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BE HEART HEALTHY

with 100% Florida Orange Juice

Survey Says



A new survey of American adults revealed that while most feel knowledgeable when it comes to heart health, many do not put their knowledge into practice.¹

Getting to the Heart of the Problem

KNOWLEDGE: Nearly 80 percent of those surveyed said they had good or excellent heart health and almost nine out of 10 knew that making small changes to their diet and lifestyle could help reduce the risk of heart disease.

SMALL CHANGES: Despite this knowledge, less than half of respondents chose heart healthy options when dining out or shopping for groceries, less than one in three have substituted heart healthy options when cooking and only 37 percent have stocked their pantries with heart healthy foods.

GET MOVING: Eighty-seven percent of respondents felt well-informed about the importance of exercise and fitness, yet 25 percent reported not exercising at all, while only 23 percent reported engaging in moderate physical activity most days of the week.

MYTHS: Ninety-five percent of Americans surveyed believed at least one myth about heart health. More than half believed heart healthy foods are more expensive than other foods and roughly 40 percent believed maintaining a healthy heart means giving up their favorite foods.

FOOD FACTS: Many people do not know that some of the staples already in their refrigerator may have heart health benefits. For example, only 54 percent of respondents knew that 100 percent orange juice can help support heart health, yet this morning staple provides nutrients such as potassium, which may help maintain healthy blood pressure and promote heart health. More commonly-known heart healthy foods included green leafy vegetables, fish, and nuts or seeds.

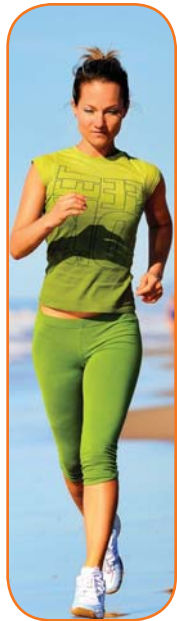
¹The survey was based on a nationally representative sample of 1,004 U.S. adults age 35 or older. Interviews were conducted online during a six-day period starting August 21, 2009 by Richard Day Research for the Florida Department of Citrus. The margin of error for a random sample of this size is +/-3 percent at the 95 percent confidence level.



Heart Healthy Tips

Dr. Richard Collins, The Cooking Cardiologist, offers these easy-to-follow heart healthy tips:

- 1** Exercise contributes to an overall healthy lifestyle, but be careful to avoid rebound hunger following your workout. If you maintain a moderate level of daily exercise, you burn roughly anywhere from 13 to 18 calories per pound of body weight a day and should only consume that amount of calories to maintain your current weight. Monitor your weight often to make sure you are consuming the appropriate number of calories for your activity level.
- 2** When reading nutrition labels, look for foods that are rich in vitamin C. Vitamin C can help support heart health by helping to neutralize free radicals that can cause cell and tissue damage - damage that may contribute to the development of chronic health issues like heart disease and cancer. Many fruit and vegetables, such as 100 percent orange juice, are excellent sources of vitamin C.
- 3** Not all fats are bad. While you should avoid saturated fats and trans fats, omega-3 fats may help reduce the risk of heart disease and stroke. Omega-3 fats are found in foods such as walnuts, flaxseed and fatty fish, such as salmon or tuna.



A Word From The Cooking Cardiologist...

"A healthy diet may impact four of the six risk factors for heart disease. Simple changes in the food you eat may help support healthy cholesterol levels, blood pressure, blood sugar and weight." *Dr. Collins*

Did you know... orange juice can go beyond the breakfast table? One cup added to your favorite salad dressing, smoothie or marinade is an easy and delicious way to incorporate the beverage's nutrients into your meals.

Delicious Recipes

Orange Tarragon Ginger Shrimp with Rice Noodles

MAKES 4 SERVINGS

- 1 cup 100% Florida orange juice
- 12 jumbo raw shrimp, peeled, deveined, tails attached
- 2 tablespoons fresh tarragon, finely chopped
- 1 tablespoon olive oil
- 1 tablespoon fresh ginger, finely chopped
- 1 shallot, finely chopped
- 1 (8-ounce) package rice noodles, prepared according to package directions
- 1 tablespoon sesame seed oil
- Nonstick cooking spray
- 2 cups fresh snow peas
- 1 tablespoon toasted sesame seeds
- 1 tablespoon Asian hot chili sauce, optional



Combine orange juice, shrimp, tarragon, olive oil, ginger and shallot in a zipper-seal plastic bag. Seal bag securely; toss gently to combine ingredients. Marinate for 1 hour in the refrigerator.

Prepare rice noodles according to package directions. Drain and combine with sesame seed oil; toss to coat evenly; reserve.

Spray wok with nonstick cooking spray and heat over medium heat. Drain shrimp mixture; reserve ½ cup marinade and discard remaining marinade. Add shrimp and reserved ½ cup of marinade to wok; bring to a boil and stir fry shrimp for 1 to 2 minutes. Add snow peas; stir fry for 3 more minutes, just until snow peas are tender crisp and shrimp is cooked through. Add sesame seeds and chili sauce, if desired. Remove from heat and add reserved rice noodles; toss to combine and serve immediately.

Orange Tapioca Crème Brûlée

MAKES 6 SERVINGS

1 cup 100% Florida orange juice
1/3 cup small pearl tapioca
2 cups 2% milk (or fat-free half & half)
2 eggs, separated (or 1/2 cup egg substitute plus 2 egg whites)
Pinch of salt
1/2 cup sugar substitute or sugar*
1/4 teaspoon cream of tartar
1 teaspoon vanilla
1/8 teaspoon nutmeg
Zest of 1 Florida orange
6 tablespoons turbinado sugar**
Florida orange segments, optional
Fresh mint leaves, optional



Combine orange juice and tapioca in medium saucepan; let stand for 30 minutes. In a small bowl, combine milk, egg yolks and salt; add to tapioca mixture. Bring orange juice mixture to a boil over medium heat, stirring frequently; reduce heat to simmer and cook, uncovered, for 10 to 15 minutes until thickened. Meanwhile, beat egg whites in small mixing bowl; gradually add sugar substitute. When sugar substitute is dissolved, add cream of tartar and beat until stiff peaks form; set aside. Fold 3/4 cup of orange juice mixture into beaten egg whites; then add to remaining orange juice mixture in saucepan. Fold and let cool. Add the vanilla, nutmeg and orange zest until blended. Divide mixture into 6 ramekins. Chill for at least 4 to 6 hours until firm. Just before serving, remove from refrigerator and sprinkle each ramekin with 1 tablespoon turbinado sugar. Caramelize sugar with small blowtorch, moving flame evenly back and forth over sugar just until sugar is melted and golden brown. Garnish each crème brûlée with orange segments and mint leaves, if desired. Serve immediately.

*Check sugar substitute packaging for amount equivalent to 1/2 cup sugar.

**Such as Sugar in the Raw®

Note: Orange Tapioca Crème Brûlées can be caramelized under preheated broiler. Place 2 to 3 inches from heat and broil 2 to 3 minutes, just until sugar is melted and golden brown.

A close-up photograph of a clear glass pitcher being filled with bright orange juice. The pitcher has measurement markings in ounces and cups. In the background, a stack of white ceramic plates is visible. The scene is brightly lit, creating a clean and fresh atmosphere.

For More **INFORMATION:**

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A circular inset image showing a close-up of orange juice being poured from a pitcher into a glass. The juice is vibrant orange and has a frothy head. The background of the inset is a textured orange slice.

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Healthy. Pure & Simple.