

Information for SA organisations

Helping South Australians eat their 2 fruit and 5 vegetables every day

Introduction

Overall, South Australians of all ages do not eat enough fruit and vegetables (see table on the back page). Increasing fruit and vegetable intake may be the single most important dietary change needed to reduce risk of key diseases such as heart disease and diabetes.

In February 2008, to help improve the health of South Australians, SA Health launched a new phase of the state-wide Go for 2&5[®] fruit and vegetable campaign, involving:

- television advertising (February, mid-April to mid-May and in June 2008)
- billboards on major roads
- radio advertising and promotion on Triple M radio station
- promotions in independent fruit and vegetable shops and Foodland stores across SA.

Calling on organisations to promote fruit and vegetable consumption

Organisations across the state can play an important role in helping us achieve our goal of lifting South Australians' fruit and vegetable consumption by an average of 1 serve per day over the next 3 years.

To achieve our aim, we need to make it the 'norm' in South Australia to eat plenty of fruit and vegetables as part of a healthy diet.

We can all help make this happen by:

- providing opportunities for people of all ages to taste and enjoy a wide range of fruit and vegetables, including those they have not previously tasted
- demonstrating how easy it is to prepare tasty dishes that contain fruit and particularly vegetables
- encouraging people to learn more about fruit and vegetables: where they are grown, who grows them, how to tell if they are ripe and good quality, how to store them
- informing people about the recommended amounts of fruit and vegetables to eat each day
- providing activities that help people assess their current intake against the recommendations and try to eat more
- ensuring that there is a good range of quality fruit and vegetables in local shops and other places such as school or work canteens
- looking at ways to help those on low incomes to eat more fruit and vegetables.

On the next two pages are some suggestions to prompt organisations to think about what they can do to promote fruit and vegetable consumption in the places where South Australians are educated, cared for, work, shop or spend their leisure time.

Information about the SA Go for 2&5[®] campaign including a form to order campaign resources is at www.gofor2and5.com.au - click on South Australia.

Ideas for promoting fruit and vegetable consumption

Provide healthy catering

Many organisations regularly provide food for occasions such as meetings, workshops, celebrations, conferences, fundraising, camps or fetes.

Such occasions provide a perfect opportunity to include fruit and vegetables as part of the menu.

There is lots of information to help here - try these for a start:

- Go for 2&5[®] fact sheets: Barbecuing for better health; Beaches, BBQs and a Berry Merry Christmas www.health.sa.gov.au/pehs/branches/health-promotion/go-for-2and5-fruit-veg.htm
- The National Heart Foundation's *Healthy Catering Guidelines* www.heartfoundation.org.au/Healthy_Living/Eating_and_Drinking.htm
- The Cancer Council: *Workplace Healthy Catering: Sample Guidelines*. www.cancercouncil.com.au/html/howyoucanhelp/workingwithcancer/downloads/workingwithcancer_catering_policy.pdf
- Dietitians Association of Australia has recipes and other information at *Smart Eating For You* at www.daa.asn.au/index.asp?pageID=2145847032

Promote fruit and vegetables at events

Some organisations participate in events such as country shows, CrocFest, sporting events, food tasting linked with tourism, family fun days and Regional Field Days. Again, these may provide opportunities to promote fruit and vegetables.

- Contact the Adelaide Produce Markets to borrow the Vegie Man costume (ph: 08 83494493).
- Organise a display of local fruit and vegetables.
- Work with event organisers to ensure there is some healthy food on sale containing fruit and vegetables - check www.gofor2and5.com.au for recipes. Order some Go for 2&5[®] signage and balloons to promote your healthy food stall.
- Run competitions: draw your own Vegie Man; guess the names of all the fruit and veg on Vegie Man; who can get the longest peel when peeling an apple or an orange?; write and perform a song about eating fruit and vegetables; who can name all the fruit and vegetables set up on a display?

Plan cooking demonstrations and taste testings

These are a great way to help people eat more fruit and veg; give them opportunities to taste new fruit and veg; and learn how easy they are to prepare.

- Order campaign recipe books or find some recipes on the www.gofor2and5.com.au website.
- Link with a local restaurant - try engaging people of different cultural backgrounds who often cook some delicious vegetable-based foods.
- Link with a local fruit and veg shop to run cooking demonstration in your local shopping centre, for parents in schools or childcare centres or for community groups.

Organise in-store promotions

- Link with your local shop, supermarket or greengrocer to promote fruit and vegetables: organise a taste testing session or cooking demonstration; set up a display.

