A campaign to encourage Territorians to eat more fruit and vegetables was launched today.

Delia Lawrie MLA, on behalf of Health Minister Dr Peter Toyne, launched the Go For 2&5™ health promotion campaign with the help of students from Malak Primary School.

Ms Lawrie and Department of Health and Community Services staff prepared a healthy lunch for the students, with food provided by Coles Supermarkets.

“This is an important initiative aimed at getting Territorians to eat at least two serves of fruit and five serves of vegetables per day,” Ms Lawrie said.

“It has been found that people who regularly had diets high in vegetables and fruits have substantially lower risks of many diseases.

“This includes a reduced risk of cardiovascular disease, stroke, several major cancers and possibly hypertension, Type 2 Diabetes and cataracts.

“And as childhood obesity rates continue to be a concern, getting our children to eat more fruit and vegetables is of the utmost importance.

“So it’s particularly important for parents to use some the recipe cards and promotional materials to get their children to eat more fruit and vegetables.

“If Territorians increase their consumption of fruit and vegetables to at least the recommended levels, there would be substantial reductions in disease due to poor diet and reductions in related health care costs.”

Ms Lawrie said a wide variety of raw and cooked vegetables should be eaten everyday, particularly dark-green leafy vegetables, such as spinach, orange/yellow vegetables like carrot, corn, pumpkin and red capsicum, and cruciferous varieties, including broccoli, cauliflower, Brussels sprouts and cabbage.

The NT launch complements a national campaign and includes Go For 2&5™ consumer resources, print and radio advertisements. Vegie Man will also appear at schools, on the Show circuit and at other venues to help promote the message.

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