

National Nutrition Week 2023 Supporter Kit



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TRY FOR 5



Every veg counts

Every cent counts

Every moment counts

91% of Australians are not eating the recommended 5+ serves of vegetables each day.

Try for 5 is an annual campaign run by Nutrition Australia during National Nutrition Week (October 15th – 21st 2023) to boost awareness of the importance of vegetables to our health and wellbeing. Together we will share recipes, tips and tricks on how eating vegetables can help us all thrive.

The core campaign message is **Try for 5** - Our purpose is to get the whole population eating more vegetables and feeling the benefits by showcasing the pillars of affordability, health and ease when it comes to veggies.

There's no better time to join the movement and make a change. **The Try for 5** campaign runs from 15 - 21 October 2023. Use this Supporter Kit to share with your audience. You'll find everything from social media posts, eDM's, posters and key messaging. If there is anything else you need, please get in touch to discuss how we can support you.

Follow us and our dedicated sponsors on social media for useful information, delicious and budget friendly recipes, competitions and more! **Check out www.tryfor5.org.au**



KEY MESSAGES



Every veg counts

Every cent counts

Every moment counts

- Try for 5 is an annual campaign run by Nutrition Australia during National Nutrition Week, October 15th – 21st 2023. The campaign seeks to raise awareness on the importance of vegetables to our health and wellbeing. Our aim is to help and support Australians to make a positive change in their lives by consuming more vegetables.
- Australians are not eating enough vegetables. Less than 9% of adults and children are eating the number of serves recommended by the Australian Dietary Guidelines. (ABS National Health Survey 2020-21).
- We are passionate about improving the health outcomes of Australians by supporting them to Try for 5 serves of veggies every day. We believe that:
 - **Every Veg Counts** > We will support Australians in their journey to reach five serves of vegetables every day and see the improvement in their health.
 - **Every Cent Counts** > We will provide money-saving tips and tricks to demonstrate that eating vegetables is great for your wallet and health.
 - **Every Moment Counts** > We will supply quick and easy recipes and tips to help Australians save time in the kitchen and spend more time enjoying life's special moments.

KEY MESSAGES



- There is a well-established link between increased intake of fruit and vegetables and improved health outcomes. Diets rich in fruit and vegetables have been shown to protect against high blood pressure, obesity, heart disease, stroke, type 2 diabetes and some cancers.
- Rising costs of living has put even more pressure on household budgets and diets - 43% of Australians recently stated they experienced some form of financial hardship (NAB Q2 2023 report).



SOCIAL MEDIA



Download our social media kit and join the Try for 5 movement!

Follow and tag us at:

 [@nutritionaustralia](https://www.instagram.com/nutritionaustralia)

 [@NutritionAustralia](https://www.facebook.com/NutritionAustralia)

Use our hashtags:

#TRYFOR5

#NATIONALNUTRITIONWEEK

#EVERYVEGCOUNTS



[Download and view all assets here](#)

(there are even more options in the full suite)

www.tryfor5.org.au

SOCIAL MEDIA

Use this copy or create your own



AFFORDABILITY

It's National Nutrition Week and we are excited to be supporting @nutritionaustralia's Try for 5 campaign.

Every veg counts this National Nutrition Week!

The cost-of-living crisis doesn't have to be a crisis for your health.

Nutrition Australia will be bringing you money saving hacks, delicious recipes and a week of competitions and giveaways.

#tryfor5 #everyvegcounts #nationalnutritionweek2023

GENERAL

Try for 5 this National Nutrition Week!

We're proudly supporting @nutritionaustralia in their mission to get everyone eating 5 serves of veggies a day.

They're focused on bringing you budget-friendly, simple recipes so that you can make the most of life's special moments.

Visit tryfor5.org.au and follow @nutritionaustralia for daily tips and recipes to help you make every veg count!

#tryfor5 #everyvegcounts #nationalnutritionweek2023

HEALTH

Boost your mood! Enjoy your food!

Eating five serves of vegetables a day can help to improve your health and mood.

That's why we're supporting Nutrition Australia and their Try for 5 campaign.

Visit tryfor5.org.au and follow @nutritionaustralia for great tips on mood-boosting veggies, delicious recipes and your chance to WIN prizes.

#tryfor5 #everyvegcounts #nationalnutritionweek2023

SOCIAL MEDIA

Use this copy or create your own



AFFORDABILITY

We know that #everycentcounts so this National Nutrition Week @nutritionaustralia are sharing budget-friendly recipes and tips to help you get more veggies in your life.

