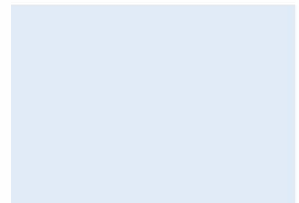




Australian Children's Food Intake

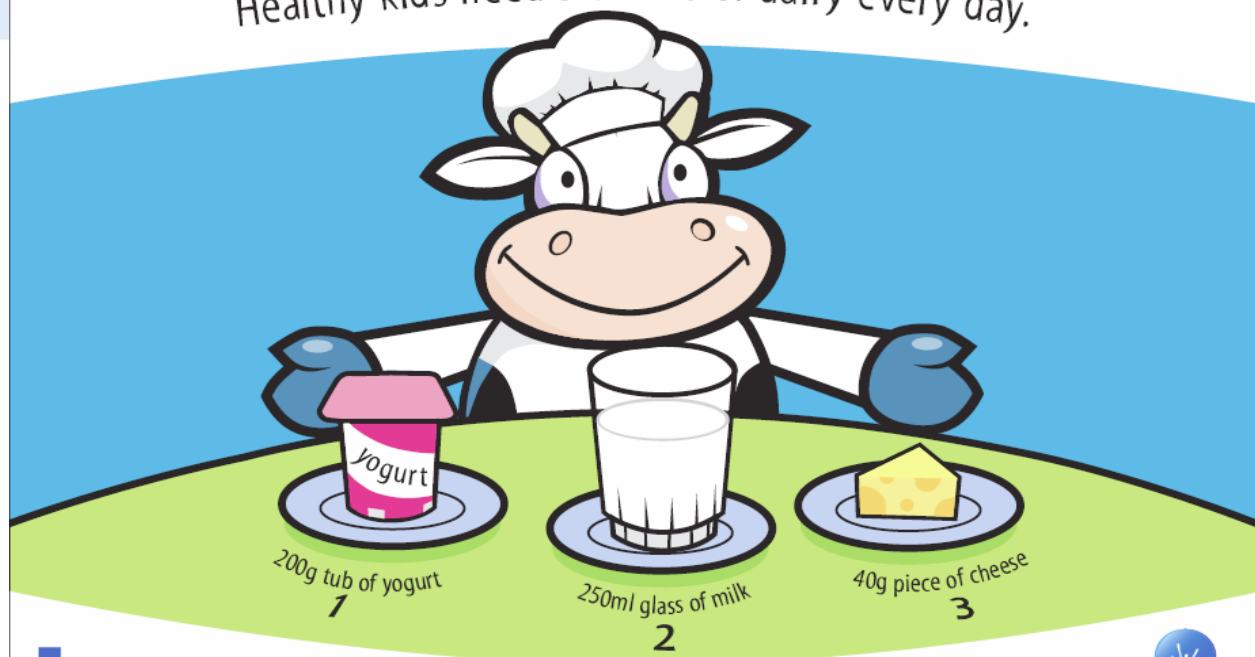
Dr Malcolm Riley

PHAA FANSIG Workshop
September 2009



Eat smart.
Delicious value-for-money recipes for kids.

Healthy kids need 3 serves of dairy every day.



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dairygood
for life!

Methodology:

- **Data Collection Period;**

- February to August 2007

- **Survey sample;**

- 4,487 children aged 2-16 years from across Australia

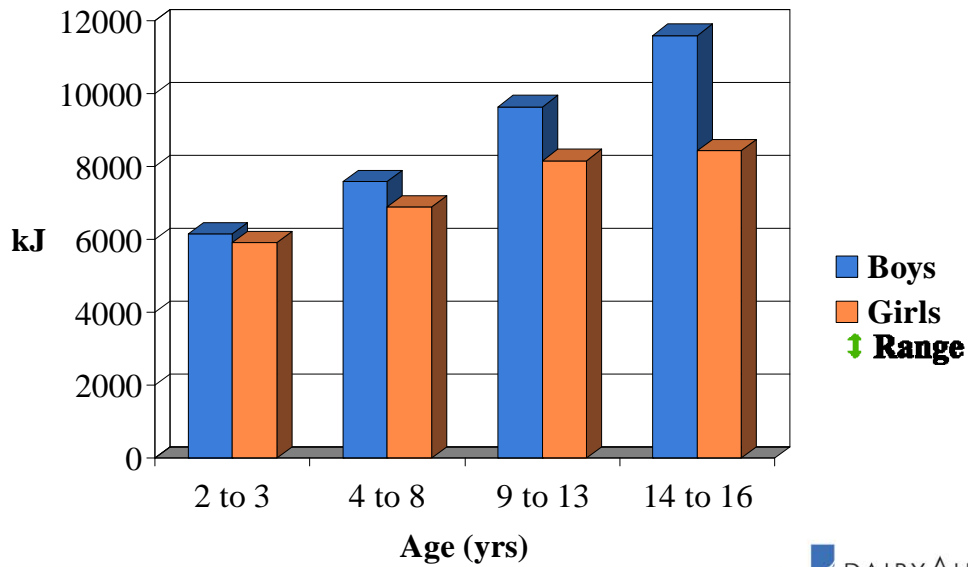
- **Dietary measurement method;**

- 24 hour dietary recall on two occasions - once by computer assisted personal interview, followed 7 to 21 days later by computer assisted telephone interview

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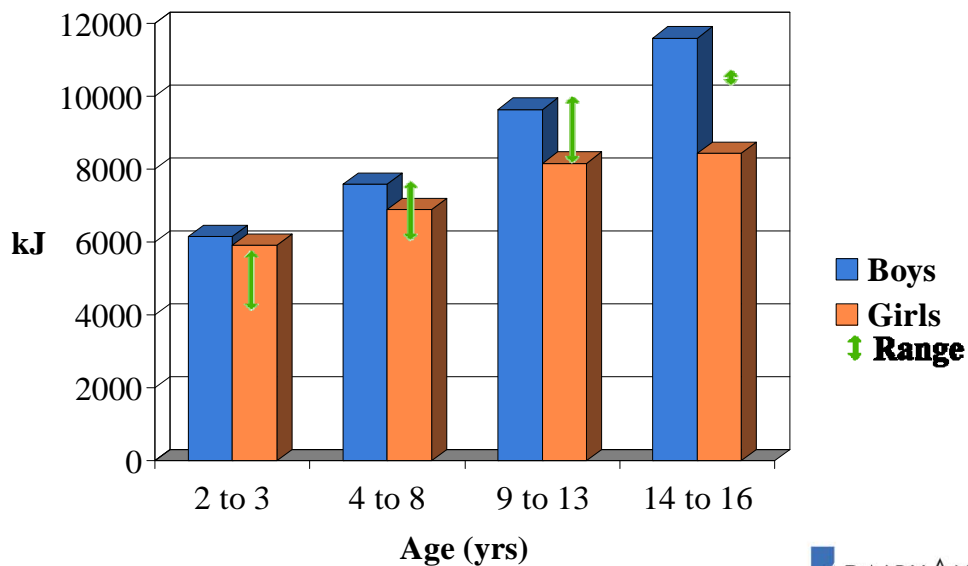
Total daily dietary energy intake of Australian children (2007 Childrens Survey)



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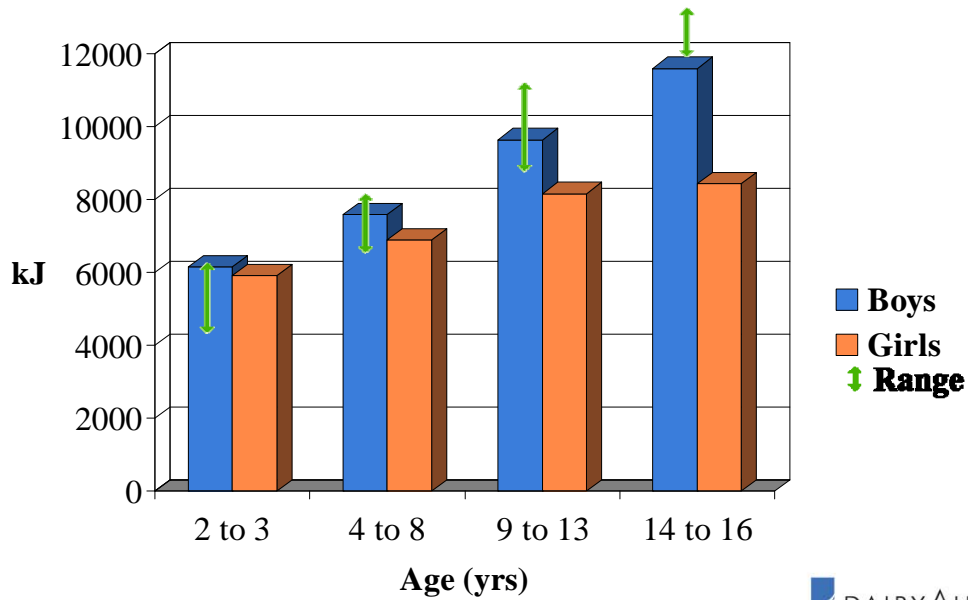
Total daily dietary energy intake of Australian children (2007 Childrens Survey)



