

THE HUMBLE PRUNE ACHIEVES SUPERFRUIT STATUS

From today, the prune can shake off any old fashioned associations and claim its rightful position as a modern day 'Superfood', following an announcement from nutritional consultant and Health Journalist of the Year, Michael van Straten – who originally coined the term 'Superfood' in the late 1990's.

Compelling and conclusive scientific studies prove that prunes are packed with a powerful combination of vitamins, minerals and antioxidants. In fact, researchers* have discovered that prunes contain significantly more nutrients than any fresh fruit. Quite simply, the nation need only eat five prunes a day to get an optimum delivery of essential health-enhancing nutrients.

Sunsweet Prunes, the world's largest handler - processing more than 100,000 tons of prunes a year, has welcomed the endorsement, believing it may finally help prunes shrug their previously unfashionable image and rightly give them the recognition they deserve.

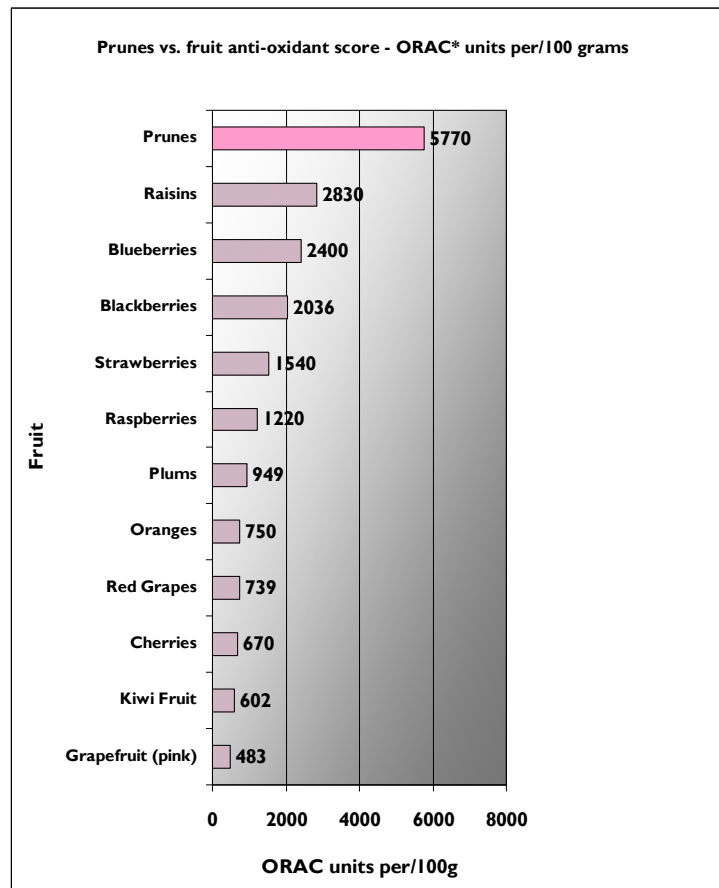
- 1. Prunes rank number one in antioxidant power with a massive score of 5,770*, over all fresh fruit and vegetables.** Importantly, unlike the much lauded antioxidants found in caffeine-laden tea, prunes do not contain any traces of the stimulant, so pregnant women and insomniacs alike can safely tuck in. (Antioxidants help to fight the ageing of the body - on both the inside and outside.) The average UK diet contains only 1,300 ORAC units, less than half the recommended 3,700 units. For optimum antioxidant protection, you need 5,000 units so a handful or 4 or 5 prunes is all you need to keep your levels topped up.
- 2. Prunes boost skeletal health and help prevent osteoporosis in women.** Prunes contribute to the prevention of bone loss in post-menopausal women, in studies women eating just 12 prunes a day over three months showed a marked increase in the health of their bones.*
- 3. Prunes contain 18 body boosting vitamins and minerals:** Calcium, copper, iron, magnesium, manganese, niacin, pantothenic acid, phosphorous, potassium, riboflavin, selenium, sodium, thiamine, zinc, vitamin A, vitamin B6, folic acid, vitamin E.

- 4. **Prunes help to lower blood cholesterol levels.** Prunes are rich in both soluble and insoluble fibre. 60% of prunes are made up of soluble fibre which helps to lower cholesterol levels. The other 40% of insoluble fibre helps the lower intestine and has the laxative effect prunes have historically been well known for.

Nutritional Consultant and Health Journalists of the Year **Michael van Straten** comments:

“When it comes to vitamins, minerals and antioxidants, you’ll have to go a long way to beat prunes, and finally we have proof that they really are a wonder food. Not only do they taste great but have enormous health benefits for people of all ages.”

