

Controlled eating in portions

Alex Tilbury

DIETITIAN Amanda Clark knows how to help people from eating themselves into obesity.

It's all about portion control and limiting how much you eat.

After 20 years of helping her clients at her Coolangatta clinic to reach their weight-loss goals, she designed a practical range of plates and bowls to help people see how much to eat. It's ideal for people who have had a gastric band or sleeve.

Now her biggest challenge is getting the word out.

In dietitian circles, Amanda Clark's name is gold but mainstream retailers are yet to seize on her products and promote them.

The author of *Portion Perfection* has developed a plate and bowl set that helps you rein in the size of your meals and snacks.

The plate is divided into sections, displaying the proportions of protein, vegetables and carbohydrates in a healthy and balanced meal.

"When I decided I wanted to manufacture the plates, it was really expensive to do in Australia and I was limited to porcelain," she says. "But I found a sourcing agency in China — a go-between — by searching on the internet."

But by importing the plates and bowls from China, Ms Clark had to commit to orders of 5000 at a time.

"I have tried to get my products into pharmacies, and struggled to figure out how to get into the mainstream shops," she says.

"I know how to buy books and resell them but it is not the same with the plates and bowl.

"So I figured I would write a book

and get it on to the market which would hopefully drive people to buy the plates."

Ms Clark wants to see food manufacturers take a hard look at the serving sizes they offer the market.

"We are the customers and if the market knows that we want snacks in 100-calorie serves then that is what we should get," she says.

Ms Clark uses the example of a Mars Bar which, 20 years ago, weighed 30g and contained 135 calories. Today it's 80g and has 370 calories — about a complete meal's worth of calories in a snack.

For a free e-book full of snack ideas with everything from fruit to muesli bars and doughnuts, register at www.greatideas.net.au

Net link: www.portionperfection.com