DAIRY AUSTRALIA



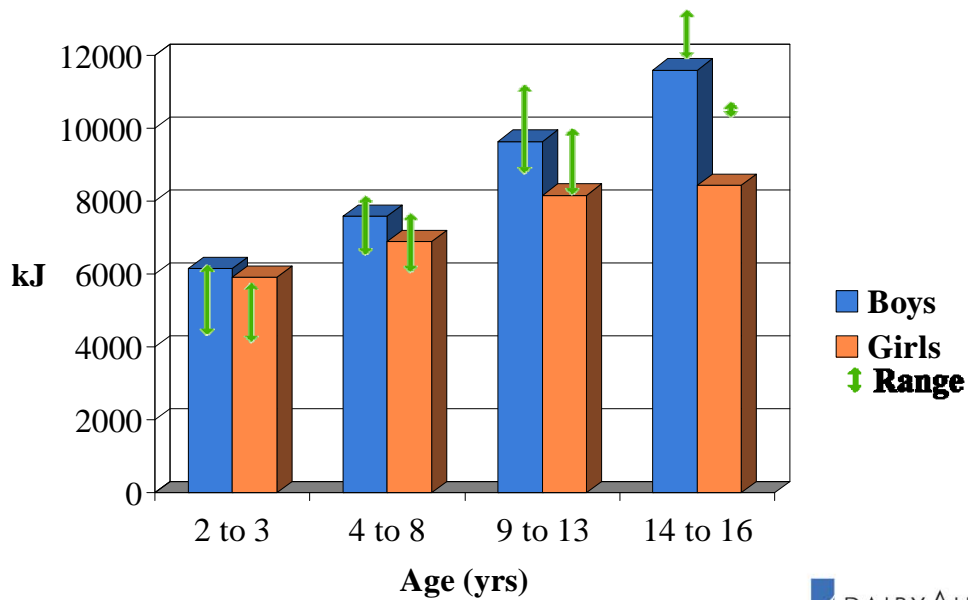
Total daily dietary energy intake of Australian children (2007 Childrens Survey)



DAIRY AUSTRALIA



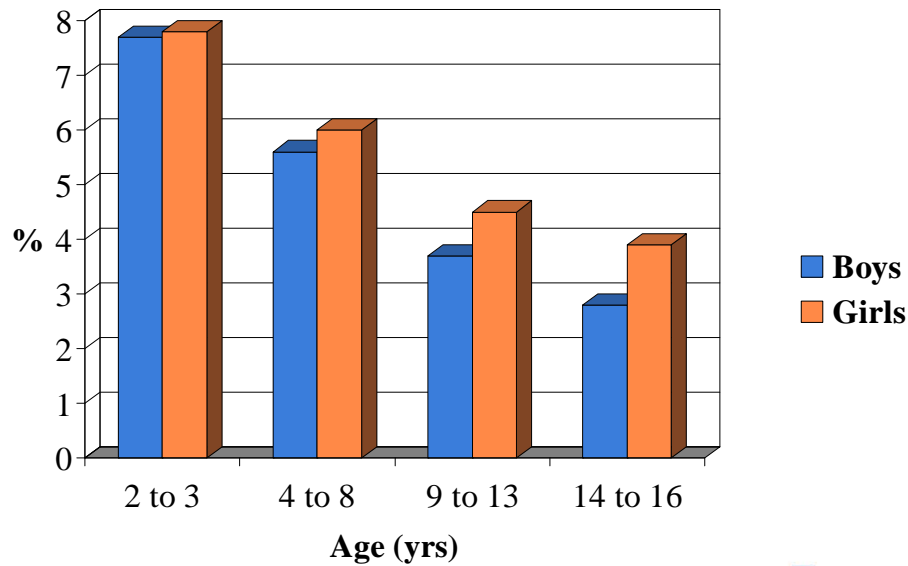
Total daily dietary energy intake of Australian children (2007 Childrens Survey)



DAIRY AUSTRALIA



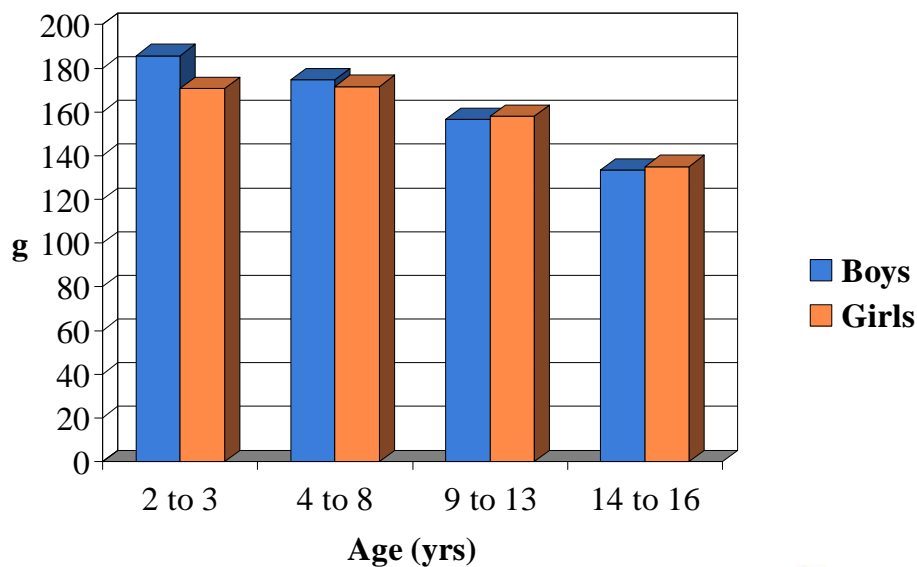
Proportion (%) of total dietary energy intake contributed by fruit products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



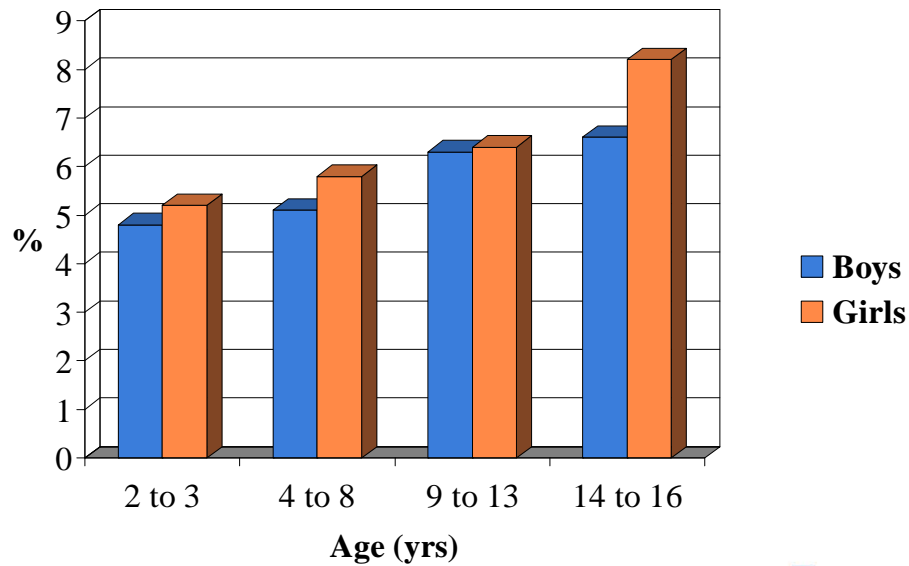
Mean intake of fruit products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



