



## Media Release

SA Health

Sunday, 12 July 2009

# South Australians encouraged to eat more vegies

SA Health today [12 July] launched the second phase of its *Go For 2&5®* campaign, aimed at encouraging South Australians to eat more fruit and vegetables.

SA Health's Director of Health Promotion, Michele Herriot, said the campaign would demonstrate how easy it is to incorporate more vegies into daily meals.

"For adults the recommendations are to eat at least five serves of vegetables and two serves of fruit each day," Michele Herriot said.

"Most people already know the benefits of eating fruit and vegetables, but many think it's too difficult, time-consuming or expensive to incorporate five serves of vegies into their daily diet.

"We're aiming to show that adding more vegies to meals can be done easily and cheaply, and also show how much constitutes 'one serve' of vegies so people know they're eating the right amount."

SA Health has also provided around \$200,000 to 69 community centres throughout the state to improve healthy eating in disadvantaged communities.

"Our research shows that people from disadvantaged communities tend to eat less fruit and vegies," said Michele Herriot.

"Each community centre will receive up to \$3000 to carry out activities such as cooking classes, which will include information about nutrition, food storage and budgeting, as well as giving people the chance to try new foods.

"Centres have planned a wide range of activities including 'hands-on' cooking sessions, shared meals, establishing community vegie gardens and providing information on growing vegetables at home."

There has been an increase in fruit and vegetable consumption since the launch of the *Go for 2&5®* campaign in 2006.

A recent SA Health survey shows that around 20 per cent of South Australians eat five or more serves of vegetables every day, with the daily average intake at 3.3 serves, up from 3.1 serves per day in 2006.

Almost two thirds (62 percent) of South Australians eat two serves of fruit every day. The average daily fruit intake has increased from 1.7 serves in 2006 to 1.9 serves. The new *Go for 2&5®* campaign features television, print and shopping trolley advertising, and will run periodically from July 2009 to June 2010.

---

### For more information

Call the SA Health Media Line  
Telephone: 08 8226 6488