

## 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 of the Premier and Cabinet  
(Sustainability and Climate Change Division)

Department of Health

Dietitians Association of Australia  
(SA Branch)

Dr Anthea Magarey  
Research Fellow - Nutrition

National Heart Foundation of  
Australia (SA Division)

Olives South Australia Inc.

Out of School Hours Care  
(SA) Association

Primary Industries and  
Resources SA

SA Association of State School  
Organisations Inc.

SA Chamber of Fruit and  
Vegetable Industries Inc.

SA Fresh Fruit Growers  
Association Inc.

South Australian Fruit & Vegetable  
Retailers Association

SA School Canteen Network

Snackfruit Australia 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

## Leading Fruit and Vegetable Body calls for parents to take action over Summer

As the South Australian Fruit and Vegetable Coalition (SAFVC) launches its Summer campaign – Smart Summer \$pend with Fruit and Veg - it calls for parents across the State to band together to help increase children's fruit and vegetable consumption over the Summer period.

Recent statistics from the Department of Health, a partner in the SAFVC, show that less than half of children aged 4 – 15 years are eating the recommended amount of vegetables for good health, and that they are also lagging behind with fruit consumption.

Tuesday Udell, Nutrition Policy Coordinator from the National Heart Foundation and member of the SAFVC says these figures show an urgent need to encourage our children to eat more fruit and veg.

"We need to challenge our kids to increase their fruit and vegetable consumption. Only one in five 12 – 15 year olds eat enough vegetables to keep them healthy, and less than one in five eat enough fruit", Ms Udell said.

"The figures show that fruit and vegetable consumption amongst 4 – 7 year olds and 8 – 11 year olds is higher than the older age group, highlighting the worrying trend that fruit and vegetable consumption decreases with age".

"For adults, recommendations are at least two serves of fruit and five serves of vegetables per day. The amount children need to eat depends on their age, appetite and activity level, but basically – the more fruit and veg, the better".

"It's important to encourage children to eat a wide range of fruit and veg and to try new types of fruit and veg – and we need to make it easy for them to do this.

"Most life-long food preferences are established within the first few years of life so it's vital that we teach our children good habits early on. This generation of Australian children lives in an environment which supports the consumption of processed, energy dense foods like chips, lollies and other unhealthy foods."

"Fruit and vegetables are easy, quick and tasty foods which we can teach children to enjoy at an early age. The best thing about these foods is that they come ready to eat with little preparation required."

"A focus of our current campaign is also to promote the benefits of buying and eating fresh, in-season, locally grown produce. Not only is it tastier, but it is much better value for money. Most in-season produce can be bought for under \$5 per kilogram. This compares to over \$10 per kilogram for processed and pre-packaged junk foods like chips and lollies".

Eating more fruit and veg is easy and may be the single most important dietary change needed to improve the health of our Nation and to reduce the risk of disease.

The SAFVC has just launched their 'Smart Summer \$pend with Fruit and Veg' Summer campaign which includes point of sale promotional material, public relations and community activities. Consumers should look out for seasonal produce information at their local greengrocer.

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Department of Health