

Boosting Daily Fruit Consumption



One Bite at a Time

Fruit Consumption Falling Short of Goals at Every Age



The recommendations have been clear for decades: for a healthy diet, we need good sources of fruits and vegetables. The USDA's Center for Nutrition Policy and Promotion's 2010 Dietary Guidelines (the most recent recommendations) show that most Americans need between 1-2 ½ cups of fruit daily, depending on specific energy needs.

As recently as 2014, the National Fruit & Vegetable Alliance (NFVA) and the Centers for Disease Control (CDC) found that most Americans get only around 2/3's of a cup of fruit (and that's only for those that drink fruit juice), and just over 1 cup of vegetables a day.

The point is pretty clear: in this age of unprecedented American obesity and chronic disease, most Americans are missing out on up to 2 full cups of fruits each day.

Health Care Professionals know the statistics. They make the recommendations. And it seems that each year, the amount of fruits Americans consume actually declines slightly.

We don't have to tell you about the benefits of a fruit-rich diet – but here are some interesting facts:

- The Harvard-based Nurses' Health Study found a 30% reduction in the risk of heart attack and stroke in individuals who consumed 8 or more servings of fruits and vegetables per day as opposed to those who consumed less than 1.5 servings.
- Findings from the Nurse's Health Study and Health Professionals Follow Up Study suggest that greater consumption of whole fruits – especially blueberries, grapes, and apples – is associated with a lower risk of type 2 diabetes.
- The risk for certain cancers, such as oral and colorectal cancer, may be reduced from a diet rich in fruit^{1,2}.

1 - <http://ajcn.nutrition.org/content/83/5/1126.abstract>
 2 - <http://www.ncbi.nlm.nih.gov/pubmed/23913012>
 3 - <http://jn.nutrition.org/content/early/2014/03/25/jn.113.188169.abstract>
 4 - <http://www.ncbi.nlm.nih.gov/pubmed/25512803>
 5 - <http://www.ncbi.nlm.nih.gov/pubmed/24334868>
 6 - [http://www.andjrn.org/article/S2212-2672\(14\)01633-5/abstract](http://www.andjrn.org/article/S2212-2672(14)01633-5/abstract)
 7 - <http://www.ncbi.nlm.nih.gov/pubmed/25210462>
 8 - <http://www.ncbi.nlm.nih.gov/pubmed/22068016>

Fresh Fruit VS Freeze-Dried

The perception on the part of many Mom's is that frozen, dried, and canned forms of fruit are less healthy than fresh counterparts. This perception has increased over time – and it's become harder and harder for the busy consumer to discern what foods are healthy.

Freeze dried fruit has been found to be nutritionally on par with fresh fruit. In fact, the American Institute for Cancer Research suggests that while water and oxygen are removed, the nutritional value doesn't change. The American Dietetic Association reports that freeze dried fruits contain the same amounts of antioxidants as fresh fruit. Research performed at Oklahoma State University and Queen's University of Belfast shows that there is virtually no reduction in Vitamin C or total phenolic content in freeze-dried strawberries when compared to fresh³. Add the convenience of grab-and-go versatility and long shelf life, and freeze dried fruit might just be the next best thing in healthy snacking.

Several studies have illustrated that freeze dried fruit may drive improvements in fasting blood glucose levels, cardiovascular health markers, and a reduction in blood pressure in at-risk individuals^{4,5,6,7}. There's some research that suggests that freeze-dried fruit might play a major role as a dietary means to reduce obesity-related disease⁸.

What makes freeze dried fruit special?



Freeze drying leaves all the natural flavors, aromas, sugars, colors and keeps the fruit intact – leaving a healthy, crunchy snack you can take anywhere



Baking the fruit pulls out flavor and nutrients.



Frying the fruit adds unhealthy fat and calories.



Dehydrating the fruit adds preservatives.



Sweeten Drying the fruit adds refined sugars.

What happens during the freeze drying process?

1. Fresh fruit is allowed to ripen until it reaches peak – allowing it to produce the maximum possible nutrients.



2. The fruit is then cleaned, sliced or chopped, and frozen for at least 24-hours.



3. Frozen fruit is placed in the freeze drying chamber, where the frozen water is removed under a vacuum – taking the water from ice directly to gas (called sublimation). The gas is removed and allowed to condense elsewhere.



4. The fruit is packed in sealed, moisture and oxygen-proof packaging to ensure freshness.



- Freeze drying involves no heating, no chemicals, and no preservatives. The resulting product contains all the nutrients of fresh fruit in a light and intensely flavored crisp.

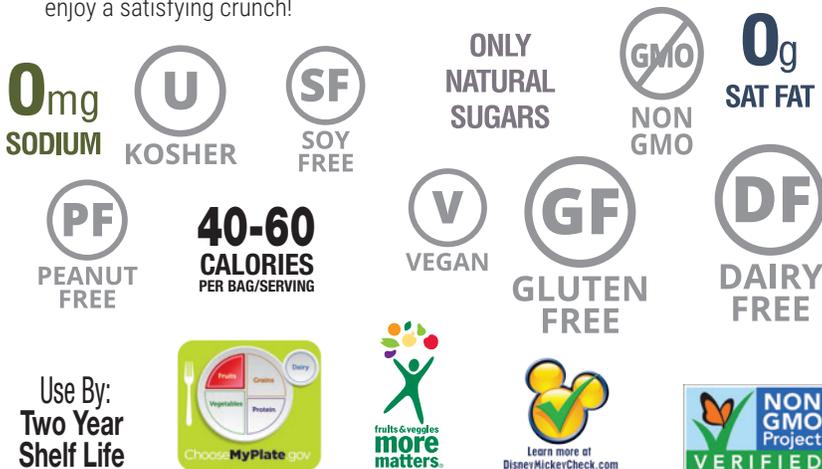
- This gentle process locks in all the nutrition of the fresh fruit and intensifies the natural flavor.



Why Add Freeze-Dried Fruit to a Balanced Diet?

Freeze dried fruit is healthy, delicious snack that you can feel great about recommending to your clients:

- A tasty, crunchy snack packed full of antioxidants with far fewer calories and fat than chips.
- A long shelf life allows your clients to always have a variety of fruit on hand for a quick snack, or to use as a recipe booster whenever it's needed.
- Unlike many traditional dried fruits, freeze-dried fruits contain no added sugars, making them a healthier, lower calorie alternative to other "fruit snacks".
- Using freeze-dried fruit cuts down on food preparation time, such as washing, peeling, and chopping fresh fruit, which may increase consumption.
- A longer shelf life helps to cut down on food waste associated with spoilage of fresh fruit, allowing your clients to save money in the long run.
- Brother's-All-Natural Freeze-Dried Fruit Crisps contain only fruit as their ingredient, making them perfect for children or adults with food allergies and sensitivities.
- The crispy texture of freeze-dried fruit is perfect for individuals with food texture sensitivities, toddlers consuming their first foods, or anyone who wishes to enjoy a satisfying crunch!



Freeze-dried fruit isn't just for snacking alone!

Breakfast.



Snack.



Snack.



Lunch.



Dinner.



Snack.



Recipes at: www.brothersallnatural.com/blog



Brothers International Food Corp.

1175 Lexington Avenue
Rochester NY 14606

Questions or Comments:
1-877-84CRISP

info@brothersallnatural.com

www.brothersallnatural.com