

## WOOLWORTHS AND JAMIE OLIVER EDUCATE KIDS ON FRESH FOOD

New research by Woolworths has revealed Australian kids struggle to correctly identify fresh fruit and vegetables and lack knowledge of where produce comes from.

The study of over 1,600 Australian children aged between six and 17 years revealed 92 per cent don't know bananas grow on plants and six in ten (61%) are unaware that herbs such as mint grow from the ground.

The research was commissioned by Woolworths who have entered into a partnership with Jamie Oliver to bring elements of his highly successful UK campaign to educate kids on the benefits of fresh, healthy food to Australia.

Woolworths will partner with the much-loved chef to launch *Jamie's Garden Collectibles* range, a world-first collection of exciting new sensory stickers and sticker albums that aims to educate kids about the origins and benefits of fresh food.

The research showed that over half of Australian kids are unaware that radishes (56 per cent) and beetroot (54 per cent) grow underground, while six in ten (59 per cent) can't identify a leek or a radish (53 per cent) at all. Six in ten (58 per cent) had difficulty naming a nectarine, while two in five (41 per cent) Aussie kids couldn't identify a zucchini or apricot.

Woolworths Managing Director of Australian Supermarkets and Petrol, Tjeerd Jegen said of the findings, "It is surprising to see that more than a third of Aussie kids surveyed have no idea where supermarket fresh fruit and vegetables come from.

"It's part of our wider commitment at Woolies to educate kids on the origins of fresh food and inspire a younger, healthier generation by nurturing an appreciation and love of cooking with healthy, fresh produce from a young age," he said.

The new *Jamie's Garden Collectibles* range includes 128 stickers featuring fresh produce with special effects such as 3D, thermal ink and scratch and sniff technology.

Children can keep track of their stickers in a special scrapbook-style album. This fun and interactive sticker album takes kids on a treasure hunt through Jamie's Garden with interesting facts, puzzles and kid-friendly recipes that teach children about healthy nutrition, fresh ingredients and the origin of food.

In a bid to help inspire kids to connect with fresh food, the *Jamie's Garden Collectibles* range also contains eight of Jamie's super power fruit and vegetable plush toys to collect as well as gardening tools and a nifty tin for keeping their collectibles stickers safe.

Jamie Oliver said, "It's a shame that so many Aussie kids seem to be unaware of where fresh fruit and veg comes

from, especially in a country that is home to such beautiful and delicious produce.

"I'm a huge advocate of kids learning first-hand where the freshest, tastiest food comes from and I hope the *Jamie's Garden Collectibles* range will help to teach kids about the joys of growing, nurturing and cooking with home-grown, seasonal produce", he said.

Customers will receive one pack of four Jamie's Garden stickers for every \$20 they spend in store. Albums will be available in store in \$5. Jamie's Garden Collectibles range is available at Woolworths stores nationwide from 21<sup>st</sup> May for six weeks or while stocks last.

For further information please contact the **Woolworths Press Office** on **02 8885 1033**.

**Notes to editor**

The study was conducted amongst 1,601 Australian children aged 6-17 years. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The full research report is available upon request.

**About Jamie Oliver**

For 15 years, Jamie Oliver has been inspiring people all over the world to cook and eat better food. His books and TV series are enjoyed by millions across the globe and his charity, the Jamie Oliver Food Foundation, works tirelessly to raise the profile of food education through its work in communities and schools in the UK, US and Australia. Jamie is dedicated to empowering and educating as many people as possible to learn how to cook and enjoy good food, giving them the chance to have a healthier future.

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