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News

Avocados Beat Meat Pies at the Footy - 19/07/2010

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While footy stars like Billy Slater stay super fit and healthy by training hard, for the rest of us footy's probably something we take part in on the sofa rather than on the field. So this footy season, Australian avocado growers have recruited a number of rugby league teams and launched 'Add an Avo to Footy Entertaining', a campaign to teach Aussie families about healthy eating.

When the Manly Warringah Sea Eagles played the Canberra Raiders on Saturday, 10 July avocado-trained staff were manning the Australian Avocado Booth, offering footy fans a chance to ditch the sausage rolls and pies for a more nutritious and delicious taste of 'Zesty Balsamic Avocado'.



The Australian Avocado Booth & Young footy fans enjoying a taste of Zesty Balsamic Avocado

Fans were overwhelmingly open and delighted to the idea of trading in the traditional high-fat footy snacks for a healthier option. Comments on the day ranged from "I wouldn't ever think of eating this but it tastes delicious" to "I never had an avocado like this before" and "You're right it does beat a meat pie!"

"It's not just football players who need to lead a healthy and active lifestyle - it's important for all Australians" says Zoe Bingley-Pullin, industry nutritionist.

The Australian Avocado Booth staff talked to interested footy fans about the various uses for avocado; and handed out 'Add and Avo to Your Footy Party' recipe booklets, which offers simple footy snack recipe ideas supplied by NRL and Junior Rugby League clubs and endorsed by NRL One Community club health ambassadors.

To celebrate the partnership between Australian avocado growers, NRL and Junior Rugby League teams, footy fans are being urged to nominate their team's favourite avocado recipes that are being featured in a season long on-line recipe competition. By doing so, fans could win tickets to the NRL Grand Final, a signed jersey from the winning team as well as \$5,000 for their team's community and health programs.

In 2009, Michael Hodgson's 'Bulldog Bruschetta', an avocado and basil bruschetta dish, won the competition with 24% of the total votes. As a result, the Bulldogs received much needed funds to invest in their community and health programs.

So far, participating NRL and Junior Rugby League teams clubs have been doing a fantastic job promoting their recipes as the best half-time snack. The Brisbane Broncos have posted a video clip where Health Ambassador Ben Te'o shows Broncos fans just how quick and easy it is to make 'Broncos Surf Scrum Pizza'. This video can be viewed in the 'Bronco TV' section of the Brisbane Broncos website (www.broncos.com.au).

The Australian Avocado Booth will be handing out free samples and footy recipe booklets at the following Sea Eagles matches:

- August 7, 3pm, Sea Eagles vs Storm, Brookvale Oval;
- August 20-23, Sea Eagles vs Warriors, Brookvale Oval;
- and September 3-5, Sea Eagles vs Bulldogs, Brookvale Oval.

For more information, or to vote for your favourite recipe, you can visit the 'I ♥ Footy' section of the Avocados Australia website (www.avocado.org.au).

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth \$AUD180 million at farm gate and \$430 million at retail level. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

For more information Media Resources or Avocado News or contact Avocados Australia at ceo@avocado.org.au

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