have anti-cancer and anti-inflammatory qualities, they protect against heart disease and even protect the retina of the eye.

Stress impacts the immune system making it harder to fight illness. For example, fruit and vegetables are linked to reducing the incidence of cancer by preventing the formation of cancer, rather than as a treatment.

ZESPRI™ GREEN Kiwifruit is thought to contain compounds which enhance immune response (future studies will hopefully indicate exactly how). The presence of reasonable amounts of folate in

ZESPRI™ GREEN Kiwifruit may offer some protection against homocysteine levels - a possible risk factor in coronary heart disease.

ZESPRI™ GREEN Kiwifruit may possibly contribute toward enhancing mental health. It contains inositol which breaks down to phosphatidylinositol - one of a class of compounds which plays a role in intracellular responses to hormones and neurotransmitters.

Another way ZESPRI™ GREEN Kiwifruit may help regulate our brain chemistry is through serotonin. In basic terms this chemical, found in ZESPRI™ GREEN Kiwifruit, is thought to have a calming effect on many people.

Alongside a healthy, balanced diet and taking time out, ZESPRI™ GREEN Kiwifruit can help reduce stress, physically and mentally.

Want to de-stress naturally? Have a ZESPRI™ GREEN Kiwifruit:

- before you go to work or on the run
 - just slice it in half and scoop out the inside with a spoon
- at lunchtime in a salad
- before exercising or going to the gym, peel and eat

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Purify your body



**We're so good about
cleansing the outsides of
our bodies, but what
about the inside?**

Cleansing your system is important to reduce the risks of illnesses such as cancer. Drinking lots of water and eating foods rich in dietary fibre are great ways to cleanse your digestive system.

For those concerned with digestive health, the ZESPRI™ Kiwifruit looks like a wonderfully easy - and delicious - means of keeping you regular.

In a recent study carried out by Rutgers University in the US, researchers found that

ZESPRI™ Kiwifruit not only has lots of dietary fibre, it also contains a mystery substance with laxative properties.

Though scientists know it's there, this compound has yet to be identified. It's thought that it helps speed up ZESPRI™ Kiwifruit's laxative effect to more quickly remove or prevent build-up of metabolites that can cause cancer.

ZESPRI™ Kiwifruit's enhanced body purifying quality is just one of a number of startling findings on the nutritional aspects of fruits.

The Rutgers study was led by professor Dr Paul LaChance and presented to the American College of Nutrition. It analysed the 27 most popular fruits to give us a better understanding of their health-giving and disease-preventing qualities.

ZESPRI™ Kiwifruit was found to be weight-for-weight the most nutritious of all fruits studied, low in calories, rich in vitamins and magnesium and a potent source of phytochemicals, including many anti-oxidants which help combat many serious illnesses.



ON THE LEVEL



We all want to keep our lives in balance - not least because then we can enjoy life to its fullest. But it seems that as we get older, our bodies can rebel against us.

Take diabetes, for example. You can be getting along just fine until suddenly your blood sugar level starts climbing.

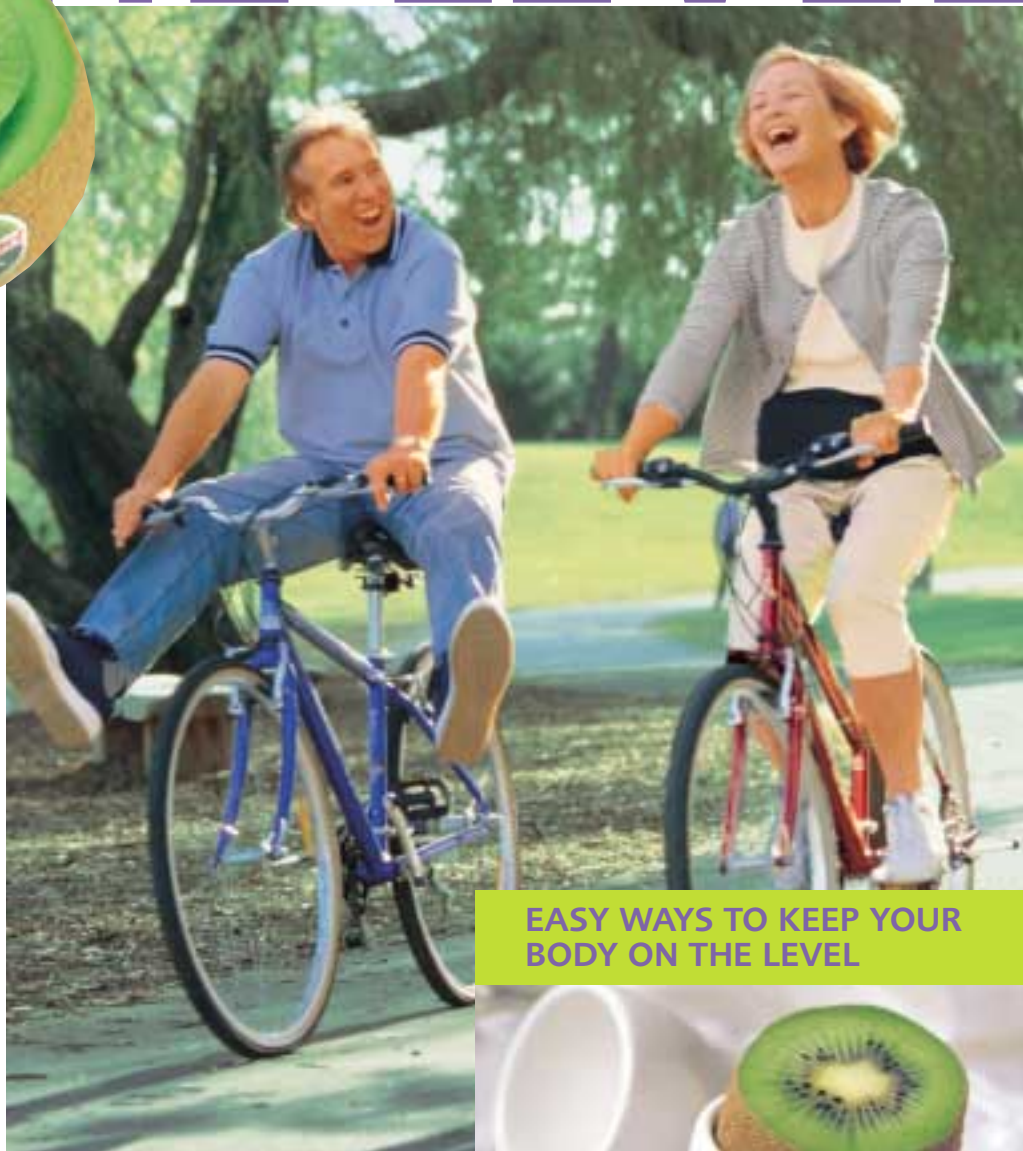
Diabetes is on the rise in our society - as we mature, our bodies can begin to 'ignore' insulin; our cells become resistant to it.

