

Britain's favourite fresh produce magazine since 1895



By Fred
Searle

Tuesday 1st December 2020, 11:47 GMT

BAPL teams up with dietitian to promote heart health



Trade body is encouraging consumers to lower their risk of cardiovascular disease and high blood pressure by eating an apple a day

British Apples and Pears (BAPL) has teamed up with leading dietitian Sian Porter to encourage consumers to help lower their risk of heart disease and high blood pressure by snacking on apples.

Coronary heart disease (CHD) is the biggest cause of deaths worldwide and the leading cause of premature deaths in the UK for both men and women. Porter emphasised that it is "more important than ever" to support your heart health by eating plenty of fruit and vegetables.

She said: "57 per cent of consumers say the pandemic has changed their food habits. Health, especially personal health is now more of a driver than ever before, making people think differently about how they cook, eat and shop, but we also know people are

"We know from research that eating fruit, and specific fruits such as apples and pears, is associated with a lower risk of cardiovascular disease (CVD) including strokes and CHD, so snacking on fruit including apples makes sense when you want to eat more healthily and look after your cardiovascular health."

Research published this year found that increasing flavanol intake – bioactive compounds found in considerable quantities in foods such as apples – is associated with a statistically significant lowering of blood pressure in men and women.

At a population level, flavanol intake could have a role in the maintenance of cardiovascular health, according to research.

BAPL's executive chair, Ali Capper, said: "A daily apple is such a simple way to

support our cardiovascular health and make a healthier snacking choice. Swapping that sugary snack for a crisp, juicy British apple is not only a treat for our bodies, it's a treat for our taste buds too."

Enjoyed this free article from Fresh Produce Journal and its team of editors? Don't miss out on even more in-depth analysis of all the latest news from the fresh produce business. Subscribe now to [Fresh Produce Journal](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

snacking more mindfully.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM