

Healthy shop tips bear fruit

Tugun outlet adopts handy nutrition initiative

By KATE HICKSON

A TUGUN supermarket is helping savvy shoppers in the fight against fat.

The Tugun Fruit Market on the Gold Coast Highway has started putting shelf talkers on products to detail their nutritional value to help shoppers make healthier choices.

Owner Marion Hills and her husband Roger, who have lost a combined total of 10kg by restricting portion sizes, said many people were in the dark about the nutritional value of food.

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Dietitian Amanda Clark, who implemented the program, said food labels could often be too complicated to help most people, especially customers who are shopping in a hurry.

"Better and more consistent point of sale information is needed in supermarkets to give shoppers more information so they can make better choices about what is right to eat," she said.

"We just wanted to make it easier for people to understand calorie content," said Mrs Hills.

"With so many people with diabetes and intolerances to certain foods, it is important they know what they are buying."

She said the shelf talkers would also help customers choose healthier options when dieting.

The shelf labels explain which foods have a low GI (glycemic index) value, low

fat and sugar content and tell shoppers how much is right to eat.

The state-wide Eat Well Queensland nutrition strategy identified that a minimum of five serves of vegetables and two serves of fruit per day was recommended for optimal health among adults.

The nutrition program also found the fruit and vegetable intake of Queensland children was also much less than recommended levels for each age group.



DIRECTION ... a shelf talker at Tugun Fruit Market.