

# WE EAT LOCAL SURVEY

In April 2021 Eat Well Tasmania surveyed Tasmanians who had downloaded the We Eat Local app to find if and how the app impacted how they sourced fresh produce during the COVID-19 pandemic. **This is what they told us.**

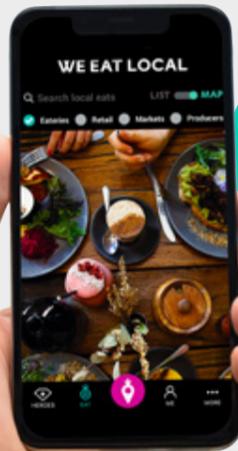


#WE EAT LOCAL

## BACKGROUND

### Why We Eat Local?

During the COVID-19 pandemic, Tasmania experienced an unprecedented shift in consumer behaviour; where and how we sourced our food was severely disrupted. In response, Eat Well Tasmania partnered with We Eat Local to launch a new app to help Tasmanian consumers and local producers re-connect—to buy and sell fresh produce and cook food at home.

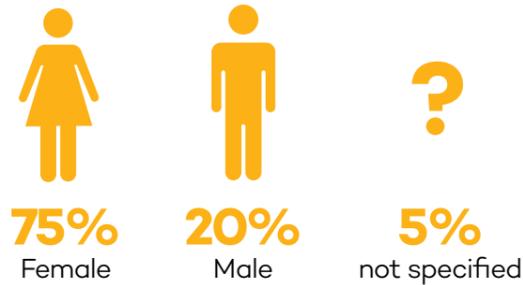


The app includes listings for **500+** producers, retailers, cafes & restaurants.

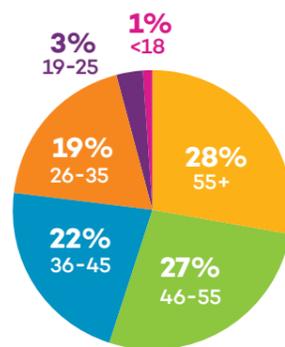
**8000+** Tasmanians downloaded the app.

## WHO DOWNLOADED THE APP?

Out of the 8000+ Tasmanians...



Tasmanians aged **55 years or older** were the largest age group to use the app.



Age breakdown of app users:



## WHY & HOW?

Why did Tasmanians download the We Eat Local app?



How did Tasmanians discover the We Eat Local app?



How did Tasmanians use the We Eat Local app?



## FEEDBACK

- "When I wanted to know about fresh produce in my area, I used the app."
- "I used the app when choosing where to eat with friends."
- "When I was in unfamiliar areas and needed to search for local shops and cafes."
- "living in a regional area, the app was handy."
- "Finding a local grower to buy fresh produce from."
- "Looking for places to shop and eat that fit into the 'eat local ethos'"
- "When I was in an area I was unfamiliar with; I could search the map and see where I wanted to support."
- "I used the app when looking for a place to take guests from the mainland."
- "Being a new resident of Tasmania."
- "listing our roadside [produce] stall during the pandemic was great... there was a massive increase in interest at our roadside stall, and it was good to have an awareness of its location."



How has the We Eat Local app changed the way we shop for fresh produce?

"[I] have been buying food closer to the source... using farmers markets."

"I'm now a regular at more than six places in my local area as a result of the app!"

"[I am] finding local food gems."

## WHAT'S NEXT?

Eat Well Tasmania will continue to analyse the survey data, so we understand more deeply how the We Eat Local app influenced how Tasmanians found fresh produce and supported local businesses during the COVID-19 pandemic. This will help us in our work to support Tasmanians to eat well as part of the COVID-19 recovery. Eat Well Tasmania will continue to analyse the survey data, so we understand more deeply how the We Eat Local app influenced how Tasmanians found fresh produce and supported local businesses during the COVID-19 pandemic. This will help us in our work to support Tasmanians to eat well as part of the COVID-19 recovery.