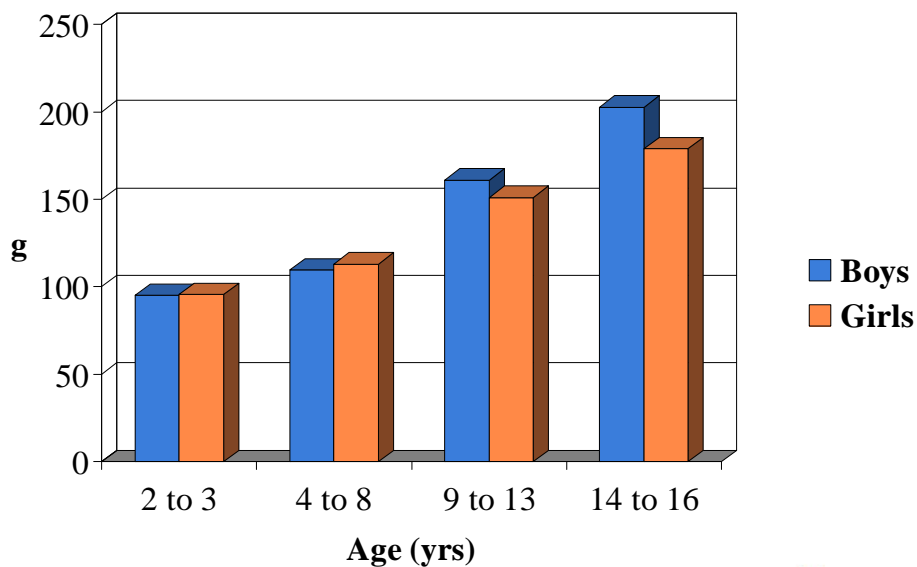
Proportion (%) of total dietary energy intake contributed by vegetable products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



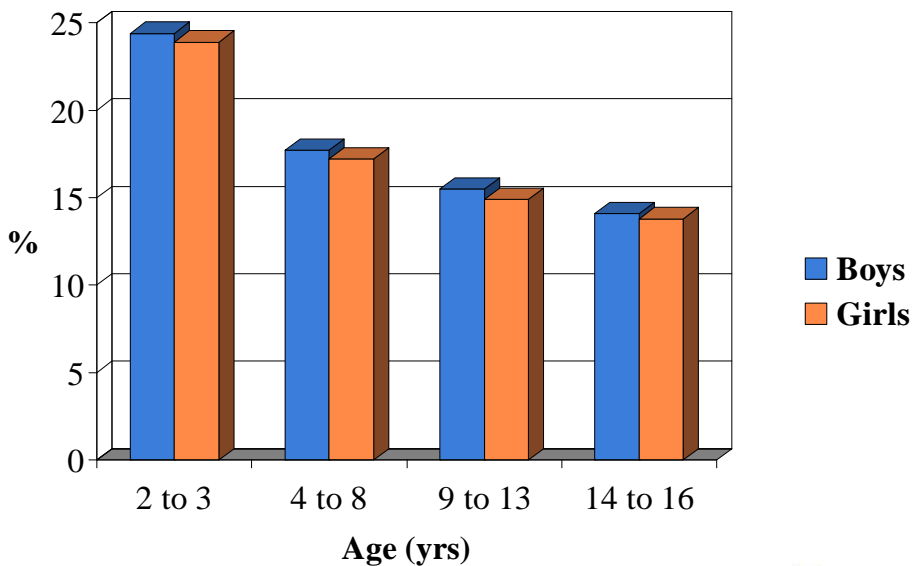
Mean intake of vegetable products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



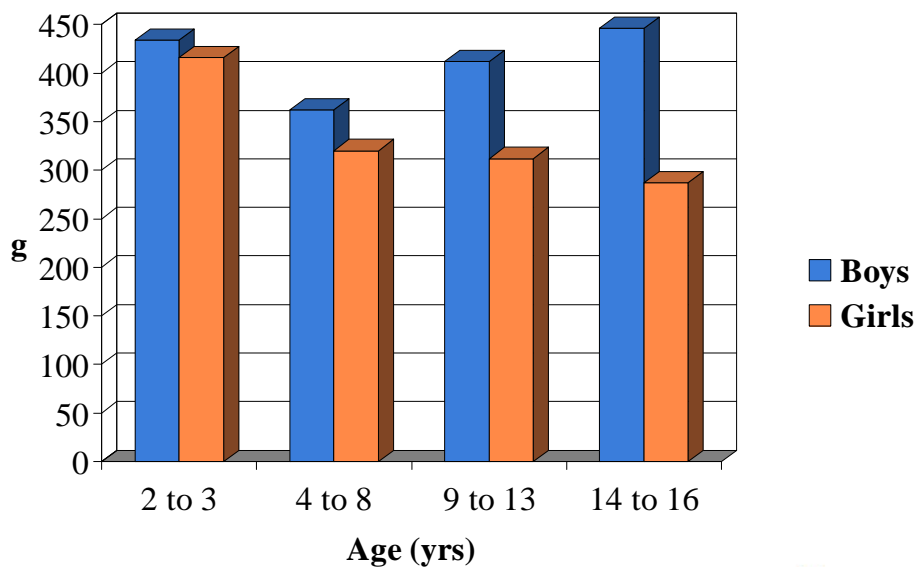
Proportion (%) of total dietary energy intake contributed by milk products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



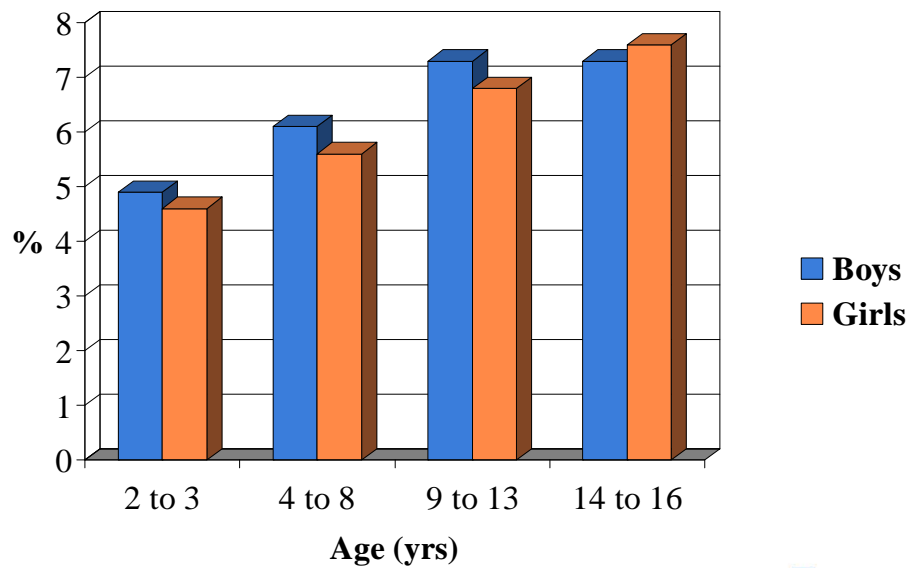
Mean intake of milk products and dishes (2007 Childrens Survey)



