

The project FRESH UP YOUR LIFE promotes the enhancing of the body's immune defenses with European fruit and vegetables

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[/EINPresswire.com/](https://EINPresswire.com/) -- As winter coats are thrown off and the vibrant hues of spring emerge, it's time to embrace a rejuvenating 'vitamin C strategy' for the body. Including European Fruits and Vegetables in the everyday diet helps achieve the average daily requirement of Vitamin C.

Vitamin C, an essential ally for facing spring at its best, has an antioxidant and anti-ageing effect on the body's cells. By neutralizing free radicals, it helps protect the skin from external factors such as air pollution or sunlight. It also promotes collagen synthesis, making the skin firmer and more elastic. The average daily requirement of vitamin C is 75 mg in adult men and 60 mg in women, a quota to be increased if one is pregnant or breastfeeding. Fruits and vegetables are primary sources for taking the right daily amounts of this ally. In fact, vitamin C is mainly contained in fresh foods: especially in certain fruits and vegetables such as kiwis, oranges, strawberries, tangerines, lemons, spinach, broccoli, tomatoes, and peppers.

At 92.7 mg of vitamin C per 100 g of produce, almost double the vitamin C contained in an orange of the same weight, kiwis hold the record. The kiwi is also rich in dietary fiber, vitamin E, potassium, and various trace elements, which play a positive role in promoting gut health, controlling blood pressure, and improving cardiovascular function.

Blood oranges are also excellent sources of vitamin C, which is present in this variety in higher amounts than can generally be found in other oranges. This colorful fruit is not only rich in vitamin C, but also in cyanidin. The latter has been associated with anti-inflammatory properties, it seems to help reduce bad cholesterol and defend the health of the stomach and eyesight.

Tomatoes are also worth mentioning, with 13 mg of vitamin C per 100 g of product. The tomato



is an excellent source of antioxidants. It contains lycopene, the molecule that gives this fruit its typical red colour and which, together with other carotenoids, helps to protect the body from the action of free radicals. More generally, tomato antioxidants help defend healthy eyes, skin, mucous membranes and bones. This vegetable is also a source of B vitamins (allied to metabolism), vitamin K (important for coagulation), phosphorus and calcium (useful for bone health) and potassium (which by controlling blood pressure and heart rate protects cardiovascular health).

To fully enjoy the benefits of vitamin C and other micronutrients, these foods should be stored for no more than 3-4 days and eaten raw or undercooked.

Spring is the season of rebirth and vitality and an excellent opportunity to adjust diet and strengthen physique. Start filling up on European fruit and vegetables now!

News about [Fresh Up Your Life](#) and CSO Italy

The project Fresh Up Your Life aims to promote and inform about high-quality fruit and vegetables and is financed by CSO Italy and the European Union. The following Italian companies also participate in the project: Apofruit Italia, Cico-Mazzoni, Conserve Italia, Lagnasco Group, Oranfrizer, Origine and Unacoa.

CSO Italy, founded in 1998, is a unique entity in Italy that associates many of Italy's leading companies in the production and marketing of domestic fruit and vegetables. Completing the range of members are important companies specializing in different areas of the fruit and vegetable supply chain, from packaging, logistics, processing, machinery, and distribution. CSO Italy's mission is to provide useful services to members to improve and make the Italian fruit and vegetable industry more efficient and competitive. A technical table at the service of the entire Italian fruit and vegetable supply chain to increase its competitiveness through synergy among operators. CSO ITALY, has 73 members, distributed as follows: 51 producer members, 14 supply chain members, 3 subsidizing members and 5 supporting bodies.

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