for family nutrition, health and wellness

Dr. Remany Gopalakrishnan & Jagadheesh Priya
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Tender Coconut (TC) - Unpolluted, undiluted and unpoisoned drink

- TC Water is a natural health drink
- Contains sugar, proteins, anti-oxidants, vitamins and minerals.

- to quench thirst and energize the mind and body.
Tender Coconut Water

Minerals in tender coconut water

• Potassium
• Sodium
• Calcium
• Phosphorous
• Iron
• Copper
• Sulphur
• Magnesium

Among the Minerals more than half is Potassium
'Dew from the Heavens'

- Coconut water's nutritional profile is very impressive.
- Hawaiians call coconut water "noelani," which means "dew from the Heavens."
- It is valued above all other beverages due to its rehydrating and health renewing properties.
Tender Coconut Water - A Sports Drink

100% natural Tender Coconut Energy Drinks
Mature Coconut
For Nutrition and Health
Regular Use of Coconut can positively change our life

- Works as a natural anti-bacterial and viral food
- Rich in dietary fibre
- Strengthens the immune system
- Prevents premature ageing of skin

for family nutrition health and wellness
Coconut - rich in dietary fiber

Coconut kernel contains apart from oil, 5-6% protein and 7-8% dietary fiber.
Other reasons to include Coconut in your daily Diet

- It boosts energy and endurance
- It inactivates various microorganisms such as bacteria, yeast, fungi etc
- It restores thyroid functions and increases the metabolism rate
- It facilitates absorption of Calcium by the body
A 2009 study published in the Journal of Lipids - effects of either 2 tablespoons of coconut oil or 2 tablespoons of soybean oil.

Group that ate coconut oil had a decrease in belly fat, increased HDL (good) cholesterol levels, while the soybean oil group actually showed a slight increase in belly fat and decreased HDL cholesterol and increased LDL "bad" cholesterol.
Another study on MCFAs and weight management.

Showed that diets rich in healthy fats, such as those found in coconut oil, prompted a boost in metabolism, increase in energy, decrease in food consumption, reduced body weight and lower body fat mass.

Authors highly recommend using oils that contain MCFAs, such as coconut oil, as a tool to drop extra belly fat, manage a healthy weight, and even as a way to treat obesity.
Coconut and Diabetes

**Diabetes mellitus**, a metabolic disease in which a person has high blood glucose (blood sugar), either because insulin production is inadequate, or because the body's cells do not respond properly to insulin, or both.
Diabetes

• A report released on World Diabetes Day, (sixth edition of the Diabetes Atlas released by the International Diabetes Federation (IDF)), 10 percent of the entire world will be afflicted with diabetes by 2035.

• The current population living with diabetes is over 5 percent, and the number of total cases have increased by 4.4 percent in the last 2 years.
Diabetics and pre diabetics are encouraged to consume foods that have a low glycemic index.

The higher the glycemic index, the greater impact the food has on increasing blood sugar.

Consuming foods that are rich in coconut fiber helps to slow the rapid rise of blood sugar because this fiber absorbs some of the sugar from the blood.
What is Glycemic Index (GI)?

Glycemic Index (GI) is a measurement carried out on carbohydrate-containing foods and their impact on our blood sugar.
Chemically, coconut oil is made up of chains of carbon, hydrogen and oxygen called fatty acids.

The fatty acids present in coconut oil are classified as saturated fatty acid (SFA)
46 Benefits and Uses for Coconut Oil

**Health**
- Dandruff remedy
- Lice treatment
- Acne treatment
- Cold sore healer
- Fights Alzheimer's
- Boosts metabolism
- Thyroid support
- Enriches mother's milk
- Fades keratosis pilaris
- Eczema
- Psoriasis
- Dermatitis
- Candida treatment
- Weight loss
- Kills herpes virus
- Yeast infection relief
- Herps absorb minerals
- Soothes burns
- Bug bite relief
- Antibacterial
- Heals cuts and scrapes
- Kills foot and nail fungus

