

Healthier grab-and-go options

New nutrition habits: fresh-cut products increase fresh fruit consumption

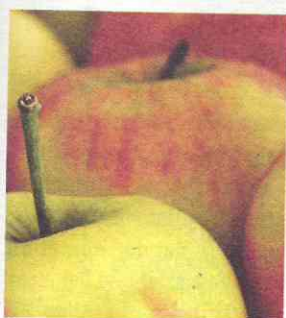
Everyone has heard the old adage, "an apple a day keeps the doctor away". We all know we should eat more fruit. One way to increase fresh fruit consumption is processing fruit into fresh-cut product.

According to research findings, apples are truly a "miracle fruit" that convey benefits beyond fiber content. Animal studies have shown that apple pectin and polyphenols in apple improve lipid metabolism and lower the production of pro-inflammatory molecules. Other studies have shown that the consumption of apples can reduce the risk of asthma, diabetes and some cancers.

Trend towards organic

Around the globe, apples are one of the most widely consumed fruits, and worldwide, the trend towards organic products is obvious. According to the German Federation of the Organic Food Industry (BÖLW), Germany's organic market grew by almost ten per cent in 2016, in the same period there even was an increase of over 20 per cent for the French market according to the Agence Bio.

In the USA, organic products account for five per cent of the food market, with the



Delicious and healthy: apples are one of the most widely consumed fruits.

Photo: birgitH / pixelio.de

sector's turnover for 2016 amounting to USD 43bn according to the Organic Trade Association (OTA).

Sales continue to grow

Meanwhile, retailers report rising demand for packaged fruits and vegetables. Fresh-cut fruit and vegetables continue to evolve and sales continue to grow. In fact, fresh-cut produce offers healthier grab-and-go options for new consumption patterns, such as a renewed focus on breakfast and more snacking occasions.

A natural problem

To provide such products, the fresh-cut processing industry has to solve a natural problem. Everyone knows this phenomenon: apples ordinarily begin to turn brown within minutes after cutting or peeling – fresh-cut processing induces mechanical stresses to fruit tissues. And due to their limited shelf-life, it is difficult to introduce fresh-cut apples to retail, and food service markets.

Up to two weeks

To extend the shelf-life of fresh-cut organic apples, only a special selection of ingredients that retain taste, colour, and structure of apples can be used. These products come in powder form, and are simply diluted in the wash water of the processor. They are used by processors to achieve up to two weeks of shelf-life on organic, sliced apples.

Background

According to a new market research report by Market-sandMarkets, the global fruit and vegetable processing



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market – including fresh-cut processing, is estimated to be valued at USD 245.97 Bil-

lion in 2017 and is projected to grow at a CAGR of 7.1 per cent from 2017, to reach USD

346.05 Billion by 2022. The global fruit and vegetable processing market comprises the global fruit and vegetable processing equipment market and processed fruits & vegetables market. The market for fruit and vegetable processing is showing significant growth with the increase in the number of distribution channels such as supermarkets and hypermarkets & rising middle-class population & disposable income in developing economies such as China, India, and Mexico.



Are you producing fresh-cut / convenience fruits and vegetables?

Our products and services help to increase the shelf-life of organic products to 14 days.

Unsere Produkte und Dienstleistungen erhöhen die Haltbarkeit von BIO-Produkten um bis zu 14 Tage.

Find us in Hall 9 / 9-508



BIOFACH2018
into organic

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