



An Australian Government, State and Territory health initiative.

# It's Easy with Autumn Fruit and Veg!

## March – May

### Fact Sheet 1: Key messages and useful facts

Below are some suggested key messages for the Autumn campaign, *'It's Easy with Autumn Fruit and Veg!'* and useful tips to encourage people to eat more fruit and vegetables. The focus is on overcoming the barriers perceived by the public that stop them eating more fruit and veg. Also included are some useful fruit and veg facts.

What stops people from eating enough fruit and vegetables? Habit is the single largest barrier to increasing consumption!

**Factors that have been identified by consumers** as barriers to increased fruit and vegetable intake include:

- Personal and family eating habits which are difficult to change
- Dislike, particularly of vegetables
- Perceptions of already eating enough, especially vegetables
- Perceived high cost particularly of fruit
- Lack of skills in preparation of tasty and convenient fruit and vegetable dishes
- Perception that vegetables are time consuming to prepare.

### Autumn key messages

- Season theme - *'It's Easy with Autumn Fruit & Veg!'*
- Autumn offers a huge variety of fresh, local fruit and vegetables making it easy to get 2&5<sup>®</sup> each day.
- To increase fruit and vegetable intake the South Australian Fruit and Vegetable Coalition (SAFVC) suggests:
  - Select locally grown and in season fruit and vegetables. 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.

### It's easy to eat more

All you need to do is get some extra fruit and vegies into your day. It's easy!

#### 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 (like lentils or split peas) 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.

## Fruit & veg facts

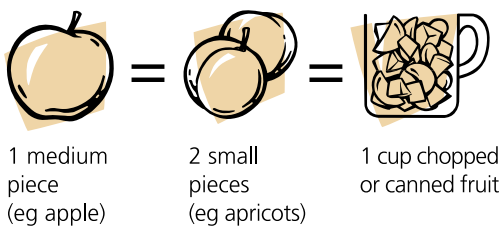
- On average, most South Australian adults eat about **1½ serves of fruit** and **2½ serves of vegetables** each day.
- Adults need to eat **2 or more serves of fruit and 5 or more serves of vegetables** each day for good health. The amount children should eat depends on their age, appetite and activity level.
- Eating more fruit and vegies may be the single most important dietary change needed to improve health and reduce the risk of disease.
- A life-time habit of eating adequate amounts of fruit and vegetables can help to prevent:
  - Coronary heart disease
  - Some forms of cancers
  - Overweight and obesity
  - Constipation.

They can also:

- Reduce blood pressure and blood cholesterol levels
- Improve control of diabetes.

## What is a serve?

One serve of FRUIT is 150 grams of fresh fruit or:



One serve of VEGETABLES is 75 grams or:

