



eat well
tasmania

LOCAL FOOD PROCUREMENT IN TASMANIA

Tasmania grows some of the best produce in the world. But much of it is being exported. We need to make it easier to buy Tasmanian food in Tasmania. **It's called local food procurement.**



Over
90%

of Tasmanians
want to **eat more
Tasmanian fresh
fruit and veg.**



OPPORTUNITIES

Boosting local food procurement in Tasmania can work:

- Overseas experience proves that local food procurement:
 - » Actively stimulates regional and local economic growth.
 - » Creates 1000s of jobs from growers to processors, pickers, retailers and in transport.
 - » Greatly improves access to fresh seasonal food in local communities.
 - » Helps to tackle climate change by reducing waste and transportation.
- Tasmanian wholesalers want to source more produce locally because it is fresher, has a better shelf life and does not require chemical treatments.
- Tasmanian producers of all sizes want to sell into the Tasmanian market.
- Tasmanian cooks in hospitality and institutions want to showcase more local produce.
- The Tasmania Government has signed a Working Together for the Health and Wellbeing of Tasmanians Statement.

ROADBLOCKS

There are roadblocks currently preventing more local food procurement in Tasmania:

- Tasmania's Buy Local Strategy is weak around sourcing local produce for Government contracts.
- Government policy, including incentives for business, are focussed entirely on exporting.
- Contracts for food and beverages do not stipulate local sourcing.
- Leadership not yet focussed on meeting our healthy food needs through local procurement.

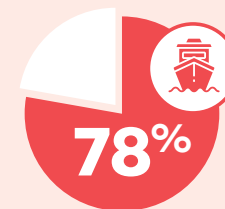
ACTION

We can overcome these roadblocks and make the most of our opportunities with:

- Stronger rules in the State Government's Buy Local Strategy to support increasing local procurement.
- State Government resourcing to support organisations collaborating on local food procurement in Tasmania.



Every **\$1 million invested** in buying Tasmanian produced food **creates up to \$3 million of economic activity** in Tasmania.



of food grown and produced in Tasmania is **exported to the mainland or overseas.**



FOR MORE INFORMATION AND TO BE PART OF THE CAMPAIGN VISIT EATWELLTAS.ORG.AU