

# How do Kiwi families engage with food? Translating key insights into action

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# Overview

## 1. Health and Lifestyles Survey (HLS)

## 2. Key insights

- Eating at home
- Meal preparation
- Shopping



## 3. Translating insights to action

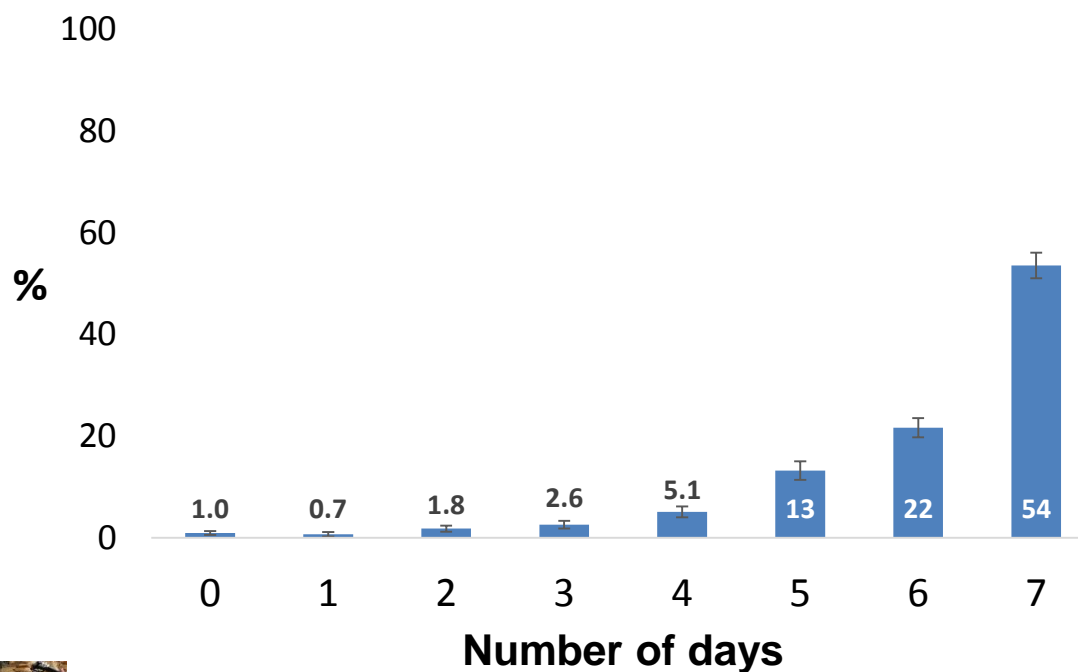
- [myfamily.kiwi](https://myfamily.kiwi)

