



NATURE'S
NON-STOP
ENERGY
SNACK



MEDIA KIT

AUSTRALIAN BANANAS ADVERTISING

Still making bodies sing after 21 years

The Australian Bananas ‘Make your body sing’ campaign is one of the longest running and successful marketing campaigns in Australian advertising history.

Originally created in 1994, the campaign featured a series of children dancing, skipping, running and playing thanks to the amazing energy of bananas. This was all set to a bright and bubbly music track and tagline that would become synonymous with the brand for over 21 years.

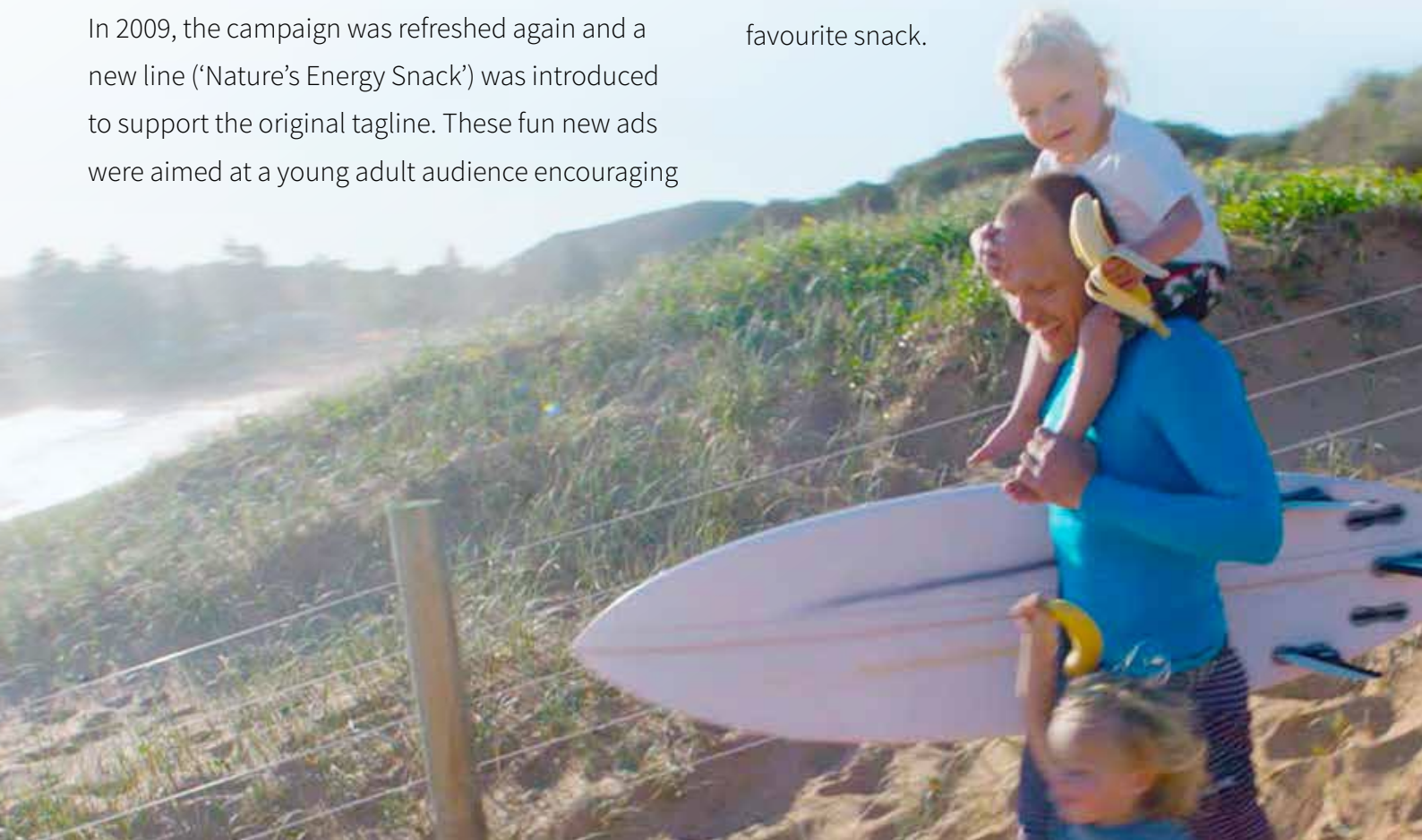
Seven years later in 2001 and again in 2008, new commercials were made featuring the same children from the original ad but showing how they’d grown strong, healthy and still full of energy thanks to Australian Bananas.

