

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

Explore New Tastes with Fruit & Veg this Season

Autumn is certainly a great time of year for fruit and vegetables. A huge variety of South Australian and Australian grown fruit and vegetables are available including apples, berries, grapes, kiwi fruit, Nashis, pears, pomegranates, rhubarb, capsicums, eggplant, leeks, parsnips, pumpkins, and sweetcorn, to name but a few.

The South Australian Fruit and Vegetable Coalition (SAFVC) is encouraging South Australian's to take advantage of the fantastic variety of fruit and vegetables available to them this season by exploring new tastes and trying fruit and veg that are unfamiliar to them.

Project Coordinator and Dietitian Claire Flanagan says "people are creatures of habit and tend to choose foods they are familiar with. What they don't realize is that they are missing out on experiencing wonderful flavours and textures not to mention an adequate balance of nutrients that can only be achieved by eating a variety of foods. This is especially true when it comes to fruit and vegetables."

Ms Flanagan says that "exposing children to a wide range of fruit and vegetables is especially important, as children carry their food habits learnt in childhood into their adult lives. Children not exposed to a wide range of fruit and vegetables are unlikely to eat them as an adult and are at risk of missing out on the health benefits a varied diet rich in fruit and vegetables provides."

The SAFVC's Autumn promotional campaign 'It's Easy with Autumn Fruit and Veg!', shows consumers just how easy it is to eat 2 serves of fruit and 5 serves of vegetables each day.

Hungry to try something new...why not try to incorporate the fruit or vegetable below into your diet this week?

Pomegranates

Pomegranates hit the market place during Autumn. Although their presence is short it is definitely sweet – so make sure you take advantage of their availability. For best flavour choose fruit that is large (10-12cm diameter) and heavy for their size. The edible portion of the fruit is the red gelatinous flesh covering around the seeds. They are best used in desserts and salads or add the juice to your favourite drink for a burst of colour and flavour.

Sweetcorn

An excellent source of Vitamin C and a good source of fibre, folic acid and phosphorous, sweetcorn is a great accompaniment to any meal or as a snack on their own – and kids love them! They are an extremely versatile vegetable and can be added to soups, casseroles, pasta, salads, frittatas...the list could go on. Select sweet corn with a fresh husk and plump, shiny kernels that are fairly straight.

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For further information please contact:

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Promoting Consumption of Fruit and Vegetables in SA Project