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News

'Eating my colourful veges and fruit' launches into 2011 - 12/05/2011

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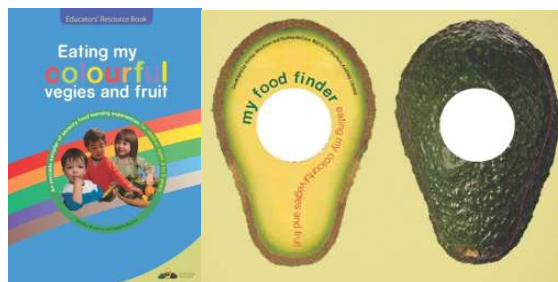
Avocado growers of Australia encourage early childhood educators to teach children to 'Eat the rainbow of colourful veges and fruit'.

Avocado growers of Australia are proud to announce the 2011 launch of 'Eating my colourful veges and fruit'; an early childhood program that equips early childhood educators with the information to encourage children to 'Eat the rainbow of colourful veges and fruit', 'Try new foods', and 'Eat more green plant foods'.

In August of last year Phase 1 of the 'Eating my colourful veges and fruit' early childhood program received overwhelming positive feedback from participating early childhood centres. In 2011, Phase 2 is now well underway with more than three times the number of centres signing up.

Increasing the consumption of fruit and vegetables has been identified as a priority by national health departments. The 'Eating my colourful veges and fruit' early childhood program has been created to support national and state health initiatives by helping educators contribute to well being and food-focused learning experiences for young Australian children.

Avocados are the focus of activities in the 'Eating my colourful veges and fruit' early childhood food learning resource package because they are uniquely suited to the overall aims of the program. From a nutritional perspective avocados deserve a place at the top of the list of desirable greens as they make such a valuable contribution to a child's diet.



A selection of the 'Eating my colourful veges and fruit' early childhood food learning resource package.

"Avocado growers of Australia are committed to ensuring that healthy messages about childhood nutrition are included in the curriculum, and this resource will help equip early childhood educators with a range of learning tools and knowledge about this important issue" commented Mr Antony Allen, CEO of Avocados Australia.

For more information about the 'Eating my colourful veges and fruit' early childhood program or to register for Phase 3, please visit avocado.org.au/earlylearning or email earlychildhood@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.

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