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MEDIA RELEASE

Fruit & Veg for a Healthy Waistline!

Summertime offers great opportunities to eat a wide variety of seasonal fruit and vegetables and at the same time taking care of your health and your waistline.

Fruits and vegetables contain many nutrients essential for health while being low in energy so it is easy to achieve and/or maintain a healthy weight. The colours, smells and tastes of fresh fruits and vegetables available this Summer make eating a great sensual experience, so you don't feel deprived like when you are on a restrictive diet.

The South Australian Fruit and Vegetable Coalition's (SAFVC) Summer promotional campaign, '**Smart Summer Spend with Fruit and Veg!**' provides consumers with seasonal produce information while promoting the cost benefit of buying local, in-season fruit and veg.

SAFVC Member and Dietitian, Anthea Magarey recommends for a diet low on kilojoules but high on flavour "start your day with a plate of freshly cut summer fruits. Include a salad of mixed greens for lunch, followed by a bowl of mixed, raw or blanched vegetables topped with a few slices of lean meat, chicken or fish and a light dressing for the evening meal. Finish the meal with more freshly cut fruit.

Easy and quick to prepare the low kilojoule content of these meals means you do not have to reduce the amount you eat in order to meet your goals for managing your weight."

Dr Magarey also recommends you "keep whole or sliced fruit and raw vegetables in the crisper for a quick low kilojoule snack. Eating plenty of fruit and veg means you have less room for other unhealthy snacks that are high in kilojoules."

By including plenty of fresh fruits and vegetables in your daily diet you can enjoy great taste sensations throughout Summer but not add inches to your waistline.

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For further information please contact:

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