



eat well
tasmania

We Eat Local Campaign



Tasmania has experienced an unprecedented shift in consumer behaviour; **where** and **how** we source our food has been severely disrupted due to the COVID-19 pandemic.

ISSUE

Tasmanian consumers do not currently have a centralised and convenient means of sourcing information about where and how to purchase local produce.

OPPORTUNITY

The opportunity exists to reframe the current crisis as a means to re-connect to the local economy, recognising and reaffirming new social norms focused on local Tasmanian business. Behaviour pattern shifts – an increase in demand for fresh produce, the uptick in e-commerce and gravitation toward online food delivery mean local food retailers and producers must re-connect with consumers via digital platforms.

APPROACH

Eat Well Tasmania have found a fit for purpose app 'We Eat Local' that provides a central repository for information for the Tasmanian community to access local fresh produce in the current environment and strengthen the Tasmanian food economy in the long-term.

Over
90%

of Tasmanians think it is important to **buy Tasmanian grown produce** to support farmers and their local community.

CAMPAIGN OBJECTIVES

1. Ensure the Tasmanian community always have **access** to reliable information about **how** and **where** to source local seasonal food, specifically fresh produce, during the COVID-19 period and beyond
2. Support Tasmanians to **eat well**
3. Act as a **centralised and credible network enabler** for small-to-medium Tasmanian business to strengthen and support business adaptation throughout the COVID-19 pandemic and beyond.

CAMPAIGN SUMMARY

- The We Eat Local app is a free and easy to use digital platform which lists hundreds of Tasmanian businesses selling fresh local produce.
- Tasmanians can order fresh local produce through the We Eat Local app so that they can cook delicious and delicious and seasonal food at home during the COVID-19 crisis and beyond.
- It's more important than ever to support local businesses and connect our community to Tasmanian fresh produce
- Thanks to funding from the Department of Health, all businesses are being featured on the We Eat Local app free of charge for the first 12 months.



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

