



Peeling Back the Decades: New research reveals a bunch of things have changed since parents were at school

- *Ahead of schools returning from the summer break, new research has revealed the dramatic differences in schooling between parents and their children.*
- *The biggest changes include use of technology (76%), cost of back-to-school shopping (57%) and the items in the lunchbox (49%).*
- *Whilst there have been some drastic changes, the humble Australian Banana has remained the key snack in lunch boxes across the decades.*

16 January 2024: In a surprising twist, Aussie parents feel the biggest changes in education across the decades isn't just the integration of technology (76%) or skyrocketing back-to-school costs (57%), but the new age lunchbox (49%) due to the increased food guidelines and 'must have' lunch box styles.

New research by Australian Bananas reveals school lunches are amongst the biggest differences parents have noticed from their own schooling experience, with four-in-five (81%) sharing they now need to adhere to food guidelines and almost half of Aussie parents say there are a lot more restrictions on school lunches, compared to when there were at school (67%).

Nuts (82%) and seafood (33%) were the biggest no-no with the increase in allergy awareness, however treats with sugar (29%) and even plastic wrap (23%) were included on the list.

While most (70%) Aussie parents find it increasingly difficult to stick to the evolving school lunch box guidance, nearly all parents (93%) shared that they include a banana. Naturally convenient in their own peel 'packaging', it's easy to understand why.

The classic sandwiches, including peanut butter or ham, observed the highest decline in popularity¹, paving the way for new favourites, sushi and salad. Also in decline are the trusty plastic lunch boxes, with paper lunch bags virtually non-existent², making bento boxes (38%) and cooler bags (24%) the new 'it' items.

With the modern changes to school lunches, it's surprising that parents (94%) aren't stressing about what to put in the lunchbox. Instead, their biggest challenge is getting products that their child will like (48%) and being able to afford it all due to the cost of

¹ Peanut butter sandwiches (39% in the past vs 11% today) and ham sandwiches (49% in the past vs 27% today) observed the highest decline.

² Plastic lunch boxes have experienced the highest decline in use, going from 44% to 9% only, followed by Paper Bags, used by 17% of the parents, but only by 3% of the kids.



living (46%). The majority (90%) of parents even admitted to feeling an increasing financial strain this year.

To showcase the integral part the feel good fruit has played in Australian lunchbox history, Australian Bananas has partnered with media personality Tim Robards and his daughter Elle. Tim said, "Although a lot has changed since I was at school compared to Elle, one thing is the same - our favourite school snack, Australian Bananas."

According to Dianne Sciacca, an Australian Banana Grower, "Bananas have been the go-to school snack for generations. Packed with natural carbohydrates, vitamin B6 and potassium, Australian Bananas are the perfect snack for fuelling any hop, skip or jump."

Australian Bananas are available at all major grocery, independent and local food markets. For more information and access to easy and affordable banana recipes, please visit <https://australianbananas.com.au>

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Notes to editors:

*Research conducted in November 2023, by Pureprofile on behalf of Australian Bananas on a sample of 1,003 Australians.

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About Hort Innovation

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