

Baobab Fruit Powder

Good for you. Good for Africa.

A new exotic ingredient with a unique tangy taste. ✓

Exceptionally rich in antioxidants & essential minerals. ✓

Suitable for use in a wide range of food & drink products. ✓

Ethically & sustainably produced. ✓

WHAT IS BAOBAB FRUIT POWDER?

Baobab fruit powder forms naturally inside the hard-shelled fruit of the African baobab tree: *Adansonia Digitata L.* The powder is pale in colour and has a unique tangy taste described as "caramel pear with subtle tones of grapefruit".

Ethical
Sustainable
Organic

WHAT ARE ITS KEY NUTRITIONAL PROPERTIES? *

Antioxidants:

With an ORAC value of over 650/g, our baobab fruit powder has an antioxidant level more than double that of goji berries, and more than six times that of cranberries, blueberries and blackberries.

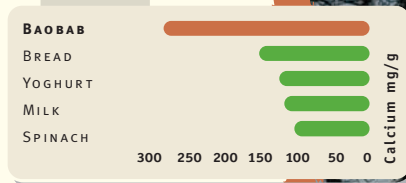
Antioxidants:



Calcium:

Our baobab fruit powder contains over 250mg/g of calcium, vital for building and maintaining healthy bones. That means baobab contains more calcium than milk and may make it the richest-known plant source of this mineral. This is of particular interest to makers of products for vegetarians and vegans.

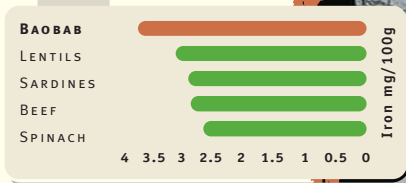
Calcium:



Iron:

Recent surveys have found that many of us – including a majority of women – do not consume enough iron. Our baobab fruit powder is a rich source of iron containing 3.6mg/100g – more than many other foods traditionally recommended for their iron content such as red meat, spinach and lentils.

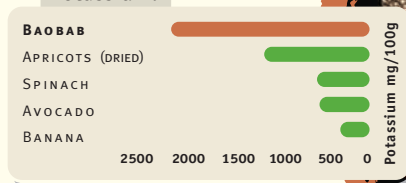
Iron:



Potassium:

Our baobab fruit powder contains 2120mg/100g of potassium. That is almost six times higher than banana, frequently recommended by nutritionists for its potassium content. Potassium is important for many aspects of health including the nervous system and muscle function. Since potassium loss can occur through sweating, baobab's high potassium content may be of particular interest to makers of sports and fitness products.

Potassium:



Magnesium:

At 144.5mg/g, our baobab fruit powder is a rich natural source of magnesium, a mineral that has been linked to bone health, heart health and lowering of high blood pressure.

* Comparison data sourced from US Department of Agriculture US Department of Agriculture (USDA) ORAC Values of Selected Foods 2007; USDA National Nutrient Database and

www.oracvalues.com



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What products is baobab fruit powder suitable for?

- >> Fruit smoothies.
- >> Breakfast cereals, cereal bars and healthy snacks.
- >> Ice creams, yoghurts and dairy desserts.
- >> Jams, sauces, chutneys, marinades and condiments.
- >> Sports and fitness food and drink products.
- >> Speciality teas.
- >> Vitamin and mineral fortification mixes and health supplements.

NB. Baobab fruit powder has a high natural pectin content making it useful for products where thickening or binding is required. If you would like baobab flavour without the pectin content, then please enquire about our depectinised baobab extract.

Who supplies baobab fruit powder?

Our baobab fruit powder is currently the only baobab approved for use in the EU.

It is brought to you by a partnership of PhytoTrade Africa (The Southern African Natural Products Trade Association) and Afriplex, a leading South African ingredients company. We source baobab from suppliers across the Southern African region and our main supplier is currently TreeCrops of Malawi.

Is it ethical?

By developing products containing our baobab fruit powder, you can help make a real difference to the lives of poor families in remote rural areas of Southern Africa. The income these people earn from harvesting baobab often changes their lives and enables them to afford the things we take for granted like healthcare and education. What's more, our producers not only pay harvesters a fair price for their baobab but also return a share of their sales income to the villages to fund community projects.

Is it sustainable?

We are using global best-practice forestry techniques to ensure that the abundant supply of baobab in Southern Africa is managed sustainably in the long term. Also, by placing a value on the baobab fruit, we are encouraging communities to protect their local trees and surrounding woodlands, which is good for wildlife and biodiversity.

Is it organic?

TreeCrops Malawi has recently undergone assessment by Ecocert and certification is expected imminently.

Baobab Fruit Powder: Key Facts

Antioxidants	> 650/g ORAC
Calcium	> 250mg/g
Iron	3.6mg/g
Potassium	2120mg/g
Magnesium	144.5mg/100g
Energy	454.6kJ/100g
Total carbohydrates	80.0g/100g
Protein	2.0g/100g
Fat	0.3g/100g
Total dietary fibre	50.0g/100g
Total sugar	18.0g/100g
Vitamin C	100mg/100g
Solubility	Partial in hot & cold water.



For full technical data and specifications, please contact us at: sales@baobabsuperfruit.com



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