

THE PLUM: LATE SUMMER'S STONE FRUIT

More than just a delicious fruit, the plum is a symbol of resilience, longevity and natural abundance across cultures and continents. Its remarkable diversity in colour, texture, flavour and form makes it one of the most fascinating fruits in the natural world.



WHY STUDY THE PLUM?



INCREDIBLE DIVERSITY

Hundreds of varieties across Eurasia and beyond, with unique traits and flavours.



NUTRITIONAL POWERHOUSE

Rich in fibre, vitamin C, potassium and plant compounds.



GENETIC TREASURE

A valuable model for studying genetics, adaptation and agricultural innovation.



CULTURAL SIGNIFICANCE

Celebrated in art, literature, mythology and tradition for over 4,000 years.



AXIA

COGNITIVE™

ENGINEERED HYDRATION. COGNITIVE CLARITY. BEHAVIOURAL FREEDOM.

THE PLUM

A 3 DAY RESEARCH SERIES

NATURE'S COLOURS. NATURE'S BALANCE.

EUROPE

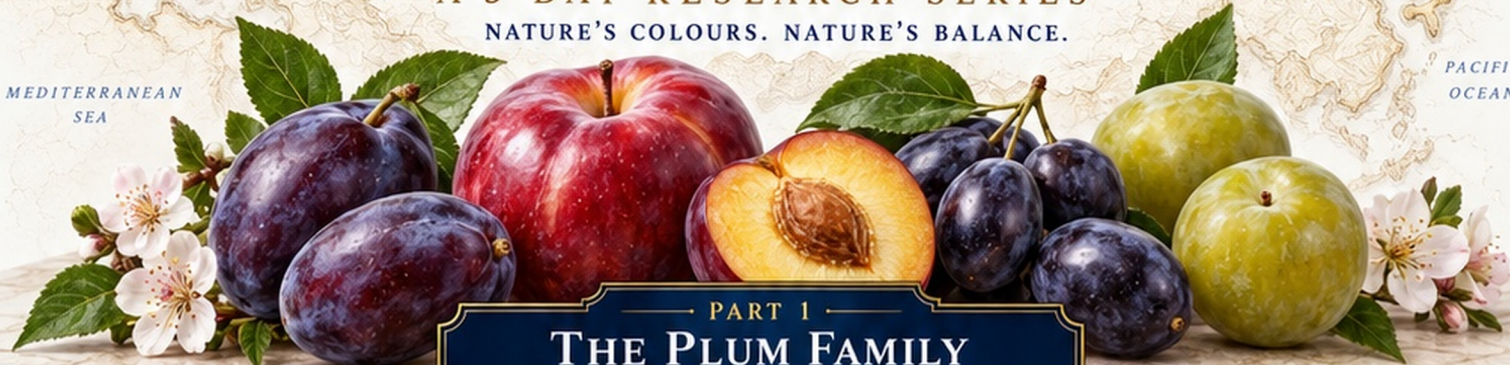
THE CAUCASUS

ASIA

CHINA

MEDITERRANEAN SEA

PACIFIC OCEAN



PART 1 THE PLUM FAMILY

ORIGINS • VARIETIES • CHARACTER

A JOURNEY THROUGH TIME



3000+ BCE

ANCIENT ORIGINS

Wild plums (*Prunus* spp.) cultivated in the Caucasus and parts of Asia, valued for their fruit, wood and medicinal uses.



2000+ BCE

SILK ROUTES

Plums travelled along ancient trade routes between Asia, the Middle East and Europe, spreading new varieties and cultures.



1st CENTURY CE

ROME AND BEYOND

Introduced to the Romans, who cultivated plums widely across Europe, valuing them for food, trade and gardens.



16th CENTURY

GLOBAL CULTIVATION

New varieties from Asia reached global markets, leading to expanded cultivation and regional specialties.



19th CENTURY

AROUND THE WORLD

Plums were brought to the Americas, Africa and Oceania, becoming a beloved fruit worldwide.

NATURE'S BENEFITS



RICH IN FIBRE

Supports digestive health and a balanced gut.



GOOD SOURCE OF VITAMIN C

Helps support immune function.



NATURALLY RICH IN POTASSIUM

Supports normal muscle function and healthy blood pressure.



CONTAINS PLANT PIGMENTS

Naturally occurring antioxidants such as anthocyanins and phenolics.



NATURALLY HYDRATING

High water content and electrolytes help support hydration.



CULINARY VERSATILITY

Delicious fresh, cooked or preserved.

THE PLUM FAMILY

EUROPEAN PLUMS



Oval fruit with deep purple skin and golden flesh. Rich, complex flavour with a balance of sweetness and gentle acidity.

JAPANESE PLUMS



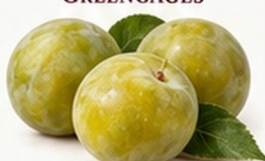
Large, round fruit with smooth, rich red skin. Juicy, sweet and aromatic with a delicate tartness.

DAMSONS



Small, dark blue-black fruit with intense flavour and higher acidity. Traditionally used for cooking, jams and preserves.

GREENGAGES



Round fruit with green-gold skin and honeyed, aromatic flesh. Exceptionally sweet and rich, with a distinctive, fragrant flavour.



PROFILE

- Oval shape
- Deep purple skin
- Firm, juicy flesh
- Rich, complex flavour



PROFILE

- Large and round
- Red or crimson skin
- Juicy, sweet flesh
- Fragrant and aromatic



PROFILE

- Small and oval
- Blue-black skin
- Firm, tart flesh
- Excellent for cooking



PROFILE

- Round shape
- Green-gold skin
- Very sweet flesh
- Distinctive aroma

WHAT MAKES THEM DIFFERENT?



GENETICS

Shared *Prunus* heritage with diverse varieties adapted to different climates and regions.



COLOUR & PIGMENTS

From deep purples to reds, blues and greens. Rich in anthocyanins and other plant pigments.



ACIDITY & FLAVOUR

Ranges from tart to sweet, with unique flavour profiles influenced by variety and origin.



TEXTURE

Firm and crisp to soft and juicy, with varying skin thickness and flesh texture.



CLINGSTONE VS FREESTONE

Some varieties cling tightly to the stone, while others release the stone easily (freestone).



ENJOY THEM YOUR WAY

FRESH

Perfect on their own as a healthy snack.



COOKED

Ideal for baking, roasting, sauces and compotes.



PRESERVED

Wonderful in jams, chutneys and dried form.

HOW TO CHOOSE A RIPE PLUM



LOOK

Rich, even colour and a natural, healthy bloom.



FEEL

Slight give to gentle pressure but still firm.



SMELL

A sweet, fragrant aroma at the stem end.



STEM END

Intact stem often means freshness.



SEASONAL PEAK

Plums are at their best from late summer to early autumn. Store at room temperature to ripen, then keep in the fridge to prolong freshness. Enjoy at peak ripeness for maximum flavour and nutrition.

NUTRITIONAL HIGHLIGHTS (PER MEDIUM PLUM ~66g)

- Calories ~30 kcal
- Vitamin C 6 mg (7% DV)
- Potassium 113 mg (2% DV)
- Dietary Fibre 1.0 g (4% DV)
- Antioxidants High (anthocyanins)
- Water Content ~87%

% Daily Value (DV) based on a 2,000 calorie diet.



STABILITAS ANTE LUCIDITATEM™
STABILITY BEFORE CLARITY.