DAIRY AUSTRALIA



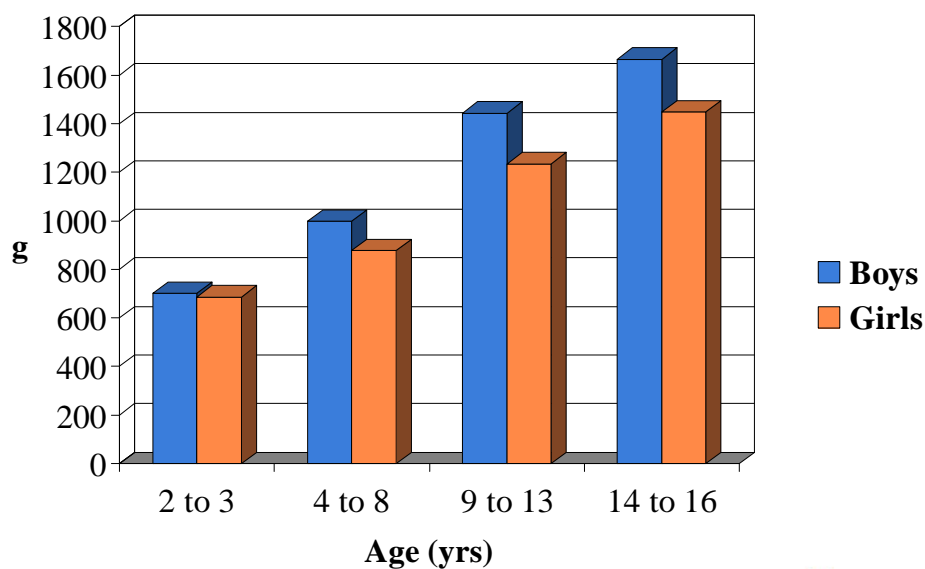
Proportion (%) of total dietary energy intake contributed by non-alcoholic beverages (2007 Childrens Survey)



DAIRY AUSTRALIA



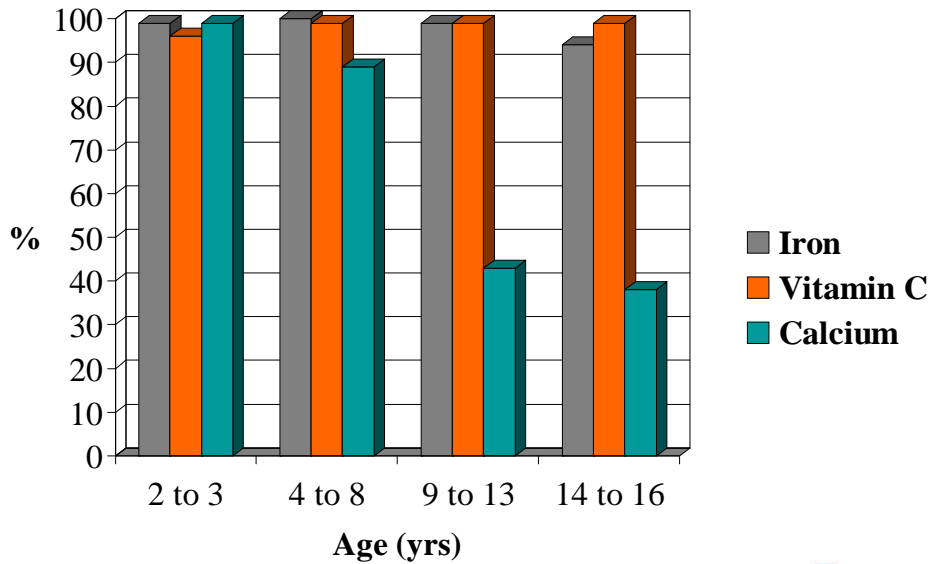
Mean intake of non-alcoholic beverages (2007 Childrens Survey)



DAIRY AUSTRALIA



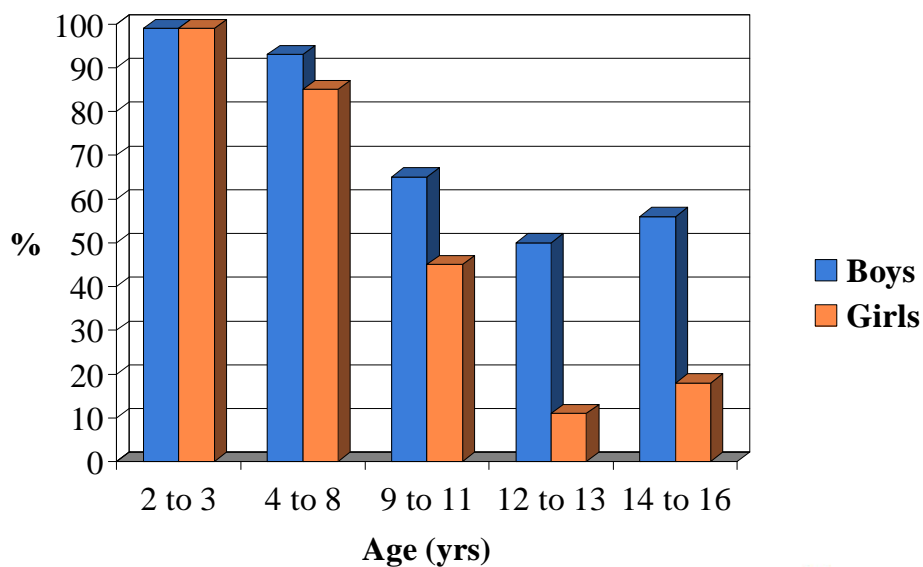
Children who meet the Estimated Average Requirement (EAR) for Iron, Vitamin C and Calcium (2007 Childrens Survey)



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Children who meet the Estimated Average Requirement (EAR) for Calcium (2007 Childrens Survey)

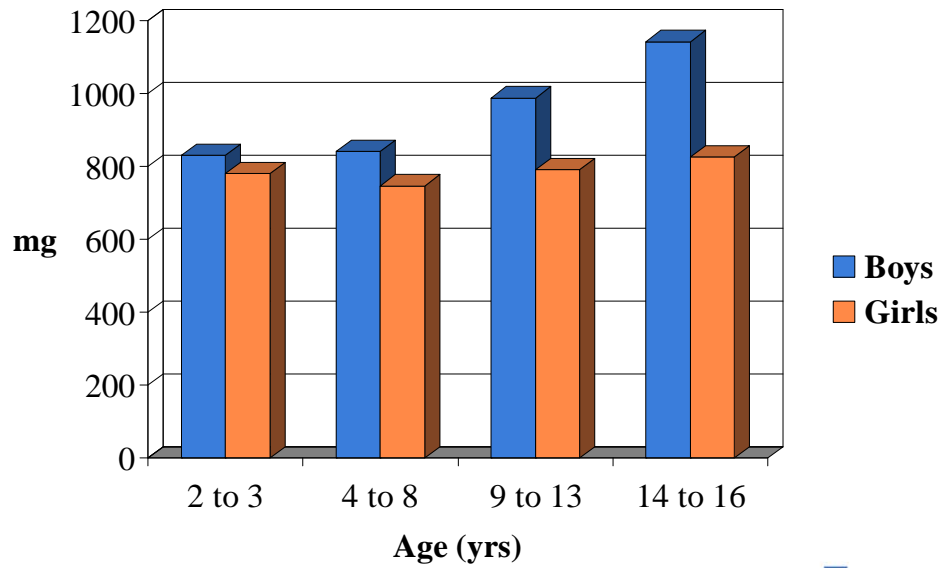


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f1



Average Calcium intake compared to Estimated Average Requirement (EAR) (2007 Childrens Survey)



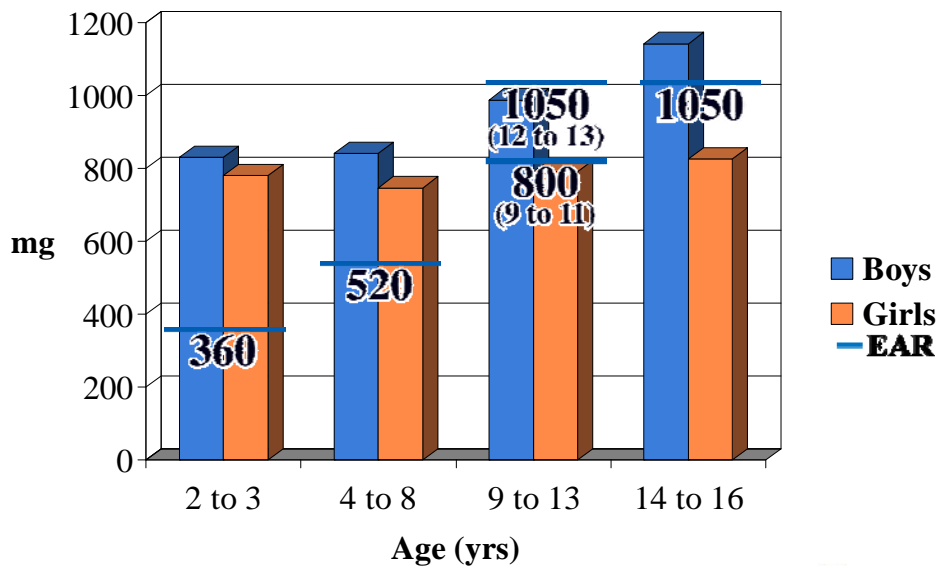
Slide 19

f1 Could you please animate the bar so that it appears after the graph has been displayed as is. Could you also then animate again and show the average for 9-13 years as 900 too please.