Here's what happens. Our bodies get energy from glucose which is carried into our cells by insulin. When insulin is ignored, you end up with lots of glucose in your bloodstream, but none in your cells. This is called non-insulin dependent diabetes which is the most common type of diabetes.

However, you can take charge and help curb your body's rebel tendencies. You can take care of yourself by eating balanced meals and exercising regularly. In short, you can keep things on the level.

Studies from Rutgers University, New Brunswick show that ZESPRI™ GREEN Kiwifruit with its unique properties is the most nutritious of all popular fruits.

Specifically, ZESPRI™ GREEN Kiwifruit is ideal as part of your diet whether you have non-insulin dependent diabetes or not. Why? It has a moderate to low Glycaemic Index, (the measure of the rate at which sugar is released into the bloodstream). Eating foods such as ZESPRI™ GREEN Kiwifruit with a low Glycaemic Index helps regulate your blood sugar level.



EASY WAYS TO KEEP YOUR BODY ON THE LEVEL



And with its high fibre content ZESPRI™ GREEN Kiwifruit slows the digestion of carbohydrates, (which aids in the control of blood sugar). In addition, ZESPRI™ GREEN Kiwifruit is a great low fat source of vitamin E and other antioxidants.

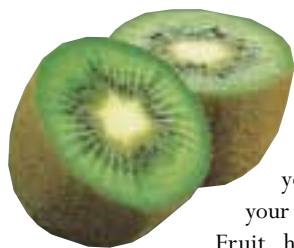
Weight control is integral to the prevention and management of non-insulin dependent diabetes and ZESPRI™ GREEN Kiwifruit can help with this too since it is high in goodness and low in fat.

As a natural storehouse of essential nutrients, ZESPRI™ GREEN Kiwifruit can help you stay on the level, so you can get everything you want out of life.

Instead of an egg, slip a ZESPRI™ GREEN Kiwifruit into an eggcup, cut the top off and scoop away. Skin your ZESPRI™ GREEN Kiwifruit, mash the juicy insides to a pulp and serve with your favourite gelato or frozen yoghurt. ZESPRI™ GREEN Kiwifruit is the instant, revitalising food you can have anywhere - take one with you when you're walking, at the gym or out with friends.

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The Green TO BEAT THE BLUES



It's long been known that what you eat affects not just your waistline, but your mind as well.

Fruit has many properties which make it an important part of our daily diet. One fruit has recently been singled out as a "nutritional powerhouse" which can even help beat the blues. It's ZESPRI™ Kiwifruit.

America's leading food scientists at Rutgers University have found ZESPRI™ Kiwifruit contains many substances which may help our minds - and our hearts.

This little green fruit may actually make us happier. Amazing but true, ZESPRI™ Kiwifruit has been shown to contain inositol - a substance that helps prevent depression in adults.

In plants, inositol acts as a growth hormone. In humans it breaks down to phosphatidylinositol. This is one of a class of compounds which play a role in intracellular responses to hormones and neurotransmitters - contributing to good mental health.

BRAIN FOOD

Another way ZESPRI™ Kiwifruit helps regulate our brain chemistry is through its array of phytochemicals - serotonin in particular. In basic terms this chemical, found in ZESPRI™ Kiwifruit, has a calming effect on many people.

Amino acids such as arginine and glutamate act as precursors to neurotransmitters in the brain and ZESPRI™ Kiwifruit contains an unusually broad complement of amino acids.

In a high pressured world, ZESPRI™ Kiwifruit helps us cope. Its low sodium, high potassium ratio encourages a healthy fluid and electrolyte balance in the brain.

This wonderful fruit is a good source of Vitamin E and magnesium. Magnesium, often hard to find in Western diets, helps in neurotransmission and is also important for a healthy heart.

In fact, ZESPRI™ Kiwifruit's low sodium, high potassium ratio may also help your heart and your blood pressure so it's especially good for people who suffer hypertension.

While research continues in this area, the findings of the Rutgers study suggest that ZESPRI™ Kiwifruit may well be a useful



addition to the daily diet if you're feeling down - or simply want to feed your brain and not succumb to stress and its related illnesses.

With so many people being affected by the blues, the humble ZESPRI™ Kiwifruit is a welcome, natural way to put a little sunshine back into our lives.



It's as natural as breathing, drinking and eating. The elimination of waste is one of the basic functions necessary for our body's survival. A healthy and efficient digestive tract helps cleanse our body of harmful carcinogens and other toxins.



GREEN FOR GO



Yet even otherwise healthy people can sometimes have problems with constipation, while poor diet, certain medical conditions and some medications can actually cause us to become constipated.

In the Western world, there is a greater awareness of the undesirable consequences of constipation and the use of laxatives is on the increase. But taking laxatives can be expensive and their long term use can also have negative side effects for the body. Some laxatives may cause our bodies to lose nutrients like calcium, potassium and fat, and alters the natural action of our digestive system.