**Beauty**
- Frizz tamer
- Conditioning hair mask
- Anti-wrinkle eye cream
- Eye makeup remover
- Facial cleanser
- Lip balm
- Toothpaste
- Massage oil
- Natural deodorant
- DIY body butter
- Sunscreen
- Cuticle oil
- Soothe hangnails
- Bath oil
- Stops stretch marks
- Personal lubricant
- Cellulite
- Varicose veins
- Shaving salve/cream
- Skin moisturizer
- Bug repellant
- Shoe polish
- Softens feet
- Smooth cracked heels

to learn more, go to: coconut-oil-tips.com
Coconut Oil - The Saturated fat myth

Before World War II, Coconut had been used to help alleviate:

- Coughs
- Constipation
- Malnutrition
- Skin infections
- Tooth aches
- Ear aches
- And more!

When the war ended the United States proclaimed hydrogenated oils to be the "healthier oils."
Transfats

• Hydrogenation of oils leads to formation of transfats.

• Transfats have harmful effects on blood lipids, promote inflammation, and cause blood vessel abnormalities, all of which are risk factors for heart disease.
• Coconut oil has a high degree of saturation - it is highly resistant to oxidative rancidity.

• Consequently, foods containing coconut oil have a long shelf life.

• Similarly, coconut oil is more rapidly digested than any other fat including butter.

• The solid fat index of coconut oil is very favourable for food manufacture.
Breast feeding is the best thing a mother can do to boost her child's immune system.

What makes mother's milk so healthy?

It contains high amounts of lauric acid.

When coconut oil is consumed, the body makes the disease fighting monolaurin, the monoglyceride of lauric acid.
Coconut Oil and Heart Disease

Coconut oil does not elevate serum cholesterol or LDL cholesterol. It increases HDL (Good) cholesterol. It reduces serum triglycerides.
Dr. Mercola – An American Doctor says.....
Does Coconut Oil Clog Arteries
Coconut oil benefits
The objective was to find out whether coconut oil is influencing cholesterol level in CAD patients and controls.

Findings: No difference was noticed in the mean levels of total cholesterol or LDL cholesterol (the bad cholesterol).

At the same time the mean triglyceride level was lower in exclusive coconut oil users.

This indicates that the habitual consumption of coconut oil along with normal diet did not elevate the cholesterol level or LDL.
Department of Biochemistry, Kerala University also studied the beneficial effect of coconut kernel along with oil. Study revealed that:

- Coconut oil does not elevate serum cholesterol or LDL-cholesterol
- It increases HDL-(good)cholesterol
- It reduces serum triglycerides
Major risk factors found in the study

- Physical inactivity: 65%
- Smoking: 63%
- Overweight: 56%
- Hypertension: 46%
- Diabetes: 41%
- Hypercholesterolemia: 21-30%
Coconut Oil and Cancer

for family nutrition health and wellness
Virgin Coconut

- Extracted from fresh coconut milk, Virgin Coconut Oil is the purest form of coconut oil.
- It is a treasure trove of minerals that imparts good health.
- It removes ugly spots and blemishes caused by ageing and over exposure to sunlight.
Coconut Oil and Virgin Coconut Oil

Coconut oil boosts our Thyroid functions

Symptoms that indicate our thyroid deficiency—fatigue, weight gain, depression, constipation and many more!

Refined oils are damaging our thyroid and contribute greatly to weight gain and fatigue!

Virgin coconut oil can completely turn around our thyroid health and increase our energy!
Alzheimer's Disease

Alzheimer’s disease is a brain disease that slowly destroys memory and thinking skills and, eventually, the ability to carry out the simplest tasks.

It begins slowly and gets worse over time. Currently, it has no cure.
Over 5% of the World's population has Alzheimer's
47 million people in the world have memory loss disease.
In India alone 41 lakhs people are having this disease.
Coconut Oil and Alzheimer's
Coconut Oil Can Save our Brain!

Alzheimer’s is on the rise—but you can do something now to protect your brain from the devastating effects of this savage disease!

How? By helping your body produce ketones—an alternative energy source for your brain!

When MCTs—medium chain triglycerides—are metabolized by the body, ketones are created.

