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First National Banana Day

Australian bananas to be celebrated on 1 May as national day for bananas raises awareness of health benefits



An entire calendar day will be dedicated to Australian bananas following a successful initiative developed by Hort Innovation and Australian Bananas.

From this year on, 1 May will now be a day of celebration and promotion for bananas. To mark the occasion, Hort Innovation is planning a media event at 'The Big Banana' in Coffs Harbour.

Hort Innovation marketing lead, Elisa King, said the inception of this day came about to help

ignite a national conversation that raised awareness around the nutrition and benefits of bananas while supporting local growers.

"We wanted to bring it home with a day of fun and festivities, featuring inspiring content, interactive experiences and celebrating the people who fuel the industry," she said.

Australian National Rugby League superstar Billy Slater and dietician Susie Burrell will be hosting the Coffs Harbour event.

A free bootcamp event in Sydney's Centennial Park also took place today 24 April, with celebrity trainer Sam Wood, to spruik the national day and raise the profile for Australian Bananas.

Alongside these promotions, Australian Bananas is looking to engage a young representative who will be deemed the nation's first 'Banana-ologist' and educate other Australian children about the importance of eating bananas.