It's understandable then that many people would prefer a natural alternative – one that gives us real relief from constipation and is unlikely to affect other medications. If it tastes good, has additional nutritional benefits and is widely available, that's even better.

Now scientific studies carried out by the Auckland University of Technology and the University of Auckland¹ in New Zealand,

show there is a natural, and naturally good, alternative. Researchers found what many people already suspected – that the bright green flesh of ZESPRI™ Kiwifruit can relieve the effects of constipation at the same time as providing essential dietary nutrients such as Vitamins C and E, potassium, magnesium, antioxidants and folate.

For some people, constipation is more than just lack of regularity. It can cause strain and discomfort, or even pain in some cases. Anyone can be affected by constipation, but some groups are more vulnerable than others – young children, pregnant women, people on fad diets, those taking certain medications such as anticonvulsant drugs and diuretics, and older people. A good diet with plenty of fibre and regular exercise are known to help.

The Auckland medical trial reported that eating two to three ZESPRI™ GREEN Kiwifruit each day improved both regularity and the consistency of the stool. The scientists concluded that ZESPRI™ GREEN Kiwifruit can provide a useful addition to the diet of otherwise healthy people who have problems with constipation.

And as those taking part in the study discovered, ZESPRI™ GREEN Kiwifruit are not only easy to eat, their zingy sweetness is a great addition to all kinds of delicious recipes. Tasty and health giving and fun to eat – all good reasons to make ZESPRI™ GREEN part of your daily diet.

MARINATED LAMB CUTLETS WITH KIWIFRUIT SALSA



1 ZESPRI™ GREEN Kiwifruit, peeled
1/2 cup low-fat natural yoghurt
1 clove garlic, crushed
12 lamb cutlets

KIWIFRUIT SALSA:

3 ZESPRI™ GREEN Kiwifruit, peeled and finely chopped
1/2 small paw paw (papaya) peeled, seeded and finely chopped
1 cup finely chopped watermelon or nectarine
1 avocado, peeled, seeded and finely chopped
1 tablespoon angostura bitters
1 tablespoon lime juice
1/4 cup coriander (cilantro) leaves, chopped

1. Combine the ZESPRI™ Kiwifruit, yoghurt and garlic in a food processor until pureed taking care the seeds are not crushed. Place the cutlets into a large bowl. Pour the marinade over and stir, until all the meat surfaces are covered. Refrigerate for 2 hours.
2. Combine the salsa ingredients together in a medium bowl. Set aside.
3. Pre-heat a grill. Brush excess marinade from marinated cutlets. Cook the cutlets for 2-3 minutes on both sides, until just cooked. Serve with the salsa.

Marinating: 2 hours
Preparation: 15 minutes
Cooking: 6 minutes
Serves 4

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1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001.

GOOD FOR THE TWO OF YOU

So you're pregnant and happy to be expecting a baby. Congratulations!

Now, particularly, is a good time to be looking after yourself and your health. Many mothers and mothers-to-be know that with pregnancy and the changes to your body comes some discomfort. Disrupted bowel patterns and constipation are familiar to many pregnant women.

There are a number of causes – hormonal changes, the position of the foetus and, most common, a lack of fibre and fluid and possible changes in your diet. This is a time when you want to keep medication to a minimum. Many women feel more comfortable with a more natural remedy instead of over-the-counter laxatives with their potential side effects with long term use (including the loss of nutrients including calcium, potassium and fat). If it provides other nutritional benefits for them and their growing baby, so much the better.

The results of a joint research trial¹ just released by the University of Technology and the University of Auckland in New Zealand, show that ZESPRI™ Kiwifruit can have safe and beneficial effects assisting in the elimination of waste and by products of digestion. How and why is still being investigated, but the New Zealand researchers believe part of the answer may be the exceptionally high water holding capacity of kiwifruit's dietary fibre which can help improve movement along our alimentary canal (gastrointestinal tract)

Two ZESPRI™ Kiwifruit each day, and an increase in the amount of fluid you drink, is an easy way to gain relief. At the same time you are helping your body eliminate harmful toxins and carcinogens and keeping your digestive system healthy.

ZESPRI™ Kiwifruit brings even more nutritional benefits. US studies at Rutgers University in New Brunswick of popular and regularly eaten fruit found that ZESPRI™ Kiwifruit is among the most nutrient dense, with twice as much Vitamin C as an orange, as well as a good source of Vitamin E, magnesium, potassium and, most important for mothers-to-be and pregnant women, folate (folic acid).

The really great thing about ZESPRI™ Kiwifruit is how easy it is to eat, how delicious and versatile. It is the perfect snack when you need a lift – just slice and scoop or peel and eat whole. It is great at mealtimes – breakfast, lunch and dinner. Blended, it makes a tasty and nutritious drink.

ZESPRI™ Kiwifruit can help you take good care of you and your baby.



ZESPRI™ ZINGER



1 ZESPRI™ GREEN Kiwifruit, peeled and chopped
250 ml (9 oz) cranberry juice
1/4 teaspoon finely grated root ginger
2 cups ice cubes
mint sprigs to garnish

1. Place the ZESPRI™ Kiwifruit and grated ginger in a food processor and process until puréed, taking care not to crush the kiwifruit seeds.

2. Add the cranberry juice and pulse, until mixed. Pour over ice and serve garnished with mint.

Note: Vodka may be added.

Preparation Time: 5 minutes
Serves 1-2

1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001.