# 2016 Health and Lifestyles Survey



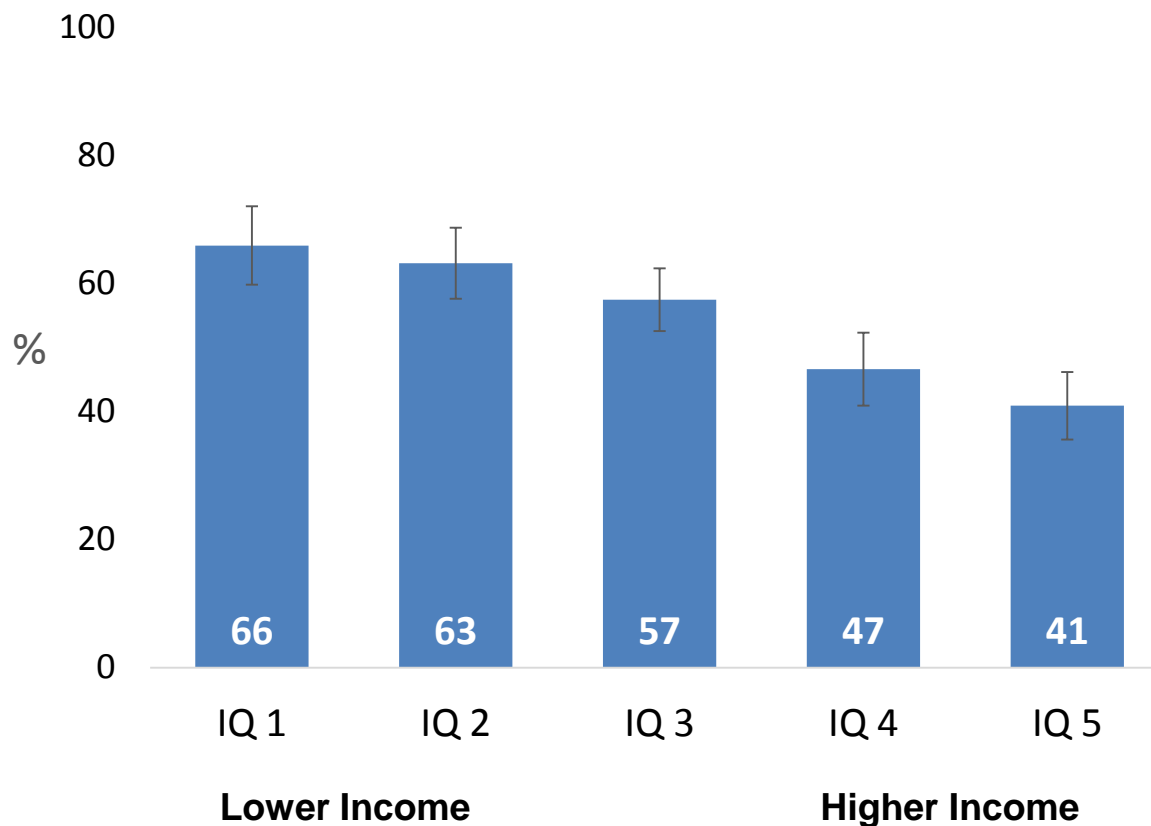
# Key Insights: Eating at home

**Main meal prepped at home in past 7 days?**



# Key Insights: Eating at home

**Main meal prepped at home 7/7 days**



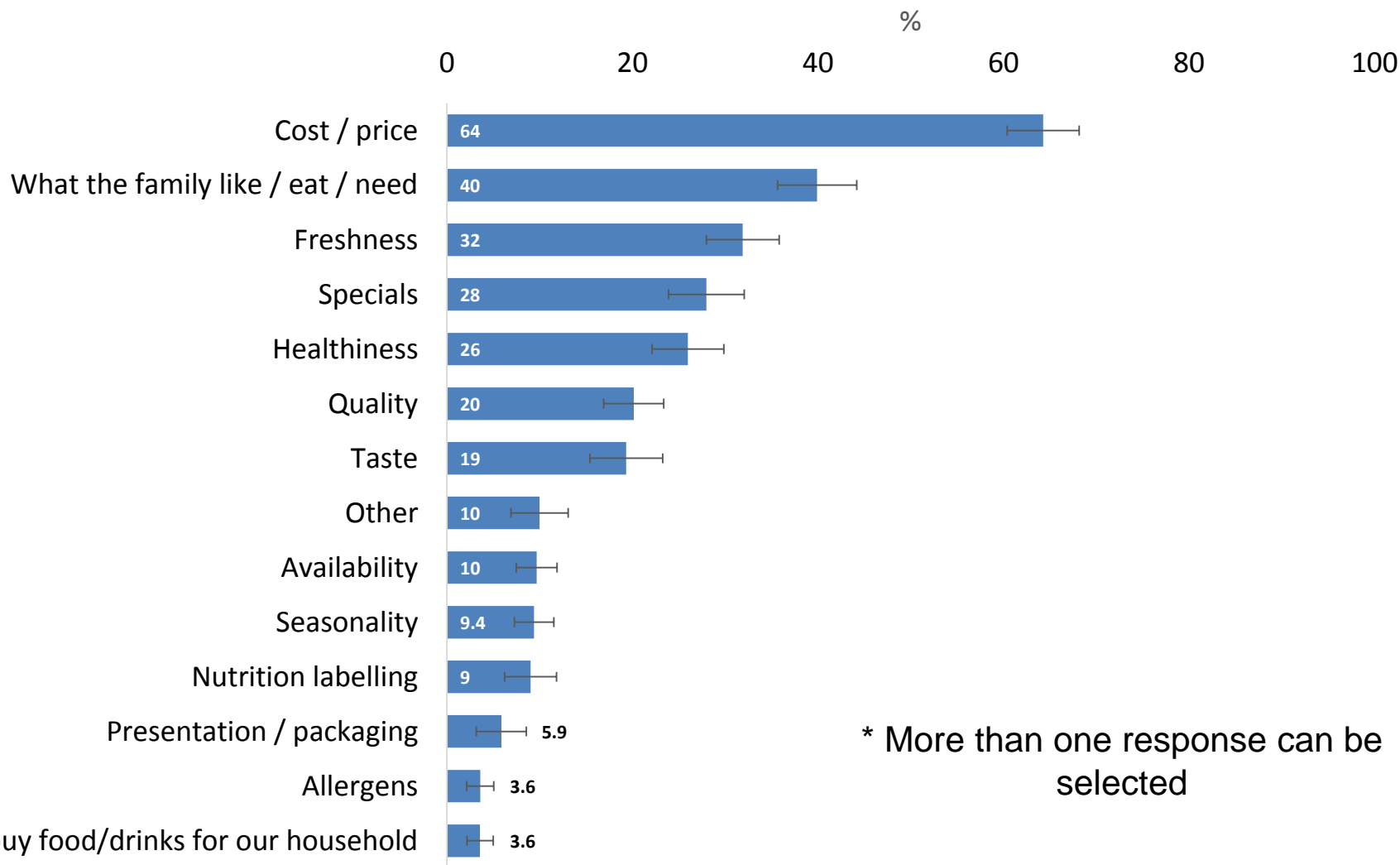
# Key Insights: Meal prep



16 - 60mins

# Key Insights: Shopping

Influences on shopping decisions for lowest income groups\*

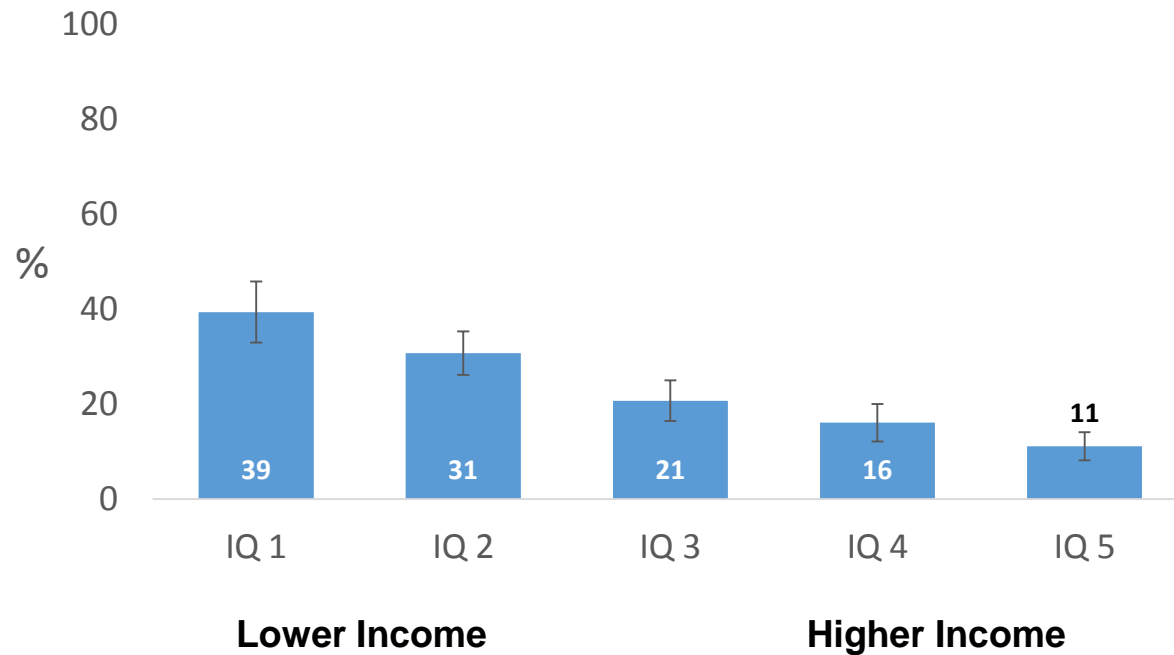


\* More than one response can be selected




# Key Insights: Shopping

**\$0 - \$100 per week**






# Translating insights to action!

**My Family Food**  
Easy, fast and affordable food ideas

Family FoodFamily Activities


AllBreakfastLunchDinnerDessertSnacksBaby food


Search recipes and ideas...Search



### Crispy fish


A healthy alternative to deep-fried fish. Look out for fish on special. Plain, uncrumbed frozen fish fillets are also a good alternative to fresh fish.


 Recipe



### Bread samosas


Delicious hot or cold and with all the flavour of traditional samosas, this healthier alternative is sure to be a hit in your household.

 Recipe



### Find a vegetable market near you

Select region ▼