#Tryfor5 serves of veggies a day and see the benefits to your health and your wallet.

We proudly support the #tryfor5 campaign and we're excited to share their great resources to help you save money on your weekly shop.

Visit tryfor5.org.au and follow @nutritionaustralia for daily tips and recipes to help you squeeze more veg into your day and more value from your dollar.

#tryfor5 #everyvegcounts #everycentcounts #nationalnutritionweek

HEALTH

We're supporting Nutrition Australia's mission to encourage people to get their 5 serves of veg each day.

Kickstart your day by adding veggies to your breakfast!
Having vegemite on toast? Add some avocado!
Making an omelette? Chuck in some chopped tomato!

Visit tryfor5.org.au and follow @nutritionaustralia

#tryfor5 #everyvegcounts #nationalnutritionweek2023

EASE

We know that time is precious and every moment counts so we're supporting Try for 5 this National Nutrition Week.

@nutritionaustralia have created fast and easy recipes so you can spend less time in the kitchen and more time enjoying life's special moments.

Visit tryfor5.org.au for great, simple recipes which will help you achieve 5 serves of veggies every day! Plus there are veg-tastic prizes to WIN.

#tryfor5 #everyvegcounts #nationalnutritionweek2023 #everymomentcounts

FOR MORE GREAT VEG INSPIRATION AND CONTENT FOLLOW OUR WONDERFUL SPONSORS

(simply click their logos below to follow)



BANNERS

We live in an online world – use these in your email signatures, eDM's or website



200px
600px

LOGO

[Download our logo to use in your communications.](#)



[Download and view all assets here](#)

POSTER

Print and display them. In your office, staffroom, kitchen, hallway! Even your front door if you really feel like it!

EVERY VEG COUNTS!

NATIONAL

try for 5

NUTRITION WEEK

15 - 21 October 2023

PROUD SPONSORS

AUSVEG, BIRDS EYE, GOOD & FUGLY, Vitamix, Sanitarium, Edgell, COOKING COUNTRY, VELISHA FARMS

SCAN ME!

Or visit tryfor5.org.au for budget friendly, time-saving recipes and tips to help you enjoy more veg!

The poster features a central graphic of a white plate with a blue rim. On the plate, the text 'try for 5' is written in blue and orange, surrounded by five different vegetables: a head of broccoli, a red bell pepper, an orange bell pepper, a carrot, and a bunch of bok choy. The words 'NATIONAL' and 'NUTRITION WEEK' are written in green on the top and bottom of the blue rim, respectively. To the right of the plate, a green curved banner contains the dates '15 - 21 October 2023'. Above this banner, the text 'PROUD SPONSORS' is written in blue. Below this text, several logos are displayed: AUSVEG, BIRDS EYE, GOOD & FUGLY, Vitamix, Sanitarium, Edgell, COOKING COUNTRY, and VELISHA FARMS. At the bottom left, there is a QR code with the text 'SCAN ME!' above it. Below the QR code, there is a short paragraph of text. At the bottom right, there is a circular inset image showing a wicker basket filled with various fresh vegetables, including carrots, green onions, and leafy greens.

EDM / NEWSLETTER



Use the suggested copy to tell your organisation about National Nutrition Week and encourage them to get involved (it's as easy as copy and paste).

WHEN: The lead up to National Nutrition Week -

Get ready! Try for 5 is coming October 15 - 21. Held during National Nutrition Week, Try for 5 is a unique collaboration between Nutrition Australia, vegetable growers and other health-focused organisations to help Australians eat more vegetables in a day.

We all know that vegetables are important for our health yet **91% of Australians are not eating the recommended 5+ serves a day.**

This year Try for 5 is bigger and better than ever with:

- A competition with HUGE prizes to win, PLUS a daily giveaway
- Over 100 new veggie loving recipes
- Free digital recipe e-book
- Expert tips, resources and templates to make eating more veg easy pea-sy!

Improve the health of your body, mind and wallet this National Nutrition Week and Try for 5!

Check out www.tryfor5.org.au and follow [@nutritionaustralia](https://twitter.com/nutritionaustralia) on socials.





WHEN: To share the opportunity to WIN with your organisation

Headline: **You and a friend can WIN BIG this National Nutrition Week!**

It's National Nutrition Week (15th – 21st October) and Nutrition Australia are giving you AND a friend the chance to win a huge prize pack EACH!