Where can we find MCTs? In coconut oil, of course!
Coconut Oil and Alzheimer's – Part 2
Coconut Milk Beverages

So Delicious Dairy Free Coconut Milk Beverages are creamy and versatile alternatives to dairy milk.

Chocolate

Vanilla

Unsweetened
COCONUT MILK HOLIDAY BEVERAGES

Pumpkin Spice  Mint Chocolate  Nog
Coconut Milk Frozen Desserts & Toppings

- So Delicious Dairy Free coconut milk desserts are so rich and creamy

Coconut Milk Products of So Delicious

- CHERRY AMARETTO
- CHOCOLATE
- CHOCOLATE PEANUT BUTTER SWIRL
- COCONUT
- COOKIE DOUGH (GLUTEN FREE)
- COOKIES ‘N CREAM
- MINT CHIP
- MOCHA ALMOND FUDGE
- TURTLE TRAILS
- VANILLA BEAN
- NO SUGAR ADDED BUTTER PECAN
- NO SUGAR ADDED CHOCOLATE
- NO SUGAR ADDED MINT CHIP
Coconut Milk Products of COYO

- Freshly squeezed cream from the white flesh of the coconut
- 100% natural.
- 100% dairy free.
- 100% gluten free
- 100% guilt free vegan yogurt.
- 100% guilt free vegan ice cream
• **CO YO Coconut Milk Yoghurt** – Alternative to dairy yoghurt

• **CO YO Coconut Milk Ice Cream** Alternative
  – smooth ‘melt in the mouth’ dairy free ice cream
Fantastic vegan alternative to butter when baking
Health Benefits - Coconut Milk
Other reasons to include Coconut in your daily Diet

- It boosts energy and endurance
- It inactivates various microorganisms such as bacteria, yeast, fungi etc
- It restores thyroid functions and increases the metabolism rate
- It facilitates absorption of Calcium by the body
Coconut Chips-
Tasty non-fried
Snack
Coconut Oil – The Most human skin friendly Oil

- A Beauty regimen
Coconut Oil Protects and Beautifies Your Skin!

Coconut oil is not only part of our diet—but also the beauty regimen!

Coconut oil is a naturally moisturizing cleanser—and an effective sunscreen, blocking out 20 percent of harmful rays... thanks to the medium-chain fatty acids that protect and heal the skin at the same time.
The easiest way to softer, healthy skin.

Have a regular coconut oil massage. It acts as an effective moisturizer and keeps your skin glowing.

Whatever coconut oil can do for your hair, it can do for your skin. It is confirmed to delay wrinkles and sagging of skin, on all skin types. It is also known to have excellent properties that help treat various skin problems like psoriasis, dermatitis, eczema and other skin infections. In India, coconut oil has beenformerly used as a pre massage oil. Every family in India has a tradition of a luxurious oil bath. Above all, it is a natural oil.

A whole body oil massage is known to keep the skin soft, young and supple for years.

Why your skin loves coconut oil.

Coconut oil is a great after bath moisturizer. When applied on damp skin, it locks in the moisture. Regularly moisturizing the skin with pure coconut oil after bath is an excellent solution to dry, flaky and itchy skin. And unlike most lotions, coconut oil has really long lasting effects, imparting a healthy shine to the skin. Removing the outer layer of dead skin, coconut oil penetrates into the layers and strengthens the skin.

Benefits of coconut oil

1. Imparts a healthy glow and protects the skin from damaging UV rays.
2. Is antiviral, antifungal and antibacterial.
4. Is the best massage oil on the planet.
5. Softens and moisturizes your skin, and prevents wrinkling, sagging, and age spots.
6. Inexpensive and natural oil.

Virgin Coconut Oil (VCO): Extracted from fresh coconut milk, VCO is the purest form of coconut oil. White in colour, containing natural Vitamin E, with very low fatty free acid content, VCO is a treasure trove of minerals, antioxidants and good health.

"When there's no time for an oil massage daily, add a few drops of coconut oil to your bath water for a lovely moisturizing effect."
Coconut Oil: THE NECTAR OF GOODNESS

Coconut and Coconut Oil have been the subject of controversy for nearly three decades. Much of the propaganda against saturated fats and coconut oil is based on myths and half-baked truths. Yes, Coconut Oil is a saturated fat, but with a difference.

