# OddBox pioneers sustainable produce delivery while dried apricots emerge as potassium powerhouses



**OddBox Pioneers Sustainable Produce Delivery While Dried Apricots Emerge as Potassium Powerhouses**

In an age where sustainability and health are at the forefront of consumer consciousness, OddBox is making strides with an innovative approach to reducing food waste and promoting environmental consciousness. OddBox, a UK-based subscription service, redefines the aesthetics of fruits and vegetables by collecting and delivering surplus produce from farms that do not meet the conventional supermarket standards. Accepting cosmetically imperfect but entirely edible produce, OddBox combats unnecessary food and water waste, achieving a carbon-positive impact.

The company diligently collaborates with farmers within the UK and internationally, ensuring that oversized carrots and misshapen apples find their way into consumers' homes rather than being discarded. Moreover, OddBox addresses plastic waste concerns by utilising recyclable cardboard for their packaging. Demonstrating a strong sense of community responsibility, OddBox donates 10% of its produce to charities such as City Harvest, an organisation dedicated to alleviating food poverty in London.

Customers have flexibility when it comes to delivery preferences, with options for home or office drop-offs. The service offers varied box sizes—small, medium, and large—with combinations encompassing fruit and vegetables. Customers can also choose boxes that contain solely fruit or vegetables, with both individual and family-sized options available. The subscription can be tailored, allowing for personalisation based on customer preferences.

In the realm of health, high blood pressure, or hypertension, remains a significant concern for approximately one-third of the UK adult population. This condition, often devoid of symptoms, compels the heart to exert extra effort in circulating blood, thereby exerting additional strain on vital organs and potentially leading to severe health complications such as heart disease, kidney issues, strokes, and heart failure.

Dietary choices play a crucial role in managing blood pressure. Specifically, foods high in salt can exacerbate hypertension. The British Heart Foundation explains that excess sodium in the diet prompts the body to retain water, increasing blood volume and, consequently, blood pressure.

Conversely, potassium-rich foods can mitigate the impact of sodium. Potassium facilitates the expulsion of sodium through urine and alleviates tension in the blood vessel walls, contributing to lower blood pressure levels.

While bananas are traditionally lauded for their potassium content, dried apricots substantially surpass them. Per 100 grams, dried apricots provide a remarkable 1,162mg of potassium, compared to 330mg in the same quantity of bananas. This high potassium content suggests that dried apricots could play a beneficial role in managing hypertension.

Holland and Barrett, a well-known health food retailer, supports this, noting that potassium in dried apricots may help lower blood pressure in hypertensive patients. Additionally, dried apricots are associated with enhanced heart health, improved vision, a stronger immune system, and a reduced risk of diabetes.

In summary, sustainable practices as embodied by OddBox contribute significantly to environmental efforts, while the nutritional benefits of potassium-rich foods such as dried apricots present promising dietary strategies for managing high blood pressure. These initiatives highlight the intersections of health, sustainability, and community welfare, offering practical solutions that consumers can integrate into their daily lives.