

SA Health
Serves – cut down
15 seconds



Vision: *Open on Veggie-Man, wearing an apron sitting at a table. He is holding 3 measuring cups. There are some vegies on the tabletop in front of him.*

MVO: **One serve of vegies is ...**



Vision: *As he speaks, he covers the first group of vegies with one of the upturned cups. .*

MVO: **Half a cup of ...**



Vision: *We see the cooked vegies now fully covered.*

MVO: **...cooked vegies...**



Vision: *He covers the second group of salad vegies with another upturned cup.*

MVO: **A cup of salad vegies...**



Vision: *We see the two groups of vegies covered.*



Vision: *Vegie-man covers the potato..*

MVO: **...or one potato.**



Vision: *He whizzes the upturned cups around on the table.*



Vision: *He stops. The three cups have become one.*

MVO: **Ta-da!**



Vision: *He lifts up the cup to reveal a meal incorporating all of the ingredients.*



Vision: *A super of the serve size appears over each component – 1 serve, 1 serve, 1 serve = 3 serves!)*



MVO: **It's easy to get 2&5 into your day.**

Graphic: *Go for 2&5® logo animation*

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