Find out where food is grown in your community and who grows it

Many people do not know where their food comes from and the path it travels from paddock to plate. There are many enjoyable ways to educate people about the 'food system':

- organise a visit to a **local orchard or a vegetable farm**
- some growers allow you to '**pick your own**' - try the Saturday Advertiser or your local paper for information
- visit a **Farmers' Market** and talk to the farmers. These are listed at http://www.safoodcentre.com/foodtalk/a8_publish/modules/publish/content.asp?id=19305&navgrp=1412
- organise a visit to a community garden or a school garden in your area.

Explore the range of places where you can buy fruit and vegetables

- Organise a tour of your local **greengrocer** or **supermarket**
- Organise to visit your **local produce market**. Encourage community groups to visit, compare prices, discuss cooking methods and taste unfamiliar or unusual fruit and vegetables
- Visit the **Central Market**
- Is there a **food cooperative** in your area - ask your local council
- Can you buy produce at the farm gate in your area?

Learn more about the wide range of fruits and vegetables

- Visit the A-Z Fruit and Vegie Guide on the Go for 2&5® website. You'll find information on all kinds of fruit and veg, how to select and store, prepare and cook them and their nutritional value.
- Consider 'value for money' by comparing the cost of fruit and vegetables with the cost of 'unhealthy foods'.

Encourage people to grow some of their own fruit and vegetables

- Support community gardening:
 - see the community gardening kit on the Community and Neighbourhood Houses and Centres association website http://www.canh.asn.au/community_gardening/
 - find a community garden near you. Ask at your local council, health service or community centre.
 - find out about community gardening - visit <http://www.communityfoods.org.au/>
- Encourage growing fruit, vegetables or herbs in backyards:
 - try your local library for books on gardening; seek assistance from community members who garden
 - visit ABC television's Gardening Australia website <http://www.abc.net.au/gardening/>
 - be water-wise.
- **KidsGrow** is an initiative of Nursery & Garden Industry Australia (NGIA). It aims to equip garden centres and retail nurseries with resources, tips and ideas to encourage schools to get kids gardening. It has been created by education specialists and industry representatives. http://www.ngia.com.au/helping_your_business/kidsgrow_industry.asp

A final word - promote your activities!

There are many ways to do this, for example: conduct a launch, speak on talkback radio, send a press release to local radio or television, write articles for newsletters...

FACTS and FIGURES

How much fruit and vegetables should we eat each day and how much are South Australians eating?

The table below shows the recommendations for fruit and vegetable intake for different age-groups compared with the amount South Australians say they are eating.

Age group	FRUIT		VEGETABLES	
	Recommendations Serves per day	Serves eaten per day (average)	Recommendations Serves per day	Serves eaten per day (average)
4 – 7 years	1 – 2	1.8	2 – 4	1.7
8 – 11 years	1 – 2	1.8	3 – 5	2.1
12 – 15 years	3 or more	1.6	4 – 9	2.4
16 – 18 years	3 or more	1.7	4 – 9	2.3
19 years and over	2 or more	1.6	5 or more	2.6

Data is from the SA Monitoring and Surveillance System's monthly telephone surveys of South Australian households. The numbers are the average from 2002 to 2006. Recommendations for healthy eating are provided in the Dietary Guidelines for Australians and the Australian Guide to Healthy Eating.

Benefits for the horticulture sector and the environment

The information below is from *The Case for Enhanced Investment in Go for 2&5® in South Australia, 2007*, prepared for the SA Health and Primary Industries and Resources SA.

Prosperity of the horticultural sector

Increased domestic consumption of fruit and vegetables will provide economic benefits for businesses involved directly and indirectly in the horticultural production and distribution chain.

- In South Australia in 2006, 2,742 businesses (excluding the 2943 businesses involved in grape growing) were directly involved in the fruit and vegetable industry. Most businesses in the fruit and vegetable industry are growers (83%), with the remaining businesses engaged in processing (2%), wholesaling (7%) or retailing (8%).
- The estimated increased wholesale market value of increasing current SA average fruit and vegetable consumption to the recommended intake for age is \$210.1 million per year for fruit and vegetables combined.
- Industry valuation of national financial gains from the eight week national Go for 2&5® campaign in 2005 estimate an increase of \$52.9 million in retail sales. On a per capita basis the return to SA in retail sales is estimated to be \$4.0 million.

Increased consumption of locally produced fruit and vegetables will promote ecological sustainability.

The average South Australian has an Ecological Footprint of 7.0 global hectares (gha), an area of productive land roughly 4.5 times the size of the Adelaide Oval and well above the world average of 2.2 gha per capita.

- Increasing fruit and vegetable intake to meet recommended intakes and eating according to other Australian Dietary Guidelines, will achieve a 15% reduction in the Ecological Footprint of the average South Australian's diet, or around 5% of the total SA Footprint.
- Consuming locally grown fresh or minimally processed fruit and vegetables reduces energy use in processing, packaging and transport and is a key way to reduce the energy Footprint.