

California Raisins UK

Consumer Press Release



17 AUGUST 2018

WHY WAIT UNTIL THE NEW YEAR? TRY SOME BACK TO SCHOOL RESOLUTIONS WITH CALIFORNIA RAISINS

By Rick Miller, Clinical and Sports Dietitian, Harley Street, London

It's disturbing news, but the BBC reported that there are record numbers of overweight and obese children in the UK. 30% of school-age children between five and nineteen are overweight or obese according to figures from the 2016/17 National Child Measurement Programme (NCMP).



Whilst government supported programmes, such as Change4Life, have detailed information about how to tell if your child is overweight – many parents still struggle to know when their child's weight is a problem or not. We simply aren't detecting our children gaining weight early enough or addressing it quickly enough.

Part of the solution is healthier eating. Sounds simple, but the NCMP findings highlight that if healthy eating habits are established early enough, whilst children are still young, these **eating habits persist right through to when they leave school**. Could this news help to break the habit of those rebellious teenagers eating nothing but mostly 'beige' foods such as, breads, crackers, granola bars, pasta and bananas? Coupled with living in an 'obesogenic environment', with food now having a bigger impact on obesity than the person's physical exercise, the focus is now on healthy eating habits at a young age.

THINK RAISINS. THINK CALIFORNIA

California Raisins Administrative Committee c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire SL8 5AS

UK +44 (0)1628 535 755 info@ukraisins.com www.californiaraisins.co.uk

So, as the summer holidays draw to a close and the dawn of a new school year approaches, why not commit to a new resolution for this school term and **get the kids eating more fruit and vegetables**. You may be thinking it cannot possibly be that simple, but it really is.

One of the main nutritional challenges that upsets children's nutrition is added sugar and as Change4Life has shown – many of the lunch box staples can be high in added sugar.

According to the latest National Diet and Nutrition Survey school age children are mostly consuming a lot of added sugar from fizzy and soft drinks (33%), confectionery (21%) and even sugary breakfast cereals (29%) and up to 12% from juices

So those 'healthy' yoghurts, cereal bars and juices can easily fool the unsuspecting parent. There are other **natural staples like California Raisins**, a traditional dried fruit with no added sugar, but even these can be labelled a nutritional villain.

In fact I wrote about this recently in 'Have we got our perception of raisins and oral health all wrong?' and part 2 from the "Dried Fruit and Public Health" workshop.

So, if you're thinking about how to modify your child's eating habits and keeping them healthy, then perhaps it's **time to start thinking about traditional dried fruits, alongside fresh fruits and vegetables**. To help kick-start the new term, a daily 30g serving of California Raisins can provide a tasty on-the-go snack and it's one of their 5-a-day. California Raisins can also offer a **great source of fibre** (approx. 1.6g of fibre within a 30g serving) and as a bonus provides a natural source of **slow release energy** – to support energy levels right throughout the school day.

About the Author:

Rick Miller is a registered Clinical and Sports Dietitian based in Harley Street, London.

You can find out more about Rick at www.rick-miller.co.uk

THINK RAISINS. THINK CALIFORNIA

California Raisins Administrative Committee c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire SL8 5AS
UK +44 (0)1628 535 755 info@ukraisins.com www.californiaraisins.co.uk