



MEDIA RELEASE

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What do babies, boobs and broccoli have in common?

Persuading kids to eat their greens is a common parental battle. Now 5+ A Day is providing fresh inspiration to help parents win over even the most obstinate offspring.

Research shows it can take up to 15 times before a baby or toddler learns to like the taste of new foods, especially vegetables.

Experts agree fresh fruit and vegetables are vital for the growth and development of babies and toddlers. And by the time children are four years old they should be eating at least four servings of fruit and vegetables a day.

With statistics now showing that a third of New Zealand children are overweight or obese, healthy food choices and physical activity are crucial.

To empower parents to overcome objections, 5+ A Day is supporting a series of seminars on the importance of good nutrition for mums, kids and families.

The seminars, 'Takes A Village: Babies, Boobs, Broccoli' will be fronted 5+ A Day ambassadors and bloggers Julia & Libby, along with parent bloggers Anna Reeve and Rebecca Shannon. The theme of the seminars is based on the proverb, "it takes a village to raise a child".

Visiting seven cities around the country, the seminars will arm parents with ideas on how to prepare healthy, budget-conscious meals for families, knowledge about children's immunity, and healthy eating tips for busy mums.

5+ A Day General Manager, Paula Dudley, says: "These seminars are going to provide an excellent forum for parents and a platform to encourage healthy eating, especially fresh fruit and vegetables for babies, toddlers and the family as a whole," says Paula. "Healthy habits start early and ensuring your children get all the vital nutrients helps them to grow well. Also, by introducing more fruit and vegetables into children's diets encourages them to make healthy food choices as they grow older."

Locations

Tauranga – Monday 29th August

Hamilton – Tuesday 30th August

Auckland – Wednesday 31st August

New Plymouth – Thursday 1st September

Wellington – Monday 5th September

Invercargill – Tuesday 6th September

Christchurch – Wednesday 7th September

For more information on the seminars and to purchase tickets, visit: <https://goo.gl/wKOZi6>

Meal ideas to try as children get older

- Mexican can work well: try tortillas and soft tacos with vegetables – serve a selection of sliced cucumber, grated carrots, tomato wedges etc. Let the children make their own.
- Bake pumpkin and kumara and mash together.
- Add mashed cauliflower or parsnip to the potato for cottage pie.
- Pawpaw, mango and banana make sweet treats.
- Add finely chopped vegetables such as broccoli and courgette to pasta bakes.
- Add grated vegetables such as beetroot and carrot to mini burger patties and meatballs.
- Potato wedges baked in the oven are a universal hit with young children, try kumara, parsnip, carrot or pumpkin wedges.
- Make colourful vegetables cups with capsicum, cucumber and baby carrot with hummus.
- Blend yoghurt and fruit such as mango, berries and pineapple, then freeze in ice-block moulds.
- Cook finely chopped vegetables such as tomato, courgette and mushroom into mini frittatas.
- Try putting fruit and vegetables together like oranges in salad and broccoli with mandarin.

About the 5+ A Day Charitable Trust

The 5+ A Day Charitable Trust was formed in 2007 for the benefit of the general public and specifically the children of New Zealand. The Trust is committed to increasing the consumption of fresh fruit and vegetables for better health in all New Zealanders. 5+ A Day focuses its work in the education setting. Curriculum-linked resources promoting awareness, understanding and knowledge of the importance of eating 5+ A Day are produced and distributed free to educators.

Prepared on behalf of 5+ A Day by Bloom PR. For more information, interviews or images please contact Shelley Ashdown on shelley@bloompr.co.nz or 021 912 221.