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Cherries – The Supercharged Fruit

By Tony Anderson

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The little red fruit that has been enjoyed by countless millions offers more than great taste.

Are cherries truly fruit for a healthy you? Recent studies have revealed that cherries offer an assortment of health benefits including the ability to offer natural relief from joint pain caused from gout, arthritis and joint inflammation.

So what makes the tasty red fruit so beneficial? The wonder of the cherry is the anthocyanins. According to research from Michigan State University tart cherries contain anthocyanins and bioflavonoids, which inhibit the enzymes Cyclooxygenase–1 and –2, and prevent inflammation in the body. These compounds have similar activity as aspirin, naproxen and ibuprofen. Further investigations revealed that daily consumption of tart cherries has the potential to reduce the pain associated with joint inflammation. Many consumers are choosing to drink cherry juice, eat cherries or consume tart cherry pills to starve off the pain of gout, arthritis and joint inflammation.

Linda L. Patterson is a living testimony of the soothing affects of cherries on her joint pain. "I enjoy crocheting and lately my hands have been so painful, I couldn't crochet for more than about 30 minutes.", says Patterson. In an attempt to find relief from her pain, she located Fruit Advantage Tart Cherry capsules, a supplement made from red tart cherries. "Within the first week of taking the tart cherry capsules my hands felt so much better.", says Ms. Patterson. "I am now able to crochet without the pain in my hands."

In addition to the health benefits offered by cherries, many people are just eating the fruit for the taste. John Simms, a life–long resident of Indianapolis, Indiana, eats cherries for the convenience and taste. "As a short–haul truck driver, my diet isn't the best, I would eat fast food every day. A year ago, my wife bought some dried cherries and I began eating them to keep my weight down. Now I eat a handful of cherries instead of eating fast food."

Cherries – The Supercharged Fruit

Not only are cherries a great way to maintain a healthy body they are a natural product. According to Andrew LaPointe, Director of Marketing for Traverse Bay Farms,

www.traversebayfarms.com

"many of

our customers are looking to eat healthier and fruit products fit this trend. It's certainly better than fast food." Traverse Bay Farms sells Fruit Advantage Tart Cherry capsules and cherry juice concentrate.

Tony Anderson is a freelance writer.

admin@youronlinebusiness.com

Healthy Eating Tips for Healthy Living in 2005

By Andrew LaPointe

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Healthy Eating for Healthy Living in 2005

Eating healthy is fast becoming a way of life. American's are living longer, however, the goal of many is not to simply live longer, the goal it is to live a longer and healthier life. Simple everyday fruit can help.

Recent studies have indicated that the antioxidants in fruit provide a whole host of health benefits: the anti-aging power of blueberries and the joint pain relieving properties found in cherries to name a few.

The multitudes of health components found in fruit are truly a gift from Mother Nature. Here are a few everyday fruits for healthy living in 2005:

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Blueberries - Nature's Top Antioxidant Fruit:

Blueberries emerged as the top antioxidant capacity fruit in a laboratory testing procedure called ORAC – Oxygen Radical Absorbance Capacity developed by the USDA*. ORAC has become the definitive measurement of antioxidant capacity.

James Joseph, Ph.D, Chief of the USDA Human Nutrition Research Center on Aging in Boston, is working with blueberries to examine their potential to help improve motor skills and reverse the

short-term memory loss that comes with aging.

"The blueberry has emerged as a very powerful food in the aging battle," said Joseph. "Given the possibility that blueberries may reverse short-term memory loss and forestall other effects of aging, their potential may be very great."

Terry Johnson, a resident of Grand Rapids, Michigan, munchies on dried blueberries for the convenience and taste. "I work behind a computer for eight hours a day and I like to snack. I began eating dried blueberries instead of a candy bar from the vending machine. Now I feel good when I snack because I am eating fruit instead of candy."

Strawberries:

Studies have shown that strawberries can help promote a healthy digestive system and help lower blood cholesterol. A handful of strawberries can go a long way to a helping you maintain a healthy lifestyle.

According to Jennifer LaPointe, Director of Marketing for Traverse Bay Farms, www.traversebayfarms.com "many of our customers are looking to eat healthier and our gourmet fruit product fit this trend. It's certainly better than fast food."

Traverse Bay Farms sells Fruit Advantage Tart Cherry capsules, cherry juice concentrate and a variety of dried fruit products including: cherries, blueberries, red raspberries, strawberries. The company may be contact for additional information or interviews at 1-877-746-7477 or www.traversebayfarms.com

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