



MEDIA RELEASE

Australians developing a taste for the dark and exotic

Once reserved for royalty and the bourgeoisie, blood oranges remain a coveted gourmet ingredient, with the exotic looking citrus fruit expected to be an essential ingredient in Australian kitchens and restaurants this winter.

CEO of Citrus Australia, Judith Damiani, said with their striking crimson flesh, unique berry flavour and nutritional value, blood oranges were the ideal fruit to transform an ordinary dish into a gourmet masterpiece.

“As well as an unusual appearance, blood oranges have a raspberry like flavour in addition to the usual citrus notes, making them a truly unique fruit which can enhance salads, desserts and cocktails,” Ms Damiani said.

“There’s certainly something opulent and mysterious about this one of a kind fruit which contains a rich blend of vitamin C, folic acid, calcium, vitamin A, antioxidants and fibre¹,” she said.

“In addition to traditional blood oranges, this season a new red pigmented navel variety called the Cara Cara will be available in some supermarkets and greengrocers.”

“This delicious variety looks like a regular navel from the outside, but has a brilliant red flesh with slightly less acid than the usual navel varieties,” she said.

Ms Damiani said the amount of blood and red-pigmented oranges grown in Australia was rising to meet demand, with more than 50,000 extra trees planted over the past 5 years.

The Australian blood orange season runs from August to October, with fruit quality and quantity expected to be outstanding.

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¹ CSIRO Report 2003. Health benefits of citrus

“Aussie grown oranges really are a delicious and healthy fruit and I’d encourage consumers to try a blood orange or Cara Cara navel this season in addition to their usual Aussie orange favourites.”

For more information on the Australian orange season please visit: www.oranges.com.au

About blood oranges

- Blood oranges have their unique colour because they carry anthocyanins, powerful flavonoid pigments that exist in red and purple fruit and vegetables²
- Cold conditions bring out the deep colourings in blood oranges
- Blood oranges are known as the anti-aging orange because they are the only citrus fruit to contain anthocyanins, which nutritionists believe have anti-inflammatory properties that affect collagen reproduction
- Blood oranges are a great source of vitamin C, fibre, antioxidants, folic acid and potassium³
- Blood oranges originated in Asia but are now mainly grown in Italy
- Blood oranges were once reserved only for royalty and the very privileged, featuring in many early European paintings, mosaics and poems

Media Contact: For further information, recipes or high resolution images please contact Belinda Zordan or Millie Yervantian at Clemenger PR on (07) 3833 3666.

About Citrus Australia

Citrus Australia Ltd is the national peak body for citrus growers. Citrus Australia represents the industry in policy and advocacy, biosecurity, market access, promotion, research, and communications. The citrus industry in Australia is worth \$540 million and represents the interests of around 2,000 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$190 million.

For further information please visit www.citrusaustralia.com.au

² Rapisarda, P; Paolo Rapisarda, Fabiana Fanella, and Emanuele Maccarone (2 May 2000). "[Reliability of Analytical Methods for Determining Anthocyanins in Blood Orange Juices](https://doi.org/10.1021/jf991157h)". *Journal of Agricultural and Food Chemistry* 48 (6): 2249–2252. doi:10.1021/jf991157h. PMID 10888531. <http://pubs.acs.org/doi/full/10.1021/jf991157h>.

³ CSIRO Report 2003. Health benefits of Citrus