

## Chile promotes its fruit among Canadian children

Sussane Bertolas, Merchandiser of the Chilean Fresh Fruit Association (CFFA) for the Canadian market, and some Canadian nutritionists, are developing a campaign to promote the consumption of Chilean fruit, especially of blueberries, among children, by using media that specializes in food and healthy living, and that focus on children and parents. The idea is to encourage consumption through creative recipes and guessing games that have been especially made for this occasion and that can be downloaded from the internet

In this context, Christy Brissette, a nutritionist who writes in the 80 twenty nutrition journal, stated: "Many times we wonder how to make children eat healthy. And the answer is by making it fun." According to the professional, parents should let their children touch the food, enjoy it with their fingers, and get dirty, as it will be a fun experience that will create a connection between the food and their feelings and emotions that will endure in the future.

Brissette said the idea could seem somewhat absurd for many people that grew up being told not to play with their food and that might be repeating the same pattern with their children, so she invites parents to ponder what's wrong with making food fun, a relevant question for many parents that are currently struggling to get their children to eat healthy foods, such as fruits and vegetables. Furthermore, lunch and dinner time has become a war in which children are forced to eat them. So how do you get kids to love these foods? According to the professional, "by making them have fun when they consume them."

"Children are naturally practical and one of the key ways in which they learn about food is by touching it, so it is important to involve them in different processes, such as the preparation of delicious recipes that are both colorful and varied. So lets have fun with Chilean fruits this winter. Currently consumers can enjoy fruits that could only be eaten in summer, such as blueberries, peaches, nectarines, apricots, and plums, among other fruits, throughout most of the year. Now they can find these fruits that have been imported from Chile in supermarkets," the nutritionist added.

For children to have fun with Chilean fruit, they have created entertaining recipes, tips, and a guessing game, all of which can be downloaded from the page [www.fruitsfromchile.com](http://www.fruitsfromchile.com).

**Lien article :** <http://www.freshplaza.com/article/169177/Chile-promotes-its-fruit-among-Canadian-children>