A glow from the inside out



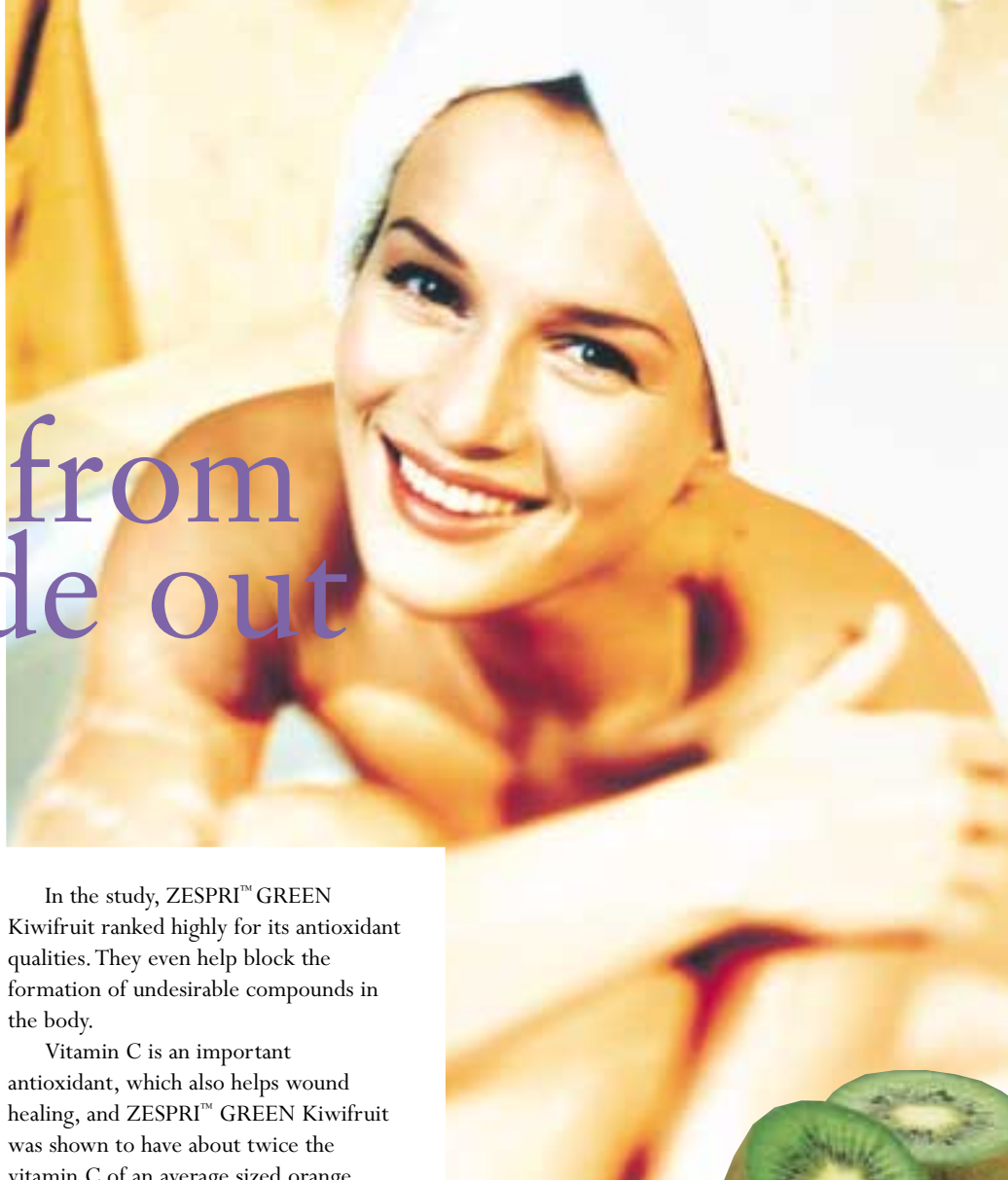
Some people seem to vibrate with health, vitality and beauty - with life itself. How do they do that?

It's little known that we need over 40 nutrients a day for our bodies to function effectively, let alone vibrate with life. And yet with our busy lifestyles, we can easily slip into bad eating patterns and eating foods with little nutritional value.

Recently, the spotlight has fallen on antioxidants and their potential role in rejuvenating and de-stressing our bodies. Antioxidants slow the normal process of oxidation in our bodies and so prevent damage from free radicals.

Unchecked oxidation can make the body vulnerable to the effects of premature ageing, cancer, heart disease and other degenerative illnesses.

A recent study at Rutgers University in New Brunswick showed that the humble ZESPRI™ GREEN Kiwifruit is a powerhouse of nutrients - and antioxidants. You may think dietary supplements and vitamin potions are covering off that department for you.



In the study, ZESPRI™ GREEN Kiwifruit ranked highly for its antioxidant qualities. They even help block the formation of undesirable compounds in the body.

Vitamin C is an important antioxidant, which also helps wound healing, and ZESPRI™ GREEN Kiwifruit was shown to have about twice the vitamin C of an average sized orange.

Vitamin E, another antioxidant, is also found in ZESPRI™ GREEN Kiwifruit - a unique, low fat source!

ZESPRI™ GREEN Kiwifruit is a rich source of phytochemicals (carotenoids found in plants), which also have excellent antioxidant properties.

In modern times it can be difficult to find foods which have good levels of magnesium and are low in fat. ZESPRI™ GREEN Kiwifruit is such a food. ZESPRI™ GREEN Kiwifruit also contains folate

which is valuable for pregnant women, since folate helps with DNA and protein metabolism.

Your grandmother wouldn't have told you to eat all your antioxidants, or your carotenoids, or your phytochemicals because they are good for you - but she may have offered you a ZESPRI™ GREEN Kiwifruit, which amounts to a similar thing when you want an inner and outer glow.



A more beautiful you - inside and out with ZESPRI™ GREEN Kiwifruit:

- Moderation and regularity are important for long-term vitality so eat at least one ZESPRI™ GREEN Kiwifruit every day
- Slice one up and serve with whatever meal you're having - it doesn't have to be with dessert
- Carry a ZESPRI™ GREEN Kiwifruit with you when you're out and about as a sweet treat for you and your body
- ZESPRI™ GREEN Kiwifruit can be used in lots of unusual ways - try it as a fresh fruit cocktail
- Its low Glycaemic Index means ZESPRI™ GREEN Kiwifruit is suitable for those with diabetes

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FILLING THE GAP

Three square meals a day is great. Except when you're still peckish and craving something sweet, usually in between meal times. Snack time!



