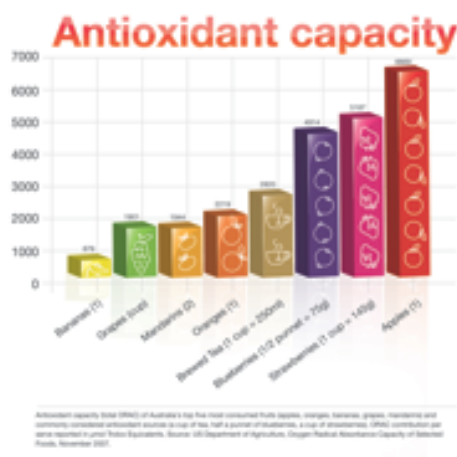


new research: aussies missing out on apple benefits

An apple a day really can keep the doctor away yet most of us are missing out on the health benefits with new consumer research¹ showing that only one in five (21%) Australians eats an apple a day, and nearly half (46%) of us only eat them once a week, less often or never.

In the latest scientific review on apples², apples are shown to be protective for cancer – particularly cancers of the colon, lung, and breast – as well as to reduce the risk of heart disease, asthma and type II diabetes. The high antioxidant capacity of apples is believed to be one of the reasons for their impressive disease fighting potential.^{2,3}

However, the new research shows that while almost all Australians have heard of antioxidants (98%), and two thirds (63%) feel that they know why it is important to eat foods rich in antioxidants, Australians are confused about which foods contain antioxidants.¹



According to accredited practising dietitian Karen Kingham, apples are one of the best and cheapest fruit sources of antioxidants.

“An apple has more antioxidants than half a punnet of blueberries or a cup of strawberries, more than twice the antioxidants of a cup of tea, about three times the antioxidants of an orange or a cup of grapes, and almost eight times the antioxidants of a banana,” said Ms Kingham.

Yet only 3% of Australians correctly identified an apple as having more antioxidants than any of these fruits or a cup of tea¹.

“Australians just don’t realise that the humble apple really is a superfood. The science suggests that regular apple consumption – an apple a day or at least several apples a week – can make a significant difference to health,” said Ms Kingham.

The research found that Australians are most likely to mistakenly believe that half a punnet of blueberries (36%) has the highest amount of antioxidants, slightly ahead of a cup of tea (34%) – both strongly marketed for their antioxidant content but both lower in antioxidants than an apple.

“The concern is that Australians are missing out on an affordable, convenient source of antioxidants because marketing hype has confused them. You have to pay around seven times more to get the same antioxidant capacity from blueberries and around four times more to get the same antioxidants from strawberries,” said Karen Kingham.

Apples are an inexpensive and super convenient superfood. And just one a day can keep the doctor away.

References:

- Newspoll (March, 2009). Study conducted by telephone in March 2009 among a representative sample of n=1201 adults aged 18+ nationally.
 Kingham, K. (2009) The Apple Review.
 Landon, S. (2008) The Apple Report: A Nutrition and Health Review.

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