

Eatincolour.com campaign to help parents and kids in “fat map” towns this school year

Submitted by: Bray Leino

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As another school year kicks off, the obesity issue continues to hit the headlines on a regular basis - most recently when an extensive nationwide report* revealed the UK's 20 fattest places*.

Obesity in children is particularly worrying: Statistics suggest that 25 percent of boys and 33 percent of girls aged between two and 19 years are overweight or obese.

While Jamie Oliver's campaign has helped to improve school dinners, it can be tricky for parents to get kids to enjoy a balanced diet at home and in packed lunches, especially on a tight budget. So this academic year, healthy eating campaign eatincolour.com has put together ten simple, practical tips for to help them to get their kids enjoying a range of fruit and veg:

1. Start early - feed your baby puréed and mashed fruit and vegetables from four months and offer your toddler lots of different fruit and vegetables
2. Find foods that your kids already like eating such as smoothies or yogurts and find recipes that allow you to add fruit and vegetables to them. This is a really good way of using up bruised bananas
3. Let your kids help pick the fruit and vegetables they want to eat when you go supermarket shopping. Don't be afraid of experimenting with more unusual things like kumquats or pak choi if it gets them interested in their food
4. Let your child help you prepare meals – if they are involved, they'll be more likely to eat it. Get them to peel mushrooms, breaking up broccoli or cauliflower florets, or shelling
5. Keep trying - you might have to offer a small tablespoon size portion of green beans 10-15 times before your child will give it a go
6. Try dried fruit such as apricots or dates instead of chocolate and other sweets
7. Create fruit kebabs - They're fun to make and a great way to get kids to try more than one variety
8. Add chopped fruit, especially berries and bananas, to your child's cereal
9. What the eye doesn't see! - camouflage vegetables in other foods, like grating, chopping up, mixing or blending vegetables in pasta sauces, lasagne, casseroles and soups, or try adding vegetable toppings to pizzas. Grated apple or carrot is also good in lunchbox sandwiches with peanut butter, cheese or ham. A great way of using up leftover veg.
10. Lead by example - what you eat will influence what your kids like, so ensure you eat your greens too!

For more great tips, serving suggestions and information on fruit and veg, go to www.eatincolour.com.

Ends

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Notes to Editors:

* Dr Foster Research, "Weighing up the burden of obesity" report 28 August 2008

* Top 20 fattest places: 1. Shetland 2. Torfaen 3. Blaenau Gwent 4. Neath 5. Caerphilly 6. Rhondda 7. Barnsley 8. Wrexham 9. North Lincolnshire 10. Merthyr Tydfil 11. Denbighshire 12. Doncaster 13. Carmarthenshire 14. Stoke-On-Trent 15. Wolverhampton City 16. Anglesey 17. Blackpool 18. Knowsley 19. Newport 20. Northumberland Care Trust

About Eat in Colour

The Eat in Colour Campaign has been created by the Fresh Produce Consortium (FPC), the trade association committed to the support and development of the UK fruit and vegetable industry. The campaign has secured financial backing from producers and importers across the industry as well as Tesco, Asda and Somerfield to commence an ambitious programme of communication and education.

About the Fresh Produce Consortium

The Fresh Produce Consortium is the trade association which represents producers, packers, importers, wholesale, food service, retailers and floral within the UK fresh produce and floral industry.

www.freshproduce.org.uk