

PRESS RELEASE Monday 26<sup>th</sup> October 2020

**Red Tractor launches new Green Banana Multi-Fibre Superfood Powder, made from biodynamically, sustainably grown Queensland bananas.**



Australian family owned and operated health food business, Annex Foods, has extended its range of innovative health ingredients under their Red Tractor brand with the launch of Green Banana Multi-Fibre Superfood Powder.

Sourced directly from the pioneers in green banana flour production, Natural Evolution Foods in Far North Queensland, the product is made from 100% green lady finger bananas, which are one of the highest resistant starch food sources in the world.

“Healthy and versatile real food ingredients from our own back-yard don’t come around every-day.” says Kane Fetterplace, Managing Director of Annex Foods. “Green banana flour is Aussie innovation at its finest. Bananas on the verge of going to waste due because they don’t meet specific supermarket guidelines are made into a resistant starch rich, gluten free flour. Red Tractor proudly support Aussie growers and producers, and we are excited to bring this nutrition powerhouse to Red Tractor consumers.”

Red Tractor Green Banana Multi-Fibre Powder contains three fibres to support gut health – soluble, insoluble and fermentable.

Red Tractor Brand Manager and Dietitian, Petrina Schoellbauer: “Data from the National Nutrition and Physical Activity Survey (2011-2012) found that less than 20% of Australian adults met the Suggested Dietary Target (SDT) for fibre; the level recommended to reduce the risk of chronic disease (28g and 38g per day for women and men respectively). Eating a wide variety of different fruit, vegetables and wholegrain foods is the best way to increase your overall fibre intake and to ensure you’re consuming a variety of different fibres that will support your gut health. One heaped tablespoon of Red Tractor Multi-Fibre Superfood Powder provides 8.3g of fibre, so you’re well on your way to meeting those targets. It also contains a high level of resistant starch, which is a type of fibre that may be particularly beneficial for gut health.”

Red Tractor Green Banana Multi-Fibre Superfood Powder is easy to use in a variety of ways. It can be blended into drinks or smoothies, or added to into baking recipes.

Available now at Coles supermarkets and coming soon to Independent retailers.

*About Red Tractor Foods:*

*Our aim is to bring the best quality natural ingredients to you with innovation for both healthy and great tasting foods. We are a brand that you can trust 100% of the time, a brand that is farmed for taste.*