

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”. Baobab offers opportunities for improvements in the overall nutritional profile of products.

Ethical
Sustainable
Organic

WHAT ARE BAOBAB’S REPORTED KEY NUTRITIONAL PROPERTIES?

Dietary fibre

Adequate levels of dietary fibre in the diet can help maintain a healthy digestive tract as well as lower blood cholesterol levels. Baobab contains over 50% total dietary fibre - higher than other fruits including apples, peaches, apricots and bananas. The total dietary fibre is split into 77% soluble fibre and 23% insoluble fibre.

There has also been interest in the potential gut health benefits of pectin and it is said to enhance the probiotic bacteria in the large intestine. Baobab is reported to have a pectin content of about 56.2 g/100g. The pectin in baobab could also have a role in formulations as a gelling, thickening agent or stabiliser.

Calcium

Baobab contains higher levels of calcium than milk. When compared to other fruits such as apples, apricots, bananas and peaches, baobab shows a higher calcium content as well as being reported to have higher levels than other ‘superfruits’ such as blueberries, cranberries and pomegranates².

Antioxidants

Baobab fruit powder has an ORAC value of 333 u mol TE/g which is more than Goji berries. Baobab also has higher antioxidant levels compared to other fruits including apples, apricots, bananas and peaches.

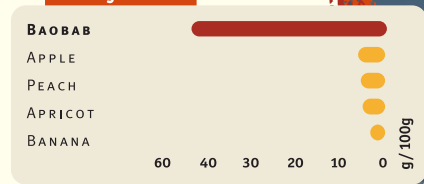
Magnesium

Magnesium is required for normal energy metabolism, muscle function and for bone and tooth structure. Baobab has a magnesium content above that of bananas, apricots, peaches and apples.

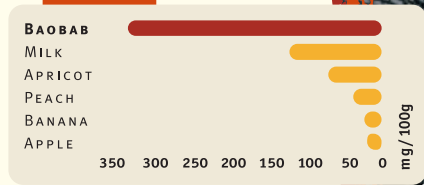
Vitamin C

Vitamin C plays an important role in protecting cells and keeping them healthy. It may also aid the absorption of iron from food. Baobab contains more Vitamin C than many other fruits known for high Vitamin C content including kiwi, strawberry, orange and grapefruit.

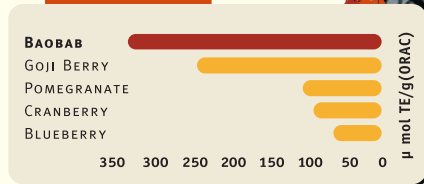
Dietary Fibre:



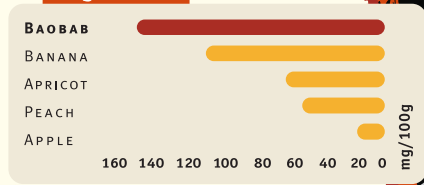
Calcium:



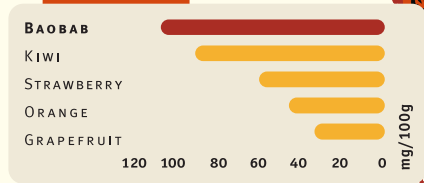
Antioxidants:



Magnesium:



Vitamin C:



The values for apples, apricots, bananas and peaches are all for dehydrated, not fresh fruits to enable like for like comparisons. Baobab is naturally dehydrated.



Baobab Fruit Powder

Good for you. Good for Africa.

What products is baobab fruit powder suitable for?

- >> Fruit smoothies and fruit drinks.
- >> 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.

Who supplies baobab fruit powder?

PhytoTrade Africa (The Southern African Natural Products Trade Association) has led the way with gaining EU Novel Foods Regulation and FDA GRAS status for baobab. We work in partnership with the Organic Herb Trading Company. Our main supplier of baobab fruit powder 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 also good for wildlife and biodiversity.

Is it organic?

Organic material is available upon request. Production is certified organic by EcoCert.



Selected references

- Afolabi, O. and T. Popoola (2005). The effects of baobab pulp powder on the micro flora involved in tempe fermentation. *European Food Research Technology (Zeitschrift fur lebensmittel untersuchung und forschung)* 220: 187-190.
- Besco, E., *et al.*, (2006). The use of photochemiluminescence for the measurement of the integral antioxidant capacity of baobab products. *Food Chemistry* 102(4): 1352-1356.
- Chadare, F. J., A. R. Linnemann, et al. (2009). Baobab Food Products: A review on their composition and nutritional value. *Critical Reviews in Food Science and Nutrition* 49: 254-274.
- Nour, A. A., Magboul, B.I., Kheiri, N.H., (1980). Chemical composition of baobab fruit (*Adansonia digitata*). *Tropical Science* 22(4): 383-388.
- Osman, M. (2004). Chemical and nutrient analysis of Baobab (*Adansonia digitata*) fruit and seed protein solubility. *Plant foods for human nutrition* 59: 29-33.
- Prentice, A., Laskey, M.A., Shaw, J., Hudson, G.J., Day, K.C., Jarjou, L.M.A., Dibba, B., Paul, A.A., (1993). The calcium and phosphorus intakes of rural Gambian women during pregnancy and lactation. *British Journal of Nutrition* 69: 885-896.
- Shukla, Y. N., Dubey, S., Jain, S.P., Kumar, S., (2001). Chemistry, biology and uses of *Adansonia digitata* - a review. *Journal of Medicinal and Aromatic Plants Sciences* 23(3): 429-434.

For further information and references, please contact:

info@phytotradeafrica.com

For full technical data and specifications, please contact:

sales@baobabsuperfruit.com

PHYTOTRADE
AFRICA

BaobabSuperfruit



*“Our baobab has
Novel foods and
GRAS approval”*