

THE DOCTOR IS IN: *Organic Fruits and Greens...*

by Taryn Forrelli, ND



ORGANIC FRUITS AND GREENS . . . EATING MORE JUST GOT EASIER!

You've heard it before, from mom, from the USDA, from your doctor—“eat more fruits and vegetables.” But people aren't listening. The average American gets just three servings of fruit and vegetables a day, and that number includes things like French fries, ketchup and onions. (Translation: fast food burger.) We can thank the director and star of the film “Super-Size Me,” Morgan Spurlock, for reminding us that fast food never was, and never will be, healthy. This year, when the USDA increased their recommendation for daily fruit and vegetable intake to 5-13, they stressed the importance of eating not just any fruit or vegetable, but focusing on getting more cruciferous and dark leafy green vegetables along with colorful berries. Here's why. . .

Whole fruits and vegetables are bountiful sources of vitamins, minerals, fiber and perhaps most importantly, phytochemicals. Fittingly pronounced “fight-o-chemicals,” these bioactive compounds naturally occurring in plant foods and herbs work to assist the body's detoxification mechanisms, support the immune system, protect the body from oxidative stress, and promote a healthy inflammation response. Since humans evolved relying on plants for food and survival, it is of no surprise that health is intimately dependent on having an abundant supply of phytochemicals in the diet. Today, using modern technology, scientists have been able to identify the very best sources of mother nature's most impressive phytochemicals and are beginning to better understand their essential role in creating health.

PHYTOCHEMICAL SUPERSTARS

When Popeye needed extra strength and power, he didn't find it in a vitamin supplement, but rather in a can of spinach. The creators of this fictional character might not have known it then, but spinach, rich in blood building iron and bone building vitamin K, not only has an unmatched nutritional profile, it is a wonderful source of lutein, a phytochemical that is part of the carotenoid family along with lycopene, beta-carotene and nearly 600 others. Lutein has been touted as the most important carotenoid for maintaining normal vision.

Cruciferous vegetables such as broccoli, brussels sprouts, cabbage, kale, and cauliflower are rich in phytochemicals called *indoles* and *isothiocyanates*. A growing body of research suggests these compounds help the body eliminate toxins, support a healthy balance of estrogen important for breast and prostate health, and even maintain the health of the stomach lining.* The anthocyanidins found in dark blue, red and purple berries make these fruits some of the most powerful antioxidant foods around. In fact, researchers at Tufts University found that compared to other antioxidant-rich fruits, blueberries have the highest antioxidant value (ORAC value) of all.

Another phytochemical that has scientists buzzing about its ability to promote cardiovascular and brain health, promote a healthy inflammation response, and support normal cell growth is resveratrol.* This compound is produced by a variety of plants, including grapes, berries and peanuts, but is highest in the skin of Pinot Noir grape varieties. Interestingly, researchers have found that fermenting grapes, or turning them into wine, can increase the resveratrol content by 8 to 16,000 times! It is no surprise then that the French, who regularly consume red wine, appear to be at reduced risk for a variety of chronic ailments common throughout Western society.

QUALITY MATTERS — GO ORGANIC!

Since many of the phytochemicals that are so valuable to humans are actually important defenses for plants against pests and insects, growing them conventionally with chemical pesticides reduces their need to produce high amounts of these defenses. Consequently, organically-grown fruits and vegetables have been shown to contain higher amounts of both nutrients and phytochemicals. If that isn't reason enough to “go organic,” consider this: *what is toxic to pests is also toxic to humans*. Pesticides are fat-soluble chemicals, meaning they accumulate in the body's fat deposits, specifically in brain and breast tissue, where they are believed to disrupt hormone balance and promote cognitive disorders. A poignant reminder of just how dangerous these chemicals can be comes from a study conducted at Harvard, where researchers observed that increasing intake of conventionally-grown fruits boosted the risk of Parkinson's disease, a neurodegenerative disease. They concluded that it wasn't the foods themselves that were responsible, but the pesticides that were sprayed on them. **Choosing organic is not only essential to our health but also to the planet's health.**

REAL FOOD = REAL BENEFITS

It is important to know that just like vitamins and minerals, taking phytochemicals as isolated compounds may not provide the same benefits as eating them as part of whole foods. Plants generally contain hundreds of phytochemicals that work synergistically to determine the overall effect. So, simply taking a lutein or resveratrol supplement is not going to give you the same benefits as eating spinach or consuming fermented grapes. The bottom line: eat more whole fruits and vegetables. . .and, go for variety! No one single fruit or vegetable contains all the phytochemicals your body needs.

For those who find this to be a difficult task, there is a product called **Berry Green™** made by **New Chapter** (Brattleboro, VT) that provides 14 organically grown fruits, berries and green vegetables containing some of nature's most exciting phytochemical superstars. Nine of the ingredients are fermented with one billion probiotic organisms in a base of organic oats, brown rice, turmeric, ginger, and cinnamon, a process that can significantly increase the potency and bioavailability of nutrients and phytochemicals. All of the ingredients are freeze-dried, meaning the only thing missing from them is the water. (Other preparation methods, such as juicing, can damage phytochemicals through mechanical and heat stress.) The result is not just another greens drink full of inexpensive and readily available grasses, or concentrates of pesticide-laden fruits, but an offering of the finest organically-grown fruits and vegetables rich in the nutrients and phytochemicals our bodies are too often depleted of. **Berry Green** is the first 100% USDA certified greens drink on the market. Each serving (one tablespoon) provides the equivalent of a generous serving of organic fruits and vegetables. We could all use one (or five) more of those!

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

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Berry Green Powder, Berry Green VCaps, or
Berry Green in 14 Individual Packets,
click the product or call toll free at (877) 673-0224**

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