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Media Release – For immediate release

Kitchen creativity helps Aussies reach health goals

More than a third of Australians would like to eat more vegetables, according to research commissioned by the Dietitians Association of Australia, as part of their Australia's Healthy Weight Week (AHWW) campaign.

Conducted by Omnipoll, the survey targeted more than 1,000 Australians aged 18-64 years and looked at health-related goals Australians were hoping to achieve. The survey found that 36 per cent of Australians wanted to focus on adding more vegetables to their diets and were setting health goals with this objective in mind.

Now in its 10th year, AHWW aims to help Australians discover a healthy weight that's right for them. This year's campaign encourages Australians to cook more meals at home and eat the right foods in the right portions to help achieve the best weight possible.

"Cooking meals at home is a simple and effective way to boost your vegetable intake. There are endless possibilities when it comes to cooking at home, and the extra nutrient boost you'll get from Australian-grown veggies is an added bonus," AUSVEG National Manager – Communications Shaun Lindhe said.

"It's easy to be creative in the kitchen and test out new recipes, or cook with a vegetable you've never used before. When you're in charge of your own meal, it also opens up the possibility of adding veggies to more traditional recipes and creating healthy snacks such as beetroot brownies or zucchini fritters."

"Vegetables are rich in fibre, vitamins and minerals that help your body run at its peak, yet research has shown time and time again that Australians are not consuming the recommended serves of vegetables each day. Getting involved in Healthy Weight Week will help Aussies to enjoy the benefits of cooking meals at home and achieve their goal of eating more veggies every day."

Dietitians Association of Australia spokesperson Tim McMaster said research has shown that people who prepare food at home are more likely to eat smaller portions and take in fewer kilojoules and less fat, salt and sugar.

"Cooking at home puts you in control of the ingredients and portion sizes, which in turn can help you reach and maintain a healthy weight. We want Aussies to get creative in the kitchen starting this Healthy Weight Week, both to increase their confidence in the kitchen, and increase their veggie intake," Mr McMaster said.

"Healthy Weight Week is a great time to set goals around healthy eating habits that will help you achieve a healthy weight and lead a balanced lifestyle. Try cooking at home and boosting your veggie intake."

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