In 2009, the campaign was refreshed again and a new line (‘Nature’s Energy Snack’) was introduced to support the original tagline. These fun new ads were aimed at a young adult audience encouraging

them to eat bananas instead of unhealthy processed snacks. The famous music track was given a makeover as well but the now famous ‘Ba-na-na-na-na-na’ lyric was retained.

Six years later in 2015 it was time for another change and Australian Bananas were relaunched as ‘Nature’s Non-Stop Energy Snack’ in a campaign that reinforced the fact that, no matter what you’re doing, you never have to miss a beat when you refuel on banana energy. But the fundamentals of the campaign – the banana music track, the ‘Make Your Body Sing’ tagline and the bright energetic people – are still going strong.

It really is the campaign that never runs out of energy. And it’s one of the major reasons that Australian Bananas are now Australia’s favourite snack.



ALL ABOUT BANANAS

Bananas History

Next time you grab a banana, consider the fact you're about to devour the world's very first fruit. Originally from the region that includes the Malay Peninsula, Indonesia, the Philippines and New Guinea, traders took bananas with them as they travelled to India, Africa and Polynesia. These bananas, however, barely resembled the fruit we know today. They contained many large, hard seeds and minimal pulp and were considered to be a strange and exotic alien fruit. Cross-breeding of two varieties of wild bananas, the *Musa Acuminata* and the *Musa Baalbisiana*, in Africa in about 650 AD, resulted in bananas becoming seedless and more like the delicious fruit we enjoy today.



"*Musa Baalbisiana*" one of 2 varieties of wild bananas cross-bred to become the delicious fruit we know today

The first plantations

Traders from Arabia, Persia, India and Indonesia distributed banana suckers around coastal regions of the Indian Ocean (but not Australia) between the 5th and 15th centuries. In the 15th century,

Portuguese sailors established plantations in the Canary Islands and between the 16th and 19th centuries, suckers were traded in the Americas and plantations were established in Latin America and the Caribbean. Banana plants first arrived in Australia in the 1800s.



Banana plantations in Geraldton (now Innisfail) in 1902

The first Australian bananas

We have the Chinese migrant communities to thank for introducing bananas to Australia way back in the mid 1800s. The lucky citizens of Carnarvon in Western Australia were first to taste bananas before the good folk of north Queensland were fortunate enough to experience its delights. It wasn't until the 1880s, however, that Chinese workers from the goldfields established banana plantations in the Queensland tropics around Cooktown, Port Douglas, Cairns, Innisfail and Tully. In the 1890s, plantations were started in the Coffs Harbour area of New South Wales and around Mullumbimby.

