

5 TIPS FOR THE 5-A-DAY WORKING WOMAN

1. Pop 2 servings of fruit (fresh, dried or 100% pure juice) into your bag along with your lipstick and perfume.
2. Start your day with an energy-boosting fruit smoothie (add wheatgerm or seeds and nuts for an extra boost).
3. Keep raisins, prunes and dried fruit rolls handy for those snack attacks.
4. Make your lunchtime meal a salad or vegetable soup at least twice a week.
5. Never leave the supermarket without at least 5 vegetable and fruit items in your trolley.

5 TIPS FOR GETTING MEN TO EAT THEIR 5-A-DAY

1. Make tomatoes part of your diet as their lycopene content appear to reduce levels of prostate cancer.
2. Add mushrooms, corn on the cob or vegetable kebabs to the braai menu and serve a tomato-and-onion gravy with the pap or potatoes.
3. Grab a piece of fruit or a handful of raisins for an energy boost before your gym work-out.
4. Be creative and end your meal with a fresh fruit salad of apples, melons and pears.
5. For the already health-conscious man, blend fruit into a smoothie by whizzing up a banana with some frozen mixed berries and a dollop of yoghurt.

5 WAYS TO GET KIDS TO EAT THEIR 5-A-DAY

1. Peel, pre-cut and cling-wrap fruit into manageable pieces for lunch boxes.
2. Cut up an apple or place a bowl of dried fruit near where your child plays.
3. Children tend to enjoy raw vegetables, such as carrots or cucumber, particularly when supplied with a favourite dip, such as hummus or guacamole.
4. Disguise vegetables in food – add pureed carrots to tomato-based pasta sauces and finely chop a variety of vegetables and hide them in home-baked pizzas, soups and mince dishes.
5. At mealtimes, make an edible picture out of fruit and vegetables – use broccoli for trees, carrots and celery for flowers, cauliflower for clouds and a yellow squash for the sun.



How much?

Science shows that to achieve the beneficial effects of vegetables and fruit, you need a minimum of 400g a day – more is even better. A serving has a portion size of 80g–100g.

Vegetables (3–5 servings per day)

- Cooked or raw, ½ cup (125ml)
- Leafy raw, shredded or chopped, 1 cup (250ml)
- Cooked legumes, drained, ½ cup (125ml)
- Juices, ¾ cup (200ml)

Fruit (2–4 servings per day)

- Whole, e.g. apple, 1 medium, approximately 100g
- Grapefruit, ½ fruit
- Melon, watermelon, pawpaw, 1 wedge approximately 100g
- Juices, ¾ cup or 200ml
- Diced, cooked or drained canned or bottled, ½ cup
- Dried fruit, ¼ cup, rounded to 50–65ml or 30g
- Avocado, 1 heaped Tbsp pulp, ¼ of a medium or 30–50g
- Olives, 3–5 olives or 30–50g
- Berries and other small fruit, ½ cup



Choose 5-a-Day at Pick n Pay!

Have you ever battled to plan a way to eat enough veggies and fruit?

