

5 A DAY MADE EASY

NHS



Just Eat More
(fruit & veg)

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A circular inset in the bottom right corner shows a smiling man with glasses, identified as Dr Chris Steele, wearing a white lab coat.

**INTRODUCTION FROM
THIS MORNING'S
DR CHRIS STEELE**

5 A DAY WHAT DO I NEED TO KNOW?



WHY EAT 5 A DAY? INTRODUCTION BY DR CHRIS STEELE



Eating more fruit and vegetables is one of the best ways to **reduce the risk of cancer** and protect against heart disease.

Fruit and vegetables are also generally low in calories and fat, making them ideal for anyone watching their weight. What's more, eating a variety of at least 5 portions of fruit and veg a day is a positive way to be healthier, as it concentrates on what you can eat rather than what you should cut out from your diet!

There are so many different types of fruit and vegetables that there's something for everyone. To get the maximum benefits, it is important to eat a variety of fruit and vegetables. Evidence suggests that the easiest way of achieving 5 A DAY is to eat more fruit and veg, more often.

Turn to the back page of the booklet to find out what counts as a portion.

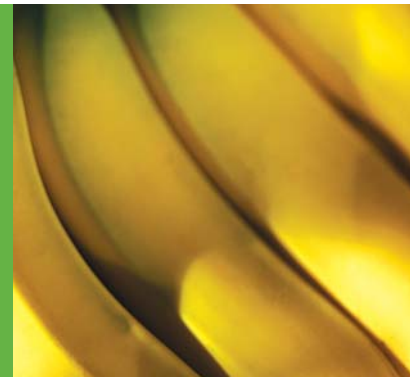
This booklet gives you some easy ideas on how you can Just Eat More (fruit & veg)



Just Eat More
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1 TO AVOID WASTE, HEIDI JACKSON, FROM CARLISLE SAYS:

"If bananas are going a little soft, don't throw them out. Peel them, wrap in cling film then freeze. Eat like a frozen lollipop – they taste like banana ice cream"



EATING MORE FRUIT AND VEG ON A BUDGET

There are so many ways to eat more fruit and veg and it doesn't have to break the bank. Here are some easy and cost effective suggestions:

2 OLIVER GILLIE, FOOD WRITER SUGGESTS:
"Stews make a cost effective, easy and tasty meal with meat and vegetables in delicious gravy." Cook lean meat with chopped onions, carrots, potatoes, mushrooms and peppers slowly in a large pot with water and stock and add seasoning and mustard to taste

3 "Frozen vegetables are cheaper and easier than fresh veg and you only have to cook as much as you want, so there's no waste. I've been told that they're as good for you as fresh veg"
MELANIE EVANS, MANCHESTER

4 CHRIS DUNCAN FROM BARNSELY SUGGESTS:
"I keep a stock of canned fruit and veg in the cupboard for emergencies. They're really quick to prepare, and if you open a tin of fruit in natural juice, you've got an instant healthy pudding"



5 TAKE CELEBRITY CHEF, GARY RHODES'S ADVICE:

"Prices for fruit and veg at local markets are usually very competitive for larger quantities – visit a market with a friend or relative and stock up. Select fruit and veg that are in season as this will be cheaper and far more flavoursome"

TIPS FOR CHILDREN

Encouraging your children to eat more fruit and vegetables can be hard work, often making you resort to bribing or forcing them to eat their greens.

It doesn't have to be so difficult. There are some simple things you can do to encourage children to eat a range of fruit and veg as part of their daily diet.

"Kids usually like finger food so cut up a selection of veg to serve with dips"

4 FOOD WRITER MAGGIE PANNELL SUGGESTS HAVING PREPARED SNACKS:
"Make up little goodie bags of mixed dried fruits to pack into lunch boxes or to take on outings and picnics. Raw vegetables are generally preferred to cooked ones and kids usually like finger food so cut up a selection of veg to serve with dips"

5 Or try making 'Traffic Light Fruit Salad' which consists of strawberries, kiwi fruit, yellow melon, yellow plums and mango. This is all chopped up very small." You can use tinned or fresh fruit for this and experiment with different fruit and vegetables in the same colours

HELEN BRUNTON, HERTS

1 "If your child will not eat vegetables on their own, create things like a vegetable sauce for pasta. Use vegetables such as carrots, mushrooms and red pepper blended into the sauce. What children cannot see they cannot pick out!"

ANNABEL KARMEI, FOODWRITER
WWW.ANNABELKARMEI.COM

2 "Try making soup – chop up any leftover vegetables (including brussel sprouts!) and boil them altogether. Add stock for flavouring and process the whole lot until it is an appealing consistency. My daughter loves this soup and is getting many vegetables all at once without knowing what she is eating!"