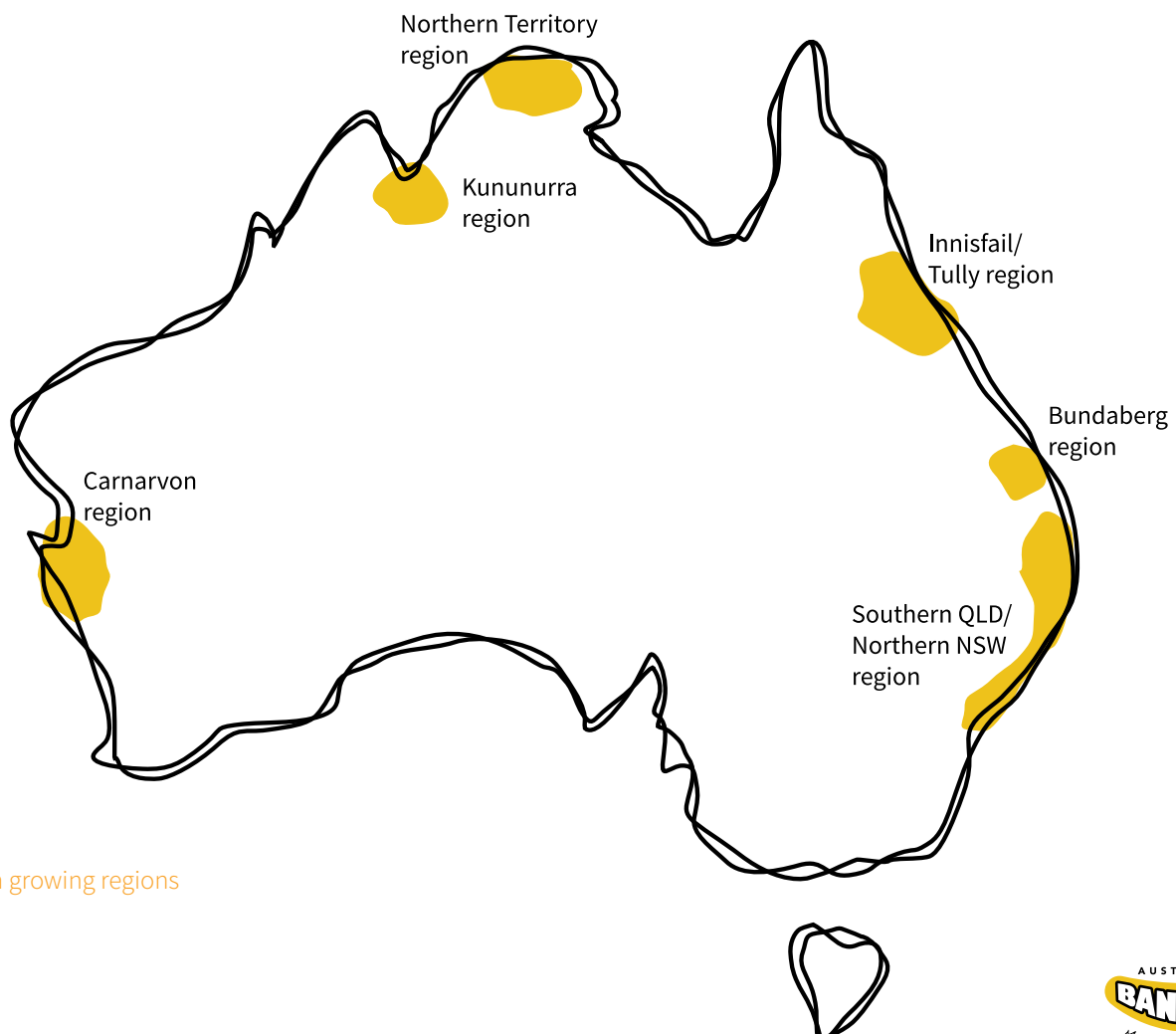
ALL ABOUT BANANAS

Our industry today

Today in Australia, bananas are grown in both tropical and subtropical regions. This ensures the industry is diverse in terms of the geographical location of banana farms, farming practices, the size and type of farms that grow bananas, the varieties of bananas grown and their flavour.