Also please change the Key : EAR need to be a horizontal line not a solid bar.
fbakas, 11/06/2009



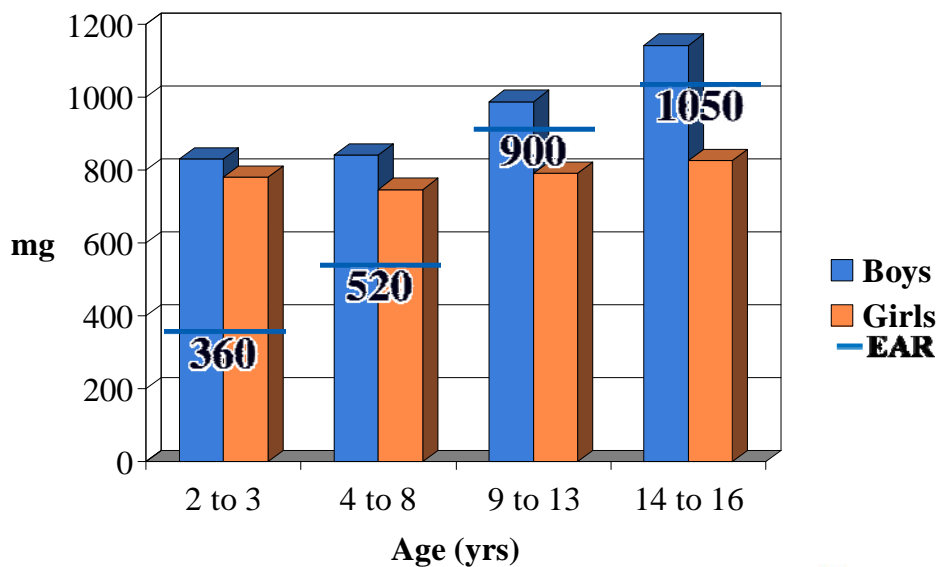
Average Calcium intake compared to
Estimated Average Requirement (EAR)
(2007 Childrens Survey)



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Average Calcium intake compared to
Estimated Average Requirement (EAR)
(2007 Childrens Survey)



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Key points about Calcium

- From a nutrient point of view, calcium is the most poorly consumed of the nutrients measured in relation to requirements for Australian children.
- The recommended dietary intake for calcium - recommendation for individuals – is 40% greater than the EAR for 4 to 8 year olds and about 25% greater for 9 to 16 year olds.
- Adolescence is a period of rapid skeletal growth during which almost half of adult bone mass is acquired. Genetic factors influence an individuals peak bone mass, but lifestyle practices such as exercise and adequate calcium are also important and modifiable.
- Under-consumption of calcium may eventually lead to achievement of a lower peak bone mass in early adult life than would otherwise be the case.
- Dairy foods provide most of the calcium in the diet of Australian children – improving the calcium intake of Australian children is most easily achieved by an increase in their daily intake of calcium rich dairy foods.

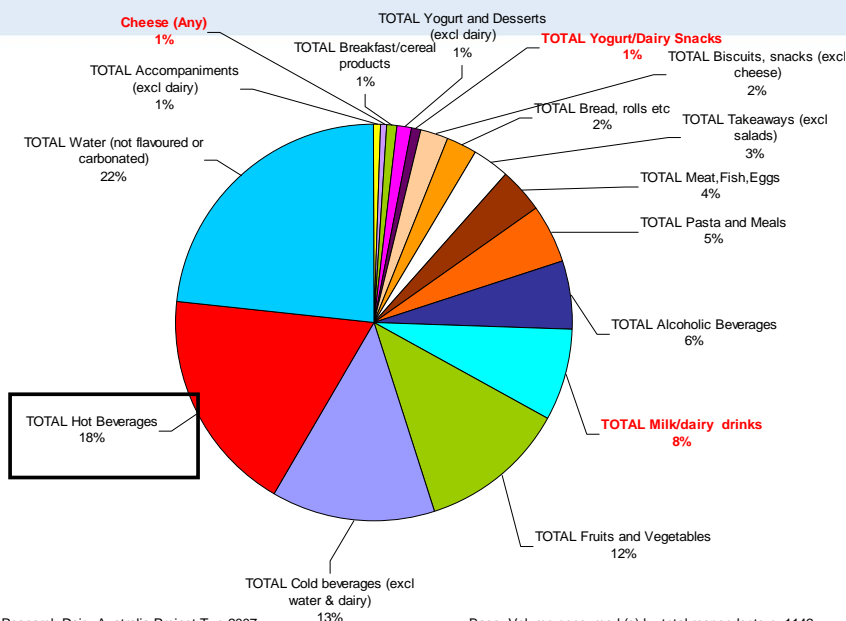


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Total "Share of Mouth" by food category



On average, adult consumers had 3.3kg of food/beverages in 24 hours and children had 2.1kg



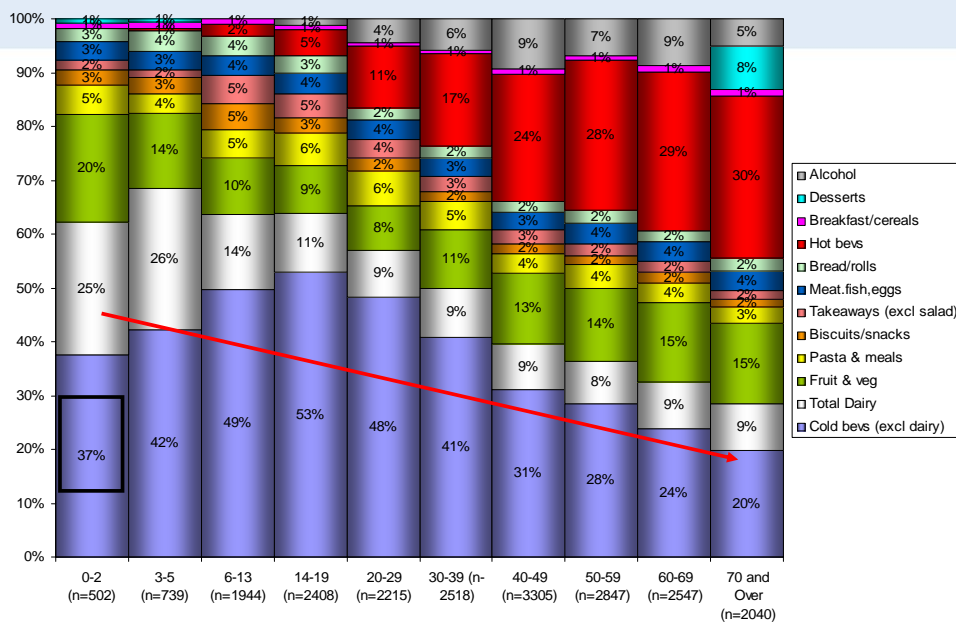
Roy Morgan Research Dairy Australia Project Two 2007