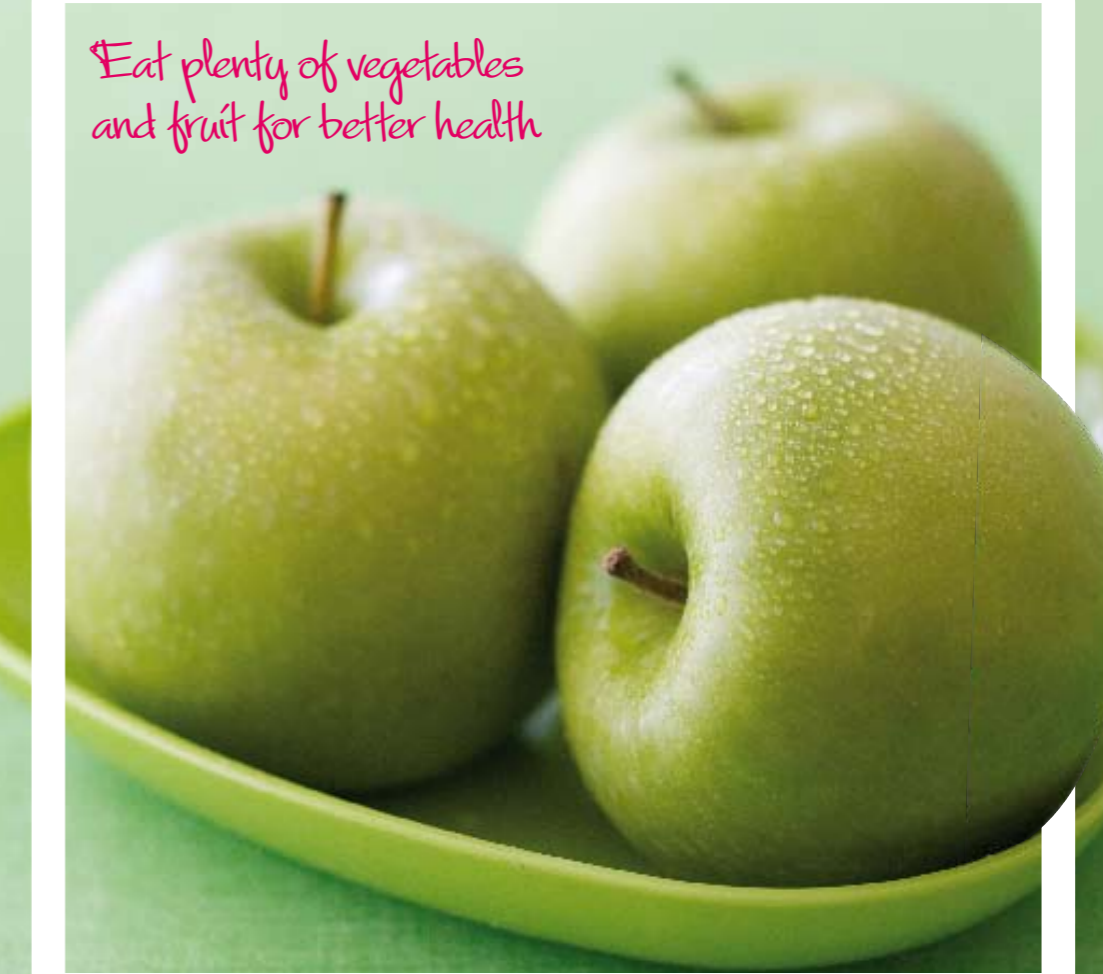
Pick n Pay has been inspired to make 5-a-Day even more achievable for you.

In 2009 Pick n Pay will make it a little easier for you by indicating the number of 5-a-Day portions contained in selected fresh vegetable and fruit products. For example, the Oriental Stir-Fry will indicate that it provides 6 servings of your 5-a-Day. So, for a family of three, you would know that each of you will be getting 2 portions towards your 5-a-Day target, leaving you to ensure you have another 3 servings that day. Remember the daily recommendation is a minimum of 5 servings of a variety of vegetables and fruit.

Look out for the 5-a-Day logo that makes it so much easier to keep your family healthier.

TakeFive

Eat plenty of vegetables and fruit for better health



Why 5-a-Day?

Around the world scientists agree that vegetables and fruit are important to our health, and there is growing evidence supporting the numerous benefits of eating plenty of vegetables and fruit.

The benefits include a reduced risk of heart disease, a probable reduced risk of certain cancers, diabetes and obesity, as well as an association with the prevention and alleviation of vitamin and mineral deficiencies. No wonder then that the World Health Organisation (WHO) has set a goal for everyone to increase their daily intake of vegetables and fruit to at least 400g a day. This is equivalent to 5 servings of 80g of a variety of vegetables and fruit.

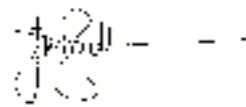
In South Africa, we live with sad but real facts:

- ★ 1 in 3 children are deficient in vitamin A, a deficiency that results in blindness, more severe infections, anaemia, poor growth (physical and cognitive) and even death. And yet...
- ★ the statistics for people who are overweight and obese are also frightening, with more than 29% of men and 56% of women classified as overweight or obese, and 1 out of 4 children already struggling with their weight.

Sadly, the average South African only eats about 3 of the recommended 5 minimum servings of vegetables and fruit each day. The reason we need to eat actual vegetables and fruit, rather than supplements, is that they contain so much goodness that goes beyond just vitamins and minerals, and that cannot be captured in a tablet. And the hundreds of components (some known and some still unknown) in vegetables and fruit act together, maintaining good health and preventing the development of numerous diseases.