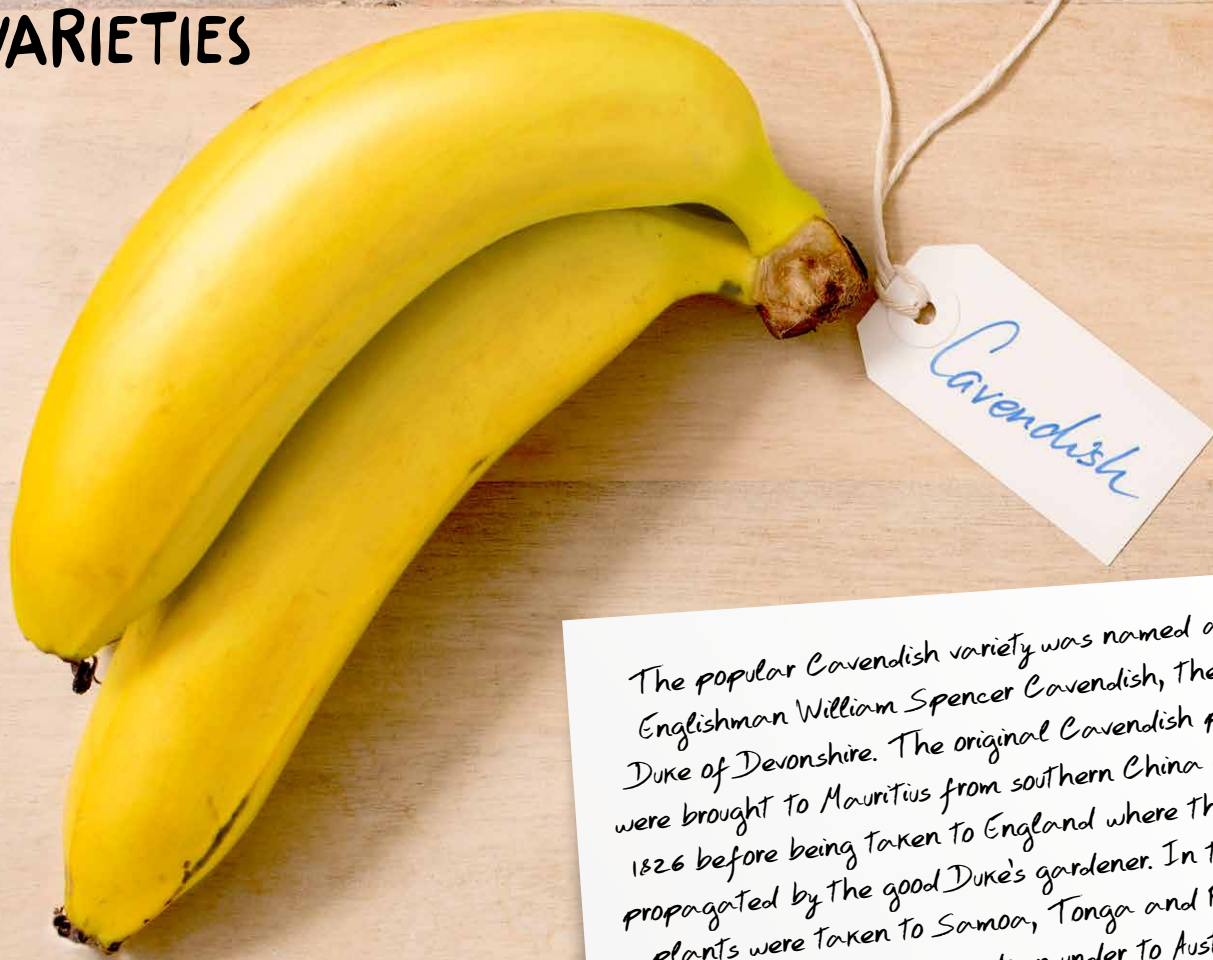
Growing regions

The tropical banana-growing regions of northern Queensland, mainly around Tully and Innisfail, produce over 90% of Australia's bananas. Other tropical production areas are in the Northern Territory and in northern Western Australia, at Kununurra. Subtropical bananas are grown between Coffs Harbour in northern New South Wales and Bundaberg in southern Queensland, and in Carnarvon in Western Australia. All fresh bananas available in Australia are locally grown. There are no imports due to the threat pests and disease would pose to our local farms.



Australian growing regions

VARIETIES



The popular Cavendish variety was named after Englishman William Spencer Cavendish, the 6th Duke of Devonshire. The original Cavendish plants were brought to Mauritius from southern China in about 1826 before being taken to England where they were propagated by the good Duke's gardener. In the 1840s, plants were taken to Samoa, Tonga and Fiji and eventually, in the 1850s, down under to Australia.

Lady Fingers

The popular Lady Finger banana is naturally sweeter and a little smaller than regular bananas. Because they don't go brown when cut, they make the perfect ingredient for all sorts of fresh dishes. Lady Fingers taste best when fully ripe. That's when their skin is completely yellow with flecks of black.



Banana Plants

Banana plants are the largest plants on earth without a woody stem. They are actually giant herbs of the same family as lilies, orchids and palms. Banana plants can grow to heights of up to nine metres and look very much like a tree. There are more than 500 varieties of banana plants in the world.

PRODUCTION

Growing

Australian Bananas are grown on commercial plantations in Queensland, New South Wales, Western Australia and the Northern Territory. A well planned plantation incorporates good soil types, safe all-weather access, row design to suit topographic conditions, irrigation design, plant spacings, and specialised erosion control and drainage structures.

From the time of planting it usually takes 12 months or so to produce the first bunch of bananas, with subsequent bunches every 8-10 months thereafter. A bunch averages 150 to 200 bananas and weighs approximately 35-50 kilograms. When the bunch is harvested, the parent or mother plants trunk is cut through at about head height. The section of trunk that's left standing nourishes the young 'sucker' plants that grow at its base. These plants go on to produce their own bunches. The top part of the mother plants trunk becomes organic plantation matter.

Picking

Harvesting a banana crop is the perfect job if you like working outdoors, enjoy physical work and don't mind getting very wet, very often, during the wet season from November to March. During the dry season from April to October the weather for pickers is much better.

