



Victorian Vegetable Growers



Notes

27 Nov 08

“JUST ADD FRUIT & VEG”

The **Vegetable Growers' Association of Victoria** is proud to support a great new initiative that encourages all Victorians to eat more fruit and vegetables in line with the recommended daily amounts.

VGA Executive Officer **Tony Imeson** is a member of the Project Advisory Group, along with representatives from the Heart Foundation and the Melbourne Market Authority.



Go for 2&5
FRUIT VEG

The **Just Add Fruit & Veg** promotion is an innovative collaboration between the fruit and vegetable industry and the health sector. The promotion is funded by the Victorian Government.

The campaign has provided **retailer training programs** and aims to increase the consumption of fresh produce across Victoria.

The **Just Add Fruit & Veg** campaign has lots of simple ideas and tips that make it easy to remember how to “just add” fruit and veg each time you prepare your favourite meal.

Peter McLennan, Chief Executive Officer of Melbourne Market Authority said that fruit and vegetable retailers were excited about the promotion as it urges shoppers to try interesting and fun ways to add fruit and vegetables to meals.



Tip cards with the **Just Add Fruit & Veg** messages are available from fruit and vegetable retailers and independent supermarkets across Victoria.

These simple healthy meal ideas and tips for breakfast, lunch, dinner and snacks are can be downloaded from:

www.goforyourlife.vic.gov.au

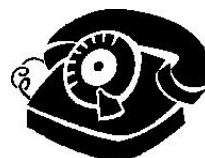
Download your seasonal guide to fruit and vegetables from:

www.marketfresh.com.au

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