HELEN BRUNTON, HERTS

3 FOOD WRITER, OLIVER GILLIE SUGGESTS ADDING OTHER VEGETABLES TO MASHED POTATO.

Although the potato doesn't count as a portion, the vegetable you add will: "Children love mashed potato. I have found that they also enjoy mashed potato with swede or parsnip mashed in as well"



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Each of the four Select Mini Bags in the range contain 80g of salad which provides one portion towards your 5 A DAY! Salads available are Summer, Three Leaf, Sweet & Crunchy and Iceberg. Minis are available in Iceland, Booths, Kwik Save, Spar and Budgens.



Send your answers with your name and address on a postcard to arrive no later than 30th October 2004 to: Select 5 A DAY Salad, Hazeldene Foods Ltd, Taylors Meanygate, Tarleton, Preston, Lancs, PR4 6XB.

The judges' decision is final. No cash alternative will be offered. A full list of rules is available on request from the address overleaf. The winner will be notified by post 21 days after the closing date.

10p OFF

5x25g Multipack

Leading the way in
Fruit Snacking!



A great, healthy kids' fruit snack, that you'll find in the homebake aisle at selected Asda, Morrisons, Safeway, Somerfield & Budgens stores.



Just Eat More
(fruit & veg)

Moulinex

Get healthy with the JuiceMaster

Win

the Moulinex
Juice Master jnr*



Jason Vale is The JuiceMaster

Win £350 holiday vouchers!

To celebrate the launch of the Select Mini Bag salads,
Hazeldene Foods are offering you the chance to win £350 towards your
Thomas Cook 2005 summer holiday!

How to enter:

Answer the two simple questions below and complete
the tie-breaker in no more than 12 words.

1. How many portions of fruit and veg should we eat per day? 1 3 5
2. How much salad is there in a Select Mini Bag salad? 50g 80g 95g
3. Tie-breaker – A Select Salad a day _____

WHAT COUNTS AS A PORTION



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If you're feeling inspired by the tips in this booklet but
you're unsure of what counts as a portion, use the chart on
the reverse to help you and your family reach your 5 A DAY target.



Moulinex

For more information on juicing and getting healthy - visit the moulinex web site at www.moulinex.co.uk and email us - quoting 'Juicemaster 5 A DAY information'

To win a Juice Master jnr send your name and address, with the reference **JUICE MASTER JNR** offer to:

Moulinex JuiceMaster 5 A DAY competition
11-49 Station Road, Langley, Slough. SL3 8DR

*** Terms and conditions**

1. The first 20 entries drawn after closing date will win a Juice Master jnr. 2. All non winning entries will receive information on getting healthier with The Juicemaster Jason Vale. 3. This offer is not valid with any other Moulinex promotion.
4. No responsibility will be taken for any products that are lost, damaged or delayed in the post. No third party applications.
5. All names and addresses to be received by 1st September 2004.

Fruit / Vegetable	Quantity	Portion
Apple / Banana / Pear / Orange	1	✓
Satsumas / Plums	2	✓
Cherries / Grapes	12 – 15	✓
Dried Fruit (Raisins / Apricots)	1 tablespoon	✓
Melon	1 slice (approx 2 inches)	✓
Cooked Carrots / Peas or Sweetcorn	3 heaped tablespoonfuls	✓
Mixed Salad	1 cereal bowl	✓
Cherry Tomatoes	7	✓
Tomato (medium sized)	1	✓
Pepper	half	✓
Onion	1	✓
Sliced Mushrooms	3 handfuls	✓
Glass of 100% Fruit / Vegetable juice	1 Glass (150ml)	✓

TIPS FOR YOUR MAN



TRY FOLLOWING KAREN DAVIES'S SIMPLE ADVICE:

“Encourage your partner to add tomato, cucumber and lettuce to sandwiches.”

One cereal bowl of mixed salad counts as a portion

Encouraging your man to eat more healthily can often be as much of, or in some cases, more of a challenge than it is to convince children to eat fruit and vegetables.

*“Vegetables – they’ll never fill me up!”
“Salad is for girls!” “I’m not eating that – it’s green!...”*

Sound familiar? If you’re no stranger to these complaints, try the following tips, guaranteed to inject some fruit and veg into your man’s diet, without him even realising!

1 Get your partner to cook vegetable or fruit kebabs on the barbecue – men love barbecuing!

LAUREN GODDARD, SOUTHAMPTON

2 JANETTE MARSHALL, AUTHOR OF THE NEW EAT FOR LIFE RECOMMENDS:

“Courgettes, marrows and aubergines are all good choices for curries because they absorb the flavours and spices and add texture to sauces.” You could also add cauliflower, tomatoes and peppers to add variety. Chop them into cubes, boil them for 4 minutes and then add spice and simmer for about 5 minutes. Add tinned tomatoes and heat for a further 2 minutes

3 LUCILLE WONG FROM LEICESTER RECOMMENDS:

“Get your partner’s taste buds tingling with Mexican tacos with refried beans and a spicy salsa dip with tinned tomatoes, peppers and onion”

4 “If you’re ordering a pizza, encourage your partner to add extra toppings like mushrooms, peppers or onions. I like Hawaiian pizzas because they have fruit as well as the tomato sauce”

MRS EMMA LANE, EXETER

5 AS A FINAL RESORT, TAKE A LEAF OUT OF CATHERINE SHILTON FROM BEDFORD’S BOOK:

“Make him feel guilty and tell him he should be eating a variety of at least 5 portions of fruit and veg a day to set a good example to the children!”