Picking crews of around 4-6 strong fit people take a tractor towing a special trailer, between the rows of bananas looking for mature bunches. Many growers use colour coding as a way to help the pickers find bunches that are ready to harvest. Coloured covers are tied over each banana bunch when they are just developing to help protect them so when it's time to harvest, pickers know how to look for covers of a particular colour. Bananas bunches are still green when harvested and much care and attention is shown during the harvesting process as bananas bruise easily. It's velvet glove treatment all the way!

The harvested bunches are soon on their way to the packing shed where many pairs of hands help get bananas to market.

PRODUCTION

Packing

Bananas were originally marketed in large bunches straight from the plant and the leaves were used as padding to reduce the marking and bruising in transit to markets. In the early 1900s, wood cases were introduced, with all of the bananas packed as single fingers, and weighing around 45 kg. The wooden crates have been replaced by the cardboard cartons we still see used today.

Firstly, banana hands are removed from the bunch stem and cut into clusters of between 3 and 9 individual bananas. It is these clusters that you would be used to seeing at your local retailers. These clusters are then placed into cartons which weigh a minimum of 13 kg. Over 28 million of these cartons are packed in Australia each year! The cartons are then packed on pallets and placed in cool rooms to bring the temperature of the bananas down to 14-16°, which is the temperature they will be transported at in their journey to the market.

Ripening

Once the bananas have passed the quality assurance process, they go into a ripening room. This controlled environment replicates the climatic conditions where the bananas were grown and would have ripened naturally if the plant had not been harvested. Once the bananas are ripened it's off to the selling floors of the wholesale markets.

Markets

Bananas are mostly sold either through wholesale markets in Brisbane, Newcastle, Sydney, Melbourne, Adelaide and Perth or direct to some of the major retailers around Australia. From here, the cartons of bananas are sent to local retailers, restaurants, fruit barrows, wherever you can buy a banana! Others are off to be processed into products such as banana cakes, smoothies and muffins.



Bananas enter a ripening room to replicate climatic conditions of where they are grown

NUTRITION

The magic banana blend.



The perfect blend for blending

Australian Bananas aren't just delicious, they're also extremely nutritious. In fact, if you sat down to design the perfect long-lasting energy snack, you'd be hard pressed to beat a banana. Because, unlike their super-processed, super-sugary competitors, bananas are bursting with goodness and nutrition to keep you full of energy all day long.

Bananas are packed with natural carbohydrates, vitamin B6 and potassium – a balanced blend of goodness that makes them ideal for restoring tired muscles and boosting bored brains. They're also great for tuning up your nervous system by providing 15% of your daily B6 needs for nerve function. They quite literally, make your body sing. It's why you'll often find elite athletes munching on a banana before, during, and after exercise.

No-Nos v Na-Nas

With no caffeine, no fat, no cholesterol and no nasty chemicals, it's no wonder more Australians reach for a na-na than any other energy snack. It's also more than a happy coincidence that bananas are shaped like smiles. You see, a banana is the ideal food to improve your mood. The carbohydrates and vitamin B6 found in bananas act as a great pick-me-up any time of the day. But they're especially useful as an antidote to the mid-morning munchies or the dreaded mid-afternoon slump.

So when you need a dose of happy energy, forget the chemical highs, quick hits and sugar rushes that no-nos provide. Instead, reach for a na-na - nature's non-stop energy snack.



NUTRITION

Zero fat, cholesterol and salt

Australian Bananas are bursting with long-lasting energy and have loads of health benefits.

One medium banana contains:

1.4_(g)

protein

20_(g)

carbs

0.2_(mg)

vitamin B6

48_(mcg)

folate

2.4_(g)

fibre

346_(mg)

potassium

31_(mg)

magnesium

4_(mg)

vitamin C

BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Mums to be

Because bananas are bursting with natural ingredients, they're the perfect snack for mums to be. Bananas supply much of the additional energy required in the second half of pregnancy to support a growing unborn baby. Generally, a boost of 850-1100 kJs per day is required, or 2 bananas!

Carbohydrate

The extra energy required in pregnancy should mainly be from carbohydrates and protein, and a little fat. Bananas are an excellent source of carbohydrate. The carbohydrate is mainly in the form of natural sugars and a little starch.

Protein

Extra protein is needed during pregnancy to support growth of new cells in the mother and baby, especially the in 2nd and 3rd trimester. Add a delicious banana smoothie made on low fat milk or low-fat soy drink to give you the extra protein and carbs needed when the baby is growing quickly.