Snacks traditionally are loaded with fat, calories and sugar to give a quick fix. Can you think of a guilt-free, healthy snack that's easy to eat on the run and also tastes great?

Have a ZESPRI™ GREEN Kiwifruit mid morning or mid afternoon. Easy to peel and eat or cut and scoop, and deliciously juicy too, it can help ward off low blood sugar levels and satisfy a sweet tooth. It is low in fat, has no cholesterol and contains fibre. That's great because then you won't feel the need for high fat or sugar-loaded treats.

Better still, you'll be giving yourself an injection of nutrients like vitamins, (including B's, C and E), minerals and carbohydrates. Research, headed up by Dr Paul LaChance of Rutgers University in New Brunswick, shows ZESPRI™ GREEN Kiwifruit to be a "nutritional powerhouse" for people with high energy lifestyles.

What you eat and when you eat are important factors in how you deal with your day. There's nothing wrong with sensible snacking to keep your energy levels up. And there's everything right with having a ZESPRI™ GREEN Kiwifruit to provide a little fibre, restore blood sugar levels and give you a vitamin and mineral boost, without the fat.

ZESPRI™ GREEN Kiwifruit is great snack-food:

- take a couple with you to work or school - cut and scoop or peel and eat whole
- have a ZESPRI™ GREEN Kiwifruit instead of a tea or coffee during the day
- if you're craving something sweet after lunch or dinner, have a ZESPRI™ GREEN Kiwifruit as a healthy alternative
- ZESPRI™ GREEN Kiwifruit is also great as a supper snack before bedtime.

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Feeling trim, looking good

Levels of obesity are increasing at an alarming rate. But what to do in your own personal weight control programme?

Many people don't realise that as they cut back on calories, they also cut back on good, essential nutrients important for health and well-being.

One way to figure out what's good and bad for weight loss is to do what nutritionists do: check the 'nutrient density' of the foods you're eating. Nutrient density is the food's nutritional value relative to energy intake and serving size.

Ideally you want to make meals nutrient-dense, supplying the body with more nutrients or a good range of them. If you're reducing the amount of food you eat as part of a diet, check that the foods you are eating are low in fat but nutrient rich.

Research led by Dr Paul LaChance of Rutgers University in New Brunswick shows ZESPRI™ GREEN Kiwifruit to be one of nature's most nutrient-dense foods.

It has the highest ranking of vitamin C against other popular fruits and is high in magnesium. It is a great source of vitamin E - an important antioxidant. Finding low fat foods that are also high in vitamin E can be a challenge in a weight loss programme.

You want to make sure you keep your energy levels up - ZESPRI™ GREEN Kiwifruit can give you a boost. It is also very suitable for those with high blood



pressure since it is high in potassium. It's also low in sodium with almost no fat and no cholesterol.

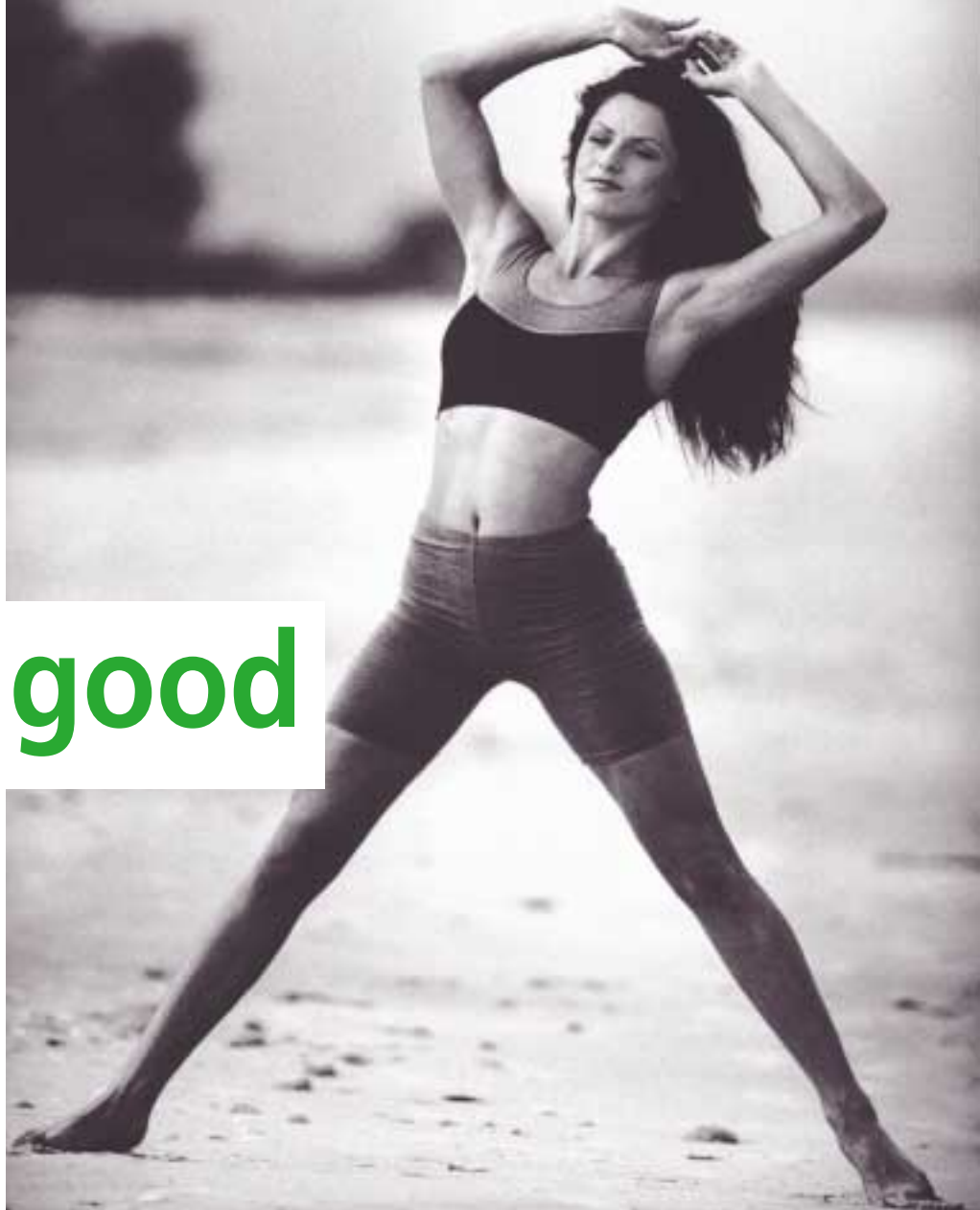
But it's not just what goes in that counts in a diet. Efficient removal of wastes and the by-products of digestion can be aided by fibre. ZESPRI™ GREEN Kiwifruit is not only a good fibre source, it can also have a mild laxative effect due to a mystery compound. A form of fibre, pectin, found in ZESPRI™ GREEN Kiwifruit also helps reduce blood cholesterol levels, particularly LDL cholesterol.

