

Healthy Recipes From South African Citrus Offer “Let’s Move” Options

(NAPS)—Mothers who want to ensure their families—especially their children—eat healthy meals that are simple to prepare in the summer and back-to-school months can look to a new source of inspiration. It’s a comprehensive range of nutritious, easy-to-prepare recipes featuring South African citrus. The recipes can be found at www.summercitrus.com/2011-recipes.php. The healthy recipes offer meals from breakfast to dinner, and include refreshing drinks and healthy snacks.

“Our recipes have proved very popular with consumers,” said Suhanra Conradie, CEO of the Western Cape Citrus Producers Forum (WCCPF), the consortium of South African citrus growers that is expecting to export about 40,000 tons of citrus to the U.S. during the 2011 season. “American consumers are more and more conscious of their health and are recognizing the value of citrus to help them stay healthy.”

The recipes have been developed to complement First Lady Michelle Obama’s “Let’s Move” campaign that stresses the importance of eating more fruit and vegetables on a daily basis. “Our purpose is delicious good health,” said Conradie. “In keeping with Mrs. Obama’s campaign, South African citrus offers American consumers healthy and delicious options prepared easily.”

South African citrus is available in stores in the U.S. during June through mid-November when domestic citrus is not available. “The fresh, juicy flavor is a double treat in that it also offers healthy fiber and vitamins along with sweet and delicious goodness,” said Conradie. “The recipes are intended for easy preparation and offer options for leftovers for the next day’s lunch, either at home or packed for school or the office.”

Among the offerings, for example, is an appealing breakfast or anytime smoothie combining the healthy and delicious tastes of



Moms recognize that South African citrus products represent a positive nutritional addition to family menus.

bananas and oranges, with only 105 calories per serving. A citrus-marinated steak served for dinner (290 calories) can offer a delicious lunch option the day after when served over mixed greens. It is easily packed into a lunch bag for work or school or camp. A citrus-poached chicken (230 calories) adapts to a citrus chicken salad tucked into a pita or wrap the next day.

Demand for South African citrus continues to advance and these recipes ensure that the American consumer can experience a taste of Africa using South African oranges in everyday meals, added Conradie.

Consumers who try the recipes are invited to share their stories, family meal photos and personal recipes and comments on the Summer Citrus Facebook page. Do so by becoming a friend of South African Summer Citrus on Facebook at www.facebook.com/summercitrus.

South Africa is the world’s second-largest exporter of citrus next to Spain. The fruit exported to the U.S. comes mainly from the Western Cape region about two hours northwest of Cape Town, and the Northern Cape, near Kimberley. Fruit from South Africa is safe and, unlike fruit from some other countries, is not chemically treated or fumigated on arrival in the U.S.

For more information, visit www.summercitrus.com.