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FINALLY, FRESH FRUIT AVAILABLE ALL YEAR LONG!

Fresh Fruit from Chile in Winter Fact Sheet

- What do blueberries, raspberries, kiwi, cherries, plums, peaches and nectarines have in common besides being delicious nutritious summer fruit? They all are now winter fruit for Americans, too, thanks to fresh imports from Chile.
- Did you know that the United States and Chile are at opposite ends of the equator? So when it's winter, here it is summer there – and time to harvest lush summer fruit.
- Fresh fruit in winter once was a luxury in much of the US and Europe available only to the most wealthy who considered it a delicacy. Many less fortunate people often became ill and died for lack of fresh produce during the harsh winter months. Today the abundance of fresh fruit from Chile ensures an ample supply for everyone in supermarkets all year round.
- Color your plate healthy. Adding the bright colors of fresh fruit to your plate can help you in the long run lower your risk of heart disease, cancer and Alzheimer's. But right now you will get the nutrients you need to fight winter colds and flu. That's because the rich colors found in brightly colored fruits and vegetables indicate the presence of powerful natural protectors called phytonutrients and antioxidants.
- Fruit is one of the most healthy and natural foods in existence. Because of the rich blend of vitamins, minerals and phytonutrients found in each fruit, scientific evidence has shown that eating whole fruit is best for optimal nutrition benefits rather than taking supplements to provide each nutrient separately.
- Fresh fruits can satisfy a sweet tooth without adding unhealthy fat or excessive calories to your diet. That's because fruits contain naturally occurring sugars suspended in a natural healthy matrix of calorie-free plant fibers and water. They help you fill up without filling out.
- Fresh healthy fruits from Chile meet the highest safety standards in the world. In fact, Chile goes beyond the strictest regulations set by the US and Europe for pesticides and other contaminants.
- Over 200 varieties of fresh fruit from Chile reach 70 countries around the world --including the United States, Switzerland and the Scandinavian countries -- using the most progressive and sound practices in growing, packing, handling and transporting.
- Chile is the leading fruit exporting country in the Southern Hemisphere, supplying over 2.168 million tons of fruit to the world market.
- Today Chile has the most comprehensive agricultural practices program in the world including the use of the most modern production and handling practices.
- As an international leader in fresh produce, Chile constantly strives to improve on its all ready high agricultural standards through funding advanced research at major universities. For example, current research with the University of California at Davis is finding a way to use ultraviolet light to control microbes and insects

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