

EAT A RAINBOW:

Maximising the benefits of colour variety with melons



DID YOU KNOW?

“Eat a rainbow” is supported by science!

Adding colour variety to your diet doesn't just add a pop to every plate, it also provides extra health benefits.

A world first study shows that **“eating a rainbow”, a range of different coloured fruits and vegetables, is important for health**¹. The colour pigments found in fruits and vegetables are called ‘bioactives’, with each offering a range of health benefits¹.

The benefits of eating a variety of colours go beyond those of just having more fruits and vegetables in the diet.



Australians are not getting enough colour in their diet.

This is because Aussies are not choosing a variety of different coloured fruit and vegetables, nor eating enough of them^{1,2}.



But it's easy to get more **COLOUR VARIETY** in your diet with melons!



Melons come in many colours and help to boost both fruit intake and colour variety.



Just add

MELONS TO GET THE BENEFITS OF COLOUR VARIETY

fruit intake & variety

colour intake & variety

taste & enjoyment

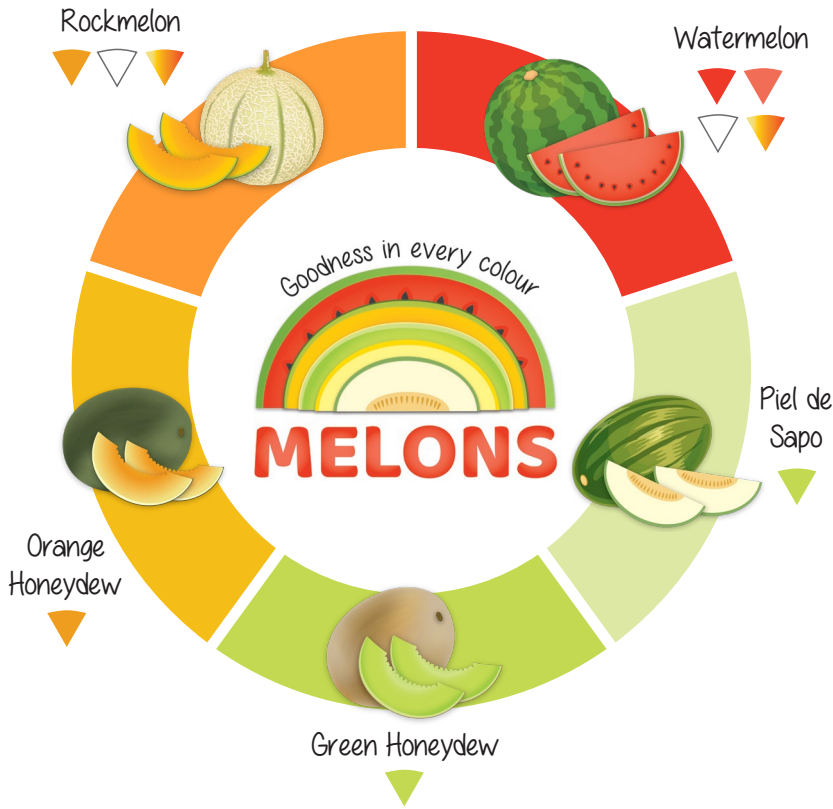
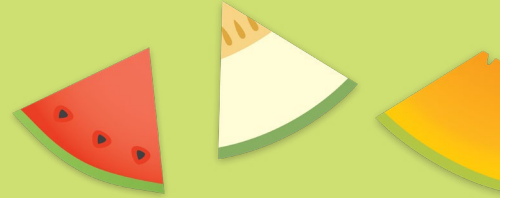


WHY MELONS?

Melons contain goodness in

EVERY COLOUR

Each melon colour provides its own blend of health-promoting pigments¹, plus essential nutrients, as part of a healthy, balanced diet.



