



Thursday 1<sup>st</sup> February 2007

**Media release**

**Back to school, back to bananas.**

It won't be just children returning to school this week. With bananas now back to pre-cyclone production levels and affordable prices, the fruit will also be making its return to school after high prices saw them missing from children's lunchboxes for most of last year.

Bananas have long been a favourite in the school lunch box. Easy to store, easy to eat, sweet and tasty and filling, bananas are a great school yard snack.

Last March banana plantation damage caused by Cyclone Larry cut production by 90 percent, creating a huge imbalance between demand and supply. As a result, record prices were being paid by consumers to get hold of a share of the tiny volumes of bananas trickling onto the market.

However, according to Chief Executive of the Australian Banana Promotions Company, Craig Allen, "The banana shortage and prices of \$15 a kilogram are now gone.

"Right now, supplies of high quality Australian bananas are back to their peak levels and prices are around \$2.00- \$3.00 a kilogram.

According to Glenn Cardwell, Dietician and author of 'Gold Medal Nutrition', the internationally published sports nutrition manual, "The return of bananas is great news for parents and children who now have the school lunch box on their mind.

"Bananas provide vitamin C, folate and other B group vitamins. In fact bananas are an outstanding source of B vitamins, vitamin C, and are packed with fibre and potassium making them the perfect lunchbox snack for active developing bodies as well as providing the energy needed for performance throughout the school day," Cardwell said.

So once bananas are ready to get back to school with students around the nation and ready to make those bodies sing again.

**Enquiries**

Craig Allen  
Chief Executive, Australian Banana Promotions Company

Tel (03) 9372 3035, Mobile 0412 735 443

Glen Cardwell, Nutrition Impact Pty Ltd  
Tel (08) 9367 3556, Mobile 0413 806 406  
[glennc@netspace.net.au](mailto:glennc@netspace.net.au)