

The benefits of kiwifruit



Introduction

Kiwifruit may not be the first food that comes to mind when you think of a functional superfood ingredient; however, this mighty fruit is brimming with nutrition.

A powerful source of vitamin C

Kiwifruit is packed full of antioxidant vitamins such as vitamin E and C. The fruit contains up to three times more vitamin C than an orange⁽¹⁾!

The vitamin C content of kiwifruit is of particular interest, as vitamin C has a pivotal role in immunity and overall wellness. A typical kiwifruit contains anywhere from 80 to 161mg of vitamin C per 100g of fresh fruit⁽¹⁾.

Vitamin C for pets

Unlike humans, our canine and feline companions can make their own vitamin C and do not necessarily require vitamin C in their diets. However, the amount of vitamin C that dogs and cats need can vary, as well as their ability to make their own vitamin C.

During times of stress or increased activity, the requirement for vitamin C may be higher than the amount our pets can make on their own⁽²⁾. Research is being conducted to determine if supplemental vitamin C can contribute to supporting health and performance during exercise by reducing oxidative stress.



Health & immunity

Studies have investigated how vitamin C works with other micronutrients to support the skin barrier function, the body's first system of immune defense. This powerful vitamin supports the immune response through the production of cytokines. Cytokines are a group of proteins that communicate with other immune system cells to maintain immune function ⁽³⁾.

Antioxidants also play a crucial role in maintaining overall health as they travel throughout the body, looking for free radicals and neutralizing them so they do not pose a threat to the body. When there is an abundance of free radicals in circulation, oxidative stress can occur. Oxidative stress has long been viewed as a precursor to disease conditions such as increased inflammation resulting in impaired joint and mobility, aging, cardiovascular issues, and many others ⁽³⁾.

Digestion

The fiber content of kiwifruit is impressive for such a small fruit. The fiber found in kiwifruit is a mixture of soluble and insoluble fibers. Both types of fibers support digestion in different ways; soluble fiber is fermentable in the large intestine, and this fermentation produces short chain fatty acids that support gut health, and insoluble fiber increases transit time and helps to absorb water and other materials that inhabit the digestive tract ⁽¹⁾.

Conclusion

The extensive nutrient profile of kiwifruit places this fruit at the top of the list when it comes to health- supporting benefits such as immune support, antioxidant ability, and vitamin content.

Featured in ZIWI® Peak Gut & Immune recipe, kiwifruit can provide a notable boost to your pet's overall health in many areas, such as immunity, digestion, and circulatory health.

References:

1. Richardson DP, Ansell J, Drummond LN. The nutritional and health attributes of kiwifruit: a review. *Eur J Nutr.* 2018 Dec;57(8):2659-2676. doi: 10.1007/s00394-018-1627-z. Epub 2018 Feb 22. PMID: 29470689; PMCID: PMC6267416.
2. M. Hesta , C. Ottermans , S. Krammer-Lukas , J. Zentek , P. Hellweg , J. Buyse and G. P.J. Janssens. The effect of vitamin C supplementation in healthy dogs on antioxidative capacity and immune parameters. *J Anim Physiol a Anim Nutr* · March 2009. DOI:10.1111/j.1439-0396.2007.00774.x
3. Chambial S, Dwivedi S, Shukla KK, John PJ, Sharma P. Vitamin C in disease prevention and cure: an overview. *Indian J Clin Biochem.* 2013 Oct;28(4):314-28. doi: 10.1007/s12291-013-0375-3. Epub 2013 Sep 1. PMID: 24426232; PMCID: PMC3783921.