

Media Release



9 May 2014

Australians still starving of quality nutrients

Following the report released today from the Australian Bureau of Statistics (ABS), the first detailed information on Australia's eating habits in 15 years, Mr Carl Gibson, Chief Executive Officer of the Complementary Healthcare Council said that the new results highlighted that the typical Australian is eating plenty of food but is still starving of quality nutrients.

Based on self-reporting, just 6.8 per cent of the population met the recommended usual intake of vegetables and just over half, at 54 per cent, met the recommendations for serves of fruit.

"It is perhaps not surprising, then, that in Australia there has been a growing use and acceptance of complementary medicines by individuals keen to care for their general health and wellbeing."

"Many people take multivitamins because they know they don't always eat as well as they should, with the typical Australian diet shown to fall well short of the recommended daily nutrient requirements."

These recent findings follow ABS figures released in April that showed around four million Australian adults were found to be Vitamin D deficient in 2011-12. Vitamin D is essential for the body to absorb calcium effectively, which is important for bone health and muscle function.

Vitamin D deficiency rates were found to be particularly high in winter in the south eastern states of Victoria (49 per cent), ACT (49 per cent) and Tasmania (43 per cent).

ENDS

For Media Interviews or Further Information Contact:

CHC, Chief Executive:

Carl Gibson

+61 457 028 974