Never before in the history of man it is so important to emphasise the value of lauric oil. The medium chain fats in coconut oil are similar to fats in mother’s milk and have similar nutritional effects.

John J.卡拉, Ph. D., Professor Emeritus, Michigan State University, USA.

Isn’t it time we did a rethink? Studies have proven that physical inactivity and smoking are the leading risk factors affecting cardiac health. It is followed by overweight, hypertension and diabetes.

COCONUT OIL AND CARDIOVASCULAR HEALTH: Interesting revelations

In order to explore the impact of coconut oil on cardiovascular health, three Chinese hospitals in Singapore, under the Dept. of Science and Technology Government of India conducted a study. 463 healthy individuals and 552 cardiac patients within 25-65 age limits were chosen for the study. The subjects were grouped as ‘Those who use only coconut oil’ and ‘those who use all types of oils’. After various tests it was found that the average cholesterol level was similar among the two groups. Also, the average Triglyceride level was similar among both the groups. In cardiac patients, consumption of coconut oil along with saturated fats did not increase total cholesterol levels.

Regular use of Coconut can change your life

Works as a natural anti-bacterial and anti-fungal

Strengthens the immune system

Rich in dietary fibre

Prevents premature ageing of skin

SATURATED FAT – with a difference

Saturated fats are classified into two primary categories (1) Long chain fats and (2) Short and medium chain fats. Medium chain fats in coconut oil are similar to fats in mother’s milk. Thus, despite the misconception that saturated fats are harmful, the present in coconut oil are in a league of their own. Lauric acid, prominent among the medium chain fatty acids present in Coconut Oil has qualities similar to Mother’s Milk. When Lauric acid enters human body it gets converted to Monolaurin, an immunity enhancing compound. Sushruta Samhita, an ancient Ayurvedic text describes coconut oil as ‘Heart’s favourite tonic’.

ANSEPTIC

Coconut oil contains 40% lauric acid (a Medium Chain Triglyceride) result in increased energy, a rise in metabolism and reduced body weight. Coconut oil is effective in reducing body fat and lowering weight because it contains fewer calories than any other fat.

HAIR’S BEST FRIEND

Human hair is often affected by pollution, ultraviolet rays, contact with chemicals, hard water, etc. This leads to hair breakage, hair loss, etc.

Coconut Oil enhances hair’s lustre and keeps it shiny and bouncy. It has been scientifically proved that continuous use of coconut oil can reduce hair loss by 50% and loss of protein from hair by 25%.

Coconut oil users have 10% stronger hair compared to non-coconut oil users. While other oils remain atop the hair strands, Coconut oil penetrates almost 90% into the hair. Coconut Oil acts as an excellent pre-conditioner. Grandma was right! There’s no better companion for your hair than Coconut Oil.

AN IMPACT Feature

FOR THAT DIVINE CULINARY JOURNEY

Dishes endowed with a generous amount of Coconut oil can enhance the penetration of Calcium and Phosphorus into the body. This magnificent oil can increase the shelf life of food stuffs. It also gives a rich aroma to your cuisine. Coconut oil is rich in fibre content. Coconut is widely used in cakes, biscuits, etc. You can get the benefits of coconut fibre by eating fresh or dried coconut and adding coconut to recipes. If you want to protect yourself from heart disease, make sure that you include ample amounts of fibre in your diet. A multitude of studies have demonstrated that Naturally fibre packed against heart attacks and strokes.

Another way to increase fibre consumption is through coconut flour. Coconut flour is the residue obtained after extraction of milk from kernel. It is dried, defatted and finely ground into a powder resembling wheat flour. With coconut flour, you can make a wide variety of baked goods that are low in indigestible carbohydrate and high in fibre. Coconut flour compares favourably with other flours. It has much higher fibre and lower indigestible carbohydrate content than other flours.

Thus Coconut offers great taste and myriad of culinary benefits.
Neera

- **Sweet oyster white coloured juice obtained from the unopened coconut inflorescence**

- **Sugar containing delicious health drink with 0% alcohol**

- **Rich source of sugars, vitamins and minerals**

- **Rich in iron, phosphorus and ascorbic acid**

- **Low in Glycemic Index (GI 35)**
According to Gandhi, coconut blossom sugar provides a way to solve the world’s poverty, as an antidote against misery.

