



NEWS RELEASE

16 February 2010

National DAILY banana consumption now tops 5 MILLION

Gordon Brown, eat your heart out - Aussies are big on bananas too

Hard on the heels of UK Prime Minister Gordon Brown telling the world he eats up to nine bananas a day while on the campaign trail, the latest banana production and market statistics show that Australians eat five million bananas a day. That's almost one banana eaten for every four Australians each day and each one is Australian-grown.

Accredited Practising Dietitian Glenn Cardwell says, "It's no wonder with this level of consumption that bananas are the No.1 selling fruit and among the top 10 supermarket items in Australia.

It also says that Australians are getting the message that bananas are a natural healthy snack and ideal for people of all ages any time of the day. So five million bodies are thanking Australian banana growers for the potassium, B vitamins and fibre their fruit provides," he says.

"You don't have to go to the extremes of the British PM - we don't suggest anyone adopting an extreme eating style. One or two bananas a day are great for your health; balance is always best and one or two bananas help that balance," Cardwell says.

In the 2009 calendar year almost 270,000 tonnes of bananas were shipped to markets throughout the country, with fruit being grown year-round with small fluctuations month by month as weather conditions change.

Cardwell says, "Bananas are the natural healthy energy snack that all Australians regardless of age should consider at breakfast time or to eat through the day.

"If breakfast time is limited, or a wholesome meal difficult to prepare, a banana or a banana smoothie are simple and nutrition-packed ways to kick-start the day.

"Mid-morning or mid-afternoon, a banana can provide the fuel to recharge energy stores to make it to the next meal.

"But above all, a banana is one of the best snack foods available. Bananas are high in natural sugars and, despite the myths, are fat free. So while being the perfect energy boost, bananas are do not ring obesity alarm bells," he says.

Cardwell says, "As attention is increasingly being focused on obesity, a healthy start to the day is critical, as is food intake during the day.

"By skipping breakfast, people are likely to consume more during the day meaning they are more prone to being obese and developing Type 2 diabetes and heart conditions. People who eat breakfast generally have a better memory, better mood, fewer flu and cold issues and eat less fat, all important for better health," he says.

Media enquiries:

Glenn Cardwell, Accredited Practising Dietitian
Nutrition Impact Pty Ltd
Tel: (08) 9367 3556, Mobile: 0413 806 406
Email: glenn@glenncardwell.com