



Eat a rainbow!

When you're shopping for fresh fruit and vegetables take the time to appreciate all the wonderful colours on the shelves. Fruit and vegetables can be separated into five colour categories; red, blue/purple, orange, green and white/brown. Each different colour represents a unique set of phytochemicals (biologically active compounds).

- Red fruits and vegetables are rich in lycopene, which is a powerful antioxidant that can help reduce the risk of cancer and supports heart health.
- Anthocyanin gives blue/purple fruits and vegetables their colour. This has antioxidant properties that protect cells from damage and can help reduce the risk of cancer, stroke and heart disease.
- Orange fruit and vegetables are coloured by betacarotene and lutein. Betacarotene is converted to vitamin A, which helps maintain healthy mucous membranes and healthy eyes. Lutein is stored in the eye and has been found to prevent cataracts and age-related macular degeneration.
- Green vegetables contain carotenoids, indoles and saponins, all of which have anti-cancer properties. Leafy greens are an excellent source of folate.
- White fruits and vegetables contain alliin, which has antiviral and antibacterial properties.

Choosing a wide variety of colours not only looks appealing, but also ensures that you are consuming a variety of nutrients.

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