

Is junk food promoted through sport?

A mixed methods study:

- 39 interviews
- 51 observations
- 116 websites reviewed
- 4 televised games



Food and Beverage Marketing

Signage at games and events

Sponsors identified from websites

Analysis of televised coverage



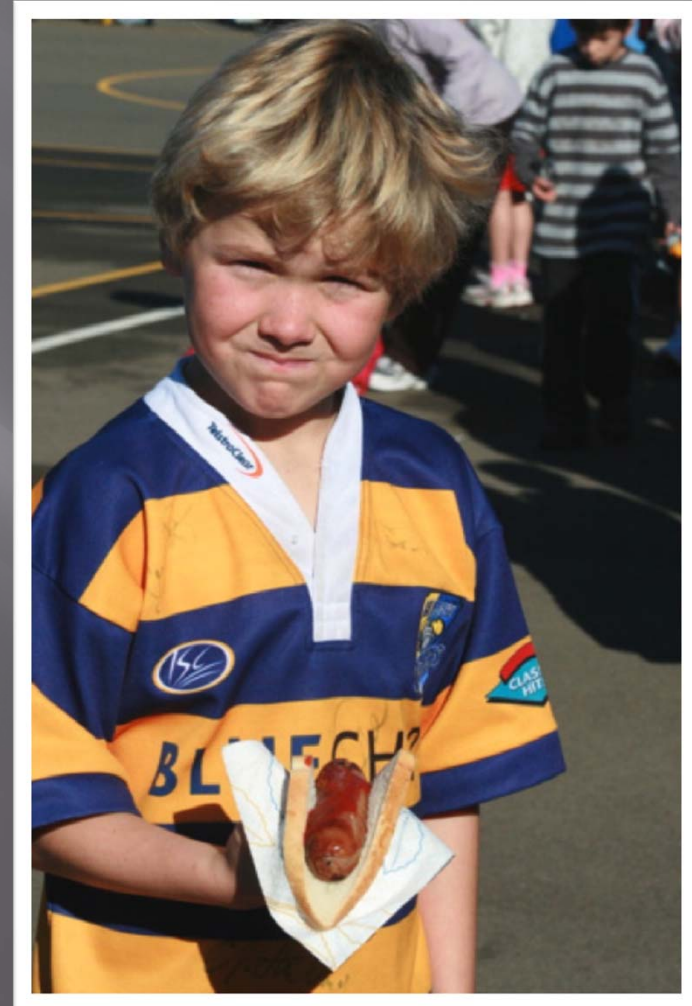
Food Availability at Sport

Food sold at all national, regional and netball events.

Less than half of rugby events

Dominated by energy dense, packaged snack foods

Profits from food sales mostly to caterers.



Conclusion

Food marketing differs between sports, both unhealthy and healthy food companies sport

Energy-dense, nutrient-poor foods available at sporting events