And if you really need a sweet-hit, the carbohydrate in ZESPRI™ GREEN Kiwifruit can satisfy that urge, without fat. All in all, ZESPRI™ GREEN Kiwifruit is the friendliest fruit in your weight control programme.

If you're watching what you eat, try eating ZESPRI™ GREEN Kiwifruit these ways:

- slices on muesli for breakfast
- puree in a sauce
- as a salsa on meats
- make a smoothie with low fat milk to boost calcium and vitamin B2 intake

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A natural ENERGY HIT

So you've got a full schedule of work, work-outs and a good social life. Where do you find the energy to live life to the full?

There are plenty of stimulants such as caffeine you could take. But how can you get a natural, healthy energy hit?

Blood sugar levels tend to drop overnight so instead of missing breakfast, grab a ZESPRI™ GREEN Kiwifruit in the morning to restore healthy blood sugar levels without the fat. ZESPRI™ GREEN Kiwifruit can also easily be included in meal plans for those with diabetes.

ZESPRI™ GREEN Kiwifruit is perfect for

the whole family, any time of the day.

A study carried out by Rutgers University in New Brunswick shows that ZESPRI™ GREEN Kiwifruit contains carbohydrates - the preferred fuel for muscles working at high intensity activity.

It also contains a good mix of the minerals and vitamins, including B vitamins, used to promote energy metabolism.

ZESPRI™ GREEN Kiwifruit was shown in the study to supply more vitamin C than any of the other 27 popular fruits studied, including oranges. Vitamin C is important in the absorption of iron which is necessary for the transportation of oxygen. Good iron stores are needed for muscle function and iron has a role in mental performance.

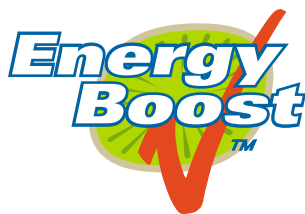
For a sustained hit of energy, eat ZESPRI™ GREEN Kiwifruit - the natural way to feeling good.



ZESPRI™ GREEN Kiwifruit can help sustain energy levels:

- have with yoghurt for breakfast to restore blood sugar levels
- eat one or two ZESPRI™ GREEN Kiwifruit mid-afternoon as a snack
- slice for kids as an after school treat
- if you're going out after work, have a ZESPRI™ GREEN Kiwifruit after dinner to keep you going

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Doing what comes NATURALLY

Lots of things change as we get older – we need less energy and as a result we eat less food. But in eating less we also need to eat better – fresh food with high nutritional value and with plenty of taste appeal. That way, keeping healthy is a pleasure rather than a problem.

One of the health problems that is often associated with aging is constipation. Eating less can cause a reduction in the important fibre content of our diet. Depression, illness and some medications can also result in a drop in our food and nutrient intake.

Constipation is one of those subjects people are often shy of talking about. Yet it can be painful and make us feel uncomfortable and unwell. A healthy and efficient digestive system regularly removes the body of toxins that can cause disease, including colon and rectal cancer, and promotes a healthy bowel.

To try and maintain that regularity, we may find ourselves relying on laxatives. But using laxatives, especially for long periods of time, creates another set of problems through the loss of nutrients such as calcium, potassium and fat. A much better alternative is to increase the amount of fibre and fluid in our diet and make sure we get adequate exercise.

Recently published trials by the Auckland University of Technology and the University of Auckland Faculty of Medical and Health Sciences¹ have shown that ZESPRI™ Kiwifruit can be used as a dietary supplement to help keep older people regular. And that is just one of its many good qualities.

Exactly why and how kiwifruit helps to keep our digestive processes moving is a subject for on-going study. However the New Zealand researchers believe that part of the answer may be the fruit's unusual dietary fibre. The cells of the kiwifruit swell

on ripening and this water holding ability, along with a particular type of carbohydrate found in kiwifruit, may have a beneficial effect on our bowel function.

ZESPRI™ Kiwifruit is already known to be the most nutrient dense of all the commonly eaten fruits with twice as much Vitamin C as an orange, as well as a good source of Vitamin E, essential minerals such as magnesium and potassium, and antioxidants. Best of all, it is easy to eat (just cut and scoop or peel and slice or dice), goes well in sweet and savoury recipes, and has the kind of bright zingy taste that makes you feel great.

Whatever the reason, ZESPRI™ Kiwifruit is undoubtedly a naturally delicious and naturally healthy addition to your diet. Two or three eaten every day bring a whole range of health benefits.



