

Warm Up this Winter with Fruit and Veg! June - August

Fact Sheet 1: Key messages and useful facts

Below are some suggested key messages for the Winter campaign, '**Warm Up this Winter with Fruit and Veg!**' and useful tips to encourage people to eat more fruit and vegetables. 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 vegetable and fruit 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.

Winter key messages

- Season theme - 'Warm Up this Winter with Fruit & Veg!'
- Winter offers a huge variety of fresh, local fruit and vegetables making it easy to get 2&5[®] each day.
- Warm up this Winter with hearty vegetable soups, warm vegetable casseroles, pasta, curries, stir fries and delicious baked fruit desserts.
- To increase fruit and vegetable intake the SAFVC suggests:
 - Select locally grown (where possible) 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.

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.

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 **vegetables** is 75 grams or:
 - ½ cup cooked vegetables
 - 1 medium potato
 - 1 cup salad vegetables
 - ½ cup cooked legumes (dried beans, peas or lentils).
- One serve of **fruit** is 150 grams of fresh fruit or:
 - 1 medium sized piece (e.g. apple)
 - 2 smaller pieces (e.g. apricots)
 - 1 cup canned or chopped fruit.