You'll each win over \$1,500 worth of prizes including a Vitamix, Good and Fugly veggie box subscription and \$500 Coles Gift Voucher + more.

To enter: Simply head to @nutritionaustralia on Instagram or FB, tag a veggie-loving friend and follow the below accounts for your chance to win. Tag as many friends as you like for more chances to win.

[Nutritionaustralia](#) , [vitamix_aunz](#) , [sanitarium_au](#) , [goodandfugly](#) , [edgellau](#) , [birdseye_au](#) , [velishafarms](#) , [ausveg](#) , [carisma_potatoes](#)

The fun doesn't stop there - with daily cookbook giveaways, keep tagging your veg-tastic friends.

Try for 5 and WIN BIG!

WHEN: During National Nutrition Week - It's not too late - use this to keep the momentum going

We're supporting Nutrition Australia this National Nutrition Week and they're off to a veggie good start with so many of you Trying for 5!

We all know that vegetables are important for our health yet 91% of Australians are not eating the recommended 5+ serves a day.

Keep following along as Try for 5 continues to bring you delicious veggie recipes and helpful money-saving tips! PLUS the chance to win huge prizes (for you and a friend!).

Check out www.tryfor5.org.au and follow [@Nutrition Australia](#) on socials.



COMPETITION



There are huge prizes to WIN this National Nutrition Week!

We are giving a lucky winner and a friend the chance to win a huge prize pack EACH including a Vitamix, Good and Fugly veggie box subscription and \$500 Coles Gift Voucher.

To enter - Simply head to our @NutritionAustralia Instagram or FaceBook account, tag a veggie-loving friend on the competition posts and be following our Sponsor accounts. You can tag as many friends as you like for more chances to win.

The fun doesn't stop there, we have daily giveaways throughout the week!

See the website for full details - tryfor5.org.au/get-involved#competition



CONTACT US



Please reach out with any questions on how we can support you to promote Try for 5 this National Nutrition Week



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THANKS TO OUR VEG LOVING SPONSORS WHO MAKE THIS POSSIBLE!





FAQ



What is Try for 5?

Try for 5 is a national campaign to encourage Australians to try for the recommended 5 servings of veg per day. It runs throughout National Nutrition Week and is brought to you by the experts at Nutrition Australia with the support of vegetable-aligned Sponsors.

How many serves of vegetables should I be eating?

Australian Dietary Guidelines recommend 5+ serves of vegetables per day for adults.

How much is a serve?

One of the biggest issues faced is correctly understanding what a serve of veg looks like. A serve could look like - 75g or ½ cup cooked or frozen veg, 1 cup salad / raw veg, 1 medium tomato, ½ potato or about the size of your fist.

Who is behind the campaign?

Nutrition Australia leads the annual Try for 5 campaign. We partner with some incredible health focused organisations and vegetable growers. Our 2023 Sponsors are: Vitamix, Velisha Farms, Sanitarium, Simplot (Birds Eye & Edgell), Good & Fugly, Carisma Potatoes and AusVeg.

Are Australians eating enough vegetables?

No – 91% of adults in Australia are failing to eat the recommended amount of vegetables. Only 9.0% of children eat the recommended daily intake of vegetables. We need to drastically improve these numbers to achieve better health outcomes.

Why are we not eating more vegetables?

We know that the current cost of living crisis is putting major pressure on households. This is reflected in recent research conducted by Nutrition Australia. 72% of those polled stated that affordability is impacting their consumption of vegetables. A lack of time and inspiration is impacting vegetable consumption for 39% of our research participants.

But with vegetable prices continuing to rise, vegetables will still be unaffordable. What can I do?

There are many great ways to make your dollars stretch further; buy in season, buy frozen or canned vegetables and use up what you have in the fridge. You can mix vegetables with great value proteins like tinned lentils or chickpeas. We've got budget recipes and simple tricks because we understand that every cent counts.

FAQ



How can you help me to eat more vegetables?

We're celebrating the fact that every veg counts. Follow Nutrition Australia on social media to stay up to date with our great recipes, tips and competitions. We have so many resources to help you eat more veggies. Check out tryfor5.org.au today.

How can I get involved in Try for 5?

The best way to get involved is by making a conscious effort to Try for 5 Veg each day!

Help us spread the word and encourage others to join the movement and TRY FOR 5! Share on socials, in your communications and around your workplace.

