

JUNIOR SPORT DUBBED - 'THE HOME OF JUNK FOOD'



It has been revealed in the West Australian recently that junior sporting clubs are fast becoming renowned for being the 'home of junk food' as they expose junk food messages to children whilst playing sport each week.

According to researchers children are being bombarded with unprecedented levels of fast food and sugary drink advertising via companies sponsoring community sport. While playing junior sport Australian children are being exposed to junk food messages for up to three hours a week.

The research comes out after an international report revealed that Australian's adult obesity level was growing at one of the fastest rates in the world, with one in four children being either overweight or obese.

"With nearly two-thirds of all children participating in organised sport regularly, it is deeply concerning to see such a high frequency of fast food and sugary drink sponsorship at local sports clubs undermining the great benefits of kids' sport". Dr Kelly said.

Is your club guilty of promoting junk food through sponsorship? Are your players being used as mobile billboards for junk food companies?



Sporting clubs need to be seen to be providing a healthy and fun environment for families, not a showcase for advertising and selling too much junk-food.

For more information on the article published in the West Australian junk food in sporting clubs visit:
<https://au.news.yahoo.com/thewest/a/24177920/junior-sport-home-of-junk-food/>

The 22nd Annual Canteen Conference & Healthy Choice Food Expo



As a part of the 22nd Annual Canteen Conference and Healthy Choice Food Expo the Fuel to Go team ran a workshop for interested sporting clubs and recreation centres. We were lucky enough to have Canteen Manager Fiona Galea from Cockburn Little Athletics present about the key changes she has made to their canteen with help from WASCA and the South Metropolitan Population Health Unit (SMPHU).

Fiona showed everyone her new colour coded menu board developed with assistance from the SMPHU. Many of those who attended are now interested in creating their own colour coded menu board.

KEY CHANGES:

- Switched to reduced fat mayonnaise and reduced fat cheese
- Replaced full fat pies and sausage rolls with reduced kilojoule, fat and sodium varieties from the Star Choice™ Buyers Guide
- Added three salad items to hamburgers
- Added sushi, steamburgers, hot beef and gravy rolls and another variety of toasted sandwich to the menu
- Added more fresh fruit to the menu
- Added reduced fat yoghurt, Yogo and Up & Go's to the menu
- Reduced the number of lines of confectionery, ice creams and soft drinks
- Replaced 25% fruit juices with 100% fruit juices



The workshop was followed by the Healthy Choice Food Expo. The expo featured over 50 stands from healthy food and drink distributors in WA. Delegates enjoyed sampling a range of delicious food and drinks all colour coded as green and amber. Delegates also enjoyed various cooking demonstrations throughout the afternoon.

Thank you to everyone who attended!

If you would like your menu colour coded, contact Jessica at WASCA on 9264 8147 or email fueltoغو@education.wa.edu.au

July 2014 Star Choice™ Buyers Guide



Details of suppliers of all **AMBER** and **GREEN** products are included in the WA School Canteen Association Star Choice™ Buyers Guide. The Buyer's Guide lists many popular items for sporting clubs and recreation centres including healthier pies and sausage rolls, sushi, muffins, pre-made meals, ice-creams, slushies, flavoured milk and 99-100% fruit juices.

To get a copy for your club or for more information, please contact Jessica at WASCA on 9264 8147 or email fueltoago@education.wa.edu.au

DRINKS & ICE CREAMS



SNACKS



HOT FOODS

