

Michigan Apple Committee

NEWS



FOR IMMEDIATE RELEASE
August 3, 2020

CONTACT: Diane Smith
800-456-2753
News@MichiganApples.com

Support Digestive Health with Michigan Apples

LANSING, Mich. – Michigan Apples can help keep your digestive system healthy, along with a balanced diet that includes many fruits and vegetables. The Michigan Apple Committee works with expert Shari Steinbach, M.S., R.D. to communicate the health benefits of regular apple consumption.

Apples have many healthy attributes including the ability to naturally improve digestion. When you have a delicious daily dose of Michigan Apples your digestive system will benefit in many ways.

A higher fruit intake overall is linked to better general digestive health because of the abundance of fiber and nutrients fruit provides. A Michigan Apple, for example, supplies an average of four grams of fiber and is a tasty way to help you achieve the goal of 25-30 grams of fiber daily. Eat the apple skin whenever possible to consume the most fiber. Additional health studies and information can be found at www.MichiganApples.com/Healthy-Living.

“Some of the fiber in apples is called pectin. This is a soluble fiber which absorbs water in your intestinal tract to form a gel. This process helps you feel full longer while also softening stools, said Steinbach. “They also contain the insoluble fiber cellulose, which is the main structural component of the cell wall in many plant foods. Insoluble fiber adds bulk to the stool which helps relieve constipation and keep things moving quickly through your digestive system. Apples are truly nature’s laxative!”

In 2018, Steinbach helped the Michigan Apple Committee create a kit as a resource for retail dietitians to help them communicate the many dietary benefits of Michigan Apples. Steinbach tapped in to her extensive experience as a former retail dietitian for Meijer and Spartan Stores to compile resources she knew Retailer RDs would need and use. Everything from recipes, meal plans, social media posts and scripts for media outreach are included in the kit. New sections will be added to the kit in 2020. To request a hard copy or electronic copy, email Staff@MichiganApples.com.

The Michigan Apple Committee is a grower-funded nonprofit organization devoted to marketing, education and research activities to distinguish the Michigan apple and encourage its consumption in Michigan and around the world. For more information, visit www.MichiganApples.com.

###

(800) 456-2753 MichiganApples.com 13750 S. Sedona Parkway, Ste. 3, Lansing, MI 48906