



A SPORTING APPROACH TO FOOD

SUSHI SUSHI:
FAMILY FOOD REPORT 2017 - PART 1

With almost two-thirds of Australian adults classed as overweight or obese¹, it's no surprise that obesity is recognised as one of the biggest threats to the health of our nation. As obesity rates continue to rise, this frightening trend is making its presence known amongst our next generation with statistics indicating that one in four Australian children are also overweight.

Excess weight is a major risk factor for cardiovascular disease, Type 2 diabetes and certain cancers². However unlike many conditions, obesity is something that we all have the power to control and contain – whether that be for our own health, or the health of our children.

The starting point for good health is a good diet, but unfortunately many Australians lack either the motivation or the know-how to make simple changes that will have a significant impact on their wellbeing.

What's more, when we are confronted with so many (often unhealthy) food options when we eat out, it can be hard to know the best choices to make. Based on Part One of Sushi Sushi's inaugural Family Food Report, this seems to ring especially true when attending one of the country's many sporting venues for major events.

This report provides a snapshot of the attitudes and behaviours of Australians when it comes to eating out, specifically when attending a sports stadium. Most when it comes to eating out, specifically when attending a sports stadium. Most compellingly, the findings shine a spotlight on the pressing need for venues to offer a greater selection of healthy alternatives for those who don't want to eat the traditional game-day fare of hot chips, burgers and meat pies.

The report unearthed some interesting findings including the fact that a staggering 75% of spectators at sporting events eat food they consider very unhealthy as there are little to no wholesome options on offer. What's more, more than half of all

Australians (56%) would choose a healthier option if it was made available to them.

So, the question needs to be asked - is sport making us fat? This report aims to explore this sentiment and, ultimately, serve up a selection of recommendations for how sporting venues can help empower consumers to make healthier choices.

ABOUT THE RESEARCH

The Sushi Sushi Family Food Report was undertaken by third party research specialists, the Online Research Unit, between 16 and 20 December 2016.

The sample size was 1005 Australians, proportionate to population size for each state and territory.

WHO ATTENDS THE MOST SPORTING EVENTS?

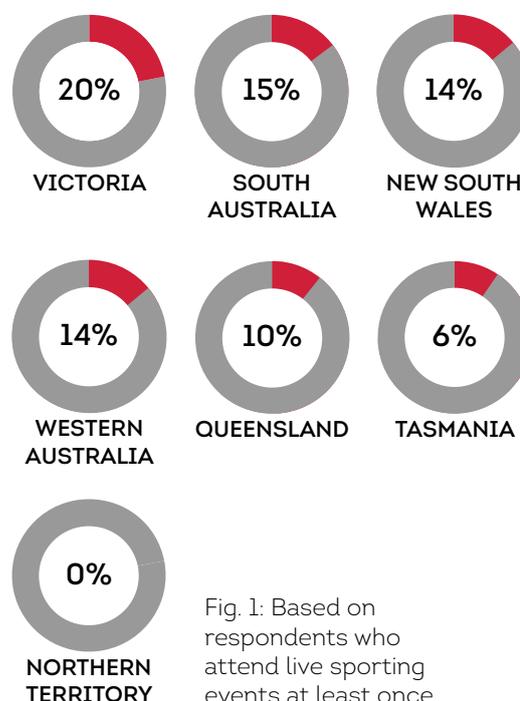
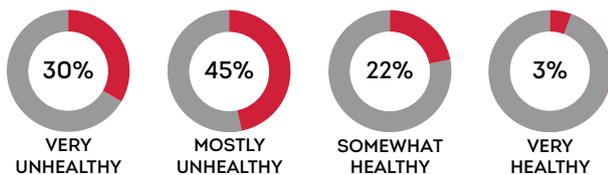


Fig. 1: Based on respondents who attend live sporting events at least once

1. <http://www.aihw.gov.au/overweight-and-obesity/>
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GAME DAY GRUB - what are stadiums serving up?

According to the report, a whopping 75% of Australian event-goers described the food on offer at sporting events as either very or mostly unhealthy. Despite this, more than a third (36%) said they would eat food they considered poor quality as the options are often limited at such venues.



If given the choice, almost a quarter (23%) said they would opt for a healthy sandwich or wrap, while more than one in 10 (12%) would choose sushi. That said, close to a quarter (22%) would still choose to eat hot chips, with figures suggesting that many Aussies see a sporting event as a chance to 'treat' themselves.

KIDS AND THE SPORTING MENU

The majority of spectators (74%) attend major sporting events with their children and it seems the 'treat' mentality also extends to their kids. More than a third (35%) of parents admitted buying their children hot chips at sporting events, with 18% grabbing a hot dog as a snack. For close to a third (30%), soft drink is the primary drink of choice. A mere one in 10 (11%) said they took homemade food for the kids to eat while spectating.



HOT CHIPS
480 calories in a large serve



HAMBURGER
459 calories in a beef burger with bun



MEAT PIE
470 calories in a classic meat pie



HOT DOG
365 calories with ketchup

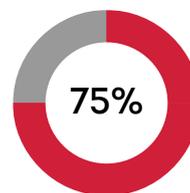


SAUSAGE ROLL
437 calories

WHY SHOULD WE BE WORRIED?

