

## **‘Egg-dulge’ responsibly this Easter**

This Easter Australia’s leading nutrition organisation, the Dietitians Association of Australia (DAA), is calling on Australians to ‘indulge responsibly’. The call comes as many Australians gear up to spend big on Easter treats. According to a 2009 report, on average one in three shoppers spends between \$50 and \$100 on Easter eggs<sup>1</sup>.

Accredited Practising Dietitian and DAA Spokesperson, Maria Packard, said: ‘With chocolate eggs wall to wall on the supermarket shelves, Easter can be one of the most difficult times of the year for people trying to maintain a healthy weight.

‘We’re often surrounded by Easter temptations as early as January, when the chocolate eggs and hot cross buns appear in stores. But by limiting the days you ‘splurge’ to the Easter weekend, you’ll have better control over your waistline – while still enjoying some treats.’

DAA’s top tips to help keep you on track this Easter:

- As Easter symbolises new beginnings encourage family and friends to give non-food related gifts. For example, a plant to symbolise growth or an Easter colouring book for children.
- Watch your portion sizes. Eating four mini chocolate eggs instead of eight will save you around 600kJ and 8g of fat.
- Choose quality over quantity. Enjoy a small amount of your favourite, top quality chocolate – and savour every bite. This should leave you satisfied and not reaching for more.
- Organise activities to encourage exercise over the Easter period – such as a family bike ride, an Easter egg hunt or an egg and spoon race. This way if you do indulge you can balance it out with some exercise.
- After Easter get back to your normal eating patterns quickly. Resist stocking up on half-price Easter goodies just because they’re on sale!

Visit the *Smart Eating for You* section of the DAA website [www.daa.asn.au](http://www.daa.asn.au) for more ideas and tips on healthy eating.

**For further information or to organise an interview with Maria Packard, contact  
Romy Hurwitz, Dietitians Association of Australia, on 0409 661 920.**

**Note to Editors:** The Dietitians Association of Australia (DAA) is the professional body representing dietitians nationally. Accredited Practising Dietitian (APD) is the only national credential recognised by the Australian Government, Medicare, the Department of Veterans Affairs and most private health funds as the quality standard for nutrition and dietetics services in Australia. For more information visit [www.daa.asn.au](http://www.daa.asn.au)

**ENDS**

<sup>1</sup> Confectionery Manufacturers of Australasia website. Available at: <http://www.candy.net.au/about-cma.asp?pgID=697>