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Attention News/Assignment/Health & Lifestyle Editors:

Grapefruit Juice: The Vitamin Power-Puncher

TORONTO-ON – (March 23, 2010) – The Florida Department of Citrus (FDOC) is encouraging Canadians to arm themselves with natural food choices to prepare for the approaching spring season by getting healthy with fresh Florida grapefruit juice.

Pure Florida grapefruit juice is a natural and powerful way to maintain good health and supply the body with essential vitamins, minerals and antioxidants. What's more, grapefruit juice is fat-free, sodium-free, and free from added sugars.

"Healthy eating should always be a priority, especially with flu season still lingering after the long winter," says Lydia Knorr, MHSc., a Registered Dietitian with the FDOC. "The nutrients in grapefruit juice are associated with maintaining healthy cholesterol levels, a healthy heart, and controlling blood pressure. Adding 100 per cent grapefruit juice to your diet is a simple and effective way to support your immune system and keep your energy levels high."

Some of the vital nutrients found in grapefruit juice include:

- **Vitamin C** – a powerful antioxidant that helps the body fight cell and tissue damage and infection. Just one 250 mL glass of 100 per cent pure Florida grapefruit juice provides over a full day's supply of Vitamin C.
- **Potassium** - plays a vital role in preserving cardiovascular function and has been associated with lower blood pressure and reduced risk of stroke.
- **Magnesium** - may help to control blood pressure and works with calcium and phosphorous in maintaining bone health.
- **Fibre** - helps regulate cholesterol levels and digestion and has been associated with decreasing the risk of certain cancers such as colorectal cancer.
- **Thiamin** - helps to convert carbohydrates and nutrients into energy and is also active in the production and repair of DNA.

"Florida grapefruit juice provides nutrients naturally with no added ingredients," says Knorr. "And it doesn't hurt that it's delicious."

To learn more about the benefits of grapefruit juice and other Florida citrus fruit and juices, visit www.floridacitrus.ca.

About the Florida Department of Citrus (FDOC)

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. A few of the popular varieties of Florida citrus fruit available in Canadian supermarkets are Ruby Red Grapefruit, Flame Grapefruit, and Marsh Grapefruit with 100 per cent pure Florida orange juice and Florida grapefruit juice available all year round.

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