STIR-FRIED CHICKEN WITH KIWIFRUIT & CASHEW NUTS



oil for frying
500 g (1lb) chicken breast fillet, sliced
1 clove garlic, crushed
2 red chillies, seeded and sliced
1 large red pepper (capsicum), chopped
1/4 cup oyster sauce
1/4 cup cashew nuts, roughly chopped
1 1/2 cups bean sprouts
1/4 cup fresh basil leaves, sliced
4 ZESPRI™ GREEN Kiwifruit, peeled and cut in chunks
fresh egg noodles (optional)

1. Heat an oiled wok or large pan. Stir-fry the chicken in batches until browned and tender. Remove from the wok and keep warm. Stir-fry the garlic, chillies and red pepper, until tender.
2. Return the chicken to the wok with the remaining ingredients. Stir-fry, until just hot. Serve on a bed of egg noodles.

Preparation Time: 15 minutes
Cooking Time: 10 minutes
Serves 4

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1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001.

EATING RIGHT, RIGHT FROM THE START



There are many reasons why starting children on good eating habits early is encouraged.

It helps them build good bones and teeth, feeds their brains, gives them the best kind of energy, helps them stay healthy and sets up the kind of eating habits that will serve them well in life.

But childhood can also bring problems with food. Children are often erratic eaters in those early fast growing years. Young and older children can have too much fast food, "treats", snacks and overall diets generally low in fibre. The result is often poor bowel habits because of reduced muscle activity and a lack of bulk in the digestive tract for the muscles to work on.

When this happens, children are vulnerable to constipation. It makes them feel uncomfortable and unwell and can be painful. Consistent irregularity has been linked to several diseases including colon and rectal cancer. Making sure they eat adequate dietary fibre, have plenty to drink and get regular exercise are all ways of managing problems with constipation.

Natural solutions are preferable to the long term use of laxatives and very high fibre diets which are not suitable for children. One of nature's own remedies can be found in ZESPRI™ Kiwifruit.

The how and why of kiwifruit's laxative qualities is the subject of on-going research but

part of the answer may lie in its unusual dietary fibre. Like children it grows at a great rate – the cell walls swell considerably during ripening until they are three or four times greater than they were when the fruit was unripe. This suggests that kiwifruit fibre has an exceptionally high capacity for holding water, and fibre and fluid are both important weapons against constipation.

The rough coated, brown skinned, bright green berry is a positive powerhouse of goodness. It is rich in minerals and vitamins, especially vitamin C and is a good source of vitamin E and has a juicy zingy sweetness that children love. It is a perfect and easy way to meet part of their daily fruit and vegetable quota. And now research trials show¹ that including a ZESPRI™ Kiwifruit each day as a fruit salad, in a smoothie or dessert, or just sliced and scooped, can help keep children regular.

However, if your child has a persistent problem, and you should always ask your doctor for advice.



TRAFFIC LIGHT



2 each: large ZESPRI™ GREEN and GOLD Kiwifruit
1/2 cup (125 ml) orange juice
3/4 cup raspberries

1. Peel and slice the ZESPRI™ GREEN and GOLD Kiwifruit.
2. Place the ZESPRI™ GREEN Kiwifruit in a food processor or blender with 1-2 tablespoons of orange juice.
3. Process until just smooth, taking care not to crush the seeds. Pour into one or two long glasses.
4. Place the ZESPRI™ GOLD Kiwifruit into a clean food processor or blender with 3-4 tablespoons of orange juice and purée, until just smooth.
5. Carefully pour the purée over the back of a spoon onto the top of the green purée.
6. Purée the raspberries with 2 tablespoons of orange juice, until just smooth. Pour over the back of a spoon onto the top of the gold purée. There should be three distinct layers. Serve immediately.

Preparation time: 15 minutes
Serves 1-2

1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001.

ZESPRI™ Kiwifruit

The solution to a

DIETING DILEMMA

Feeling bright and looking trim are common goals, but in an effort to achieve these we can sometimes end up doing our bodies more damage than good.



Dieting and cutting back on the food we eat risks leaving us short of the nutrients essential to good health. Poorly balanced or fad diets often lack fibre, and dietary fibre has an important nutritional role. By assisting the movement of the food's progress through the stomach and digestive system it ensures we get maximum benefit from what we eat. At the same time, the bulk that dietary fibre provides makes it easier for the intestinal muscles to move food along our digestive track, and to expel the waste.

In an attempt to lose weight, particularly when following fad diets, many people end up eating less fruit and vegetables which are rich in fibre. Eat less fibre and you risk the discomfort and pain of constipation. This is not a subject people talk about openly, yet failing to rid your body of toxins and waste regularly has

been linked to several diseases including colon and rectal cancers. Increasing both the fluid and fibre content in your diet and taking regular exercise can help prevent constipation.

Recent research trials by the Department of Allied Sciences at Auckland University of Technology and the Faculty of Medical & Health Sciences at the University of Auckland in New Zealand¹ show that adding two or three ZESPRI™ Kiwifruit to your daily diet plan is a smart way to stay regular and maintain your weight loss programme. This natural alternative has none of laxatives' side effects and its tangy sweet taste makes it a delicious addition to meals and a great snack.

The bright green flesh has some unusual benefits. Kiwifruit dietary fibre appears to have exceptionally high water holding capacity which can help improve regularity and the elimination of waste from our body.

ZESPRI™ Kiwifruit also brings you important additional nutritional benefits. United States studies² show that of 27 popular fruits tested, ZESPRI™ Kiwifruit proved to be the most nutrient dense. Weight for weight, it was the best source of Vitamin C and a good source of Vitamin E, magnesium, potassium, folate and amino acids while being low in fat.

You could say that ZESPRI™ Kiwifruit and a healthy balanced diet make a dream teaming.



