

Media release

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TERTIARY TRAINED GROCERS LEAD VEGIE REVOLUTION

Celebrity chef Gabriel Gaté will lead more than 100 Victorian grocers in a fruit and vegetable revolution that will see local grocers become nutritional experts in local communities.

Australia's first tertiary course for fruiterers was launched today in a new joint health program from the State Government and the Melbourne Market Authority (MMA) called 'Fruit and Veg for Health'.

Victorian Health Minister Bronwyn Pike said the new program would put local fruit and vegetable experts at the front line of battling the obesity epidemic by providing nutritional expertise throughout the community.

"The new project will provide local greengrocers with resources, training and support so that they can help communities to know the types and quantities of fruit and vegetables that are needed as part of a healthy diet," Ms Pike said.

"This will include taste testings to introduce families to new and different fruit and vegetables, and working with local sporting clubs and community groups to promote the benefits of different fruit and vegetables, she said."

Mary Stewart from MMA said the training program will be run by William Angliss Training and includes components that are accredited nationally as part of the Certificates II & III in Retail Operations.

"Leading health nutritionists have also helped develop booklets and other public information tools to help explain the many benefits of fruit and vegetables, with tips on preparation to retain the maximum vitamin and mineral content," she said.

"Education about fresh produce is vital to encouraging the community to put a healthy diet into practice and this program will help show people what can be done with fruit and vegetables to make such a healthy lifestyle change an interesting one."

An interactive web based training resource has also been constructed to enable retailers in outlying country areas and staff to log on and get updates at their own convenience.

Public brochures will become available through participating retailers from the 1st November 2006 or copies of the brochure may be downloaded from www.marketfresh.com.au or www.goforyourlife.vic.gov.au.