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Media Release

The Banana - 'Natures wonder fruit' returns

Nutritionists across Australia are heralding the return of bananas to markets nationally at affordable prices – the only fruit to contain all the major vitamins A, B1, B2, B6, C – their return is good news for Australian health and well being.

According to Dietitian Glenn Cardwell the increasingly fast-paced way of life has Australian's juggling the balance between work, life, family and a social life can mean that often health can take a backseat to other priorities.

'Too often I see people eating unnecessary calorie fillers such as sweet biscuits, cakes, packet chips, or other similar snacks that are easy to store in a bag or car and consume on the go.

'However while these snacks may be filling – they deny consumers their daily nutritional needs' says Cardwell.

A banana can also easily be stored in your bag, eaten on the run, is sweet and filling but in comparison to these other snacks, provides many essential vitamins needed by active busy bodies in one serving.

'A banana is in fact the best source for vitamin B6 – with one average sized banana providing about a quarter of the body's daily B6 needs.

'Just as important, it is very easy for the body to absorb the Vitamin B6 from bananas.

'It is also well known that bananas are the best fruit source for potassium which helps control blood pressure and reducing the chance of a stroke.

According to Cardwell, 'A study following 10 000 people for 17 years showed a lower risk of stroke in men with high blood pressure who had the highest potassium intake. The Deakin University study showed a significant fall in blood pressure when subjects ate more fruit and vegetable and reduced their sodium intake.

'With less than 10 percent of the population getting an adequate intake of potassium, as judged by the national Health and Medical Research Council the return of bananas to the market at affordable prices couldn't come at a better time for Australians' says Cardwell.

So with prices already seeing a drop from \$12 to \$6 a kilo this month, there is no better time for Australians to re-invest in their health by adding a banana to their daily diet for a multi-vitamin and a nutritious snack in one.

For more information please contact:

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