

Lose Weight with the 'Sardine Diet'

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The humble sardine is at the forefront of a new weight-loss method.

"The Sardine Diet" is rapidly growing in popularity among health-conscious Americans, who are also recognising the disease fighting qualities of the oily little fish.

Considered a "brain food", sardines are also enjoying a resurgence in Australia where they are increasingly appearing on restaurant menus across the country.

According to the website www.sardinediet.com, The Sardine Diet is a "comprehensive, full balanced nutritional plan" featuring a diverse menu to help converts achieve their weight-loss goals.

Including a complete meal schedule for breakfasts, lunches, dinners, snacks and desserts, The Sardine Diet has been designed to "rebalance your vital dietary fats and retune your body's metabolic engine".

Sardines have been chosen to spearhead the diet because they are a rich source of Omega 3's, which have been proven to lower the risk of coronary heart disease such as rheumatoid arthritis. Omega 3's also contain high amounts of protein (without the saturated fats), calcium and vitamin D, but are low on calories.

President of the South Australian Sardine Industry Association Christian Pyke said while canned sardines from overseas have been in the retail seafood market for years, domestic sardines – filleted, salted, marinated or smoked – are proving popular amongst discerning diners.

"Sardines are no longer treated as simply tuna feed", said Mr Pyke.

"Producers in Western Australia, Victoria, New South Wales and South Australia are beginning to reap the benefits of directing sardines as a stand-alone food source for human consumption.

"The Australian sardine is highly nutritious and is an excellent source of Omega 3 polyunsaturated fats compared to other animal proteins such as chicken, beef and lamb, and other seafoods."

Mr Pyke suggested barbecued sardines make the perfect entrée.

"Just marinate in a mixture of lemon juice, lime juice, tomato paste, crushed garlic, ground ginger, ground cumin and paprika, and barbecue or grill on a flat plate," he said.

"And they are an ideal match to full-flavoured wines such as pinots, a peppery shiraz or a dry riesling."

The local sardine industry has been significantly boosted following the establishment of the Australian Seafood Cooperative Research Centre (CRC), launched in Adelaide today.

"The CRC will help the sardine industry streamline production processes, as well as further explore the health benefits associated with eating sardines," said Mr Pyke.

"It certainly is an exciting time for the humble sardine".

For more information and to arrange an interview (and visuals), please contact: Mr Christian Pyke Phone 0428 233 200 and Emily Downes (emily.downes@seafoodcrc.com)
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