

• • • • • • • • • •

Ten Health Reasons to Eat Apples and Pears



Adrian Barlow
English Apples and Pears Ltd



• • • • • • • • • •

Apples and Pears - Competition

- Huge competition
- Fresh and manufactured products
- Other demands for disposable income
- New, mainly exotic fruits
- Superfoods
- Claims that manufactured products can replace consumption of fresh products

Promoting Apples and Pears

- Increased consumption promoted by EC, governments, health sector and nutritionists
- Many ways of promoting increased consumption
- Pleasure, fun, well-being
- Health benefits (eg berries)
- Benefits for participants in sports (eg bananas)

WAPA Research

- 2003 WAPA commissioned desk research to identify health benefits supported by reputable research for apples and pears
- Many benefits shared by other fruits
- Conclusion - utilise the benefits that are particularly strong in promoting apples and pears
- Objective today - prioritise key benefits

- # Apples - Major Health Benefits

- Heart and circulatory system
- Cancer
- Lungs and respiration

Apples -

Nutrients Beneficial for Health

- Flavonoids: (Antioxidants)
 - LDL Cholesterol
 - Coronary heart disease
 - Cancer
 - Lung health: cancer, asthma
 - Degeneration: Alzheimers, ageing

● ● ●

Nutrients Beneficial for Health

Apples -

Nutritional Benefits for Health

- Dietary Fibre:

- Pectin: LDL cholesterol

Coronary heart disease

Digestive health

- Long lasting energy:

- Low GI

- Potassium

- Hypertension

- No Fat or Salt

Apples - Health Benefits: 1-5

- Cardiovascular disease
- Coronary mortality and thrombotic stroke
- Reduce “bad” cholesterol
- LDL oxidation
- Lung cancer
- Prostate cancer

Apples -Health Benefits: 6-10

- Asthma
- Lung function
- Type 2 Diabetes
- Good source of slow burning energy
- Hypertension

“An apple a day keeps the doctor away”

“Forget superfoods, you can’t beat an apple a day”

• • • Pears -

Nutritional Benefits for Health

- Flavonoids

Proanthocyanidins

- Dietary Fibre

Polysaccharides in skin: immune system

Pears - Health Benefits

- Coronary heart disease (high fibre, no fat)
- Cardiovascular disease
- Vitamin C - antioxidant
- Colonic cancer

Pears - Health Benefits

- Blood pressure, heartbeat, regulating body fluids and minerals
- Digestion
- Reduced hypertension
- Assist weight loss

Future Actions

- WAPA – prioritise health benefits
- Detail the supporting scientific research
- Co-ordinate with all Member countries nutritional and health benefits
- Publish on website with recommendation for future use