

Mr Fruitness

- ✓ Mr Fruitness is the main character of a **campaign** that promotes **fruit consumption in Europe**.
- ✓ He is a superhero and a **symbol** of the feeling of well-being and energy (physical and mental) that we can gain and maintain not just through regular physical activity, but also by following **an intelligent balanced diet**, which has to include irreplaceable **fruit**, as nature offers it to us.



Our superhero

for further information about
Fruitness
 enjoy it!
www.fruitness.eu



Campaign financed with the assistance of contributions from the EU and Italy

Agea
 Agenzia per le Erogazioni in Agricoltura



Mr Fruitness

- ✓ Is the main character of videogames that are available on the following web site
www.fruitness.eu
 These are also distributed on CD Rom in the outlets that take part in the promotions. These interactive games help you find out more about the many virtues of fruit, whilst having fun.
- To find out more about Mr Fruitness and his **FRUIT TEAM**, open this guide and you will enter the world of **FRUITNESS**.

Fruitness

enjoy it!



A small guide to find out about the virtues of fruit



www.fruitness.eu

good health

- ✓ Lead an active life
- ✓ Eat lots of fruit
- ✓ Fats: choose the quality and limit the quantity
- ✓ Limit your intake of cakes and sweet drinks
- ✓ Drink lots of water every day
- ✓ Always vary your diet

Mr Fruitness

Advises you to follow a few basic rules...

Hey kids, we aren't joking!
 it has been scientifically proven

A diet rich in fruit

- ✓ Protects you from many illnesses
- ✓ It is low in fat and calories
- ✓ Ensures that you get enough vitamins, minerals and dietary fibre

Carbohydrates

A healthy diet is mainly based on **carbohydrates**, which must account for about 60% of our daily calorie intake. Of these calories most should be complex carbohydrates (starch), which are found in bread for instance, but **simple carbohydrates** (sugars) are important, too, because they are an instant supply of energy. Fruit is a healthy source of sugar, as it contains a limited amount of it, unlike sweet food.

Dietary fibre

This helps to make us **feel full**, so it stops us from eating too much. It also **regulates** intestinal activity, avoiding constipation, and it is a **good food** for intestinal flora, which produces some of the most essential vitamins for our bodies. The right quantity of **dietary fibre** (30 g a day for an adult) also helps us to control our cholesterol levels, and reduces the risk of serious intestinal illnesses. Eating fruit helps us to absorb the right quantity of dietary fibre.

Vitamins and minerals

Fruit provides us with a lot of vitamins, especially **A and C**, which are essential for our bodies. However, taking vitamins on their own, for example through dietary supplements, does not have the same effect. The vitamins that we absorb from fresh fruit are irreplaceable, because fruit also contains other nutritional substances, such as antioxidants and minerals.

Basic fruit elements

Fruit is a great source of minerals, especially potassium, which helps regulate muscle contraction, the functions of the nervous systems and also keeps the heartbeat regular. When we sweat, we lose potassium, and it is important to reintegrate it: fruit is an excellent source of potassium. On the other hand, fruit has a low content of sodium, which is excellent because too much sodium is bad for our health.

Minerals

Some minerals such as zinc and selenium also have an antioxidant effect.

Antioxidants

Antioxidants are molecules that **defend us from free radicals** that form every day in our bodies, and which can damage our cells and tissues. Some antioxidants are also vitamins (like vitamin C), while others are not vitamins, but nevertheless contribute to increasing our defences. Some minerals such as zinc and selenium also have an antioxidant effect.

The Fruit Game

Help Mr Fruitness save Mrs Gina!



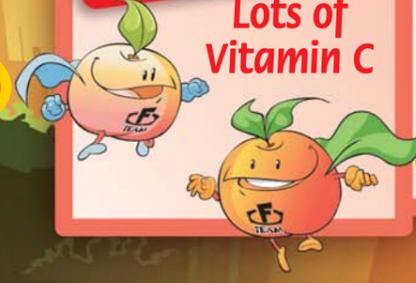
Right now our superhero is tired and his superpowers are low. But he knows he can count on his 'FRUIT TEAM', a group of 4 fruit-friends. They rush to his help from the countryside where they naturally live and grow. Each one has special vitamins and nutrients needed to recharge Mr Fruitness's superpowers. To play this game, you have to move 'My personal Mr Fruitness' from square to square, where you will find Kiwi, Peach, Nectarine, and Pear recharges. Beware of the Trash Food squares! They slow Mr Fruitness down! Read the text in each square carefully, and you will find out how fruit helps keep your body fit and healthy!



