

More to 'C' IN CITRUS

Long known for their vitamin C content, modern nutritional research shows there is much more to citrus fruits than just vitamin C.



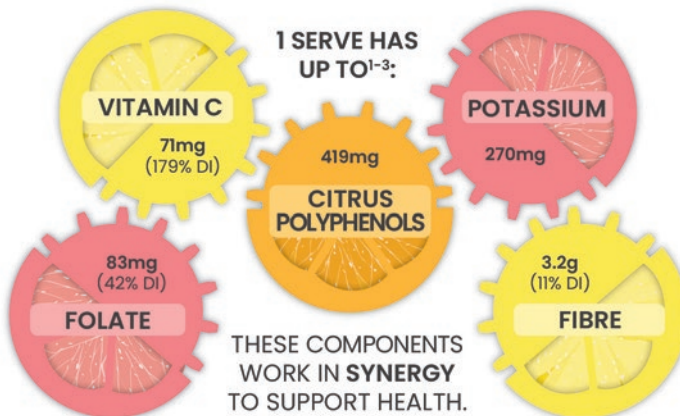
WHAT'S *new* IN CITRUS?

OLD PARADIGM:
HIGH IN VITAMIN C = PREVENTS DEFICIENCY

NEW PARADIGM:
UNIQUE CITRUS PACKAGE = MANY HEALTH BENEFITS



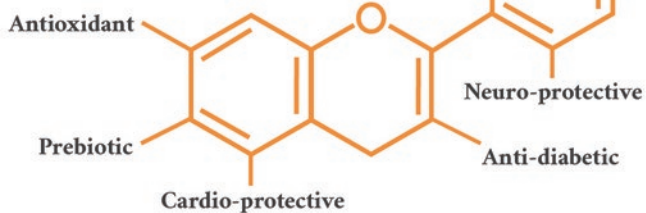
The UNIQUE CITRUS PACKAGE



DI = Daily Intake. 1 serve = ~150 g
1. Australia New Zealand Food Standards Code - Schedule 1 - RDIs and ESADs <https://www.legislation.gov.au/Series/F2015L00491> 2. Australian Food Composition Database (2022). 3. <http://phenol-explorer.eu/>

CITRUS POLYPHENOLS *are* BIOACTIVES

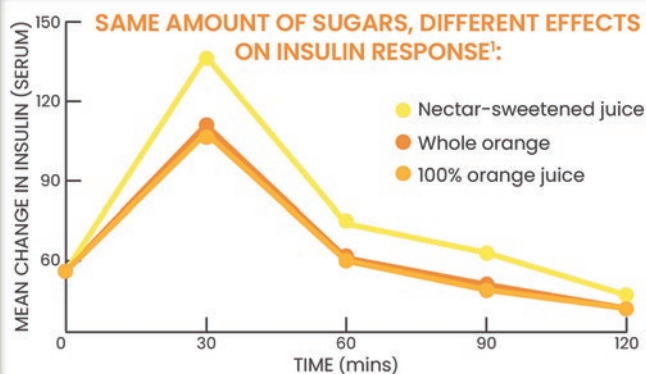
Bioactive [bio·ac·tive]. adj:
having or producing an effect on living tissue



CITRUS FRUITS ARE ONE OF THE HIGHEST SOURCES OF FLAVANONES (A TYPE OF POLYPHENOL) IN THE DIET¹.

1. Waheed Janabi (2020) <https://doi.org/10.22038/IJBMS.2019.35125.8355>

Understanding SYNERGY IN CITRUS



THE POLYPHENOLS IN CITRUS CAN HELP TO SLOW THE ABSORPTION OF NATURAL FRUIT SUGARS².

1. Papandreou (2019) <https://doi.org/10.3390/nu11092171> 2. Kim (2016) <https://doi.org/10.3390/nu8010017>

CITRUSLY DELICIOUS IDEAS in addition to whole fruit:

- DINNER:** Add juice & zest to soups or to cure seafood or beef
- B'FAST:** ½ cup 100% juice
- SNACK:** Slices drizzled with extra virgin olive oil & cinnamon
- LUNCH:** Add sliced segments to salads

AIM FOR CITRUS AT LEAST 3-4 TIMES A WEEK, AS PART OF A BALANCED DIET.

The many HEALTH BENEFITS OF CITRUS

- HEART:** 19% reduced risk of heart disease¹.
- BRAIN:** 18% reduced risk of dementia².
- GUT:** Improved gut microbiota composition³.
- MOOD:** 18% reduced risk of depression⁴.

THE NUTRIENTS IN CITRUS ARE ALSO IMPORTANT FOR IMMUNITY⁵.

1. Josphipura (1999) <https://doi.org/10.1001/jama.282.13.1233> 2. Zhang (2017) <https://doi.org/10.1017/S000711451700109X> 3. Fidelix (2020) <https://doi.org/10.1039/c9fo02623a> 4. Chang (2016) <https://doi.org/10.3945/ajcn.115.124545> 5. Hemila (2013) <https://doi.org/10.1002/14651858.CD000980.pub4>

For educational purposes only.

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SCAN FOR MORE INFO