“The juice of the coconut tree can be transformed into a sugar as soft as honey... Nature created this product such that it could not be processed in factories. Palm sugar can only be produced in palm tree habitats. Local populations can easily turn the nectar into coconut blossom sugar. It is a way to solve the world’s poverty. It is also an antidote against misery.”

Mohan das K. Gandhi 3.5.1939

Mahatma Gandhi largely experimented with food; it was important to him. His personal diet was vegetarian and consisted of 1 litre of goat’s milk; 150g wheat and rice; 75g leaf vegetables; 125g other vegetables; 25g lettuce; 40g ghee and 40-50g coconut blossom sugar.

Excerpts from Internet: http://www.noble-house.tk
### Nutritional Value of Coconut Neera

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Value</th>
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<tbody>
<tr>
<td>Food Energy</td>
<td>74.86 K.cal/100 ml</td>
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<tr>
<td>Protein</td>
<td>0.28 %</td>
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<tr>
<td>Carbohydrates</td>
<td>17-18 %</td>
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<tr>
<td>Fat</td>
<td>0.18 %</td>
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<tr>
<td>Total Minerals</td>
<td>0.3 %</td>
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<td>Aminoacids</td>
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<tr>
<td>Vitamins</td>
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<tr>
<td>(Vit A, B2, B3, B6 &amp; C)</td>
<td></td>
</tr>
<tr>
<td>Glycemic Index</td>
<td>Less than 50</td>
</tr>
<tr>
<td>pH</td>
<td>5.5-7</td>
</tr>
</tbody>
</table>
Vitamin Profile of Neera

- **Vitamin A** (as retinol) – 459 µg / 100 ml (1529 IU)
- **Vitamin B2** – 15.4 µg / 100 ml
- **Vitamin B3** – 210 µg / 100 ml
- **Vitamin B6** – 30 µg / 100 ml
- **Vitamin C** – 65 mg / 100 ml

There is no other product which contains Vitamin A, B and C together.
Minerals of Neera

- **Sodium (Na)** – 31 mg/100 ml
- **Potassium (K)** – 198 mg/100 ml
- **Iron** – 0.36 mg/100 ml
- **Zinc** – 40 μg/100 ml
- **Phosphorous** (8.5 mg/100 ml)
- **Magnesium** – 6 mg/100 ml
- **Calcium** – 1.8 mg/100 ml
- **Manganese** – 10 μg/100 ml
- **Selenium** – 10 μg/100 ml
- **Copper** – 27 μg/100 ml
Comparative GI’s of Sugars

Glycemic Index (GI) below 55 is considered low.

Source: FNRI GI Results (Trinidad, 2011)
Pesticides Application in fruits and vegetables vis-à-vis Coconut
Biomagnification

- Biomagnification is the process whereby the tissue concentrations of a contaminant increase as it passes up the food chain through two or more trophic levels.
Biomagnification refers to the accumulation of toxins through the trophic levels of a food chain. It results in an increased concentration of the toxin in the higher organisms of the food chain.
Magnification of DDT Concentration

10,000,000
1,000,000
100,000
10,000
1000
1

Fish-Eating Birds

Large Fish

Small Fish

Zooplankton

Producers

Water
Mercury increases up the food chain
Bio-Magnification in the Food Chain

Plankton 5 parts per million

Plant eating fish 40 to 300 parts per million

Brown Bullhead fish 2500 parts per million

Californian Seagull 2000 parts per million

Humans eat fish results in potential serious illness

DDD applied 1 part in 50 million parts of water Clear Lake 1954.
Whichever way you look at it, coconut and coconut products are your answer to **healthy living**. Make a start today- Stay healthy all the way
Coconut area 1.2 lakh ha

Production 1828 million nuts

Only 2% of production goes to processing and value addition.

If another 10% is processed for production of value added products at Private/Public/Govt. sector, the health and nutritional security of people in Andhra will be rest assured.
Thank You