### Frozen and canned as good as fresh

Did you know frozen and canned fruit and vegetables are as good

### Did you know?


If you have trouble cutting pumpkin, try cooking it in the microwave for three minutes. This will soften it enough to easily remove the skin and make it much easier to chop up.

 Tip



### Variety adds spice to life

Make eating fun by trying food from different cultures and countries.

 Article

<http://myfamily.kiwi>



## Corn chowder

🕒 Time to prepare: 10 minutes    🍳 Time to cook: 15 minutes    👤 4 Servings

A great winter lunch or evening meal idea, this quick and easy chowder can be whipped up in under half an hour! Kids will love the sweet corn flavour too.

### Ingredients

- 1 tablespoon vegetable oil
- 1 onion, chopped
- 1/2 cup celery, chopped
- 2 rashers lean bacon, chopped
- 2 tablespoons flour
- 3 cups low-fat milk
- 1 cup frozen corn
- 1 sprig fresh thyme, chopped (optional)
- 1 can cream style corn
- 1 pinch salt

### Method

- 1 Heat the oil in a large pot over a medium heat. Add onion, celery and bacon.
- 2 Cook for three minutes or until onion is clear, stirring frequently.
- 3 Stir in flour and cook for one minute.
- 4 Stir in milk, frozen corn, thyme, cream style corn and salt.
- 5 Bring to the boil and cook until thick (about five minutes).
- 6 Sprinkle with cracked pepper and serve with warm crusty bread.







## Eating together

Coming together to share a meal helps build strong family and whānau.

- Try to eat together as often as possible and let the family know in advance what time the meal will be ready.
- Eating together is a great way to help your children make good food choices. Kids do what you do so when they see you are eating vegetables, they will give them a go too.
- Turn the TV, mobile phones and computers off while eating.

## You might also like...



## Water and milk are the best drinks for your family

Want an easy way to help your family be healthy? Choose water or milk for your family instead of fizzy drinks or fruit juice.

 [Article](#)



## Did you know?

For your next casserole or stew, try doubling the recipe and freezing extra. You'll save time and have a meal on hand for when things get busy.

 **Tip**

## Did you know?

You can make sandwiches using frozen bread in the morning. By lunchtime they will have thawed and the bread will be fresh.

 **Tip**



# Thank you!

# Questions?

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