

SAFVC Members

Adelaide Produce Markets Ltd.

Apple and Pear Growers
Association of SA Inc.

Australian Mushroom Growers
Association

Children, Youth and Women's Health
Service (Centre for Health Promotion)

Citrus Board of South Australia

Department for Environment and
Heritage (Office of Sustainability)

Department of Health

Dietitians Association of Australia
(SA Branch)

Dr Anthea Magarey
Research Fellow - Nutrition

National Heart Foundation of
Australia (SA Division)

Out of School Hours Care
(SA) Association

Primary Industries and
Resources SA

SA Chamber of Fruit and
Vegetable Industries Inc.

SA Fresh Fruit Growers
Association Inc.

SA School Canteen Network

Snackfruit Australia Inc.

South Australian Association of
State School Organisations Inc.

The Cancer Council South Australia

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The SAFVC promotes
increased consumption of
fruit and vegetables through the
Go for 2&5™ campaign



Go for 2&5
FRUIT VEG

It's Easy with Autumn Fruit and Veg! March - May

It's easy to find a way to get some extra fruit and vegetables in your day this Autumn. That's the South Australian Fruit and Vegetable Coalition's (SAFVC) message for this season's fruit and vegetable promotional campaign.

Autumn offers a fantastic variety of fresh, local fruit and vegetables making it easy to get your 2&5® each day! The SAFVC is therefore encouraging consumers to make Autumn the season to explore new tastes and try something new.

Project Coordinator and Dietitian Claire Flanagan says, 'one of the barriers to adequate fruit and vegetable consumption is a lack of skills related to selecting, storing and preparing fruit and vegetables.'

Eating more fruit and vegetables, however, doesn't have to mean hard work. The SAFVC suggests the following tips:

- Select locally grown and in season fruit and vegetables where possible (look out for seasonal produce information at your local fruit and veg retailer)
- Look out for selection and storage tips at Point of Sale or ask your local fruit and veg retailer
- Try at least one new recipe each week
- Include something new (fruit or veg that you do not commonly eat) in your trolley each week.

Ms Flanagan says 'it's important to encourage consumers to incorporate fruit and vegetables into their diets in as many ways as possible. It's as easy as following these tips:

FRUIT

- Choose fruit as a snack
- Add fruit to breakfast cereal or yoghurt
- Try fresh fruit for dessert
- Blend fruit with low fat milk, yoghurt and ice for a frothy fruit smoothie.

VEGETABLES

- Try crunchy vegies with low fat dips as a snack
- Replace some of the meat on your plate with vegies (4 different types)
- Add extra vegies or legumes to soups, stews, pasta, stir fries and rice dishes
- Top English muffins or crumpets with diced vegies and sprinkle with reduced fat cheese for a quick mini pizza
- Add an extra serve of salad to your sandwich or roll.'

The SAFVC's Autumn campaign includes television advertising, point of sale promotional material, community activities and public relations activities.

END

For further information please contact:

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Promoting Consumption of Fruit and Vegetables in SA Project

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