

Media release

Bananas make those creative juices sing in schools

Learning more about bananas and other fresh produce has inspired school children in Victoria to acknowledge the banana industry with creative ways of thanking growers for their participation in a schools program.

In conjunction with the Melbourne Market Authority, the Australian Banana Promotions Company (ABPC) has participated in The Market Fresh Schools Program, an educational venture designed to educate children about the importance of fruit and vegetables in their diets, and the processes involved in bringing the produce to their homes.

ABPC Director, Craig Allen said, “Judging by student feedback it appears the banana story is one of the most appealing. Like the majority of the population, students understandably take produce for granted. Australian bananas especially fall into this category, because they are always in stores and always fresh, which tends to form a belief that they just happen.

“The education program has enabled the banana industry to touch an estimated <number> students. It includes a 12-minute video presentation featuring television star Noni Hazelhurst and Smiley the Scarecrow. Together they help students discover how fruit and vegetables are grown, harvested and transported to their stores.

“Key messages in the program are nutritional values and the qualities of various fruits and vegetables. This is where bananas lead the pack, and probably why students have gone to the trouble of creating and sending thank you cards to banana growers,” he said.

To optimise student interest, the program also includes a colouring competition and learning activities, along with industry donated prizes.

Allen said, “The key goal of the program is to increase student awareness of the importance of eating fruit and vegetables. Bananas, with their high nutritional value when compared with other fruit and vegetables stood out among students as a valuable source of body fuel.

On behalf of Australian banana growers it is our intention to continue to support the Market Fresh Schools Program as part of our quest to broaden awareness of the role bananas can play in improving the diet of young Australians.

Enquiries

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