HANDY COOKING AND PREPARATION TIPS

Eating more fruit and vegetables needn't be difficult. You don't have to be a master chef to get your family to eat more and you don't have to spend any more money. You don't even have to radically change your diet. Take a look at the following tips on how to get your whole family to enjoy fruit and veg – with minimum fuss:

1 FRUIT SMOOTHIES ARE ANOTHER EASY AND FUN WAY OF UPping YOUR DAILY FRUIT AND VEG QUOTA. MRS E M DAVIES FROM BIRMINGHAM AGREES:

"Put chopped pear, clementine, banana or any fruit in a blender with 3–4 fluid oz of milk and a tablespoon of natural yoghurt and make a smoothie. Absolutely delicious." If you don't have a blender, use soft fruit like bananas or strawberries, which are easier to mash

2 "My partner and children don't leave the house in the morning without drinking a glass of fruit juice – at least they know they've already started on their 5 A DAY!"

KIMBERLEY GORDON, BLACKPOOL

3 IF NONE OF THIS WORKS, BE A MASTER OF DISGUISE LIKE MRS ELLIE GLENTON FROM NORTHUMBERLAND:

"Pureed vegetables can be added to sauces for pasta or spooned over mashed potatoes. Fruit can also be pureed to pour over ice cream, custard, puddings or added to milk for milkshakes"

4 OR TAKE CHILDREN'S FOOD WRITER, ANNABEL KARMELE'S ADVICE:

"If there is one food that almost no child (or grown-up for that matter!) can resist it must be an ice lolly. Try pouring fruit smoothies, fresh fruit juice or pureed fresh fruits into ice lolly moulds and freeze them"

5 Try roasting vegetables:

"Chop up red onions, courgettes, butternut squash and garlic. Pour a little oil over the vegetables and season. Cook for about an hour at 200°. You can cook most vegetables like this but I recommend this combination. I could eat platefuls of this!"

MRS MARY DONOVAN, EAST YORKSHIRE

WHAT COUNTS

If you're feeling inspired by the tips in this booklet but you're unsure of what counts as a portion, use the following pointers to help you and your family reach your 5 A DAY target.

AS A RULE, ONE PORTION OF FRUIT OR VEGETABLES IS EQUIVALENT TO 80 GRAMS

(APPROXIMATELY ONE HANDFUL)

1 MEDIUM SIZED PIECE OF FRUIT

E.G. APPLE, BANANA, PEAR OR ORANGE

- Fresh, frozen, chilled, canned and dried fruit and vegetables all count
 - Potatoes, yam and cassava don't count towards 5 A DAY because they are classified as 'starchy' foods
 - 3 heaped tablespoonfuls of cooked carrots, peas or sweetcorn
 - 1 cereal bowl of mixed salad
 - 7 cherry tomatoes or one medium-sized tomato
 - Half a pepper, one onion and three handfuls of sliced mushrooms all count as one portion
 - 1 glass of 100% fruit (or vegetable) juice also counts as a portion – but you can only count juice as one portion – however much you drink in a day
- The following are examples of a portion:**
- 2 small satsumas or 2 plums
 - 12 – 15 cherries or grapes
 - 1 tablespoon of dried fruit such as raisins or chopped apricots
 - 1 slice (approx 2 inches) of melon

For further information about 5 A DAY, visit www.dh.gov.uk/healthtopics

GETTING YOUR 5 A DAY FURTHER TIPS

Most kids will enjoy helping you prepare meals from time to time. Encourage them to be involved; suggest they help you to make shapes out of vegetables, such as carrots, before they are cooked

ANNABEL KARMELO, FOODWRITER

"Put some prepared fruit and veg snacks, like sticks of pepper, in a container in the fridge with your children's favourite cartoon stickers on to encourage your kids to eat them if they're hungry between meals"

DR ROB HICKS, GP AND MEDICAL BROADCASTER

"Finely grate carrot and stir in to soups, mashed potato and stews"

MRS J CRAWFORD, WALMLEY

"Put grated vegetables and fruit in their sandwiches"

CATHERINE SHILTON, BEDFORD

"Liquidise vegetables in homemade tomato sauce"

MRS B AKKAYA, LONDON

With thanks to all those who contributed to this booklet, especially Heidi Jackson, Oliver Gillie, Melanie Evans, Chris Duncan, Gary Rhodes, Helen Brunton, Maggie Pannell, Karen Davies, Janette Marshall, Lucille Wong, Emma Lane, Catherine Shilton, Mrs E M Davies, Kimberley Gordon, Ellie Glenton, Mary Donovan, Mrs J Crawford, Dr Rob Hicks, Mrs B Akkaya, Lauren Goddard

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