



# COLLEGE OF MICRONESIA-FSM YAP CAMPUS AGRICULTURAL EXPERIMENT STATION

## **NONI JUICE PRODUCTION**

Like grapes that turn into wine, ripe noni fruit turns into fermented noni juice by careful preparation. There are many ways the juice is extracted, but the popular version is the drip extraction method. Traditionally, Pacific Islanders use the drip extraction method for collecting juice from ripe noni fruit. Alternatively, juice is pressed out of freshly harvested ripe noni fruit using some form of equipment, such as apple press.

### **DRIP EXTRACTION METHOD**

Drip extraction is a natural process whereby juice gradually seeps out of the ripe fruit. Traditionally, this method is more prevalent among Pacific Islanders. The ripe fruit is more juicy and easier to extract than the unripe ones. Noni fruit is picked when it is fully mature. The mature fruit is yellowish-white in color and hard in texture. After harvesting, the fruit is washed thoroughly in running water and sun-dried to ripen completely and prevent contamination by mold. Mild soap solution or bleach may also be used while washing to aid surface sterilization.

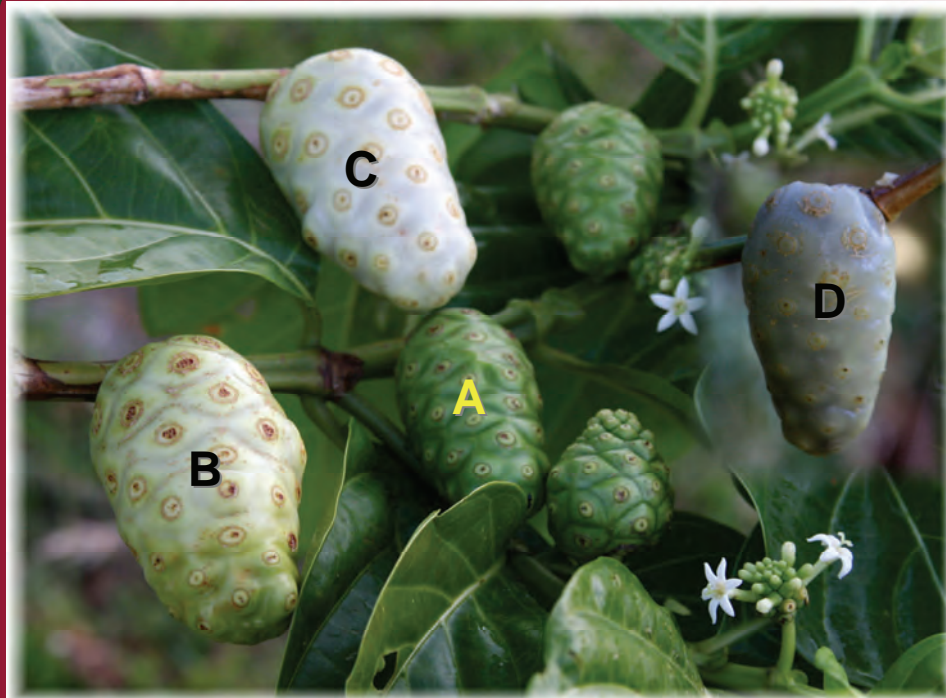
## **ARE YOU FEELING BLUE TODAY? Have a shot of noni juice...**

*They say laughter is a potent medicine, but what if you are in no mood to laugh? Well, have a shot of noni juice! Yes, noni juice enhances your mood by increasing the serotonin level in your brain.*

*Your mood is like a symphony and serotonin is like the conductor's baton. Low serotonin levels in the brain are linked to clinical depression, suicidal tendencies, anxiety disorders, obsessive-compulsive behaviors, sleep problems, drug and alcohol addictions, patterns of violent behavior, etc. Raising serotonin levels can miraculously make the above disappear. Prozac (with all its side effects) is the answer from the drug companies; organic noni juice (with a bounty of fringe benefits) is the better answer. Noni can both initiate and enhance feeling good via its ability to stimulate your body to produce serotonin which is known as the "mood molecule" or "feel-good hormone" because it modulates raw information and gives it emotional tone.*

*So, what are you waiting for? Have a shot of noni juice daily and be merrier during this holiday season and always. **Stay Healthy!***

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For production of good quality juice, always pick mature fruits directly from the tree. Green, immature fruits (A) should be discarded. Sometimes, fruit mature unevenly, leaving a green tip (B). Such fruits should be avoided, for the green portion will make juice bitter. Yellowish-white mature fruits (C) after harvest become translucent and juicy (D), and yield better juice.

Within hours, the fruit skin turns translucent, the flesh begins to soften, and the fruit starts to emit the characteristically foul odor of noni.

Washed and dried fruit is carefully packed into food grade airtight containers for about 4 to 8 weeks. During this time, juice drips gradually from the fruit pulp. Use clean containers and prevent outside air from entering during the aging process. Over a period of time, juice gradually seeps out of the fruit and ferments. It takes about 8 weeks to complete the fermentation process, at which time the juice is decanted from the container, filtered and bottled.

To protect against bacterial contamination, it is advisable to pasteurize noni juice by heating it to 180 °F for about three minutes

and hot-filled into bottles.

Although noni fruit contains about 65 percent extractable juice by weight, the drip extraction method generally yields juice only up to 40 to 50 percent of the original fruit weight.

**FRESH JUICE PREPARATION**

Another popular form of noni juice is the freshly squeezed unfermented sweeter version. Typically, some sort of a hydraulic fruit press (such as apple press) is used to extract the juice from the pulp. Fully ripen, soft fruit is allowed to freeze overnight. Further, the fruit is allowed to thaw completely before loading it into the press for juice extraction. Juice must be kept at a low temperature to stop fermentation.

*For more information on noni juice production, please contact Agricultural Experiment Station.*



Freshly squeezed, unfermented juice is lighter colored (left) and reported to be higher in sugars than drip-extracted, fermented juice (right). Fully fermented juice is highly acidic and pH ranges between 3.0 and 3.5.

**Do you know?**

**One bottle of noni juice sold every 1.6 seconds.... worldwide!**



**Noni spells**

- Health...
- Energy...
- Beauty...
- Strength...
- Vitality...
- Longevity...

**What more could you ask for?**

**—Noni Guru**

**Noni: Mother Nature's Gift To Humanity**

The strange thing about is its taste: you would not drink noni juice by choice, nor eat the fruit, so how were these noni health benefits discovered? Hunger likely explains it: those forced to eat it through hunger were likely the lucky ones, who actually ate a nutritional diet even though they were eating a fruit normally eaten only in times of famine.

Noni was one of the 27 canoe plants that Polynesian explorers taken from ancient Polynesia during early days of voyage for their survival and well-being. Of the canoe plants, noni was revered as the "queen."

During World War II, Polynesians taught U.S. soldiers based in the Pacific to eat noni fruit to sustain their strength; noni was later included as a survival food by the U.S. Military in their Field Handbook for Survival.



*Disclaimer: The information provided in this information sheet is meant for educational purpose only. For any medical conditions, always consult a qualified medical practitioner.*

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