

Dieting is all about how much we eat, so give yourself a . . .

# Magic portion to fight the flab

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

'We are the customers and if the market knows that we want snacks in 100 calorie serves than that is what we should get'

expensive to do in Australia and I was limited to porcelain. But I found a sourcing agency in China, a go-between, by searching on the internet," she says.

"Making the plates in Australia was at a much higher price and lower profit."

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 have been in the book business for a long time. 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.

"I even wrote the Betty Baxter plan and even they haven't taken the step to offer my products, which were designed perfectly with portion controls."

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.

Ms Clark says a meal ideally contains 300-550 calories and a snack 100-200 calories.

If you want to receive a free e-book full of snack ideas with everything from fruit to muesli bars and donuts, register at [www.greatideas.net.au](http://www.greatideas.net.au) [www.portionperfection.com](http://www.portionperfection.com)



IDEAS WOMAN: Dietician Amanda Clark, from Kingscliff in northern NSW, has #1 Amazon ranking with nutrition. Picture: Adam Head