

# MEDIA RELEASE

Friday 29 April 2005

## Horticulture Industry supports the Go for 2&5™ launch

The Adelaide Produce Markets Ltd (APML), South Australia's Wholesale Fruit and Vegetable Market, is proud to support the launch of the Go for 2&5™ campaign in South Australia, through its membership with the South Australian Fruit and Vegetable Coalition (SAFVC).

### **Go for 2&5™ LAUNCH**

**When:** Friday, 29 April 2005  
**Time:** 12.30-1.30pm  
**Where:** Rundle Mall, under the canopy, Adelaide

SAFVC is a group of organisations from the horticulture, health, education and environment sectors, which are working collaboratively to *'increase fruit and vegetable consumption in South Australia by an average of one serve per day by 2008.*

The Go for 2&5™ campaign in South Australia will adopt a seasonal approach with emphasis on enjoyment and taste of fruit and vegetables in season'.

The campaign will be an extension of the national promotion, funded by the Commonwealth Department of Health and Ageing, with the common objective to increase the overall consumption of fruit and vegetables in Australia for better health.

Mr. Angelo Demasi, Chief Executive Officer of APML stated that 'being a member of the SAFVC provides the opportunity to work closely with other organisations in partnership and collectively utilise our expertise and resources to encourage greater fruit and vegetable consumption'.

Mr. Demasi also commented that the Industry benefits involved with such a project are phenomenal. 'Increased consumption not only leads to better health, but potentially can lead to reduced health costs, economic growth in the horticulture industries, and increased employment opportunities throughout the industry'.

Further information please contact:

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