

Spring to life with Fruit and Veg!

September – November

Fact sheet 3: Key messages and useful facts

Below are some suggested key messages for the Spring campaign. Also listed are some useful facts and tips to encourage people to increase their daily fruit and vegetable intake.

Spring key messages

- 'Spring to life with Fruit and Veg!'
- Fresh fruit and vegetables – home grown and bought, when eaten in season, provide best value for money, taste better and are of better quality than out of season produce.
- Enjoy the freshest fruit and vegetables this Spring by choosing South Australian grown and when that's not available Australian grown produce. Locally supplied fruit and vegetables are better for the environment by reducing the need for additional transport and storage.

Fruit and 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.
- **What is a serve?**
 - One serve of vegetables is 75 grams or:
 - ½ cup of cooked vegetables
 - 1 medium potato
 - 1 cup of 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 (eg an apple)
 - 2 smaller pieces (eg apricots)
 - 1 cup canned or chopped fruit.
- Getting extra fruit and vegies into our diets is easy – after all, we're already half way there!

Tips to increase fruit and veg consumption

- Breakfasts:
 - Chop up vegies and add to an omelette.
 - Top toast with cooked mushrooms or tomatoes.
 - Grate apple or pear into a pancake mix.
 - Add fresh or canned fruit to breakfast cereal.
- Snacks:
 - Choose fresh fruit – whole or cut up, instead of snacks high in fat and/or sugar, such as lollies, chocolate, potato crisps or ‘snack bars’.
 - Serve carrots and celery sticks, pieces of broccoli and cauliflower, and strips of capsicum with a low fat dip.
- Main meals (middle of the day or evening):
 - Add seasonal vegies or legumes (e.g. dried beans, peas or lentils) to soups for added flavour and taste.
 - Add extra veg to pasta and rice dishes.
 - Always serve main meals with cooked vegetables or a salad - try to include 3 or 4 types of veg.
 - Try adding fruit to savoury salads or to baked fish or chicken.
 - Top English muffins or pita bread with tomato puree, diced vegetables and sprinkle with reduced-fat cheese for a quick mini pizza.
 - Try fresh fruit for dessert after a meal.
- Caution – drinking fruit juice is not the same as eating fruit! We suggest that people limit their fruit juice to half a cup each day, avoid fruit juice drinks and quench their thirst with water.

A final word about parents’ role

- Adults are important as role models for children. Children learn by observation. For example, parents eating and enjoying fruit and vegetables is a positive and powerful influence on shaping children’s eating behaviour.
 - Make meal times a positive time.
 - Speak positively about healthy food.
 - Don’t use ‘junk’ food as rewards.
 - Don’t force feed children – encourage them to try new foods
 - Encourage children to play – reduce the amount of time watching TV (it contains lots of ads for foods of poor nutritional value).