

## **MEDIA RELEASE**

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### **CALL FOR FRESH IDEAS TO GET VICTORIANS EATING MORE FRUIT AND VEGGIES**

The Victorian Health Promotion Foundation (VicHealth) has today announced \$100,000 cash for organisations that can present an original solution to get more Victorians eating healthy food.

The [VicHealth Seed Challenge](#) poses the question: *“How do we improve fruit and vegetable supply and access, as well as develop and promote a culture of healthy eating in Victoria?”*

VicHealth CEO Jerril Rechter said current research indicates that Victorians are not eating anywhere near the amount of fruit and vegetables required for good health.

“At the heart of the Seed Challenge is cultivating innovative ways to improve local fresh food production and distribution so that nutritious food is sustainable, available, and affordable for all Victorians to enjoy,” Ms Rechter said.

“We also need to revive the value once placed on fruit and vegetables, so that the healthy choice is the easiest – and the most desirable – choice.”

Current figures show that only 1 in 10 Victorian adults meet the recommended minimum daily intake for vegetables and only half meet the recommended daily minimum intake of fruit.

“Making a habit of consuming fruit and vegetables as part of our daily diets can help prevent obesity, heart disease, type 2 diabetes and some cancers,” Ms Rechter added.

“It is vital that we work together to turn the tide on these devastating illnesses. People who enter VicHealth’s Seed Challenge require the bravery, initiative and flexibility to plant an idea that will grow and thrive.

“We are looking for collaboration between groups who may not have previously worked together before and the project must have a digital component.

“The winning entrants will bring together organisations with the common goal of improving food supply, access and culture in Victoria.”

Specialist support from The Australian Centre for Social Innovation will be provided for the winning entries.

While the challenge is open to any group or individual, those working in nutrition, fruit and vegetable industries, the digital world, researchers, social innovators, entrepreneurs, and related sectors are strongly encouraged to apply.

VicHealth will host a forum for interested parties to find out more about the challenge.

**The *Sowing the Seed: information exchange* forum will be held Wednesday 1 May, 2013, from 9.30am to 1.15pm at the Melbourne Convention and Exhibition Centre.**

Find out more at [www.vichealth.vic.gov.au/seedchallenge](http://www.vichealth.vic.gov.au/seedchallenge)