Red lycopene supports:

- a healthy heart
- normal metabolism
- protection from some cancers
- a long life

Red beta-cryptoxanthin supports:

- normal metabolism
- protection from some cancers
- a long life
- healthy bones

Orange beta-carotene supports:

- a healthy heart
- normal metabolism
- protection from some cancers
- a long life
- healthy bones

Red, orange, and yellow total carotenoids support:

- a healthy heart
- normal metabolism

Green chlorophyll helps with:

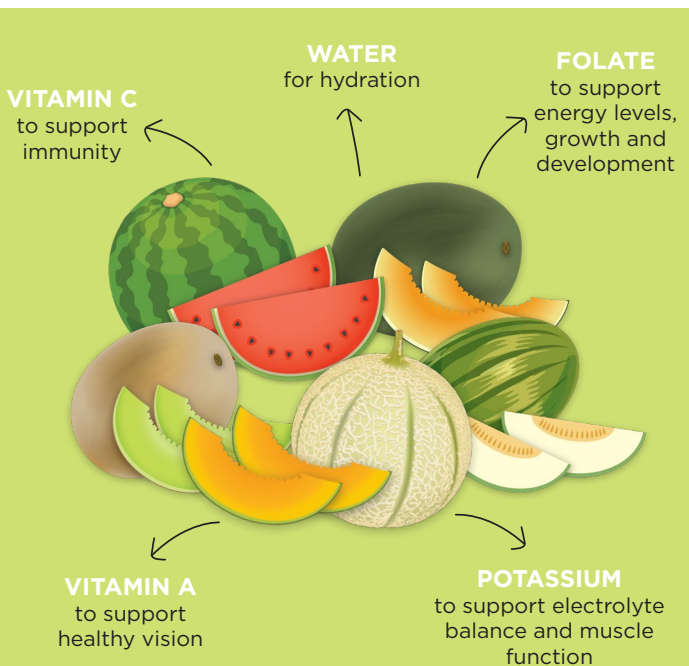
- seasonal allergy symptoms

White flavones support:

- a healthy heart
- protection from some cancers
- a long life

Just add

MELONS TO SUPPORT THE INTAKE OF KEY NUTRIENTS⁹⁻¹¹



*Based on 1 serve (150 g) as part of a healthy, balanced diet. Vitamin A, rockmelon only; Folate, rockmelon and honeydew melon; Potassium, rockmelon, honeydew melon, and Piel de Sapo.

Melon

FUN FACTS

COLOUR VARIETY IN ONE CUP PER DAY

Just one daily serve of mixed melons, as part of the recommended fruit intake and a healthy, balanced diet, can benefit health³⁻⁹.



1 SERVE = 1 CUP (150 G)

HALF A CUP OF WATER IN EACH SERVE

At around 90% water, melons are also great for hydration⁴!



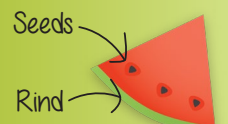
LOW GLYCEMIC LOAD

which can help to support healthy blood sugar levels¹².



THE WHOLE MELON COUNTS!

Seeds and rind also contain bioactives. The rind can be cooked into a stir-fry and the seeds are being used by food scientists to turn it into oil and flour^{13,14}, reducing food waste while creating new products!



IT IS EASY &
DELICIOUS TO

Just add

MELONS



1
MAKE IT EASY

CHOP

4 days **2 weeks**

STORE AT EYE LEVEL IN THE FRIDGE

Research shows that fruit intake is increased when it is convenient and accessible¹⁵.

1 month

FREEZE

2
MAKE IT SAFE

WASH hands, chopping boards and knives before and after handling.

STORE at 5 degrees or below. Consume within 4 days (cut melon), two weeks (whole melons), or one month (frozen melon). Cut melons that have been out of the fridge for more than 2 hours should be discarded.

AVOID:
Melons with cracked, bruised, decayed or mouldy skin.

AVOID:
Rockmelons if pregnant or immune-compromised¹⁶.

3
MAKE IT FUN

FRUIT KEBABS
Create different shapes and sizes to make it fun to eat.

SUMMER SNACK
Add as the base of smoothies, melon sorbets or as ice-cubes for drinks.

SALAD
Try watermelon with feta, Piel de Sapo with chicken, rockmelon with prosciutto, or honeydew with cucumber.

GET INSPIRED
Scan for recipes.

Just add

MELONS AT EVERY STAGE OF THE JOURNEY - FROM YOUR SHOPPING CART TO YOUR PLATE

Shopping cart looking bland?
Just add melons

Fridge grey and uninspiring?
Just add melons

Salad looking too green?
Just add melons

Freezer looking too much like ice?
Just add melons

Afternoon tea needing a colourful pick-me-up?
Just add melons

References:

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This brochure is intended for educational purposes only.

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