Base: Volume consumed (g) by total respondents n=1142



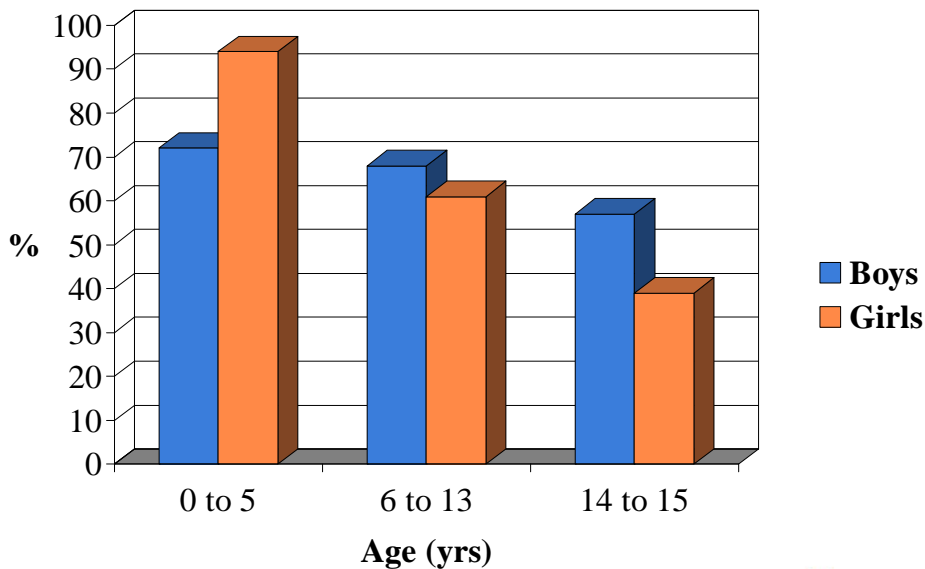
DAIRY AUSTRALIA

Total "Share of Mouth" by food category by age group



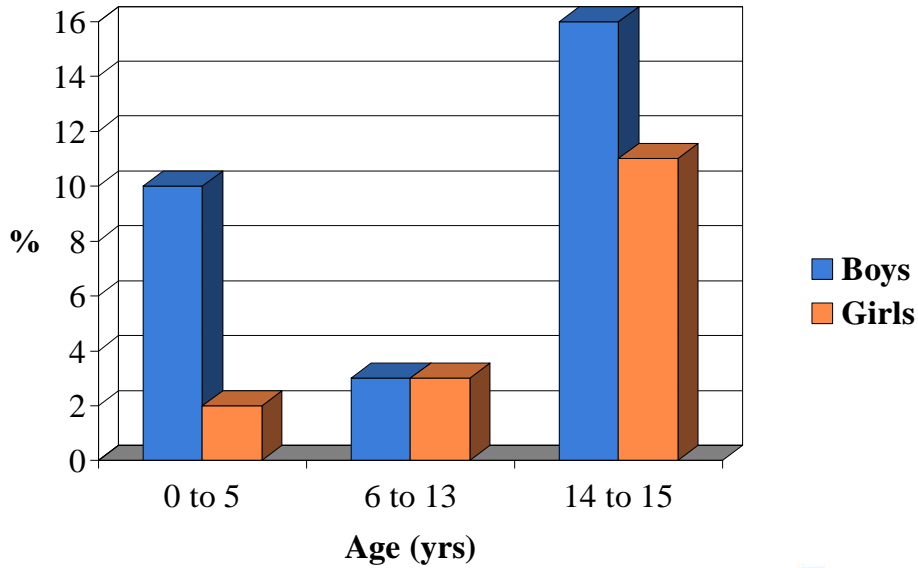
Roy Morgan Research Dairy Australia Project Two 2007

Mean % of children consuming milk (2007 Dairy Australia Survey)





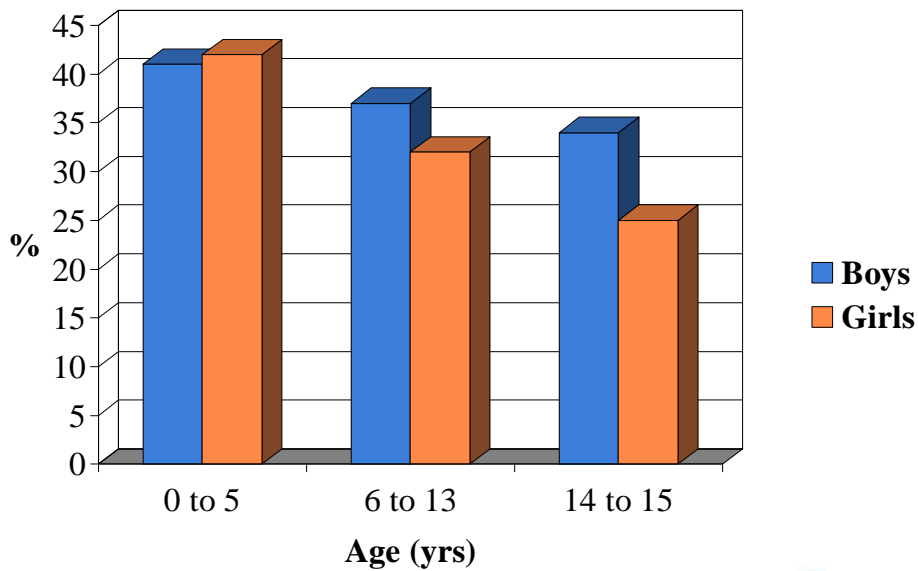
Mean % of children consuming flavoured milk (2007 Dairy Australia Survey)



DAIRY AUSTRALIA



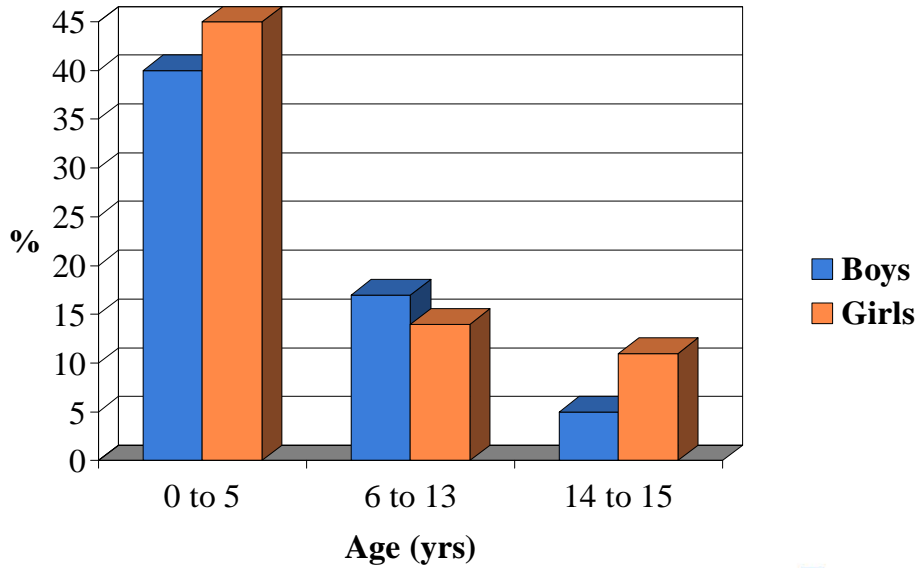
Mean % of children consuming cheese (2007 Dairy Australia Survey)



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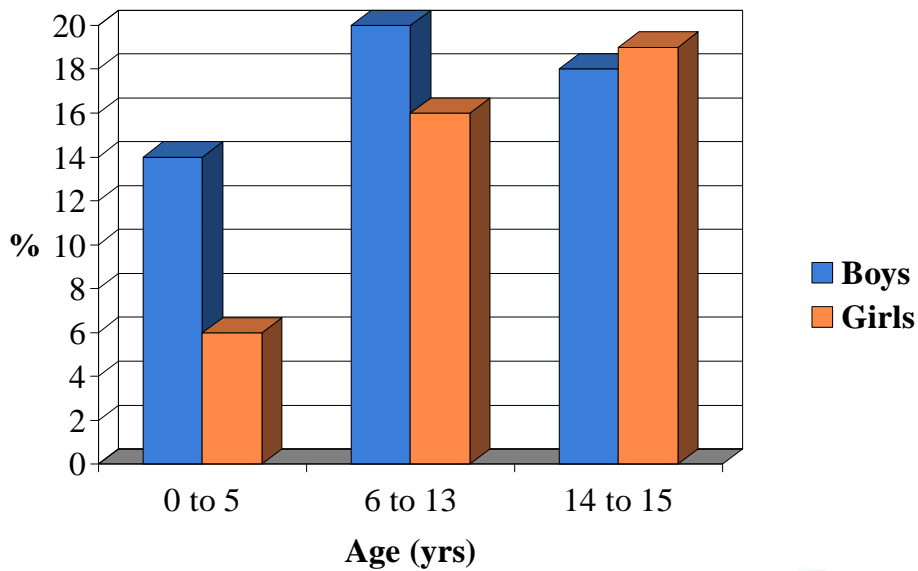
Mean % of children consuming yogurt (2007 Dairy Australia Survey)



