



## **REDDER IS BETTER!**

### *Lycopene found naturally in Texas Red Grapefruit*

- The National Cancer Institute placed grapefruit on their list of cancer preventative foods. As part of a healthy diet, Texas red grapefruit offers many potential benefits to the human body. One half of a medium Texas red grapefruit contains 60 calories and provides 110% of the recommended daily value for Vitamin C, and it's a good source of Vitamin A and dietary fiber. But there is more.
- The next time you eat a sweet, juicy Texas red grapefruit, you'll be consuming a variety of nutrients called phytochemicals, including lycopene, beta-carotene, limonoid glucosides, naringin, and Vitamin C. Found naturally in Texas red grapefruit, many of these phytochemicals have been linked to the prevention of certain cancers. Texas A&M Citrus Center scientist Dr. Bhimu Patil says, "**The levels of these five phytochemicals are higher in the Rio Red Grapefruit grown in South Texas, than other pink and white varieties grown elsewhere.**" This was confirmed after a 2 year study by Dr. Patil and Dr. Leonard Pike.
- Lycopene has been shown to reduce the risk of prostate, breast, cervical, and colon cancer in animal studies. Studies by Dr. Steve Clinton of the Harvard School of Public Health have shown that high concentrations of lycopene significantly reduces the risk of prostate cancer.
- Texas A&M University researchers continue to study lycopene in Texas red grapefruit hoping to learn what genetic and environmental factors play a role in nutrient content, and looking for ways to increase the amount of this carotenoid. Carotenoids are powerful antioxidants, making up pigments in plants, giving foods such as red grapefruit, watermelon, and tomatoes their bright red color. This proves that "*Redder is Better!*"
- Additionally, Texas grapefruit contains pectin, which has been shown in cell culture and animal studies to lower blood cholesterol and protect arteries from clogging with plaque. Dietary fiber has also been shown to aid in the prevention of cancerous tumors and improve the body's ability to control blood sugar.
- For years grapefruit has been promoted as a healthy fruit. Now with support from the National Cancer Institute and research from clinical scientists, the benefits are being confirmed. Dr. Patil says, "One of the most important considerations is that consumers enjoy red grapefruit and they acknowledge its inclusion into a healthy diet."