Cut out "My personal Mr Fruitness", Get a dice and have fun

Fruit Team: Peach and Nectarine

Lots of Vitamin C



Eating a medium size peach provides us with 10% of the recommended daily Vitamin C intake.

Recharged ok
move forward 1 square

Peaches and nectarines contain β -carotene, an important antioxidant that defends our skin from damage incurred through exposure to the sun's rays.

In our bodies β -carotene is transformed into vitamin A, which is important to keep eyesight healthy (e.g. in poor light), and for the correct functioning of our cells.

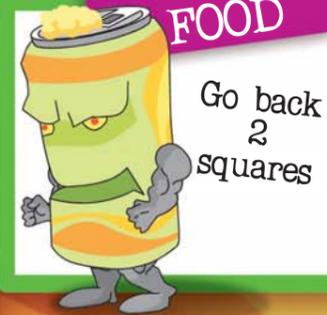


Peaches and nectarines contain a lot of mineral salts, especially potassium, which is vital for muscle contraction, functions of the nervous system, and a regular heart beat.

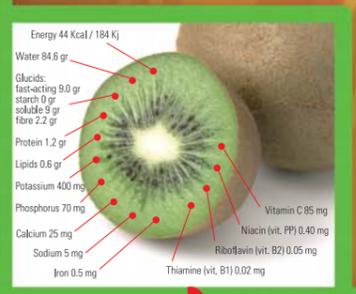
Kiwis are also rich in vitamin E, not often found in other fruit. Vitamin E is a powerful antioxidant which helps protect the cell membranes from the damage of free radicals.

Recharged ok
Move forward 2 squares

TRASH FOOD



Kiwis also contain some minerals like phosphorous, calcium, magnesium, and especially potassium and dietary fibre.



ok
You have recharged with KIWI!
Remember, fruit helps keep you healthy!

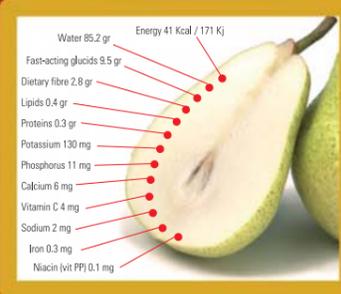
Kiwis have a high content of certain vitamins and minerals. For example 100 g of kiwi pulp contains a quantity of vitamin C that alone covers the recommended daily intake.

Fruit Team: Kiwi



Fill up on Vitamin E

Wow!
You have recharged with Pear!
Carry on playing!
Move forward 2 squares

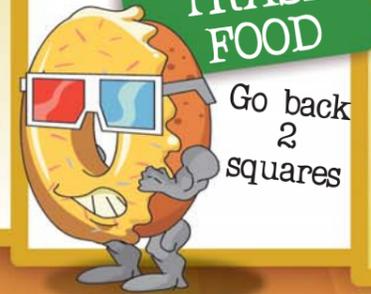


A fibre-rich diet helps us control our cholesterol levels.

Recharged ok
Move forward 1 square

Pears are rich in dietary fibre, which helps us to feel full when we eat, and which regulates intestinal functions.

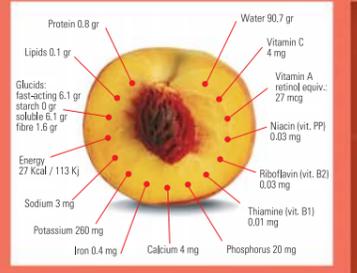
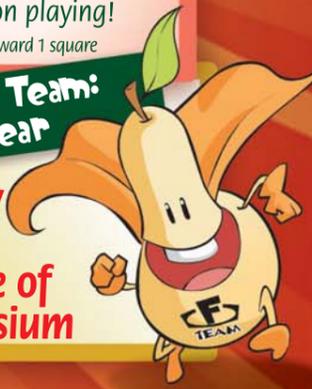
TRASH FOOD



Pears are sweet because of their high content of fructose, which is sweeter than normal sugar (saccharose). That is why an average size pear (200 g) contains less than 100 kcal.

Fruit Team: Pear

A very rich source of Potassium



Wow!
You have recharged with Peach and Nectarine!
Carry on playing!
Move forward 1 square