

## PRESS RELEASE

California Kiwifruit Commission  
770 E Shaw, Suite 220  
Fresno, CA 93710

Contact: Alexander J Ott  
(559) 226-4780

December 18, 2007

### **DECEMBER 21st – First Day of Winter & National Kiwifruit Day**

Fresno, Calif. December 18, 2005 — Along with the first day of winter comes the cold and flu season. This year, remember that the first day of winter is also National Kiwifruit Day – the day that every American should begin staying healthy the natural way with a daily serving of delicious and nutritious California kiwifruit.

Everyone knows that a diet full of fresh fruit and vegetables helps to keep your body healthier. About the easiest, most delicious way to get an abundance of natural nutrition is by eating kiwifruit daily. A serving of kiwifruit (two medium) provides about 230% of vitamins and minerals suggested by the U.S. Recommended Daily Allowance (RDA). Kiwifruit contains no fat, very little sodium, and is packed with potassium (340 mg per 100 g). Kiwifruit averages 45 calories per serving.

Vitamin C aids in wound healing, iron absorption and maintains bones, blood vessels and teeth. Besides potassium, there are four minerals contained in kiwifruit which have a nutrient density of one or more. These are: calcium RDA of 5.5%, Iron RDA, 4%, Magnesium RDA, 6% and Copper RDA, 8%. In addition, kiwifruit is an unusual supplier of some new researched trace minerals including Manganese, essential to the enzymes involved in the body's use of protein and food energy, and Chromium, known to be a key factor in regulating the heartbeat and the body's use of carbohydrates. Bite for bite, kiwifruit provides the greatest abundance of protein, vitamin A, riboflavin, folate, vitamin C, calcium and iron.

It has proven to significantly lower your risk of blood clots and reduce the amount of fats in your blood. It can provide substantial protection against DNA damage that can trigger cancer, and more significantly, greatly speeds the repair of DNA damage

Nutrition isn't all kiwi has going for it. Compact and completely edible, it's the ultimate snack for winter. It's also versatile and makes a great addition to sandwiches and bagels, not to mention warm winter breakfasts like oatmeal and pancakes.

Substitute it in a salad or anywhere you'd use fresh tomatoes in the summer, and for a light appetizer, try dipping kiwifruit in plain or vanilla yogurt.

Make an easy-to-keep resolution this New Years by giving your self the gift of health – resolve to eat kiwifruit every day. Kiwifruit is low in calories and helps to shed holiday pounds.

###