Visit tryfor5.org for all of the latest ideas, recipes and tips and follow @Nutrition Australia on social media.

What is the Tryfor5 competition?

This National Nutrition Week we're giving away HUGE prizes to encourage more people to Try for 5. Head to our website for more information.

Are all the recipes vegetarian?

No, we have so many recipes to try. All of the recipes have veggies in them but they are about getting more veg in your day. We've got everything from prawn linguine, ginger and veggie stir fry, delicious snacks and even gluten free carrot cake.

How can I find out more about the sponsors?

Try for 5 week wouldn't be possible without the help of our Sponsors. Learn more about them at tryfor5.org/sponsors.



THE FACTS & RESEARCH



If you'd like to know the facts, check out the science and data below.

Cost of living

NAB Q2 2023 report quotes (4)

- 43% of Australians experienced some form of financial hardship in Q2.
- Money is “very much” a source of stress for 1 in 3 Australians, and 1 in 4 are struggling “very much” to make ends meet.
- Around 1 in 5 Australians overall also said hardship was caused by not having enough money for food & basic necessities

Nutrition and wellness

- “Vegetables are at the very centre of healthy eating and a critical part of our diet for people of all ages. They can safeguard us from chronic health conditions – such as diabetes, stroke, heart disease and obesity, but we still don’t eat as many as we should”. – *Lucinda Hancock, Nutrition Australia*
- “Vegetables play a pivotal role in optimal nutrition. Their rich nutrient profiles not only support physical health but also contribute significantly to overall well-being. Prioritising vegetables in one's diet is an investment in long-term health and vitality.” - *Lucinda Hancock, Nutrition Australia*
- “Vegetables in the morning aren't just a meal choice; they're a proactive step towards a day of peak performance and well-being.” – *Lucinda Hancock, Nutrition Australia*

Vegetable intake in Australia

- Less than 1 in 10 (8.7%) Australian adults eat the recommended daily intake of vegetables and only 9.0% of children aged 2 – 17 years meet the vegetable recommendation, 4.1% of children did not eat vegetables at all. (1)
- 1 in 4 Australians are only eating a single serve of veg or less a day (2)



THE FACTS & RESEARCH



Budget-friendly

- Buying in season vegetables can save up to \$50 a week on family food bills
- “Frozen and canned veggies are still packed full of nutrients, plus have the added benefit of being budget friendly and convenient” - *Amber Kelaart, Advanced Accredited Practising Dietitian, Nutrition Australia.*
- “Choosing imperfect veg is an easy way to combat the rising cost of living while doing good for the planet and our farmers. With the added bonus of convenience, vegetable delivery boxes are roughly 30% below the cost of what you would pay at the supermarkets”. – *Richard Tourino, Good & Fugly*

Food waste

- 1/3 of all food produced is wasted. - Australia wasted 7.6 million tonnes of food each year, enough to fill the Melbourne Cricket Ground ten times. (5)
- Food waste costs households \$2,000 to \$2,500 per year and the economy \$~36.6b (1)
- Australian households throw away around one in five bags of groceries, equal to around 312kg per person (1)
- 25% of Australian vegetables don't leave the farm due to not meeting visual specifications of supermarkets and consumers (3)
- “We conducted the most comprehensive research into food waste behaviours and interventions in Australian homes and found three of the most impactful actions people can start taking to reduce their food waste were leaving a night a week to eat or repurpose leftovers, storing food correctly, and getting creative to use food you already have. These simple actions can help Australian households save food and save up to \$2500 a year.” - *Fight Food Waste Ltd Chief Executive Officer Dr Steven Lapidge* (5)
- "Australia's food is too good to waste and we want to see more of the high-quality and nutritious fruit and vegetables feeding people not going to waste." - *Fight Food Waste Ltd Chief Executive Officer Dr Steven Lapidge* (5)

Resources

1. 2020 – 2021 National Health Survey- [Dietary behaviour, 2020-21 financial year | Australian Bureau of Statistics \(abs.gov.au\)](#)
2. [FVC, 2022 - Shifting the dial on vegetable consumption](#) - Rebuilding healthy families in a COVID-19 disrupted Australia
3. Fight Food Waste CRC 9 <https://fightfoodwastecrc.com.au/>
4. [NAB Q2 2023 Report](#)
5. Fight Food Waste Australia – <https://www.fao.org/3/mb060e/mb060e.pdf>