

California Raisins UK Trade Activity Update



10 December 2018

CALIFORNIA RAISINS: NUTRITIONAL SUPPORT FOR RUGBY

California Raisins has been at the forefront of supporting healthy diets and exercise for the nation's school children over the years with educational programmes that included the English Schools' Football Association (ESFA) and Tennis For Free Scheme.



The Raisin Administrative Committee (RAC) recognise the benefits that the sport of rugby can bring to children. Rugby and the spirit of the game is highly regarded for helping to develop core skills which can benefit a child's well-being both on and off the field. Attributes reflected in TRENDS – the RFU's core values of teamwork, respect, enjoyment, discipline and sportsmanship – are provided to youngsters by the sport of rugby along with mental toughness, increased opportunities for social interaction, and of course health & fitness. Children can start learning the fundamentals of rugby from aged 5 years and progress right the way through the age groups to Colts (age 17/18) and then onto senior club rugby, with opportunities for gifted and exceptional players to secure county representation or even become an elite or professional player.

California Raisins can provide nutritional health benefits to help support the rugby pattern of play.

Sport Dietitian and Nutritionist Rick Miller has been involved in the writing of a number of articles relating to sport nutrition. A rugby specific article featuring CA Raisins as the natural

energy sport supplement was published during 2018 and offered a welcome alternative to the many 'man-made' energy supplements.

California Raisins has been supporting the Haywards Heath Rugby Club Junior teams over the last two seasons (2018/19 and 2019/20) and the Club presents each age group

from under 12 to under 16 with the Cali Raisins

Player of the Month accolade and medals, rewarding performance, commitment and attitude and providing an additional incentive for all junior players to grow and develop to be the best they can be.



Fitness for school children:

The latest NHS findings on the state of the nation's children

The fitness of the UK's school children continues to be a major focus of attention, according to NHS, 28% of UK children aged 2-15 are clinically overweight or obese. The economic costs are great, too. The UK spends more each year on the treatment of obesity and diabetes overall than it does on the police, fire service and judicial system combined. This fact is compounded by a general lack of exercise by children in this age group.

The UK chief medical officer recommends that all children and young people should engage in moderate to vigorous intensity **physical activity for at least 60 minutes every day**. Rugby can play its part here.

NHS Health Survey:

On the 4th December 2018 the NHS published the findings of the latest Health Survey for England.

The Health Survey for England monitors trends in the nation's health and surveyed 8000 adults and 2000 children about a variety of topics including obesity, smoking and drinking.

For the first time, the survey has analysed the association between parent and child weight:

looking at those who are overweight and obese. **Key stats:**

- **24%** of children of an obese father were also obese, compared with **9%** of children where the father was not overweight or obese.
- **29%** of adults and just **18%** of children aged 5-15 years had the recommended 5 or more portions of fruit or veg a day.

See a summary of the key finds of the NHS report [here](#).

With the research highlighting the obesity challenges, the RAC in the UK have set out to address this wider issue and also to discuss energy performance associated with California Raisins. With a link to a sports club/association, the RAC can openly approach and encourage youths to snack more healthily and consider California Raisins as a healthy snacking aid which can also improve performance on the pitch.

Partnering with a progressive rugby club is the plan to help gain momentum and explore further proof that raisins can and do aid performance, are easily digestible and release NATURAL slow Glycaemic Index sugars into the bloodstream.

The RAC have partnered with Haywards Heath RFC for the 2018/19 & 2019/20 season, supporting the Youth teams (aged 12-15) and offering CA Raisins as a 100% natural (no added sugar) energy snacking supplement.

For further details please email info@ukraisins.com