So start today – young and old; men and women; adults and children. Start being inspired to eat the 5-a-Day way and you will reap the benefits forever.



Jane Badham
CEO: 5-a-Day
for Better Health TRUST



5-a-Day and health

DIABETES

- ★ The key to preventing and controlling diabetes is to eat your 5-a-Day as well as wholegrain cereals and legumes. Limit saturated and increase mono- and poly-unsaturated fats, and exercise regularly.
- ★ Vegetables all have a low glycaemic load and diabetics should eat plenty of them – fill half your plate at each meal with vegetables.
- ★ Mealies, potatoes and sweet potatoes count as starch – it is critical to control their portion sizes.
- ★ All fruits can be eaten and must be included in the diet. Aim for 3–5 portions a day but have no more than 1 serving at a time.
- ★ All diabetics should see a registered dietitian and follow an individualised eating plan – visit www.adsa.org.za for a registered dietitian in your area.

HEART DISEASE

- ★ Heart disease is the most common cause of death in South Africa, and 75% of diabetics suffer from heart disease as well.
- ★ It is important to monitor your weight, fat and salt intake and to follow an eating plan that includes at least 5 servings every day of a variety of vegetables and fruit; they are naturally fat free and contain very little sodium.

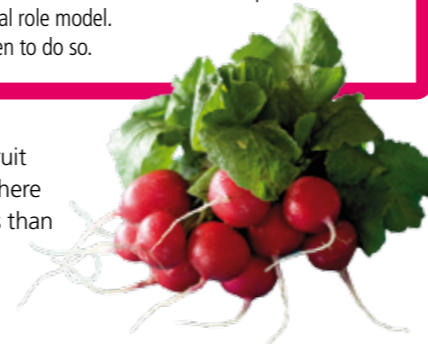
OBESITY

- ★ A diet high in fat and added sugar, low in fibre and short of 5-a-Day combined with little exercise contributes to the rise in people being overweight and obese worldwide.
- ★ Research shows that a diet high in vegetables and fruit helps with weight loss and with maintaining it. By eating more vegetables and fruit, you lower your energy intake and feel full for longer.

CHILDREN

- ★ Poor eating habits begin at an early age. The food your children eat determine what food they enjoy. The sooner you start encouraging healthy food choices in children, the easier it will be. Research is increasingly showing that vegetables and fruit play a crucial role in helping children reach their maximum potential.
- ★ Important to remember is that parents are children's most influential role model. If you don't eat the 5-a-Day way, then you can't expect your children to do so.

And there is so much more... research into vegetables and fruit shows their positive impact on many other areas of health. There is no doubt that eating the 5-a-Day way offers more benefits than we could ever expect.



Tips and hints for eating the 5-a-Day way

Orange vegetables and fruit, such as butternut and pawpaw, are rich in vitamin A, while citrus fruits can substantially boost your vitamin C intake. And that's what makes eating a variety every day important. All vegetables and fruit contain a multitude of goodness, so eat plenty (at least 5 servings) of a variety of different vegetables and fruit everyday.

HERE ARE 10 TIPS TO GET YOU GOING...

- ★ Remember that frozen vegetables and fruit also count.
- ★ 100% fresh fruit juice and dried fruit counts but each can only make up 1 of your 5-a-Day – at least three of your 5-a-Day must come from fresh or frozen.
- ★ At least half of the plate at every meal should be made up of vegetables and/or fruit.
- ★ Double your normal serving of vegetables.
- ★ Add a glass of 100% pure fruit juice or a fruit smoothie to breakfast.
- ★ Mid-morning, choose a piece of fruit or a handful of dried fruit as a snack.
- ★ At lunch, add a portion of vegetables in the form of a soup, salad, or cooked vegetables (hot or cold).
- ★ At dinner, include 2 more vegetables or add a fruit salad or baked apple or banana served with sorbet or low-fat yoghurt.
- ★ When making a tomato-and-onion gravy, add mushrooms, beans and finely chopped carrots or use a food processor to finely chop vegetables and add to soup, mince dishes or stews.
- ★ Try new salad ingredients and experiment with adding fruit to salads – add sprouts, blanched broccoli, radishes, asparagus, celery, baby spinach, apple, pear, melon, the choices are endless.