FRESH FRUIT CRÊPES WITH KIWIFRUIT SAUCE

CRÊPES:

2 eggs
3/4 cup milk
1/2 cup flour
1/2 teaspoon salt

KIWIFRUIT SAUCE:

4 ZESPRI™ GREEN Kiwifruit, peeled and chopped finely
2 tablespoons passionfruit pulp
1 tablespoon runny honey

1 cup mixed fresh fruit, sliced



1. Combine the crêpe ingredients in order given in a food processor and process, until smooth. Refrigerate for 2 hours. The consistency should be like thin cream. If not, thin with a little extra milk.

2. Pour 2-3 tablespoons of mixture into a buttered pre-heated crêpe pan. Immediately tilt pan so the batter covers the bottom in a thin film. Once the mixture no longer looks wet in the centre, turn the crêpe over and cook the other side. Continue to cook the mixture in this way until all used. Stack the crêpes on a serving plate.

3. Combine the kiwifruit sauce ingredients in a small bowl.

4. Arrange fresh fruit on top of the crêpe stack and spoon the kiwifruit sauce over the top.

Preparation Time: 20 minutes

Refrigeration Time: 2 hours

Cooking Time: 30 minutes

Serves 4-6

1. Kiwifruit Promotes Laxation in the Elderly by Elaine C Rush, Meena Patel, Lindsay D Plank and Lynnette R Fergus, Department of Applied Science, Auckland University of Technology and Faculty of Medical & Health Sciences, University of Auckland, NZ, 2001. 2. Fruits in Preventative Health and Disease Treatment: Nutritional Ranking and Recommendations by Dr Paul LaChance, Rutgers University, New Brunswick, USA, 1997.

The child-proof way to keep them healthy

Kids and teenagers might have plenty of energy - but you can give them a big helping hand with ZESPRI™ Kiwifruit.

That's one of the findings of a recent analysis of fruit nutrition carried out by Rutgers University in New Brunswick, one of America's leading food science institutions.

Not only was ZESPRI™ Kiwifruit described as a "nutritional powerhouse" rich in minerals, vitamins and many disease-preventing properties, it also contains an abundance of Vitamin C.

Vitamin C is extremely important for growing children and adolescents. ZESPRI™

Kiwifruit was shown to be the best source of Vitamin C amongst all the popular fruits tested. In fact, it has more than twice the Vitamin C content of oranges.

Combined with the fact that ZESPRI™ Kiwifruit tastes delicious and is fun for kids to eat, the Vitamin C in ZESPRI™ Kiwifruit is a great way to boost their immune systems. Vitamin C is also a powerful antioxidant and promotes wound healing, iron absorption and nerve transmission.

ZESPRI™ Kiwifruit was also the best source of magnesium of all the 27 popular fruits analysed. Magnesium, (not often found in the diets of those living in affluent countries) assists in bone formation, protein and energy metabolism and normal functioning of the nervous system.

The inositol in ZESPRI™ Kiwifruit is particularly great for teenagers because it promotes growth during those dramatic adolescent years - and the serotonin helps calm them down, good for exam time.

While most fruit contains little or no protein, ZESPRI™ Kiwifruit contains a range of amino acids, including glutamate and arginine, thought to promote secretion of

growth hormones and wound healing.

One of the easiest fruits for everyone to eat, ZESPRI™ Kiwifruit is also high in dietary fibre - so kids and teenagers will be regular in at least one department. So when you're stuck for ideas on what they'll like - try a ZESPRI™ Kiwifruit and know you're giving them one of nature's great foods.



ZESPRI™ Kiwifruit Smoothie

YOU WILL NEED

- 1 cup milk
- 2 scoops vanilla icecream (or yoghurt icecream)
- 1 ripe banana, sliced
- 2 tablespoons fresh mint
- 2 ZESPRI™ Kiwifruit, peeled and finely diced

WHAT TO DO

Blend the milk, ice cream, banana and mint together in a blender till smooth. Add the ZESPRI™ Kiwifruit, blend briefly, then pour into glasses. Serve immediately. Serves 2.



When

FRUIT

is a meal
in itself

We all know that a balanced diet is important. We also know that fruit is an important part of that diet.

But now new nutritional research has found that one fruit in particular is almost a meal in itself. The ZESPRI™ Kiwifruit proved weight-for-weight to be the most nutritious of 27 popular fruits analysed.

The study measured each fruit's contribution to Daily Value (the term the US Food and Drug Administration uses to recommend daily intake of a particular nutrient).

One serving of ZESPRI™ Kiwifruit turned out to provide 16% Daily Value of the nutrients we need each day for a healthy life. Other fruits which rated highly were papaya, cantaloupe, melon, strawberry, mango, lemon and orange.

The researchers at Rutgers University, America's leading food science database, were surprised by the broad composition of ZESPRI™ Kiwifruit's nutritional benefits.

When they presented their findings to the American College of Nutrition, they recommended people include, "lesser-known but nutritionally dense fruits like kiwifruit" in our daily diet.

Although we tend to think of oranges as

the best source of Vitamin C, the study showed that ZESPRI™ Kiwifruit was by far the best source of this important vitamin. ZESPRI™ Kiwifruit provides 230%, (more than twice) of the Daily Value for Vitamin C.

What's more, ZESPRI™ Kiwifruit was

found to contain amino acids and phytochemicals (known to assist in preventing chronic illnesses).

The research concluded that ZESPRI™ Kiwifruit's, antimutagenic and antinitrosation properties, (both of which help fight diseases such as cancer) - and its ability to lower cholesterol - and potential laxative effects beyond simple dietary fibre, means that ZESPRI™ Kiwifruit might offer unique health opportunities.

Described as a "nutritional powerhouse" by the scientists conducting the study ZESPRI™ Kiwifruit compared well against other fruits, and even against many vegetables and other top rated foods.

Given that science is only now beginning to understand the chemicals and other properties locked inside the foods we eat, the news about ZESPRI™ Kiwifruit is very exciting.