Vitamin B6

Pyridoxine (vitamin B6) is required for healthy tissues, making red blood cells, and carrying nerve impulses. Your B6 needs jump up from 1.3 mg to 1.9 mg daily in pregnancy. Two bananas a day will help meet that extra need.

Folate

Folate is required for the growth of new cells and genes, especially red blood cell growth, which is very important in pregnancy. Folate needs to increase from 400 mcg to 600 mcg each day during pregnancy. A banana contributes about 50 mcg towards that need, but supplements are often recommended by your doctor.

Vitamin C

Ascorbic acid (vitamin C) is required for forming blood vessels, skin, gums and other tissues, and even bones. Extra vitamin C is needed during pregnancy (increasing from 45 mg to 60 mg daily). Each banana provides about 10% of your daily vitamin C requirements.

Iron

Iron is required for healthy blood, especially helpful in assisting with carrying oxygen around the body, and helps with growth and normal appetite. Although bananas provide only a little iron, its vitamin C greatly helps absorb the iron from other foods in the intestines.



BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

A pregnant woman wearing a yellow t-shirt is shown from the waist up. She is holding a bunch of three ripe yellow bananas in her right hand. Her left hand is resting on her bare pregnant belly. The background is plain white.

Breastfeeding mums

Bananas are a great food to enjoy when breastfeeding as they contain major vitamins including B vitamins, especially B6 and folate, and vitamin C.

Other benefits for mums to be

Constipation may be a problem in pregnancy as the muscles in the intestine lose some of their tone, which causes foods to pass more slowly through the gut. The pressure of the baby on your intestines can also slow down the passage of food and waste through your intestines. The solution is plenty of fluids, physical activity and fibre-rich foods, such as bananas.

Morning sickness may be the first sign of being pregnant and often only lasts the first trimester but you can feel sick at any time not just in the morning. Eating dry crackers, toast or a piece of fruit, like a banana, in the morning before you get out of bed can help.

BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Healthy bubs

By 6 months, babies are ready to begin eating solids. Prior to this, their swallowing reflex has not fully developed and besides, mother's milk or an infant formula is providing all the nutrients a baby requires.

A newborn will double in size by the time they are 12 months old. It is important to feed them plenty of nutritious foods during this rapid growth phase – breast milk or infant formula for the first 6 months, then introducing nutritious solid foods.

Rice cereal is commonly the first solid food offered to babies. Mashed fruits and vegetables soon follow as they are least likely to cause an allergic reaction. Bananas, with the soft texture and natural sweetness that babies love, are an ideal first food as they come packed with essential vitamins (eg vitamin C & B6) and minerals (eg potassium and magnesium), in their freshest, most natural form.

Remember that a new food may need to be introduced 8-10 times before it becomes well accepted by infants. Acceptance of new foods is often quicker with naturally sweet foods like the banana. You may wish to try giving banana mashed with breast milk or formula in the first few times at introducing solids. The texture of the banana can increase as the baby learns to chew. Make sure the banana is ripe, usually indicated by the skin beginning to mottle.

It is advisable to introduce new foods one at a time in small amounts to make it easier to observe any food allergy. Food allergies affect only 5 children out of 100 and are most likely to be seen with egg, fish, shellfish, tree nuts, peanuts, milk, wheat, and soy. Children will grow out of some of these allergies by the time they are five years. It is very rare for a child to have an allergy to a banana. If you suspect an allergy, see your doctor. Do not try and diagnose an allergy yourself. If you happen to be wrong, then you are denying your child a wholesome food.

The banana is also the ideal finger food. It can be nibbled, chewed, sucked and squished. Give them a small amount of banana at a time. During teething, a finger food like a cool or frozen banana can help relieve the pain of a tooth coming through.



BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Growing families

The primary school years are an important time of mental and physical growth in meeting the demands of schoolwork and play. Eating the right food is vital to ensure their minds and bodies develop to their full potential.

By the age of 5 years children rely on snacks for up to half their energy needs. It is quite common for them to eat 6-8 times a day because of their small stomach volume.

Breakfast is a particularly important meal for children as it stimulates the brain to think efficiently. Breakfast eaters are better at problem solving, doing maths and remembering what has been taught in the classroom that morning. Bananas are also ideal for school lunches as they're easy to peel and don't require refrigeration.

Bananas are also the perfect snack for active teenagers who often need 4-5 snacks a day. Unlike their super-sugary, super-processed competitors, bananas are bursting with natural ingredients that keep teenagers full of energy all day long.

