

Title Kiwifruit processed products
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Abstract

Kiwifruit has convenience, health, taste and visual properties that have helped it achieve a stable position in the fresh fruit market. By comparison, the occurrence and availability of processed *Actinidia deliciosa* remains low, at around 5% of the crop. Processed products are mainly juices, juice concentrates, purees and sliced or diced product, largely for use in the beverage and dessert markets. Substantial harvests of wild kiwifruit of various *Actinidia* species are also processed in China mainly for juice. Recent international commercialisation of other *Actinidia* species such as *A. chinensis*, *A. arguta* and hybrids with new fruit forms, colours and flavours presents opportunities for new processed products, but also brings new processing issues. In parallel with the development of kiwifruit food ingredients, there has been rapid growth in the health functionality market as seen in products that feature kiwifruit imagery including drinks, yoghurts, confectionery, shampoos, soaps and cosmetics even if the health and sensory properties of the products are not derived from the kiwifruit ingredient. This is due, in part, to the poor stability of fresh fruit character in processed products made using standard processing technologies. Novel processing options for capturing these attributes in processed products include low temperature extraction, high-pressure processing, UV-treatment, and rapid sterilisation. However the influence of these techniques on the preservation of the health attributes, particularly those due to micronutrients such as vitamins and phenolics antioxidants, is largely unknown.