Amanda Bishop, marketing director Europe for Sunsweet Prunes says, “We are delighted that prunes are starting to get the recognition they deserve, especially as we’ve known all along that only five prunes a day will give you all the essential vitamins and minerals you need for a healthy diet. Being a cooperative, Sunsweet represents hundreds of growers, many second and third generation prune plum farmers, so this will be equally welcomed by them too”.



SUNSWEEET® PRUNES VITAMIN AND MINERAL CONTENT

<p>Calcium (*8 x more than banana)</p> <ul style="list-style-type: none"> - Helps build strong bones and teeth - Aids in blood clotting - Aids in normal functioning of nerves, muscles and heart 	<p>Copper (*5 x more than peach)</p> <ul style="list-style-type: none"> - Aids in formation of hemoglobin - Helps body cells produce energy 	<p>Iron (*15 x more than apple)</p> <ul style="list-style-type: none"> - Involved in the formation of hemoglobin which carries oxygen to the cells
<p>Magnesium (*4 x more than mango)</p> <ul style="list-style-type: none"> - Used in the structure of bones and teeth - Helps muscles contract - Activates enzymes used for carbohydrate and energy metabolism - Helps maintain nerve and muscle cells 	<p>Manganese (*5 ½ x more than orange)</p> <ul style="list-style-type: none"> - Part of many body enzymes 	<p>Niacin (*5 x more than plum)</p> <ul style="list-style-type: none"> - Helps the body use sugars and fatty acids - Helps cells use oxygen to release energy
<p>Pantothenic Acid (*2 x more than peach)</p> <ul style="list-style-type: none"> - Helps body cells produce energy - Helps the body use protein, fat and carbohydrate from food 	<p>Phosphorus (*6 x more than pear)</p> <ul style="list-style-type: none"> - Helps build strong bones and teeth - Regulates energy metabolism in body organs - Makes up part of DNA and RNA - Involved in generating energy in body cells 	<p>Potassium (*2 x more than banana)</p> <ul style="list-style-type: none"> - Helps regulate fluids and mineral balance in and out of body cells - Helps maintain normal blood pressure - Aids in transmission of nerve impulses - Involved in muscle contraction
<p>Riboflavin (*5 x more than plum)</p> <ul style="list-style-type: none"> - Helps body cells to produce energy and build tissue 	<p>Selenium (*2 x more than pineapple)</p> <ul style="list-style-type: none"> - Interacts with Vitamin E - Acts as an antioxidant to protect body cells from damage - Aids in cell growth 	<p>Sodium (* 8 x more than mango)</p> <ul style="list-style-type: none"> - Helps regulate movement of fluids in and out of body cells - Helps regulate blood pressure - Helps transmit nerve impulses
<p>Thiamin (*7 x more than pear)</p> <ul style="list-style-type: none"> - Helps the body convert carbohydrates into energy - Helps maintain a healthy nervous system 	<p>Vitamin A (*27 x more than apple)</p> <ul style="list-style-type: none"> - Helps maintain good vision, - Promotes the growth of cells and tissues - Helps the body resist Infection - Works as an antioxidant 	<p>Vitamin B6 (*12 x more than plum)</p> <ul style="list-style-type: none"> - Helps the body use protein - Assists in the formation of red blood cells - Helps the body use fat for energy
<p>Vitamin C</p> <ul style="list-style-type: none"> - Helps the body absorb iron from plant foods - Helps the body resist infection - Needed for healthy teeth, gums and blood vessels - Helps make and repair red blood cells, bones and other tissue - Works as an antioxidant 	<p>Vitamin E (*20 x more than banana)</p> <ul style="list-style-type: none"> - Works as an antioxidant, protecting cell membranes in the body from the damaging effects of oxidation; it may help reduce the risk of heart disease and cancer 	<p>Zinc (*11 x more than mango)</p> <ul style="list-style-type: none"> - Aids in wound healing - Involved in normal growth and development - Helps the body use protein, fat and carbohydrate

- *ORAC - Oxygen Radical Absorption Capacity is a test tube analysis that measures the total antioxidant power of foods and other chemical substances per 100g. Antioxidant Analysis from the Human Nutrition Centre at Tufts University in Boston, USA.
- *Oklahoma State University studies showed that women who ate 12 prunes for three months had significant increases in serum markers of bone formation, including levels of insulin-like growth factor-I (IGF-I) and serum BSAP 9(bone specific alkaline phosphates) activity.
- Find out all you need to know about ORAC in 'The Oracle Diet' by Michael van Straten, published by Kyle Cathie Ltd