Busy workers

For busy workers, bananas are the handy, convenient, healthy snack that means you can avoid the mid-morning munchies and the 3 o'clock fuzzies. The carbs in bananas will immediately return your blood glucose levels to normal and give you all the nutritional goodness you need to keep powering through the day.

Never before have we been expected to perform at such a high level and under such constant stress. A banana is the perfect meal in a peel for people on the run: packed with carbohydrate, B group vitamins, potassium, Vitamin C, folate, no fat and just as much fibre as 1 or 2 slices of multigrain bread.

Bananas, which are naturally fat-free and high in fibre (2.4 g per banana), can help prevent excess weight gain as they are very filling. The carbohydrates in bananas take longer to digest giving a feeling of fullness. As the natural sugars are slowly absorbed from the intestines, the banana has a low Glycaemic Index (GI), so they are the perfect fruit for anyone who does have diabetes.



BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Sports people

Bananas are easy and quick to eat, that's why they're a hit with sportspeople, before, during, and after sport. If you've got a few more minutes to spare, a smoothie with its protein and carbs, is the perfect energy boost. But there's a lot more to bananas than just carbs and protein. They also provide the body with vitamin B6, folate, potassium, magnesium and vitamin C, and there's absolutely no fat.

Carbohydrate

Bananas have long been a favourite with athletes and active people. That's because the carbohydrate in a banana becomes glucose in the blood providing an excellent source of long lasting muscle energy. The carbohydrate will also help replace muscle fuel stores after exercise and that makes bananas a great recovery food. A high-carbohydrate diet increases endurance while a low carbohydrate diet reduces endurance. Wholesome carbohydrate sources like bananas also help keep blood sugar levels normal.

Potassium

The potassium found in bananas plays an essential role in muscle function. Deficiencies in potassium can lead to abnormal cramping and discomfort. During exercise, your body loses potassium through sweat, and prolonged periods of physical activity can significantly reduce your potassium levels. By eating bananas during and after exercise, potassium levels can be restored.

Magnesium

Another mineral that is found in the banana is magnesium, which is involved in more than 300 enzyme systems in the body, and is especially important in energy generation in the muscles.

Time your snack

Like most things in life, timing is crucial. If you plan to eat a banana before you exercise, try and do it an hour before to allow for sufficient time for digestion. Eating right before you exercise will direct blood flow to your stomach and intestines to assist digestion rather than directing blood flow to your muscles and maximising performance.



BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Weight conscious

For a lot of Australians, managing their weight is a tough battle. Most people gain weight because they eat more kilojoules than they burn during the day. These excess kilojoules are stored as body fat. It doesn't matter whether the excess kilojoules come in the form of protein, fat or carbohydrate, if they aren't used, they get stored as fat. The most effective way for people to lose weight is to burn more kilojoules during the day by increasing activity, and eating less kilojoules. This is mainly done by reducing the intake of fatty foods and cutting back on alcoholic drinks. Eat plenty of fruit and veggies and go easy on the fatty stuff.

Because bananas have zero fat and a high satiety index, they're a great way to stay fuller longer without piling on the weight. For a healthy, great-tasting breakfast, simply slice a banana on your morning cereal or add it to a slice of wholemeal or multigrain bread. A banana smoothie, meanwhile, makes the perfect lunchtime treat.



BANANAS FOR EVERY LIFESTYLE & LIFESTAGE

Mature age

Most people in midlife will have a risk factor for early disease such as high cholesterol, high blood pressure, obesity, smoking and sedentary lifestyle. About half of Australians will have three or more of these risk factors.

We need to reduce our risk of an early demise by being active and making smart food choices. Fat-free bananas are naturally filling so they are the perfect alternative to fatty snacks.

They're also packed with B vitamins to help keep you on the go, and are one of nature's richest sources of potassium. Potassium helps muscles contract, and assist in proper functioning of the body's heart and kidneys.

Research also suggests that a diet high in potassium, and low in salt, may reduce the risk of high blood pressure and stroke. Bananas are also a great source of antioxidants that help promote health by preventing body cell damage, which can lead to early disease. Folate and a type of fibre called resistant starch, both present in bananas, are believed to be beneficial in preventing colon cancer. The fibre in the banana also helps keep adults regular. One banana provides as much fibre as 1-2 slices of multigrain bread.

Want to know more?

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