

MEDIA RELEASE
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NEW REPORT BY AUSTRALIAN PINEAPPLES SHOWS AUSSIE PARENTS NOT PROVIDING FRUIT FOR KIDS

Less than half of Australian parents prepare fresh fruit for their family on a daily basis, according to a new report launched today by Australian Pineapples.

The *Australian Pineapples Family Nutrition Report* surveyed 510 Aussie parents about their eating habits and fruit intake. The report focused on parental influence on children's eating habits and the buying behaviour around fresh fruit.

The report found that despite 60 per cent of parents wanting their kids to eat more fresh fruit, only 46 per cent of parents provide fresh fruit for their children every day.

Australian Pineapples ambassador and leading nutritionist, Dr Joanna McMillan, says developing healthy eating habits early in life is vital.

"Despite reports showing 20 per cent of Australian children are overweight or obese before kindergarten; parents are still failing to respond to concerns around childhood nutrition," McMillan says.

"Eating a healthy diet including fresh fruits such as pineapples is important for a child's growth and development. It may also lower their chances of developing chronic diseases such as heart disease, diabetes or cancer, later in life," she says.

According to the *Australian Pineapples Report*, processed fruit snacks such as bars, purees and fruit cups are the most common form of fruit served to Aussie kids for 15 per cent of parents.

"Many parents mistakenly believe that processed fruit snacks are an easier option, despite fresh fruit such as pineapples offering a much higher nutritional content and value for money.

"Preparing fresh fruit for the family is easy and shouldn't be a daunting task. Here in Australia we are blessed with an array of fresh fruits and many, including pineapples, are available all year round," says McMillan.

The *Australian Pineapples Report* also revealed that 25 per cent of parents claim the biggest challenge they face when feeding their children fresh fruit was the amount of effort required. A further 15 per cent claim their children dislike the taste.

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“Pineapples are the perfect fruit to use in recipes as they are tasty, incredibly good for you and can be used in so many ways from curries to quinoa. It’s all about thinking outside the fruit bowl,” concludes McMillan.

INTERVIEWS AND HIGH RES IMAGES ARE AVAILABLE ON REQUEST

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About

The *Australian Pineapples Family Nutrition Report* was conducted by Galaxy Research in October 2012, who surveyed 510 main grocery buyers with children aged 18years or under.

This project has been funded by HAL using the Pineapple industry marketing levy.