The numbers speak volumes and a nutritional analysis of traditional game-day fare including a large hot chips, a hot dog and a soft drink equates to 1,145 calories – for a child, this could result in them consuming up to 75% of their RDA of calories*. Perhaps more concerning, they'd be consuming around 56g of fat in one sitting – almost the entire daily allowance for a 10-11 year old.

And while many parents do receive these foods as an occasional treat, one in ten (9.8%) said they attend these types of events on a weekly basis.

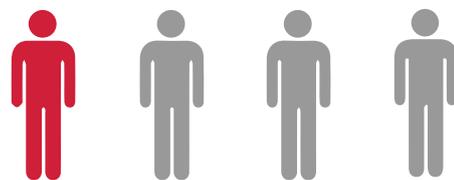


% OF DAILY CALORIES CONSUMED IN A 1,145 CALORIE MEAL*

* (Based on RDA of 1600 – 2000 calories for a 10-11 year old boy)

THE IMPACT ON ATTENDANCE

More than a quarter (27%) of Australians would be more inclined to frequent sporting events on a regular basis if healthier and fresher foods were on offer. Moreover, 23% of parents would have a greater inclination to take their children to these events if healthier foods were available.



27% OF AUSTRALIANS WOULD PREFER HEALTHIER FOOD OPTIONS AT SPORTING EVENTS

SHOULD THE INDUSTRY STEP UP TO THE PLATE?

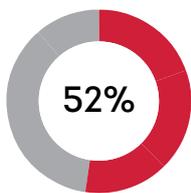
The answer to this question when it was posed, was a resounding 'yes' with more than one in five (22%) stating that the food on offer at sporting events should absolutely reflect and encourage a healthier approach to food – and to life.

"Many families attend sports events on a weekly basis, meaning that at least once every week they are limited to nutritionally questionable sustenance, if they wish to eat at the venue. I think it's sad that some of Australia's leading sports venues don't reflect the health and fitness on show to spectators in the food that they are providing - it's really no wonder these venues are a breeding ground for weight issues."

- Kathleen Alleaume, nutritionist and exercise scientist

IS SPORT MAKING US FAT?

More than half of those questioned (52%) said they thought the unhealthy food on offer at sporting events could be contributing to Australia's weight problem. That said, some were quick to point out that it's the individual's responsibility to look after their own health and wellbeing - and up to them to make the right choices,



% OF PEOPLE AGREE THAT UNHEALTHY FOOD OPTIONS CONTRIBUTES TO AUSTRALIA'S WEIGHT PROBLEM

HOW CAN WE EAT MORE HEALTHILY AT LIVE SPORTING EVENTS?

Kathleen Alleaume, nutritionist and exercise scientist, offers the below tips for eating more healthily at sporting events.

1. Make wise choices. Part of the fun of going to a sports event is, of course, is the food you eat while enjoying the game and I'm certainly not going to ruin it by telling you not to eat anything. Instead, be mindful of what you're choosing. For example, a six-ounce hamburger has about 490 calories without even counting cheese or other toppings, whereas a typical sushi hand roll contains around 155 calories and far less saturated fat.

2. Curb your portion sizes. It might seem like a no-brainer, but one of the simplest steps to take is to downsize your portion size. Swap the extra-large fries for small or medium options - this is especially important for kids who are at risk of exceeding their RDA of salt, sugar and fat with just one over-sized burger and a large fizzy drink.

3. Take your own snacks. If you've got the time, it's always worth considering taking a picnic to the event (if permitted). Take along some sandwiches, veggie sticks and fruit - they're easy to prepare and won't be difficult to carry. What's more, you won't have to queue up forever during the breaks to grab a drink and a bite to eat!

4. Healthy hydration. If you are going to treat yourselves with food or snacks, it's even more important to ditch the sugar sweetened beverages and stick to water. The downfalls of sugary soft drinks have been well documented - especially for children - with the average large cup containing approximately 17 teaspoons of sugar.

SUMMARY

The findings of the Report clearly indicate that consumers are calling for healthier options when they attend live sporting events. Events of this nature are attended by millions of Australians each year, many of whom who are in a fitness and wellbeing mindset - and this should be honoured and reflected in the sustenance on offer at major sporting venues.

In addition to the obvious wellbeing benefits, providing healthier and more nutritious alternatives to greasy, fat-laden snacks may also offer commercial benefits for venues and their supply partners with 23% of consumers say they'd be more likely to attend sporting events and would be prepared to spend more on food if fresher, healthier options were available.

About this research: research conducted among 1005 Australians by the Online Research Unit between 16 and 20 December, 2016.

About Sushi Sushi: With more than 120 locations across Australia Sushi Sushi is the country's leading purveyor of high quality, on-to-the go Japanese cuisine. Our premium Sushi is created with passion and we are driven by an obsession with quality, freshness, taste and health.

For more information please contact

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