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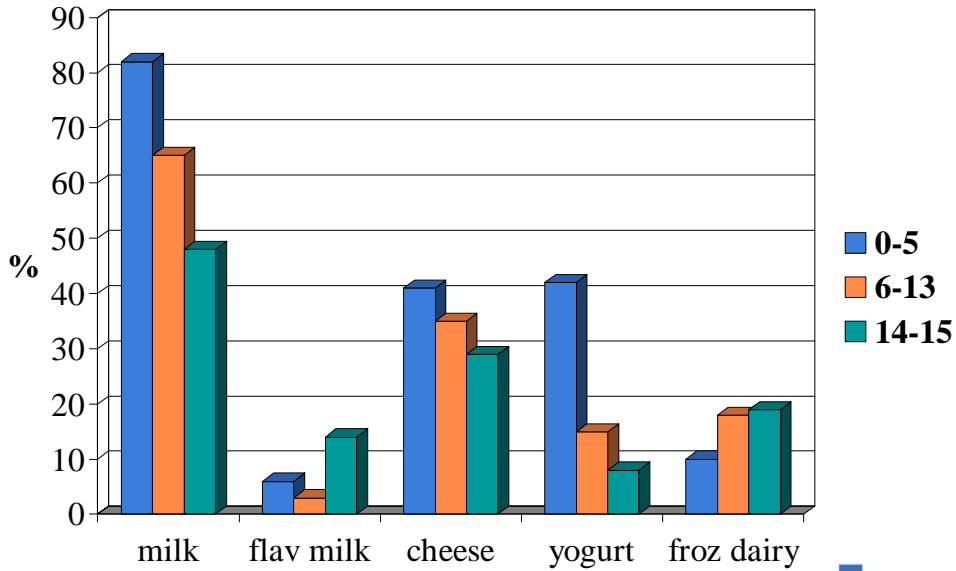
Mean % of children consuming frozen dairy food (2007 Dairy Australia Survey)



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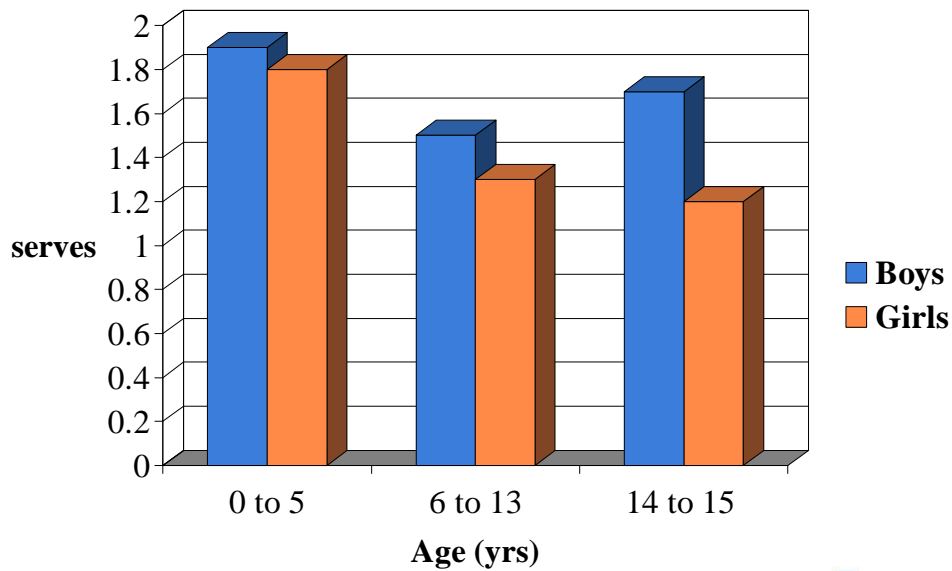
Mean % of total children consuming dairy food (2007 Dairy Australia Survey)



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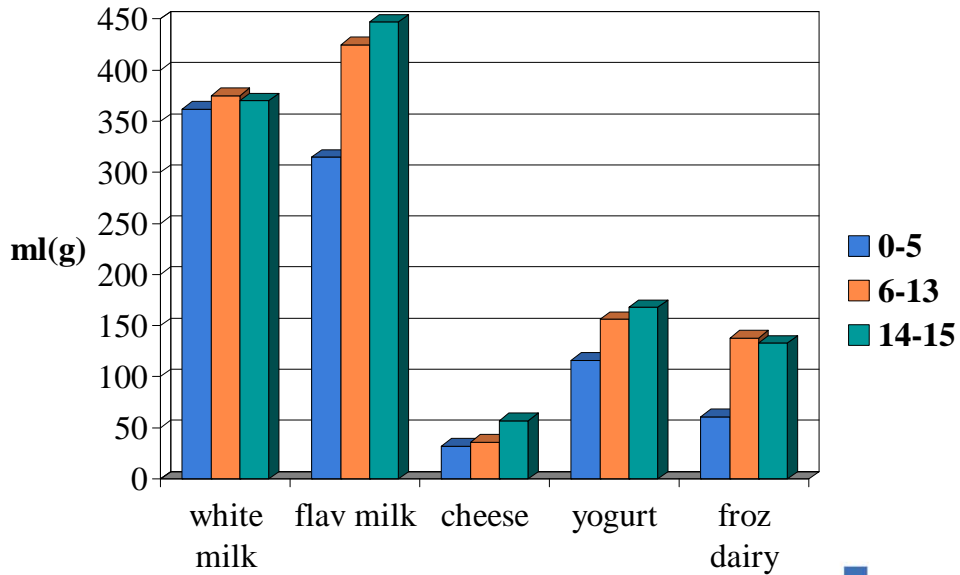
Mean number of dairy serves (2007 Dairy Australia Survey)



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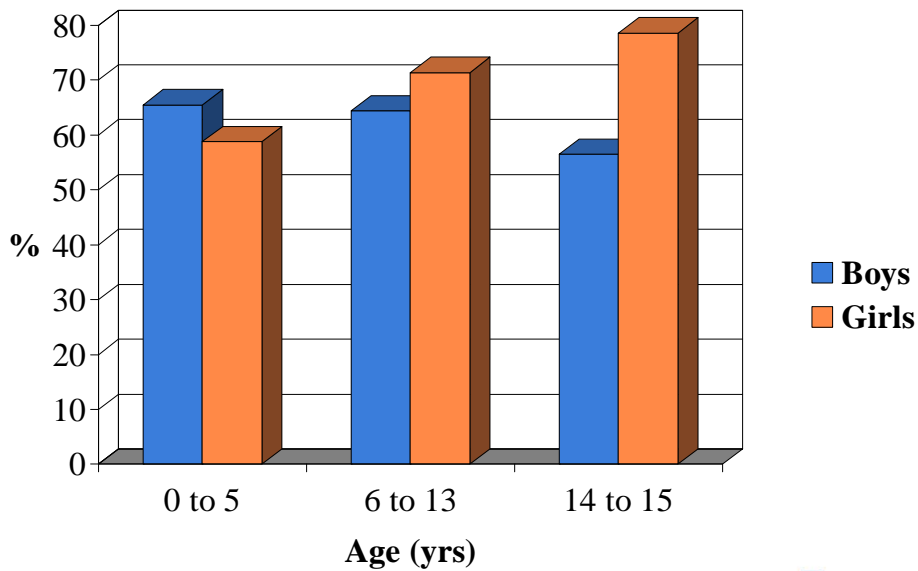
Mean volume of dairy foods for consumers (2007 Dairy Australia Survey)



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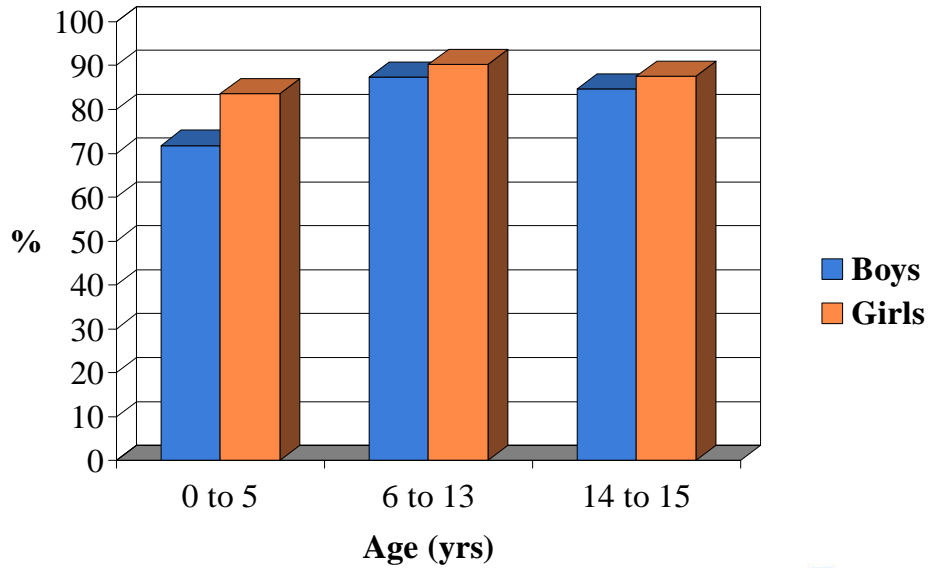
% of children consuming less than 2 serves (2007 Dairy Australia Survey)



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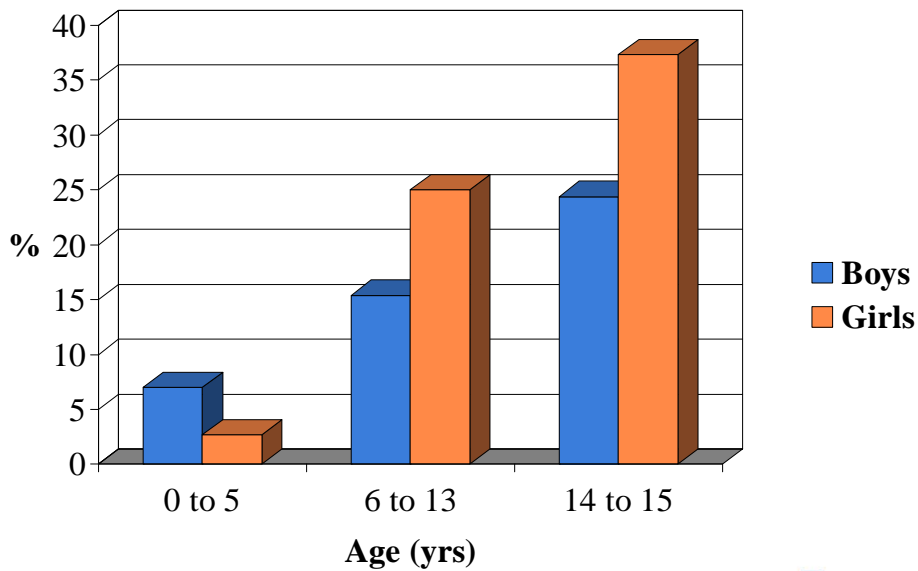
% of children consuming less than 3 serves (2007 Dairy Australia Survey)



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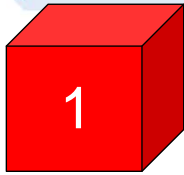
% of children consuming 0 serves (2007 Dairy Australia Survey)



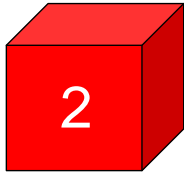
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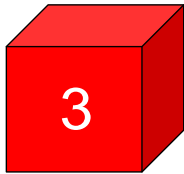
Why do people avoid / limit dairy?



"I am watching my weight" (45%)



"I am concerned about my cholesterol level" (39%)



"Dairy foods don't agree with me (23%) dairy is fattening" (22%)



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Dairy Monitor; Adults 18+ who avoid / limit dairy (n=216)



What motivates purchase of different dairy categories?



=

Nutrition is the most important 'pillar' for both regular milk and modified milk consumers (69% and 51% respectively)



=

Enjoyment, convenience and nutrition are the most important 'pillars' (around 30% each)



=

Nutrition is the most important 'pillar' (68%)

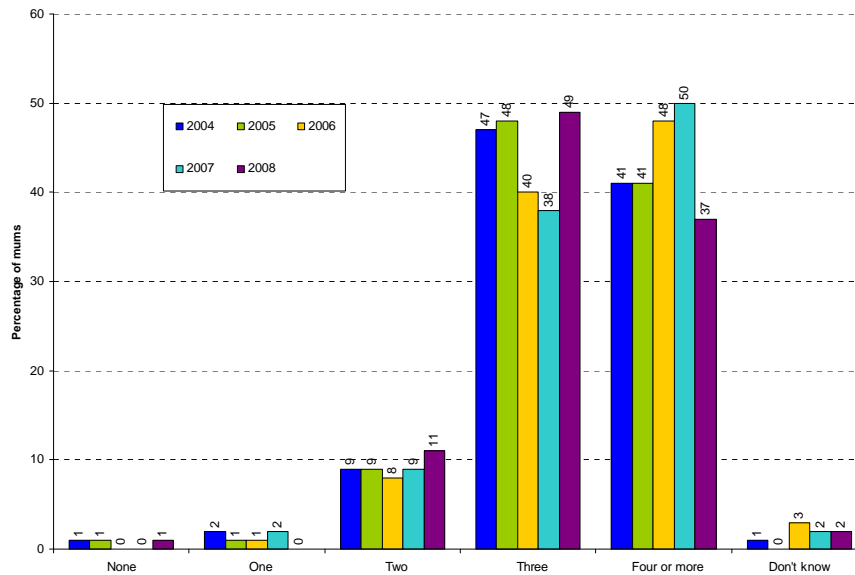


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Dairy Demand Drivers, McKinna 2007, Consumers of each category; Milk n=314; Cheese n=396; Yogurt n=306



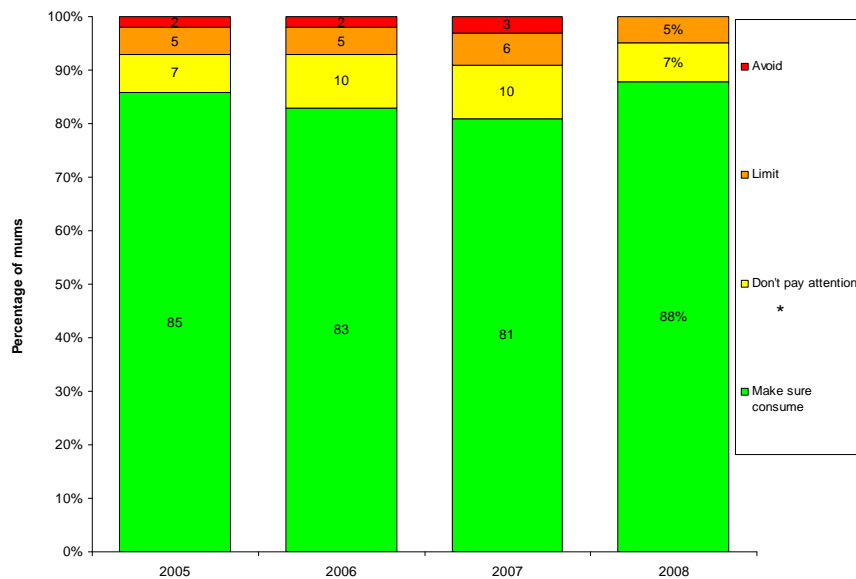
Awareness for 3 serves a day: Trend - healthy target for kids



Consumer Tracking 2004-2007, Mums
Dairy Monitor, October 2008, Mums, n=161



Approach to dairy for kids: Trend - Mums



Consumer Tracking 2004-2007, Mums
Dairy Monitor, October 2008, Mums n=161



* Note: change in measure in 2008



Fewer voices telling an opposite story



Supplements

Forget the vitamin pills.

Remember the fruit 'n' veg.



There is a lot to be said for going back to basics and eating a well balanced diet to give you all the vitamins and minerals you need to stay healthy. www.gofor2and5.com.au

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An Australian Government, State and Territory health initiative.



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